

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

The dessert market in Indonesia is increasing with innovations and one of them is ordering desserts easily to the home. There are also many offers of various types of cakes in grocery stores, superstores, and e-commerce websites with free delivery or minimal fees. The convenience of lockdown also encourages dessert producers to sell products in the market with new products and rapidly challenge the branded dessert category (Armielia et al., 2023). Artisanal and unpackaged desserts selling products are ahead of packaged and industrial desserts in terms of sales volume and value. The dessert industry is also impacted by increased consumption, changeable preferences, and the emergence of small and medium enterprises. Most Indonesians have a sweet preference for food and beverages with 40.1% consuming sweets more than once per day in 2018 (Putri & Sonny, 2023).

The capital city of Indonesia, DKI Jakarta also provides a favorable market for the dessert business, based on data from the Central Statistic Agency. The Gen Z and urban lifestyle in DKI Jakarta are also very interested in desserts, such as the consumption of sweet treats up to 185.5 million kg per year. One type of dessert in the dessert industry also experienced an increase of 10.4% CAGR from 2015 to 2019, with an estimated 105.3 million kilograms in 2019. This dessert business can reach an increase of 10% to target the Gen Z in Jakarta with an age range of 21-41, including children and families. The dessert business in Jakarta also requires innovative concepts, including innovations in menu, texture, quality, packaging, and offline stores to grow the dessert market (Wijaya et al., 2023).

There is an increase in sourcing of food products in the industry due to the growth of culinary businesses in Indonesia carried out mainly by micro, small and medium enterprises. The increase in buying and selling of food and beverages has also increased in Indonesia since the pandemic period due to the trend in Indonesians to buy food and beverages from outside the home, especially with food

delivery. Social media platforms used by both sellers and buyers in promoting products also affect the sales of food and beverages, especially by influencers and food bloggers. Consumer buying interest is also analyzed and shows the results that consumers prefer to buy products from companies that have a positive identity and image to highlight. By this information, this strategy related to business identity can also increase the revenue and business of food and beverage companies in micro small and medium enterprises (Soetjipto, 2023).

Dessert boxes are one of the most popular types of desserts that offer unique and attractive visuals. This product is made from basic cake ingredients and each layer has a cream or sweet sauce that has various flavors and toppings, such as chocolate, matcha, strawberry, avocado, and tiramisu. With the development of the era, dessert can also be consumed as snacks or treats anywhere and anytime, making this dessert business a potential opportunity to be developed. The food market is also constantly striving to make dessert products that are attractive and delicious, and are made to be preserved for several days if stored in the fridge. The dessert box business is a promising opportunity due to the popularity of consumption and snack habits among all ages and the availability of raw ingredients in supermarkets (Maulinda et al., 2024).

Desserts boxes today have also been influenced by globalization which focuses on the practical and instant lifestyle that has been carried out by today's society. With many Indonesians who have a hectic and busy lifestyle so that their activities take up a lot of time, food in the city is often sold in a ready-to-eat form. One example of ready-to-eat food with the dessert category is dessert jar, a layered dessert with various tastes and flavors packaged in a clear container or jar. Dessert jar is a dessert with varied flavors, a diverse play of textures per layer, and with a beautiful presentation. The dessert jar concept has been recognized among young people, especially students, and has started to become a trend from the pandemic era since the rise of well-known dessert jar micro, small and medium enterprises (Budiman et al., 2024).

After observing the detailed overview of dessert jar products, the dessert jar business becomes a good prospect with promising opportunities in alignment with the demand of dessert jar consumers in Indonesia. Dessert jars are also becoming popular due to the convenience of consumption and the large amount of sweet dessert consumers in Indonesia. Therefore, the writer ensures that the dessert jar business is a promising business with prospects and a suitable market for the company to sell.

1.2 Company Description

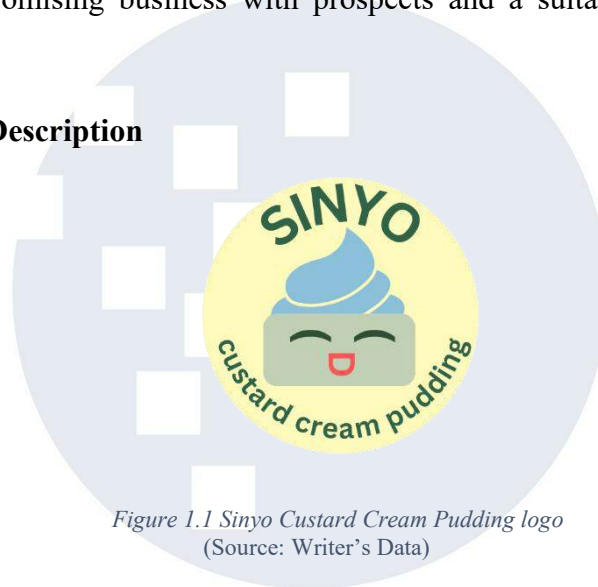


Figure 1.1 Sinyo Custard Cream Pudding logo
(Source: Writer's Data)

