

# CHAPTER I

## COMPANY OVERVIEW

### 1.1 Industry Analysis

MSMEs in Indonesia function as a fundamental pillar of the national economy, with the beverage sector emerging as one of its most vibrant domains (Armielia et al., 2023). The increasing consumer demand for a variety of innovative beverage alternatives has created substantial opportunities for small enterprises to flourish. Given the relatively minimal barriers to entry, a multitude of entrepreneurs can initiate beverage ventures utilizing local resources and basic production equipment.

Tea is a big industry. It is well known worldwide. In some countries like Japan and China, there is a ritual even for drinking tea. Indonesia alone is well-suited for tea cultivation. Black tea is produced in Java and Sumatra. Although it is no longer the top rank as tea producer, but tea plays a big role in the economy of Indonesia. (Indonesia Investment, 2025). From the production in 2021 tea production from Indonesia reached a number of 129.529 ton. This is increasing from the previous year. And around 35% this production is for export.

Even though the number seemed big, but the consumption of tea in Indonesia is still low. Indonesia-Investment also report in October 2024, in 2008, Indonesia's per capita tea consumption was around 0.23 kilograms per person per year, increasing to approximately 0.38 kilograms by 2022. This growth is partly due to the rising popularity of ready-to-drink teas. This is to show that with the increasing number of people realizing health, tea will be the choice for a healthy drink. In Indonesia alone, according to BPS report, approximately the consumption of tea bag has reached 1,26 bags per capita per week in 2023. (BPS report, 2023).

Anyhow, there is also an opportunity in selling bottled healthy drinks. The global shift towards health-conscious consumption has created a profitable opportunity for bottled healthy tea drinks. With rising awareness of natural and functional beverages, oolong, osmanthus, and masala tea cater to a growing segment of consumers seeking alternatives to sugary and artificial drinks.

In the Asia-Pacific Region, Ready to Drink Tea Market size is estimated at 46.95 billion USD in 2025, and is expected to reach 67.35 billion USD by 2030, growing at a CAGR of 7.49% during the forecast period 2025 to 2030). (Mordor Intelligence, 2024)

There is also a significant transformation driven by changing consumer lifestyle patterns. Indonesia's market benefits a lot from the rich tea cultivation heritage and growing urban population that the ready-to-drink format aligns.

While specific data for Jakarta and its surrounding areas (Greater Jakarta) is limited, we can infer certain trends based on available national and regional statistics. Based on a five-year historical analysis, Ready-To-Drink (RTD) tea market is increasing significantly. In 2024 when the research is conducted it has reached approximately \$1.1 billion. The main market is in the urban area. (Kenresearch, 2024)



**Figure 1.1 Indonesia RTD Tea Market Segmentation by Product Type**

In the product type, Black tea, is a popular choice and cover almost 50% of the market, because it is often associated with boosting heart health and reducing oxidative stress.

RTD tea holds a significant position in Indonesia's beverage market, contributing about **9%** to the total soft drink market, making it the second-largest segment after bottled water. Jakarta, Bogor, Depok, Tangerang, and Bekasi, is Indonesia's most densely populated urban region, serving as the nation's economic

hub. Given its urbanization and higher disposable income levels, it's reasonable to assume that RTD tea consumption in this area is substantial.

Indonesia RTD Market 2024 is projected incremental growing in the Indonesia RTD tea market at USD 0.8 billion, reflecting a compound annual growth rate (CAGR) of nearly 3.7% over the forecast period from 2024 to 2029. This is also supported with the healthy-conscious life style for urban citizen. (Strategic Helix Group, 2024). There is a challenge, however, as the significant growth of RTD market is driven by big domestic and international food and beverage companies, like Teh Botol Sosro from Sinar Sosro, a pioneer in RTD market. Then a joint venture between The Coca-Cola Company and Nestle producing Frestea and another big company Mayora with Teh Pucuk Harum, ABC and Ultrajaya. (Kusumasari, 2024).

Therefore, although it is a high competition market with established brands like Teh Botol and Frestea, the market for healthy ready-to-drink is still emerging. The trend towards healthy life must be considered for the supply chain management to deliver high-quality, organic tea while maintaining affordability in price.

The choice of Massala, Oolong and Osmanthus refer to the organic tea that is believed to boost immunity. Available RTD tea in the market are all contains sugar which does not bring better health. This will open an emerging market for RTD tea without sugar.

