

## CHAPTER I

### COMPANY OVERVIEW

#### 1.1 Industry Analysis

In 2024, Indonesia's food and beverage (F&B) sector continues to play a big role in the country's economy. This growth is supported by a rising middle class, urban development, and a growing population (Santoso, 2024). Investments are also increasing—reaching IDR 30.23 trillion in the third quarter of 2024, up 28% from the previous year (Wijaya, 2024). The F&B market is diverse, offering everything from packaged goods and global dishes to traditional Indonesian foods (Badan Pusat Statistik [BPS], 2024).

#### GDP IN THE F&B INDUSTRY (IN IDR BILLION)

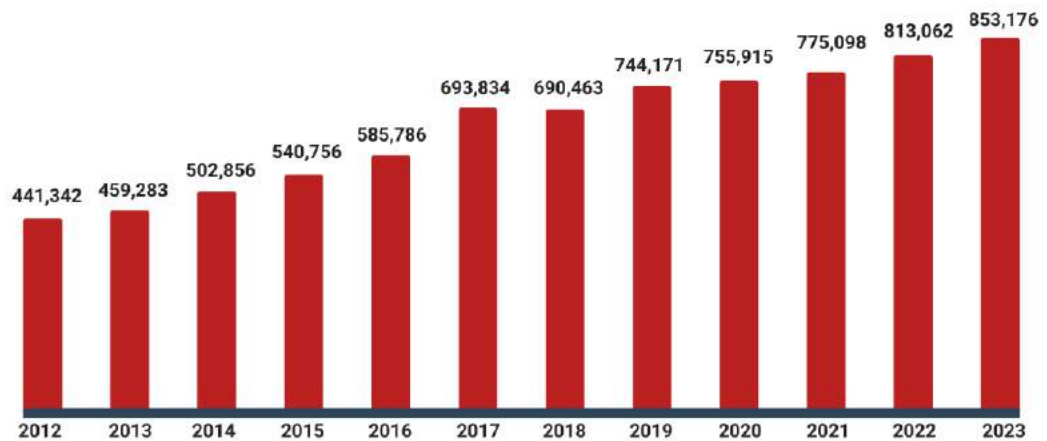


Figure 1.1 Chart of Food and Beverage growth in Indonesia

Source : Badan Pusat Statistik (BPS 2024)

<https://www.cekindo.com/blog/food-and-beverage-industry>

Local businesses are doing well by celebrating Indonesia's unique food culture, while global brands still lead in the packaged food market (Putri, 2024). One of the fastest-growing categories is noodles—especially instant noodles. With their convenience, low price, and popularity, they've become a daily staple. In 2023, Indonesia consumed 14.54 billion servings, making it the second-largest consumer in the world (Tanaka, 2024). This market is expected

to keep growing, with a projected increase of USD 2.7 billion by 2029 (Rahmawati, 2024).

This noodle boom is part of a bigger trend. As more people move to cities and incomes rise, there's higher demand for easy, ready-to-eat meals. At the same time, digital platforms are changing how food is bought and sold, helping businesses reach more customers and manage deliveries better (Putri, 2024; Ud Din, 2022). Companies that can adapt to these changes—while following the rules—have a better chance of success (Setiawan et al., 2022; Rojas-Reyes, 2022).

Given all these trends, opening a noodle booth is both a smart and meaningful business move. Noodles are widely loved in Indonesia, and there's strong demand for quick, affordable meals (Raidi, 2024). A noodle booth can also meet today's consumer needs by offering healthier options, using eco-friendly packaging, and sourcing ingredients locally (Bisoffi, 2022; Sukoco, 2024). It's a small business with big potential—one that reflects the current direction of the food industry: focused on innovation, sustainability, and adapting to a changing world (Found et al., 2022; Kazancoglu, 2022).

## 1.2 Company Description

WeiLai is a noodle booth that provides a Chinese fusion kind of noodles affordable prices and with Chinese-like ambience and also have beverage that originally from China, and WeiLai hopefully can be opened in 2025. It is named WeiLai, “Wei” is like Chinese people call a person that far away or to start a call, it is like a “Hey” in China, the “Lai” is a mandarin words for come here and for the logo itself I use red because it is iconic in Chinese



Figure 1.2 WeiLai Logo

Source : Author Logo Design

and the writer also use “Hanzi” for the logo so that it makes a Chinese restaurant ambience more stands out, for the type that the writer choose is a small business and the location that the writer choose is in Gtown Gading serpong.

