

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Indonesia, with a population of over 270 million people, represent a large and potentially profitable consumer market for culinary business (Hakim et al., 2021). Culinary trend continue to evolve, with the emergence of new concepts and innovations in food presentation (Hidayat & Afifah, 2022). Food is not only becoming a means to fulfill the hunger, but also become a symbol of maintaining human relations, the identity of a particular community, and can also be sold and promoted to support tourism (Armielia, et al, 2023). Although competition in the food and beverage industry is very tight, there are still significant growth opportunities for businesses that offer unique and high-quality products (Mursid, 2020; Rita & Arifin, 2020). Jakarta is a dynamic metropolitan city with a large and diverse population, including many expatriates and tourist who may already be familiar with poutine. This creates a large potential market for a poutine business. In addition, the culinary business in Indonesia continues to grow along with the times. culinary products continue to innovate as a sign of the fierce competition in the culinary business (Siswanto et al., 2020). Hence the author seek a profitable market in the poutine business.

Poutine, a seemingly simple dish of French fries, cheese curds, and gravy, has transcended its humble origins to become a cultural icon and a source of national pride in Canada, particularly in the province of Quebec. Its creation is rooted in the province's unique culinary landscape and its evolution reflects the broader social and cultural transformations that have shaped the country (Fabien-Ouellet, 2017). While the exact detail may be disputed, the general consensus points to a rural Quebecois diner or casse-croute as the birthplace of this now-ubiquitous dish. One popular origin story suggests that a customer requested cheese curds be added to a bag of French fries, a request that a customer requested owner initially deemed a "poutine," or a "mess" in Quebecois slang. Regardless of its specific point of origin, poutine quickly

gained popularity in rural Quebec before spreading to urban centers and eventually becoming a national phenomenon. Its accessibility and affordability contributed to its widespread appeal, particularly among working-class communities. Poutine's cultural significance extends beyond its role as a popular comfort food. It has become a symbol of Quebecois identity and a source of cultural pride. Just as food can become imbued with a sense of cultural nationalistic pride, poutine represent a tangible connection to the province's distinct heritage (Alford, 2019). Because Indonesians enjoy fried food, the author intends to open this company at the Puri Mall Food Court.

The food court at Puri Mall offers an ideal environment to start a poutine business, as it provides the necessary infrastructure such as seating, sanitation facilities, and joint marketing (Miranti & Santosa, 2024). Opening a poutine business in Puri Mall has several strategic reasons. First, poutine is a relatively new dish in Indonesia, this offering the opportunity to become one of the pioneers in a rapidly growing food market. With the right innovation and effective marketing strategies, a poutine business can build a strong brand and customer loyalty. Poutine offers a unique flavor combination that has the potential to appeal to local tastes. Poutine can also be customized with various toppings and sauces, allowing business to offer a range of flavor options to suit different customer preferences. In additional, being located in the Puri Mall food court provide access to high foot traffic and good visibility. This reduce marketing and cost and allows the business to reach a wider audience. Food courts also offer a comfortable and appealing environment for customers, encouraging them to try new foods and spend more time at the mall. Moreover, the revitalization of traditional markets continues to be carried out to increase competitiveness and restore the role of local markets so that they can compete with modern markets (Febrinda & Ningsih, 2023).

1.2 Company Description

Poutine.ID stands as the pioneering brand introducing authentic Canadian cuisine to Indonesia for the very first time. Our aim is to capture the attention and captivate the taste buds of food enthusiasts and lovers of Western cuisine, offering them a novel and distinctive dining experience. Unlike the plethora of other Western food options already present in Indonesia, Poutine.ID brings something entirely new and unique to the table. With our focus squarely on showcasing the iconic Canadian dish of poutine, we are breaking new ground in the Indonesian culinary scene. By introducing this beloved Canadian delicacy, featuring a delightful combination of combination of crispy fries, savory gravy, and cheese curds, we're providing an unparalleled gastronomic adventure. Through Poutine.ID, author seek to not only satisfied appetites but also spark curiosity and excitement, inviting customers to embark on a flavorful journey unlike any other. Our commitment to introducing Canadian Cuisine to Indonesia underscore our dedication to innovation and culinary excellence, enriching the local food landscape and offering a taste of Canada to Indonesian Food enthusiasts.