Sinyo Custard Cream Pudding is a micro small medium dessert business that is made on a home industry scale that innovates by making various types of flavors in its products according to its main ingredient, custard cream. Unlike the dessert jar in general, Sinyo Custard Cream Pudding has an excellence in its products, where consumers can explore with various flavors and textures in custard cream pudding variations, which some of the variations are rarely found in Indonesia. With the tagline “Joyful Cream in Every Spoon!”, Sinyo Custard Cream Pudding hopes that every spoon of Sinyo Custard Cream Pudding will bring joy and excitement in every consumption.

In the last 5-10 years, the innovation of various types of desserts has grown significantly until there is one type of dessert that has developed in Indonesia due to the impact of globalization, namely dessert jar. Usually, famous desserts follow the latest trends that are going viral in Indonesia, starting from croffle in 2021, cromboloni in 2022, until in 2024 and currently there is dubai chocolate which has become a topic of discussion among the general public on social media in other

countries. Dessert boxes itself began to go viral in 2020 since the pandemic, where people are attracted to unique and delicious flavors in compact packaging. One type of dessert jar, custard cream pudding, has been a viral topic among Korean dessert enthusiasts since early 2023, which is a pioneer in the combination of texture and flavor but has not been well known in Indonesia (Fitria, 2024). Through Sinyo Custard Cream Pudding, it is hoped that everyone can celebrate the exploration of flavors and textures packed in a dessert jar that provides a sweet experience.

Based on its name, “Sinyo” means children in the traditional Indonesian language. This sinyo icon has a relationship with the consumption of custard cream pudding that gives memories of sweet cream when eating childhood birthday cakes on birthdays. In creating Sinyo Custard Cream Pudding, the author hopes that consumers will have the same excitement when nostalgically eating childhood birthday cakes, but with different texture composition and flavor variants according to consumer desires so that the excitement becomes renewed but still familiar.

Since Sinyo Custard Cream Pudding is still small-scale in production, the selling of Sinyo Custard Cream Pudding will be done in the form of consignment to private university canteens, and monthly bazaars held by universities or certain events in Tangerang to increase brand awareness to the general public. For an estimated 1-1.5 years since Sinyo Custard Cream Pudding products are still on a home industry scale, online orders are only available for delivery in the Tangerang area to maintain product freshness and quality. In the future, Sinyo Custard Cream Pudding will open branches that can be reached by the Jabodetabek area, to provide the experience of consuming Sinyo Custard Cream Pudding to a larger audience.

Based on the dessert business that has no similar custard cream pudding in the Tangerang area, this opportunity is considered an advantage for Sinyo Custard Cream Pudding to develop products and brand awareness in the Tangerang area. Sinyo Custard Cream Pudding will certainly always develop and innovate from time to time but not leave the identity of compact custard cream pudding in the jar, making Sinyo Custard Cream Pudding a sustainable business in the long term period.

1. Vision:

Enhancing the distinct sweet experience of enjoying dessert with flavorful and rich custard cream pudding.

2. Mission:

- a. Craft and innovate custard cream pudding recipes to deliver a unique and flavorful dessert experience.
- b. Ensure every serving of custard cream pudding is made with good and fresh quality ingredients for taste and quality.
- c. Continuously seek feedback and refine the recipes to maintain customer expectation.

3. Nature of Business

Sinyo Custard Cream Pudding is a micro small and medium dessert food business with a home industry scale run by the owner itself. To create brand awareness, Sinyo Custard Cream Pudding will be sell in the form of consignment at private university canteens and monthly bazaars held by universities or certain events in Tangerang and can be ordered via online, especially Sinyo Custard Cream Pudding's social media from Instagram and Whatsapp in the form of pre-orders. Sinyo Custard Cream Pudding will have one part-time worker in charge of production and non-operational because the owner will also help in sales associate and production. After the brand is widely recognized, it is expected that Sinyo Custard Cream Pudding can expand its business through branches that can be reached in Jabodetabek in about 1-1.5 years after the product is launched. Sinyo Custard Cream Pudding will also develop the format and type of products in order to maintain sustainability for a long period of time.

