

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the global economy, including in Indonesia. MSMEs are recognized as the main drivers of the economy due to their significant contributions to job creation, domestic income, and inclusive economic growth (Yolanda, 2024). Capable of absorbing a large number of workers, MSMEs help distribute economic activity more evenly across regions. However, the MSME sector still faces several challenges, such as limited access to capital, market reach, and technological or management resources. In general, MSMEs operate on smaller scales and often lack human resources, financial stability, and advanced technology (Adawiyah, 2013). To survive and grow, these businesses must prioritize innovation and creativity in their products and services.

The food and beverage industry, where many MSMEs are active, has shown significant growth due to shifting lifestyles and increasing consumer demand. People today value practical, ready-to-eat options and diverse culinary experiences more than ever before. This creates substantial opportunities for food MSMEs to expand their businesses. For example, snacks, healthy treats, and desserts are segments with strong market potential (Rahman, 2021). The food sector is highly competitive and requires continuous innovation to meet evolving consumer preferences. Businesses must also utilize digital platforms and social media to broaden their market reach and engage with a more digitally connected audience (Tambunan, 2021).

One particularly fast-growing category in the food sector is **ice cream**, which has become a favorite dessert and snack choice across age groups in Indonesia. Ice cream is now being presented in increasingly creative ways, such as rolled formats, cones with diverse toppings, and healthier, organic variations. These innovations are largely driven by MSMEs that are responding to current food trends and market

desires. This adaptation reflects a broader tendency among consumers to appreciate desserts with unique flavors and visually engaging presentation styles. These trends prove that MSMEs are not only meeting demand but also shaping new standards within the dessert industry (Suryanto, 2016).

In particular, Gading Serpong, Tangerang offers an attractive opportunity for MSME expansion, especially in the dessert sector. Known for its modern housing areas, commercial centers, and lifestyle hubs, Gading Serpong has a growing population of middle to upper-class residents with high purchasing power. Many of them are young families and newlyweds who frequently seek new places to relax and enjoy meals (Azikin, 2019). This demographic is also highly active on social media and engaged with food trends, making it a perfect target for innovative ice cream products. Strategic locations like malls and public areas, combined with strong digital marketing and e-commerce strategies, can significantly boost visibility and sales (Riptiono, 2033). With the support of active food communities and easy delivery access, MSMEs that offer high-quality, creative ice cream products have a great opportunity to thrive in Gading Serpong area.

1.2 Company Description

The author brand has the name "Frost & Flour". Frost & Flour is a product brand of Micro, Small, and Medium Enterprises or MSMEs. It encompasses businesses of varying sizes, from very small micro-enterprises to larger medium-sized businesses, and is a crucial sector for the Indonesian economy. MSMEs are defined by their assets, annual turnover, and number of employees, with distinct criteria for each category (micro, small, and medium).

The logo owned by Frost & Flour has its own meaning. Is related to the product idea by the author, which is combination of ice cream and bread. Because the product Frost & Flour have is a combination of ice cream and bread. Therefore, every choice of words and colors in the logo has a meaning related to their product.



Figure 1.1 Frost & Flour Logo
(Source: Writer's Data)

"Frost" which is interpreted as cold from ice cream and "Flour" which is interpreted as flour from the basic ingredients of bread. The choice of color for the logo also has its own meaning. Blue frost represents the coldness of the ice cream and light brown flour represents the color of the bread.

Vision

To become pioneer of trendy, high quality ice cream at affordable prices for everyone.

Mission

- A. Create innovative ice cream flavours.
- B. Ensure every product is crafted with consistency, care, and attention to detail.
- C. Provide a joyful and accessible ice cream experience for all customers.

1.3 Product and Services

Frost & flour has ice cream and bread products that are unique enough to become a trend in the dessert market in the Gading Serpong area. Frost & Flour offers ice cream in practical packaging for easy consumption, with a guaranteed consistent taste in every bite. Available in chocolate, vanilla, and strawberry, Choco mint each flavor is uniquely presented in three different serving styles.

1. Singapore Bites which the ice cream is sandwiched with bread, same like one-dollar ice cream.



Figure 1.2 One Dollar serving
(Source: Writer's Data)

2. Toast Bites. Frost & Flour use toasted bread as the base for our ice cream.



Figure 1.3 Toast Bites
(Source: Writer's Data)

3. Mix Bites, can be mixed with more than 1 flavors.



Figure 1.4 Mix Bites
(Source: Writer's Data)