Figure 1. 1 Poutine.ID Logo

The current logo of Poutine.ID has a fun playful personality, strongly centered around a potato theme that gives it a charming and approachable look. To enhance its appeal while maintaining its original character, a refreshed logo concept would follow a modern minimalist style with a bold mascot focus. This would involve

simplifying the potato character into a clean, vector-style illustration, possibly adding small elements like fries or a cheese sauce drip to emphasize the food aspect. This approach keeps the heart of the brand while making it more versatile and simple. Poutine.ID vision is to become the leading destination for innovative, high-quality poutine that brings joy, comfort, and a taste of modern street food culture to every customer, both locally and beyond. And the mission is to serve freshly made, flavorful poutine using high-quality ingredients and bold, creative toppings that satisfy a wide range of taste. We are committed to delivering a fun, friendly, and consistent customer experience, whether in-store or online. By embracing local flavors while introducing global poutine variations, we aim to surprise and delight our customers with every bite. At the core of our brand is a dedication to community, innovative, and sharing the simple joy of comfort food with everyone we serve.



Figure 1. 2 Layout

Sources: Writer's Data

1.3 Product and Services



Figure 1. 3 Product Photo

Poutine.ID serving 5 types of poutine varieties: French Fries Poutine, Fried Cassava Poutine, Sweet Potato Poutine, Chicken Skin Poutine, and Tortila Chips Poutine.

Poutine.ID caters to the cravings of food aficionados, particularly those with a penchant for Western cuisine. Poutine, a delightful fusion of crispy fries, savory gravy, and cheese curds, can be enjoyed as both a satisfying snack or a hearty main meal. Being the pioneering purveyor of poutine in West Jakarta, author prioritize the use of premium quality ingredients to ensure that our products stands out amidst future competitors.

Our commitment to quality gives us a distinct advantage, setting us apart in the market. Author guarantee that every bite of our poutine delights the sense, offering a taste experience that is unparalleled. Additionally, author dedication to excellence extends beyond the culinary realm. The author provide a range of convenient services to cater to our customer's preferences, including dine-in options for those who wish to savor their poutine in a cozy setting, takeaway for those on the go, and seamless online ordering through our trusted partner applications.

By offering multiple avenues for our customer to enjoy our products, the author aim to provide maximum accessibility and convenience. Whether indulging

in a leisurely meal at our establishment or grabbing a quick bite on the move, Poutine.ID ensure that every experience is satisfying and memorable. Through author unwavering commitment to quality, innovation, and customer satisfaction, we are re-shaping the culinary landscape in West Jakarta and beyond, one delectable dish of poutine at a time.

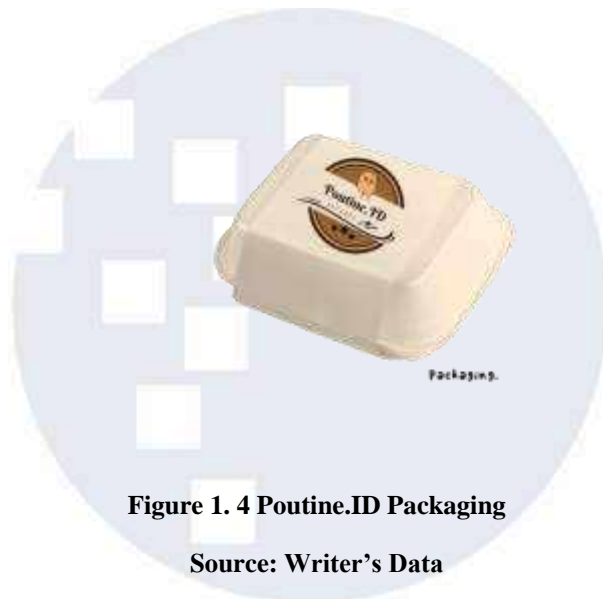


Figure 1. 4 Poutine.ID Packaging

Source: Writer's Data

Above is the product packaging for Poutine.ID for dine in and takeaway options.

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