

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Micro, Small, and Medium Enterprises (MSMEs) are widely recognized as crucial contributors to Indonesia's economic development. Data from the Ministry of Cooperatives and SMEs indicate that this sector generates over 60 percent of the national GDP and provides employment to more than 97 percent of the workforce (Ridho, 2025). This trend appears to have been influenced, in part, by the COVID-19 pandemic, which heightened public awareness regarding the importance of proper nutrition and facilitated greater access to healthier food options (Haryono, 2024). Concerns about illness have led to a shift toward preventive health practices, driving heightened interest in products that support immune function, enhance energy levels, and contribute to overall wellness (Jia, 2025). Recent food and beverage trends in Indonesia indicate a 32 percent increase in bottled water consumption over the past year, largely attributed to its perceived health benefits (Innova Market Insights, 2025).

The UMKM beverage business presents a promising opportunity for generating substantial profit and income through various strategies and innovations within the beverage sector. Business opportunities typically arise when specific needs or demands in the market are either unmet or insufficiently addressed by existing beverage products or services (Purwanto, 2023). The growing popularity of plant-based beverages reflects a broader shift in consumer preferences toward healthier lifestyle choices. In urban areas, drinks such as almond milk, soy milk, and cold-pressed juices have gained considerable popularity. In Indonesia, there is a noticeable rise in consumer consciousness regarding the importance of selecting modern and health-conscious beverage options, thereby positioning themselves strategically within the expanding healthy beverage sector (Indonesia, 2025).

Smoothies have gained popularity as a convenient, nutritious, and appealing option for individuals seeking a healthy addition to their daily routine. Whether for fitness enthusiasts, busy professionals, or those aiming to incorporate more fruits and vegetables into their diet, smoothies offer a versatile solution adaptable to various lifestyles (Siti, 2025). Protein drinks represent a distinctive segment within the functional beverage market, as they are the only niche category valued at under \$5 billion that continues to exhibit growth (Nutritionals, 2024). There is a clear consumer preference for natural products that are free from artificial additives, alongside growing interest in functional benefits such as enhanced digestion and increased energy. The global market offers a wide range of protein beverage formats, including ready-to-drink shakes and protein powders, to meet diverse consumer needs (Innova Market Insights, 2025a).

Indonesia, with a population exceeding 270 million and a rapidly growing middle class, offers significant potential for the development of the protein drink industry. Concurrently, there is a growing public awareness of health and nutrition, reflected in increased interest in dietary supplements and healthier eating habits. Additionally, the expansion of the fitness industry, marked by the proliferation of gyms and sports communities, has further fueled the popularity of sports nutrition products, including protein-based beverages. These trends collectively suggest a favorable environment for entrepreneurs seeking to enter or expand within the protein drink market in Indonesia (Rifaldi, 2024). The UMKM beverage business presents a promising opportunity for generating substantial profit and income through various strategies and innovations within the beverage sector (Armielia et al, 2024).

In conclusion the reason why to go with this business is because there is rising trend of healthy lifestyle after covid-19. That is why GoGetBig was created to offer consumers a healthy consumable item to follow with the current trend in the world. Another reason is because not many have opened up a healthy beverages company

in Indonesia right and it is still considered a niche market. In other words, after covid-19 many people have changed their lifestyle to getting more fit and healthy which in turn creates new demands for healthy consumable food and beverages. Thus things like protein shake and smoothies have an increased demand over the years since covid. Protein shakes product not only can be enjoyed for those seeking a balanced lifestyle but also for those who wanted to grow their muscle more and more which led to an increase of more demand of the product.

1.2 Company Description

The brand GoGetBig has been conceptualized to enhance accessibility for individuals seeking a healthy lifestyle without incurring significant financial costs. A protein shake beverage is being developed to offer comprehensive nutritional benefits, supporting both physical fitness and overall health. This formulation incorporates a proprietary blend that utilizes Yakult as the base ingredient. As a fermented milk drink known for the digestive health benefits, Yakult is expected to contribute not only to the nutritional value of the product but also the flavor profile, offering an alternative to conventional milk-based beverages.

GoGetBig will be located inside a mall where there is a lot of gym meaning there will be a lot of people who want to build their muscle and do a healthy lifestyle. This can also be a strategy for GoGetBig so that when people come out from the gym there is a GoGetBig right outside so there is no need to go around finding things to refresh and energize yourself. GoGetBig will be a kiosk type of space where it was previously mentioned will be right outside a gym or near a gym.

GoGetBig's main selling point is of course a protein shake but apart from that GoGetBig will have plans to further expand the menu to not only stay with the trend but to keep the people's interest in them. By offering this new product the brand will not only be people's options for protein shake but also other protein items that

may attract new customers. This plan was carried out in order to maintain GoGetBig brand from going bland and boring by introducing new variety options. Other plans is that GoGetBig will open the first establishment in Lippo mall puri, Jakarta barat near fitness first gym. If the outcome is positive GoGetBig will continue to expand the business to other region of Jakarta to further the market.

