

# CHAPTER I

## COMPANY OVERVIEW

### 1.1 Industry Analysis

Micro, Small, and Medium Enterprises (MSMEs) have long been recognized as the cornerstone of Indonesia's economy. With their flexibility, local knowledge, and entrepreneurial drive, MSMEs have the ability to quickly adapt to changing consumer demands and economic shifts (Armielia et al., 2023). One of the most dynamic sectors for MSMEs is food and beverage, where they not only preserve culinary heritage but also introduce fresh innovations tailored to evolving lifestyles (Yuniarthe et al., 2022).

In recent years, the food industry in Indonesia has undergone a transformation, largely driven by rapid urbanization, digitalization, and time constraints in daily life. Consumers, especially in urban areas, increasingly prefer meals that are quick, portable, and affordable—without compromising on taste or nutrition. This shift has given rise to a booming market for ready-to-eat and grab-and-go food items, such as bento boxes, frozen snacks, and rice-based products (Ridwansyah., 2022).

Among these innovations, the rice ball emerges as a promising concept. Originally popularized in East Asia, rice balls are easy to prepare, simple to eat, and offer endless possibilities for flavor and fusion. Their convenience makes them ideal for busy students, office workers, and health-conscious individuals. As Indonesian MSMEs continue to seek new market niches, adapting the rice ball to local tastes and dietary preferences presents a unique opportunity to meet modern food demands with a culturally relevant twist (Putra & Rahardja., 2024).

Urban consumer behavior in Indonesia has shifted significantly in the past few years, influenced by rapid lifestyle changes, long working hours, and increased digital connectivity. People living in cities such as Jakarta, Bandung, and Tangerang now prioritize convenience when making food choices. This shift has led to a growing demand for practical, ready-to-eat

meals that save time without sacrificing flavor or nutrition. Consumers are increasingly turning to food options that can be consumed on-the-go or delivered straight to their homes or offices (Zein et al., 2023).

The rise of food delivery services such as GoFood, GrabFood, and ShopeeFood has further accelerated this trend. These platforms have not only reshaped food accessibility but also opened opportunities for small food businesses to scale up and reach wider markets efficiently, including MSMEs offering unique products like rice balls (Safina et al., 2024).

Rice balls, commonly known as *onigiri* in Japan, are compact meals made by shaping seasoned rice into triangular or round forms, often filled with savory ingredients like tuna, chicken, or vegetables, and wrapped in seaweed. Their simplicity and portability make them an ideal food choice for people with busy lifestyles (Rahmawati et al., 2025).

Beyond convenience, rice balls offer nutritional value through balanced portions of carbohydrates, proteins, and optional vegetables. In Indonesia, there is strong potential to adapt rice balls with local flavors such as rendang, sambal matah, or ayam suwir—making them both culturally familiar and appealing to the local palate, while preserving their quick to eat format (Hidayatullah & Anisah., 2024).

The rice ball product targets a broad range of urban consumers, including students, office workers, and stay-at-home parents. These groups often seek affordable, nutritious, and easy-to-consume meals that fit into their busy routines. Students and professionals benefit from the grab-and-go format, while parents appreciate the simplicity of serving rice balls as snacks or lunch for their children. The product's compact shape and portion control also add appeal, especially for those monitoring food intake. With a price point that remains accessible to the middle class, rice balls combine value and convenience—making them a smart choice for daily consumption (Woen & Santoso., 2021).

Gading Serpong is a rapidly developing urban area known for its mix of residential complexes, commercial hubs, and educational institutions. With

high daily mobility and a growing population of young professionals, students, and modern families, the area fosters a lifestyle that values speed, convenience, and variety in food choices. Despite the abundance of cafes and restaurants, there are still limited options offering rice balls, making the competition in this niche relatively low. This presents a strategic opportunity to introduce a quick, nutritious, and portable food product that aligns perfectly with the busy, on-the-go lifestyle of Gading Serpong's residents (Subarman & Dunan., 2022).

Rice balls present a smart and strategic product for today's fast-moving urban lifestyle. Their convenience, nutrition, and flavor flexibility make them highly attractive to modern consumers. With limited competition and a growing demand for quick meals, Gading Serpong is an ideal place to launch this MSME product. The area's active population and food trends match the rice ball's strengths perfectly. With consistent quality and smart marketing, a rice ball business can thrive here not only filling a market gap but also showing how local MSMEs can innovate and succeed in Indonesia's evolving food industry (Syavita & Hanif., 2023).

## **1.2 Company Description**

Hap is a food business that sells food products in the new food product category, by forming a chicken like a bowl which will be filled with rice variants with various flavors and accompanied by toppings on top. HAP! provides affordable prices and prioritizes the quality of each HAP! product. HAP! is a business that is expected to open in 2025. It is called HAP! Because when people put the HAP product into their mouths, it will make a sound like "hap".