## **1.2 Company Description**

Noel T-hos is the brand that the writer is creating. T-Hos comes from the name Tea House. This will show that the company focuses on the products that tea-based. The company is producing RTD tea products and sold to office workers and students in the universities.



Figure 1.2 Logo of Noel T-Hos

### 1.2.1. Vision

Our Vision is to make healthy tea drink becomes every day drink in offices and universities.

In this way the writer is to provide our customers with the best tasting, all natural, health organic tea for their everyday life.

### 1.2.2. Mission

1. To educate people about the benefits of tea.
2. To create healthy living thru freshening drink.
3. To create a healthy tea community.
4. To make T-hos tea a choice in office meetings

### 1.2.3. Address of Business

Universitas Multimedia Nusantara (UMN) adalah Jl. Scientia Boulevard, Curug Sangereng, Kec. Klp. Dua, Tangerang Regency, Banten 15810

### 1.2.4. Nature of Business

Noel T-Hos sells tea that comes from various place in the world. It is brewed diligently and is put in bottles. It is drink cold.

### 1.3. Product and Services

#### 1.3.1. Product

There are 3 products from the Noel T-Hos: Oolong Tea Drink from China, Massala Tea from India, Osmanthus Tea Drink from Thailand.

To put it on a list, these are the benefits of drinking herbal tea. Medically reviewed by Kathleen M. Zelman, RD, LD, MPH, in a report posted in WEBMD in 2024, a website that provide health information, including health care, drugs, and pharmacies, these are the lists of the benefit of Oolong tea a traditional Chinese tea, is partially fermented, placing it between green and black teas in terms of oxidation. Its consumption has been linked to several health advantages.

- a. **Metabolism Booster:** Oolong tea has been associated with increased metabolic rate, aiding in weight management.
- b. **Heart Health:** Regular consumption may help reduce cholesterol levels and improve heart health.
- c. **Cognitive Function:** The presence of L-theanine in oolong tea promotes relaxation and enhances cognitive functions.
- d. **Antioxidant Properties:** Rich in polyphenols, oolong tea helps combat oxidative stress and inflammation.

In the same way, Osmanthus and Masala has their benefits as well. Bowen Liu and friends, in 2022, wrote a report on Research Progress on the Health Benefits of Scented Tea, which helps to see the benefit of Osmanthus and Masala Chai as well.

Masala Tea has a meaning "mixed spice tea". It is commonly known as chai, is a spiced beverage originating from India. It combines black tea with various spices, including cardamom, cinnamon, ginger,

cloves, and black pepper. The health benefits of masala tea largely stem from these spices:

- a. **Rich in Antioxidants:** Combining black tea with spices like cinnamon, cardamom, and cloves, masala chai offers a high level of antioxidants, which help combat free radicals.
- b. **Anti-Inflammatory Effects:** Spices such as ginger and cloves possess anti-inflammatory properties, aiding in reducing bodily inflammation.
- c. **Digestive Support:** Ingredients like ginger and cardamom are known to aid digestion and alleviate gastrointestinal discomfort.
- d. **Immune System Boost:** The combination of spices can enhance immune function, helping the body fend off infections.

Osmanthus tea is created by harvesting fresh, sweet-scented osmanthus flowers and blending them with a tea base. It is traditionally consumed in East Asia. Its potential health benefits include:

- a. **Digestive Aid:** Compounds in osmanthus tea may stimulate the digestive system, helping to reduce bloating, gas, and constipation.
- b. **Skin Health:** The antioxidants found in osmanthus can help prevent skin aging, reduce redness and puffiness, and hydrate the skin, contributing to a healthier complexion.
- c. **Relaxation and Mood Enhancement:** The sweet, floral aroma of osmanthus tea is believed to have a calming effect, promoting relaxation and reducing stress and anxiety.



**Figure 1.3 Oolong Tea Noel t-Hos**



**Figure 1.4 Massala Noel T-Hos**



**Figure 1.5 Osmanthus Noe T-Hos**

### **1.3.2. Service**

Noel T-Hos serves the brewed tea fresh every day. The product can stay a maximum of 6 days if stored in a cool place like in a showcase cooler. Products are put in white clear bottles of 500 ml. As the consumers are from offices and universities, a big portion of the order must come from putting the products in the kiosks or fulfill made to order. But for marketing gimmicks there must be always to

put the product on market by engaging in events, especially sport events and other events that promote health.



**Figure 1.6 Product Flyer**

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UNIVERSITAS  
MULTIMEDIA  
NUSANTARA