The concept for GoGetBig is designed to be healthy to all of the customers from teen to adulthood, but the target market are mainly focuses for those who want to focus on creating an ideal body and maintaining a balance and healthy lifestyle with that in mind GoGetBig chooses a logo and a choice of color that is both recognize for the customers and the ideal image brand for the business.



Figure 1.1 GoGetBig Company Logo

Regarding the logo, a more classic logo design has been chosen, featuring an image placed beside the brand name. A green background has been selected, as the color is commonly associated with health and vitality. For the text, a font and color combination is chosen to complement the green background while ensuring legibility and visual impact. The accompanying image employs a neon fade effect, which is thought to harmonize well with the overall design. The brand's tagline, "Drink and Powered Up" is intended to convey the energizing effect the product aim to provide throughout the day.

Now with the target market is clear which is someone from the age of a teen to an adult but focuses more on someone that wanted to build up their body and maintain a balance and healthy lifestyle, the strategies that GoGetBig will use is making the most use of our tagline which is “Drink and Powered Up” to getting the customers attention. This strategy is better known as a pull strategy which mainly focuses on drawing the customers attention towards GoGetBig, which in turn helps GoGetBig to introduce the brand more effective and efficiently. GoGetBig also have a clear vision and mission that further help and strengthen their brand identity.

Vision of GoGetBig

“vision is to make people realize that drinking healthy things can be as delicious as drinking those unhealthy beverages.”

Mission of GoGetBig

1. GoGetBig's mission is to spread and influence people about the deliciousness and uniqueness of our product across Indonesia.
2. GoGetBig's mission is to have people drink our product and leave an unforgettable taste and experience for them.
3. The GoGetBig mission is to make people recognize that this taste, this flavor, that you can only get at GoGetBig.

GoGetBig will be a UMKM or MSME and it will manage personally by the author and supported by a couple of staff members with their own respective roles. The reason why the reason to start as a MSME business is to make it easy to manage the business in the early stages. The price that will be presented for the product of GoGetBig will be in a range between Rp. 40.000 – Rp. 50.000 with every product having the price range in between.

1.3 Product and Services

The GoGetBig product has been developed to offer a balance of taste and nutritional value, catering to individuals who may lack the time or motivation to prepare healthy meals post-workout, as well as those who simply appreciate nutritious beverages. As such, the product is intended to serve a broad range of consumer preferences. The relevance has been further underscored by current global conditions, in which fluctuating weather patterns have contributed to a rise in health-related issues. In such contexts, a beverage that is both enjoyable and nourishing is considered a beneficial complement to conventional means of recovery and wellness.

The beverage has been distinguished by the use of a proprietary recipe, developed in-house to ensure a unique and high-quality Recipe. Despite the affordability, a wide range of ingredients is incorporated to maintain both flavor and nutritional value. In addition to the standard offerings available on the menu.

The other thing is an addition of “custom shake” option has also been made available, allowing customers the opportunity to personalize their protein shake according to individual preferences. For the product, GoGetBig currently have five menu products that is being plan to release and sell for our grand opening, but later in the future, the author plan to create a new menu for people to enjoy and create a time-limited product to bring in more customers to our establishment.

The menu for GoGetbig will have 5 option which is Gogetnuts, Stayed up all night, Shining Berries, Honey Banana, and green nature.

The First menu item is Gogetnuts is a blend protein shake that uses different type of nuts as the component there are a total 2 different peanut that is being used here.

The second item is Stayed up all night, which is a blend of protein shake that uses coffee and cocoa powder as main ingredients. This drink is suited for those who want

a caffeine drink while also filling their nutritional needs.

The third item is Shining berries, which uses a blend of different berries to mix and create the protein shake. The berries that is being used are strawberry, blueberry, cherry, and raspberry. This product is suited for those who like fruits a lot.

The fourth item is honey banana, which is a blend of honey and banana mixed into a protein shake. The product itself contains the natural sweetness from honey and fiber from the banana, which is suitable for those who looking for a sweet drink but don't want to consume sugar with it.

Finally the fifth item, which is green nature, is blend of protein shake that uses avocado, spinach, and matcha. As the name suggests, it uses a blend of green items to give it a green look. This drink is suited for those who want a matcha protein drink and enjoy every benefit of a protein drink and matcha altogether.



Figure 1.2 Product Example

every GoGetBig product uses protein powder that is roughly around 2 scoops or around 16.5g of protein powder. GoGetBig product will not only available in certain location but customers can order it via online food delivery app this improves the flexibility of ordering our product from anywhere.