Figure 1. 1 Company Logo

Logo Selection for HAP! has a simple, elegant and adorable impression. The purpose of choosing this logo is that the owner hopes that the logo will be an eye-catching and interesting logo to try. The choice of color in the logo has a meaning, namely familiarity and a sense of security, the owner hopes that visitors can feel close and create a feeling of security when they are in this place.

1. Vision

“Becoming the main destination for culinary lovers, presenting a unique and satisfying culinary experience for every customer.” HAP! aims to become the main destination sought after by culinary lovers. Not only that, HAP! It is hoped that it can maintain high product quality standards and premises, so that it follows quality, hygiene and sanitation standards. HAP! also uses online food delivery so that every buyer can enjoy HAP! anywhere.

2. Mission

- a. Provide delicious dishes with high quality ingredients to ensure customer satisfaction.
- b. Provide friendly and professional service to create a fun and friendly atmosphere.
- c. Continuously develop and update the menu with creative innovations to satisfy diverse customer tastes.
- d. Maintain the highest standards in food quality and safety.

3. Nature of Business

HAP is an MSME business that is run directly by the owner. HAP will use Social Media as a form of brand introduction. HAP's Social Media will provide information about various interesting content, discounts and promotions. In introducing the brand, HAP will open a booth at a bazaar or food event. In the early days of the HAP business, there were only a few staff working and after the brand was established, HAP would open new branches. When the HAP business has grown in size, the owner wants to collaborate with other brands that can make the HAP brand itself better known to many people.

#### 4. Organizational Chart

An Organizational Chart was created to help understand the organizational structure, responsibilities and communication flow between staff. With an organizational chart, employees can understand how information and decisions pass through various levels in the organization.



Figure 1. 2 Organizational Chart

- a. Owner: who owns and manages the business. responsible for general policy, decision making, and financial health of the business. Operational: responsible for day-to-day activities in the business, including customer service, stock management, and other daily operations.
- b. Marketing and accounting: in this section, marketing and accounting are handled by one person because the business is still a small business. The marketing department is responsible for

carrying out marketing, promotional and branding activities for the business. the accounting section focuses on management, finance, reporting, and taxation.

- c. Cook 1: responsibility for managing cooking products and food preparation
  - d. Cook 2: responsible for assisting the Cook 1, such as preparing food ingredients, cleaning equipment, and supporting daily kitchen activities.
5. Address of the Business

HAP! Is expected to be opened at G Town, Gading Serpong, Tangerang.

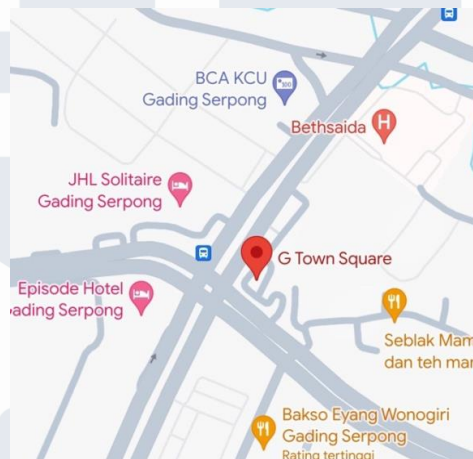


Figure 1. 3 HAP Location

### 1.3 Product and Services

HAP! has the concept of a place to sell food that offers a fun and relaxing hangout experience. HAP! will choose a location that is frequently visited by culinary lovers, ensuring its products reach the target audience. The business is designed to provide high-quality, hygienic food in an inviting atmosphere. The target market for HAP! is broad, with no limits on who can enjoy its offerings. The writer focuses on creating a hygienic environment and food with strong marketing, a strategic business model, a competitive management team, and the desire to achieve continuous innovations.

HAP! also provides online food delivery services, ensuring that customers can enjoy HAP! wherever and whenever they like. By making food easily accessible, this service aims to simplify the process for both sellers and buyers, allowing customers to enjoy HAP! products with convenience (Alexandra et al., 2022).



Figure 1. 4 Product HAP

HAP! offers innovative food product variants, for the foundation of food products using chicken which is shaped like a bowl and has a variety of rice ball and various choice of toppings. rice variations for HAP Products! that is:

1. Garlic Rice: has a rich taste with the smell and taste of garlic which produces a savory taste.

2. Rice with Seaweed: a combination of the softness of rice with the light and salty taste of seaweed.
3. Kimchi Rice: rice stirred with kimchi gives a complex taste, between spicy, sour and savory.
4. Onigiri: the taste of rice combined with danmuji filling which gives a crunchy and fresh sensation.
5. Cilantro Lime Rice: has a fresh and bright taste. Rice cooked with cilantro and lime juice provides a refreshing, citrusy touch, resulting in a light and delicious rice dish.

