

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in the global economy, especially as key drivers of the informal sector, job creators, and engines of local economic growth. MSMEs are known for their flexibility, adaptability to market changes, and ability to create innovations that are relevant to societal needs. In many countries, MSMEs serve as the backbone of the economy due to their contribution to Gross Domestic Product (GDP) and their significant role in employment absorption. In this context, the MSME sector is not merely viewed as a complement, but as a fundamental foundation for sustainable economic growth (Gobal & Allo, 2024).

In Indonesia, MSMEs are the main driving force of the national economy. According to data from the Ministry of Cooperatives and SMEs, more than 99% of businesses in Indonesia are MSMEs, which absorb over 97% of the national workforce and contribute approximately 60% to the Gross Domestic Product (GDP). However, MSMEs in Indonesia also face various challenges, such as limited access to financing, business digitalization, product competitiveness, and regulations that are not yet fully supportive. The government continues to strengthen MSMEs through training programs, licensing facilitation, and market access support to help them compete in the digital and global economy era. (Hidayat et al., 2024).

One of the fastest-growing MSME subsectors in Indonesia is the food and beverage sector. Culinary businesses are among the most popular due to stable market demand, relatively affordable capital costs, and wide opportunities for innovation. MSMEs in the food sector continue to grow with various concepts, ranging from traditional foods and modern trends to international fusion cuisines (Armielia et al., 2024). Moreover, the Indonesian culture of enjoying new food experiences creates ample opportunities for culinary entrepreneurs to offer

innovative and unique products that still align with local tastes (Nurhasan et al.,2025).

More specifically, the snack food business has shown significant growth in recent years. The dynamic consumption patterns of urban communities and the increasing demand for practical food options have made snacks a top choice, both for personal consumption and as souvenirs. Products such as modern fried snacks, trendy street foods, and protein-based treats are now widely emerging. However, competition in this sector is quite intense, requiring business owners to be creative in product innovation, branding strategies, and selecting strategic business locations (Yolanda & Hasanah, 2024).

In the Gading Serpong area known as an urban district with high activity levels and a predominantly upper-middle-class population snack-based MSMEs have great potential to grow. This area is filled with students, college-goers, and office workers who represent the main target market for fast food and snack products. While business competition is quite tight, market demand is also very high. In this context, *Scoutchy*, as an MSME offering an innovative snack based on scotch eggs, holds strong potential to capture market attention. With a unique menu concept, affordable pricing, and a takeaway sales system, Scoutchy is expected to be well positioned to meet the needs of Gading Serpong consumers who are looking for convenient, nutritious, and distinctive snacks (Abduh,2024).

1.2 Company Description

Scoutchy is a unique MSME brand for snack product that focus on making scoutch egg business. The original product is made from eggs and ground beef, but Scoutchy made some new innovations with variants of cheese, duck egg, chicken ground. Scoutchy gets its name from the scotch egg which is shaped like a fried meatball. By offering creative variations and an attractive takeaway concept, Scoutchy is positioned to stand out in the competitive snack food market and build a strong following among young people, workers, and food enthusiasts looking for something different.

Vision

Scoutchy's vision is to create a new culinary trend in Indonesia by making scotch eggs accessible, affordable, and taste delicious.

Mission

1. Offer products at accessible price points by optimizing sourcing, production, and packaging without reducing taste or nutritional value.
2. Educate consumers about scotch eggs through pop-ups, tastings, social media, and community events, turning curiosity into craving.
3. Distribute through multiple channels—offline kiosks, online food delivery.



Figure 1. 1 Scoutchy logo

For the logo author choose orange and pastel color palette with picture of a perfectly cooked egg wrapped in golden layers. The logo represents a joyful, satisfying comfort food. The warm orange pastel tones reflect friendliness and approachability, while the clean design shows the commitment to quality and affordability. Scoutchy is where classic flavors meet modern creativity, all in one satisfying bite.

1.3 Product and Services

Scoutchy will be sold onsite with a booth at Gtown Gading Serpong and using online for take away. Scoutchy provides several different menus, namely Scotch eggs with 2 type of eggs that is chicken eggs and duck egg, Scotch cheese, Scotch ground chicken. Scoutchy products are sold at a price range around Rp30.000-Rp35.000/pcs include dipping sauce. Prices will differ based on the contents of the

scoutchy products. The booth opens from 5:00 PM to 10:00 PM, targeting the evening crowd seeking quick and satisfying meals



Figure 1. 2 Scoutchy product picture

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