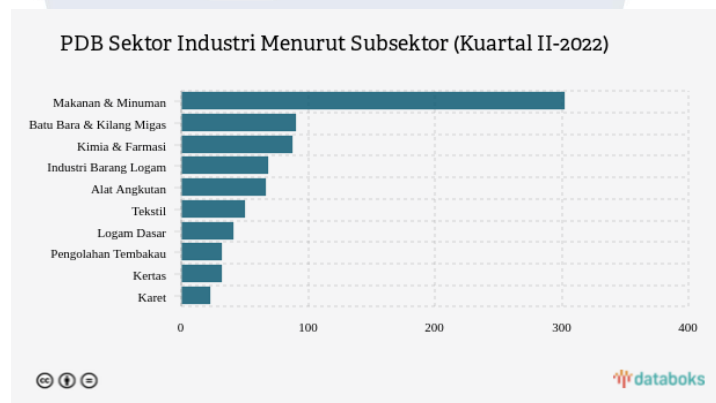


CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Food and Beverage (F&B) companies have consistently demonstrated strong performance within the industry, they have contributed in enhancing the productivity, investment, exports, and employment opportunities. In 2018, the ministry of industry says that the F&B industry expanded by 7.19%, surpassing the national economic growth rate of 5.17%. Additionally, the F&B industry plays a crucial role in enhancing national investment in 2018, with a contribution of up to IDR 56.60 trillion (Endri et al., 2020).

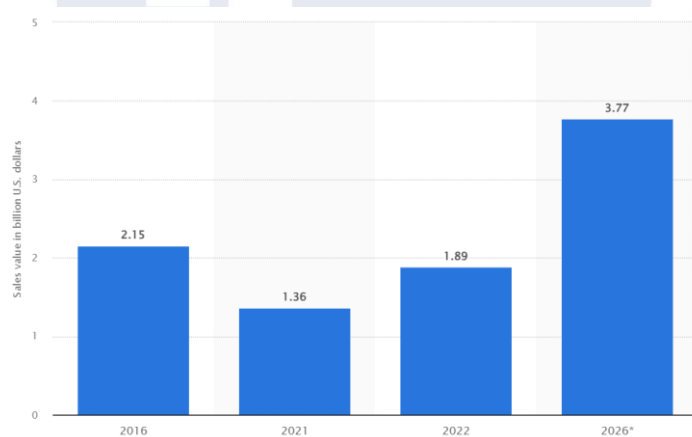


(Source: databoks.katadata.co.id)

Figure 1. 1 PDB Sektor Industri Menurut Subsektor (Kuartal II-2022)

In the second quartile of 2022, Food and Beverage industry became the largest contributor to GDP in the industrial sector of all industries, reaching over IDR 300 trillion about 34,44% (Kusnandar, 2022). Given its vital contribution towards Indonesia's economic growth makes the Food and Beverage Industry a priority. Putu Juli Ardika, as the director general of Agro Industry, said that the food and beverage industry contributed 39,10% of non-oil and gas industry GDP Income and 6,55% of the national GDP in 2023 (Harianto, 2024).

Indonesia society loves cafe culture, and it became a popular culture among youth (Priyogo, 2020). Cafe is considered a successful business when it can make people revisit their place (Wibowo et al., 2020). Originally cafes only sold coffee but as time went by cafes started to sell light meals such as baked goods and pastries. Nowadays in Indonesia, we can find cafes easily, especially in big cities. The large number of cafes across various locations makes the competition even stronger. With that, entrepreneurs have to make their cafe stand out more than the other. Cafes revenue is divided into two; Micro and Macro. Micro is when the revenue of a business is less than IDR 300 Million/year while Macro is when more than IDR 300 Million/year to 2.5 Billion/year (Andrianto et al., 2021b).



(Source: statista.com)

Figure 1. 2 Indonesia cafes and bars sales

Based on the data above the revenue generated by cafes and bars in Indonesia reached 1.89 billion US dollars, making a rise by 530 million US dollars from the previous year and forecasted to reach 3.77 billion US dollars in 2026 (Statista, 2024).

