

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

International cuisines, such as Mexican tacos, are finding a home in Indonesia's evolving culinary scene, which is being shaped by a mix of factors including globalization and a desire to maintain traditional flavors (Yuniar et al., 2020). The rich diversity of Indonesian cuisine can be attributed to the country's archipelagic terrain, which has greatly influenced its culinary culture. Traditional cookery in Indonesia is mostly dependent on locally produced spices and herbs (Mulyawanti & Munarso, 2019).

Indonesia's population is expected to increase to 271,066,000 by 2020, which means that every business actor in the region will have more opportunities (Anggriani et al., 2020). Furthermore, Indonesia has a great potential for growing its culinary industry, with a total consumption of about IDR 844.35 trillion (Mursid, 2020). In recognition of the potential of cuisine to draw tourists from abroad and strengthen the country's economy, the Indonesian government has fortunately also been aggressively pushing culinary tourism (Turgarini & Abdillah, 2017). In order to support culinary businesses through various empowerment programs and raise the number of culinary entrepreneurs across the nation, this initiative aims to highlight the socio-cultural values ingrained in traditional Indonesian dishes (Hidayat & Alifah, 2022; Turgarini & Abdillah, 2017). The food and beverage industry is now a mainstay of sectors involved in non-oil and gas processing because of the strong domestic market demand brought about by these government initiatives, which have increased the popularity of culinary firms (Hidayat & Alifah, 2022).

A thorough grasp of customer behavior and preferences is essential to achieving sustainable growth in Indonesia's restaurant industry, which is marked by fierce competition as many outlets compete for patronage (Mursid, 2020).

This competitive landscape is made much more complex by the rapidly changing consumer preferences brought about by the pervasive influence of social media, the growing emphasis on health and wellness, and the growing desire for unusual and thrilling culinary experiences. As a result, restaurant owners must prioritize innovation while maintaining their menu and products. Restaurants have the chance to offer their goods to a larger audience thanks to Indonesia's rising internet penetration and high social media usage (Hidayat & Alifah, 2022). Given the competitive landscape of key locations that affects microbusinesses lacking distinctiveness, restaurant owners in Indonesia must exhibit originality and innovation to satisfy customer wants and preferences (Siswati, 2021). As of June 2022, there were 11,000 SMEs in the culinary industry in Indonesia, making it one of the country's most promising SME sectors (Perdana & Prasasti, 2023). In Indonesia, entrepreneurship in the food industry is common, and the nation's culinary wealth must compete in the face of globalization (Pinto & Anggraeni, 2021; Yuniar et al., 2020).

An example of how international culinary trends can be effectively incorporated into local contexts is the taco restaurant located on Ruko Golf Boulevard in Modernland Tangerang City, which represents the growing acceptance and adaption of foreign cuisines within the Indonesian market. Gen Z, families, are among the numerous demographics that Modernland Tangerang's well-planned urban development caters to, as they are frequently more open to foreign cuisine and eating experiences. Businesses looking to serve a global clientele are supported by Modernland's advantageous location and infrastructure, since the golf boulevard area offers a concentrated mix of residential and commercial areas. According to Hidayat and Alifah's (2022) industry analysis, taco restaurants can capitalize on the increased demand in the culinary profession to help their firm grow profitably in the future.

1.2 Company Description

Tacolicious is a brand that sells Mexican dish, taco, with a variety of different protein choices. Currently, Tacolicious plans to open in Modernland, Tangerang in 2025.



Figure 1. 1 Logo Of The Company

Source: Canva.com

Tacolicious is taken from two words, “Taco” and “delicious”. Signifies the writer’s commitment in making high quality tacos. The logo itself is made out of vibrant colors in order to catch people’s attention. Other than that, it also symbolizes the writer’s confidence in becoming a brand that sells taco that is able to compete with other fast food brands.