4. Address of the Business

Because Sinyo Custard Cream Pudding is based on a home industry, the permanent production site is located at the owner's residence in Cikokol,

Tangerang. Sinyo Custard Cream Pudding focuses on promotion and marketing via social media and consignment of private university canteens. Based on its promotion strategy, Sinyo Custard Cream Pudding is sure to be recognized by Gen Z and Gen Alpha who understand viral dessert trends so that they become Sinyo Custard Cream Pudding's primary target market audience. In the future, Sinyo Custard Cream Pudding will open a production site in the Jakarta area so that Sinyo Custard Cream Pudding products can be reached by the people in the Jabodetabek area.

5. Organizational Chart

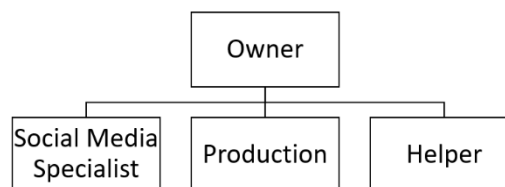


Figure 1.2 Sinyo Custard Cream Pudding organizational chart
(Source: Writer's Data)

Sinyo Custard Cream Pudding will hire two part-time workers that are in charge of social media specialist and helper with one full-time worker that is in charge of production. When the business grows adequately in a year, the owner will hire three full-time workers that are in charge of social production, helper, and collaborate with the owner in social media specialist. By this projection plan, the owner will develop the product and business of Sinyo Custard Cream Pudding.

Job Description:

Owner:

1. Manage the daily operations of the cream pudding business.
2. Handle finances and business administration efficiently.
3. Maintain quality of production from purchasing, receiving, production, and distribution
4. Handling customer service opinions for service standards.

Social Media Specialist:

1. Explain product variants as brand identity in social media marketing.
2. Analyze sales trends and provide feedback to the owner.
3. Making content marketing as promotion of the product brand.

Production:

1. Prepare ingredients and make cream pudding according to recipe.
2. Manage production time to ensure stock availability.
3. Monitor product quality and flavor consistency.
4. Collaborate with the team to standardize and develop flavors.

Helper:

1. The main task consists of delivery personnel and cleaners.
2. Ensure and deliver products to their destination.
3. Maintain cleanliness and hygiene of the production area.

1.3 Product and Services

Sinyo Custard Cream Pudding has their value proposition especially in sweet corn and mugwort red bean flavor. Since the target market of Sinyo Custard Cream Pudding is Gen Z and Gen Alpha, the pudding will have exceptional product characteristic on their unique flavor that other dessert doesn't have and the sensation of detailed elements in custard, dairy cream, and snack biscuits and other supporting ingredients components that are customized from the flavor variants. Most of the dessert jar only has a sweet flavor that is not really exploring the ingredients and has the familiar taste of its variant. But, Sinyo Custard Cream Pudding can be the pioneering on developing every sense of taste that the taste bud can explore by six different variants, such as slight bitterness of mugwort red bean, salty yet tangy by cheddar cheese, sweet but umami by sweet corn, herbs by mint oreo, and other sweet flavors such as choco matcha and cinnamon banana.



Figure 1. 3 Sinyo Custard Cream Pudding menu
(Source: Writer's Data)

Based on each type of flavors that can be explored by these six flavors of Sinyo Custard Cream Pudding, every consumer can prefer every kind of flavor that they may choose. Every generation has their preferences on the dessert they will choose, so by Sinyo Custard Cream Pudding, they can explore a taste that they may not be familiar with, but yet still look interesting to try. Especially in mugwort red bean, every consumer that only handles dessert that is not too sweet or slightly bittersweet, mugwort red bean has the option. If the person is most likely to have sweet and umami flavor, sweet corn flavor can be the choice that they choose. Even Sinyo Custard Cream Pudding has the flavor that cheese lovers have, and that is cheddar cheese flavor. And for the sweet taste of the custard cream pudding can be delivered by combination of bitter choco matcha, herbs of mint oreo, and spices like cinnamon banana. Hopefully, based on the vision in enhancing the experiences of tasting dessert, Sinyo Custard Cream Pudding intends to give a joyful journey to every spoon in the dessert.



Figure 1.4 Sinyo Custard Cream Pudding promotion poster
(Source; Writer's Data)

The packaging of Sinyo Custard Cream Pudding has a compact and efficient package for customers serving custard cream pudding in a plastic jar that can be served cold but not melted like ice cream if the temperature is normal or even hot room temperature.

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