

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

The largest number of business groups in Indonesia are Micro, Small and Medium Enterprises of MSMEs (Alexandra et al, 2022). In this era, more and more people are enjoying breakfast or snacks with bread and their relatives, ranging from soft bread, sweet breads, to savory ones. Bread is one of those foods that can be filled quickly, easily, and practically. In the study mentioned not to skip breakfast. People who often skip breakfast are at higher risk of coronary heart disease (Ika, 2022). Not only heart disease, but the habit of skipping breakfast contributes to the occurrence of more nutritional status because people will consume snacks that have more calories (Ma et al., 2020). Bagel is one that many people love to make a quick and practical breakfast idea, with a lot of carbohydrates making it last longer. Bagel belongs to all groups, because it is packaged like a sandwich and non-dairy in it, so it is suitable for consumers who are lactose intolerant. Breakfast quality typically refers to how healthy it is, and the definition of "healthy" can be a source of debate as scientific understanding of diet evolves (Cena & Calder, 2020). Breakfast also has an effective time to be processed into energy and has a good effect if done every day. Six to nine in the morning is a good time for breakfast, and the ideal time is from eight to ten o'clock (Ika, 2022). At least the breakfast menu should contain carbohydrates, protein, fat, vitamins, minerals and fiber.

Every morning, it is very easy to find people who have breakfast outside the house to chase the time and shorten the time. Some of the most crowded are traditional food stall (warteg), nasi uduk, chicken porridge and chicken noodles. Where, Indonesians already have a culture of "must eat rice, to be full" or "must eat a lot of portions." Of all the lists of breakfasts available, the majority contain high calories and carbohydrates (Timotius, 2022). Carbohydrates alone are not enough, sometimes many people do not pay attention to the composition in a meal, they all must be mixed with protein and fiber, because protein and fibers make the satiety

longer, and carbs act as an energy supplier. When selecting the perfect bagel to kickstart your day, it's essential to consider not only flavor but also the nutritional content of your bagel base. Whole-grain and sprouted-grain bagels offer the most benefits in terms of complex carbohydrates and fiber, while also boasting a rich, toasty flavor (Bagel Fresh, 2024). Bagel, although is considered as classical breakfast product, but the author believes that diversification is needed to elevate the competitive advantage of the product. Product diversification for product to sell in MSMEs scope is needed so that it can create innovation and unique selling point for the bagel (Armielia et al., 2023). The bagel concept developed by Baked O Clock, transformed into a sandwich wrap, offers a convenient breakfast option that supports essential nutritional needs in a single meal, because poor nutritional status is thought to occur due to poor breakfast habits (Saraswati et al., 2024).

1.2 Company Description

The brand name is Baked O Clock. This name means to bake according to time, with this owner always ensure that all of bread and menus are fresh. Baked O Clock adopted the slogan "Baking with full of joy" which means that all of products are made with happiness. Baked O Clock announced that it would have a Soft Opening on August 20, 2025, followed by a Grand Opening on August 29, 2025. The location selected was the result of thorough research and is situated in Blok M, South Jakarta. The café was described as having a petite size concept, accommodating only 20 dine-in customers, while the menu would also be available through take-away and online food delivery services. Additionally, the café was said to feature a photobooth area in collaboration with Photomatics.



Figure 1.1 Logo Baked O Clock



Figure 1.2 Café Illustration



Figure 1.3 Café Interior



Figure 1.4 Café Exterior

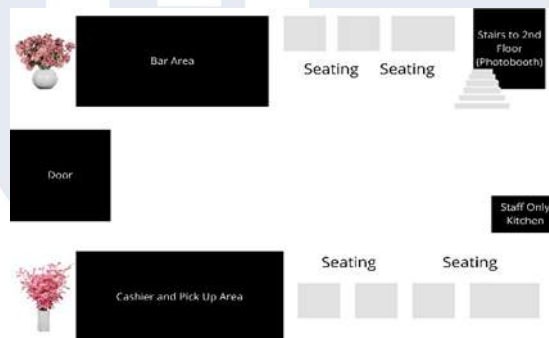


Figure 1.5 Café Layout

The café concept was chosen to be homey, warm, and cool. With a selection of colours that reflect the earth tone, making the Baked O Clock look so comfortable that it comes to the heart of visitors, not just wanting to buy a bagel, but to buy the bagel and take a seat to spend time in the Baked O Clock. Baked O Clock will sell bagels as the main menu, but it is likely to add other bread menus and there are also some kinds of beverages that can be paired.

Vision: Providing high-quality pastries and bagels for everyday consuming, take the lead in a product that can be by everybody, and that meets the needs of every customer.

Mission:

1. Being enjoyable and memorable in the customer's heart.
2. Introducing various bagels and pastries to customers.
3. Build trust with customers by offering products with quality and reasonable price

1.3 Product and Services

The main product is bagels, there will be various variations, such as savory and sweet. The savory bagel menu contains toppings of protein and fiber such as ham, eggs, tuna, and vegetables, and for sweet bagel, the owner is going to use a homemade jam mixed with cream cheese. The two variations of bagels were priced in the range of IDR 25,000 to IDR 50,000, with the pricing set based on existing calculations. Starting from savory, Tunacado Bomb and Meaty God are priced at IDR 50,000 and Sausage Cheddar is priced at IDR 35,000. Then, for sweet variations, there are Chocosins which sell at IDR 25,000 and Chococheese at IDR 29,000. The drink menu is also sold at a price range of IDR 20,000 - IDR 32,000, the café will have a Hot Chocolate at IDR 32,000, Chocolate Mocha at IDR 30,000, Cappuccino at IDR 26,000, Honey Lemon Tea at IDR 23,000, Original Jasmine Tea at IDR 20,000.

The product can certainly compete and has a dominant market, especially in this chosen location. Moreover, the reason for starting operations in the morning is to be sufficient and fulfill people's desires for breakfast but are hampered by time, making us even more confident in running this business. The packaging provided was designed to be attractive and easy to carry anywhere. With its bright colors, the aim was to improve the customers' mood upon receiving the product. Even though the café is quite small, this café will still be suitable as a co-worker space and a place to hang out. Collaboration with Photomatics is also one of café attractions, where customers can immortalize their photos. The writer wants to make this café comfortable for all groups.

At the cafe, the services provided are offline order and online order. Guests who come to order on the spot can go directly to the cashier's desk to buy the variations they want, then request for takeaway or dine-in, take away is charged an additional fee of IDR 3,000 and fee of IDR 2.000 for drinks menu. For customers who order on platforms such as Gojek, Shopee food and Grab. All incoming orders will be processed according to the queue number, approximately taking 15-20 minutes to be ready to be sent to customers' hands. Baked O Clock also provides an order system called "One Go, Finish" which means that customers can buy through the website that has been provided, the website link can be accessed on Instagram. In this website, there are an option to pick up food whenever it is ready, so that it can shorten customer time. Where, when they order and when they come the food is ready to be taken.