Cafes have already become a lifestyle since millennials and generation Z tend to hangout with their friends or even work in cafes. Cafe Hopping is one of the trends among them where they went to several cafes in one day. Young people often seek out new atmospheres by going to cafes, it encourages entrepreneurs to create new experiences in their cafe to attract customers and also to win the competition.

Store atmosphere involves creating an appealing environment through elements like visual communication, lighting, color, music, and scents to influence customers' perceptions and emotions, ultimately encouraging their purchasing decisions (Budiman & Dananjoyo, 2021). The design of a cafe is crucial. Exterior design gives first impressions to customers and determines them to enter the cafe while Interior design might encourage them to return. The characteristics of a cafe also should be created such as the lighting, color, and choice of music to create an atmosphere that is different from others.

1.2 Company Description



Figure 1. 3 Gets Batter Logo

The cafe's name is “Gets Batter”, with the tagline “A taste to help you Get Better”. This cafe is owned by Abigail Calista, and is expected to be opened January 2025. As a pastry enthusiast, the owner always loves baking cakes. Creating her own cafe has always been her dream therefore in this opportunity she wants to make a cafe for my business proposal. Batter in “Gets Batter” refers to liquid and flour mixture which is the cake batter and the writer combines it with “get better” in the hope that people will feel better and happy after eating my product. The logo of Gets Batter describes a girl with a chef hat who is excited to eat the Tres Leches. Other than Tres Leches, several beverages are also available to accompany our dessert.

Tres Leches is a dessert with vanilla sponge cake as the base, soaked with milk mixture which consists of three kinds of milk: evaporated milk, condensed milk,

and full cream milk. Topped with fluffy whip cream which makes it more delicate. The first time the owner's made tres leches, she got a lot of good feedback that made her start to sell it. The owner used to sell one variant only, classic tres leches topped with strawberries. Now that the owner got the opportunity to make a business proposal she widened her selection of Tres Leches to make it more interesting for potential customers to buy her products.

Based on the owner's preference, she decided to make a Modern Vintage theme Cafe for Gets Batter. The cafe will use warm lighting to create a cozy and calm ambience. Gets Batter is expected to launch in the year of 2025 located at Ruko Pisa Grande.



Figure 1. 4 Cafe Exterior Reference
Source: (Pinterest.com)

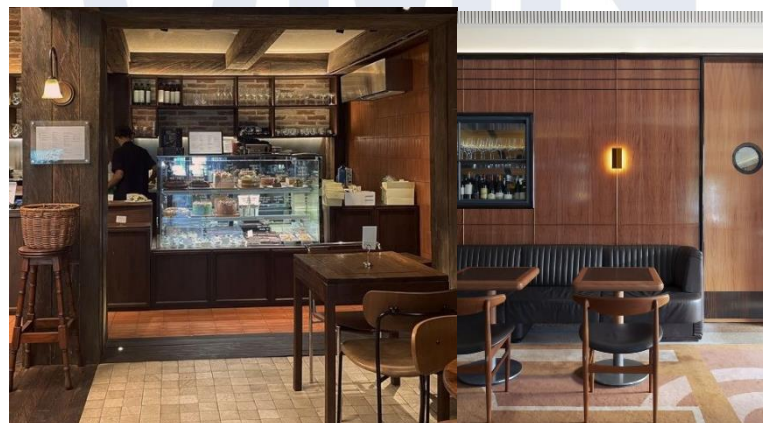


Figure 1. 5 Cafe Interior Reference
Source: (Pinterest.com)

The figure above serves as a reference for the desired look of Gets Batter Café. The owner wants her cafe to create coziness that makes customers feel at ease staying at her cafe and encourages their return.