The vision of Tacolicious is “To be fast food that offers taco with high quality ingredient, with the bold taste of Mexican flavors”. Meanwhile the missions are:

1. To bring the authentic tacos to Tangerang. Using top-notch ingredients and friendly service.
2. To create a cozy environment where customers can enjoy delicious, authentic tacos with the freshest ingredients.

The writer chose a Mexican coastal (costeña) theme for tacolicious. The restaurant will use warm lighting to create a cozy and casual ambiance. Tacolicious will be opening its doors in the year 2025, located at Ruko Golf Boulevard in Modernland.



Figure 1.2 Restaurant Interior Reference
Source: [pinterest.com](https://www.pinterest.com)



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The figure above illustrates how the writer intends Tacolicious to create a cozy and casual atmosphere. Tacolicious seeks to deliver a comfortable and inviting dining experience by blending a Mexican coastal (costeña) theme with warm lighting, encouraging customers to unwind and enjoy their meals. This atmosphere is intended to not only make guests feel comfortable but also to create an inviting impression, increasing chances that consumers will return for future visits.

1.3 Product and Services

Tacolicious going to sell authentic Mexican cuisine, which is taco. Unlike other tacos, Tacolicious focuses on introducing Mexican cuisine with variety types of menus that has options to choose the protein and also vegan option to the market in Tangerang. There are 5 products that Tacolicious selling 3 savory products and 2 refreshing drinks those are:

1. Signature Taco (Saikoro beef)



Figure 1. 3 Signature Taco

Source: [pinterest.com](https://www.pinterest.com)

Our Signature Taco features exceptional Saikoro beef, which is noted for its tenderness and rich flavor. It is served with fresh iceberg lettuce, fresh onions, and paprika, all wrapped in a soft tortilla. Served with salsa sauce, this taco delivers a bold and satisfying taste experience perfect for beef lovers.

2. Chicken Taco



Figure 1. 4 Chicken Taco

Source: Writer's data

Perfect for individuals who prefer chicken, our Chicken Taco is a lighter yet as delicious option. Tender, seasoned chicken is served with iceberg lettuce, onion, and paprika, all wrapped in a soft tortilla and topped with our salsa sauce. It's a satisfying option for everyone who does not consume beef.

3. Vegan Taco

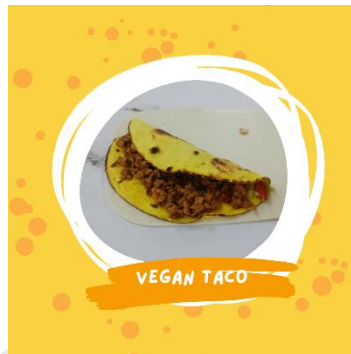


Figure 1. 5 Vegan Taco

Source: Writer's data

Our Vegan Taco is designed specifically for plant-based diners and anyone looking for a nutritious, meat-free meal. The main filling is protein-rich soybean, with iceberg lettuce, onion, and paprika added. The vegan taco is completed with our salsa sauce, which adds a blast of flavor with each bite.

Tacolicious also offers 2 beverage that can be paired with our tacos.

1. Watermelon Aguas Frescas



Figure 1. 6 Watermelon Aguas Frescas

Source: Writer's data

It's a popular Mexican drink made from fresh fruit, water, and sugar. In Tacolicious we offer watermelon aguas frescas because it's a refreshing drink that can be paired when eating our savory products.

Blue Lagoon



Figure 1. 7 Blue Lagoon

Source: Writer's data

Blue lagoon is a soda that's mixed with lemon juice, syrup and simple syrup, for those customers that want a fuzzy sensation while eating our products.

The service that will be provided for the customers is by ordering through the counter and the customer will receive it at the table and for the takeaway the customer can take a seat while waiting for the orders, then the customer can pickup at the counter. Besides that, Tacolicious will be on an online ordering platform such as Go food, Grab food and Shopee food. Making it accessible for the customers to enjoy our products by ordering through their mobile phones.

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