### **Vision**

To become a leading culinary brand in Indonesia and beyond, celebrated for delivering authentic, innovative, and accessible Chinese noodle dishes that blend cultural tradition with modern taste.

### **Mission**


- a. Offer delicious Chinese noodle dishes made from fresh, responsibly sourced ingredients.
- b. Combine authentic Chinese flavors with modern convenience to suit today's fast-paced lifestyle.

### **1.3 Product and Services**

In the WeiLai stand the writer's want to make the guest who come to feel the Chinese ambience that originally from China, in the restaurant itself the writer will offer many type of original Chinese noodle and beverage.

WeiLai is offering affordable price because the writer use a homemade material, it is also cheaper than other restaurant, and the writer also use semi traditional tools to make the products so that the writer can make it more authentic. The writer's product taste will be unique because the writer uses the family recipe.

WeiLai will offers many kind of Chinese The beverage the writer offers are Chinese tea. For the food such as, Bakmi Katsu, Bakmi Teriyaki, Seafood Chowmien, Charsiu noodle, and Kung Pao noodle. All of the food will have their own uniqueness and will also have homemade like taste.



WeiLai NOODLE RESTAURANT	
Main Courses	
Seafood Chow Mein	Rp. 30.000
Bakmi Katsu	Rp. 28.000
Charsiu noodle	Rp. 30.000
Kung Pao noodle	Rp. 25.000
Bakmi Teriyaki	Rp. 30.000
DRINKS	
Jasmine tea	Rp. 5.000
Hot/Cold tea	Rp. 7.000
Bottled water	Rp. 5.000

Figure 1.3 WeiLai Menu

Source : Author Menu Book



Figure 1.4 Charsiu Noodle

Source : Author Product Picture

Charsiu noodle is a noodle mixed with charsiu sauce with the topping of chicken charsiu, spinach and bean sprout.



*Figure 1.5 Teriyaki Noodle*

Source : Author Product Picture

Teriyaki noodle is a noodle with topping of beef teriyaki then the noodle mixed with teriyaki sauce, then with the topping of spinach and bean sprout.



*Figure 1.6 KungPao Noodle*

Source : Author Product Picture

Kung pao noodle is noodle mixed with kung pao sauce with the topping of kungpao chicken, spinach and bean sprout.

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Figure 1.7 Seafood Noodle

*Source : Author Product Picture*

Seafood noodle is a noodle with the topping of two kinds of seafood, it is a prawn and squid, then with the vegetable of spinach and bean sprout.



Figure 1.8 Katsu Noodle

*Source : Author Product Picture*

Katsu Noodle, it is a noodle mixed with katsu sauce, with the topping of katsu, spinach and bean sprout.

## CHAPTER II

### MARKETING PLAN

#### 2.1 Market Size

##### 2.1.1 Quantitative

With the aim to understand and know more about what the market wants, the questionnaire are spread to get those. The questionnaire has 20 respondents so the customers' needs can be found out

##### A. Demographic

In the first section of the quantitative survey there are demographic, demographic are include gender, age, and the location of the customer lives.

*Table 2. 1 Demographic statistic*

Indicator	Options	Value
Gender	Male	60%
	Female	40%
Age	15-20	45%
	21-25	45%
	26 0r above	10%
Occupation	Students	15%
	College students	70%
	Employee	15%
	Unemployed	0%
Spending power	100.000-500.000	35%
	500.000-1.000.000	40%
	1.000.000 or more	25%

Table 2.4 shows that the majority of respondents are male (60%), aged between 15–25 (90%), and predominantly college students (70%), with a moderate spending power mostly ranging between IDR 500,000–1,000,000 (40%). This indicates that WeiLai noodle kiosk should focus its STP strategy on young, budget-conscious male college students who value convenience and visual appeal. In terms of pricing strategy, offering affordable meals, student discounts, or bundled value meals will align well with their spending capacity and increase appeal among the target market.