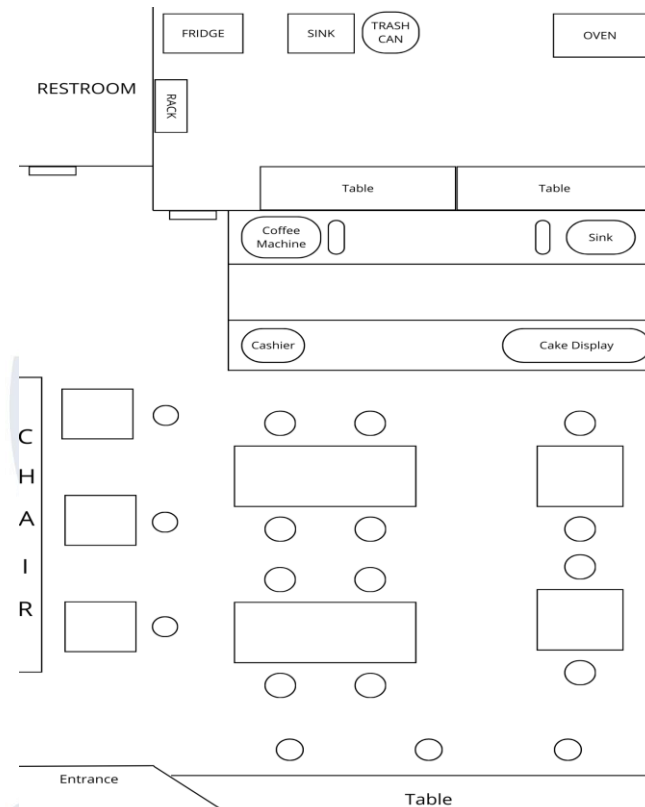


Figure 1. 6 Cafe Layout

The figure above is Gets Batter cafe layout, it provides 21 seating capacity with different arrangements that can be for individuals, couples, or a group of friends.

To ensure the cafe will have a good start, the owner made a vision for the cafe as follows “To become a well known cafe for people who seek sweet delicacies with a comfortable place.” And the missions are “To provide an excellent quality of Tres Leches and beverages while providing a warm, relaxed, and comfortable place for customers to enjoy.”

Organizational Structure:

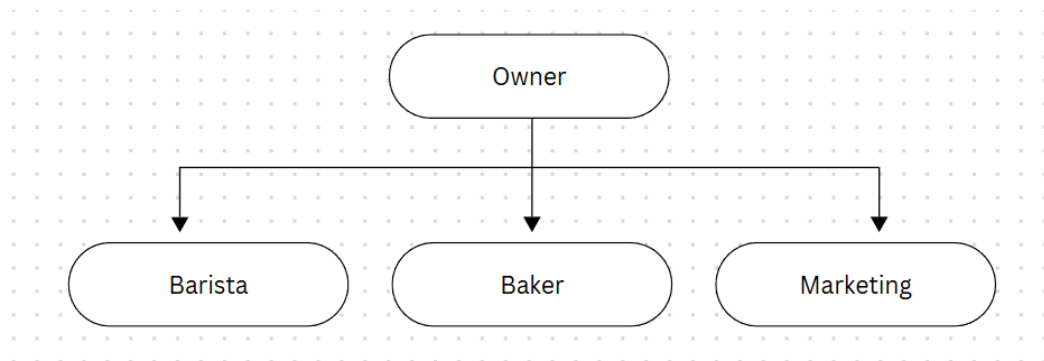


Figure 1. 7 Organizational Structure

Job Description:

1. Owner
 - a. Ensure the cafe runs well
 - b. Lead and supervise the staff works
 - c. Maintaining the taste and quality of the products
 - d. Responsible in developing menu and doing R&D
 - e. Train the staff
2. Barista
 - a. Responsible for making the beverage based on standardized recipes
 - b. Handle cashier and manage the income of day to day operation
 - c. Ensure the quality of beverages
 - d. Provide a warm and friendly customer service since they are front of the house
 - e. Maintaining the cleanliness of the service area
 - f. Manage the bar inventory
 - g. Develop new beverage recipes
3. Baker
 - a. Responsible for the production of Tres Leches
 - b. Manage inventory
 - c. Do product research and development with the owner

- d. Maintain the cleanliness of the kitchen and organize the supplies in the kitchen

4. Marketing

- a. Running the cafe's Instagram
- b. Responsible on promoting the cafe that can attract customer and increase sales
- c. Responsible to come up with a marketing strategy ideas
- d. Create a content on social media
- e. Find and collaborate with suitable influencers to promote the café

1.3 Product and Services



Figure 1. 8 Photo Product

Gets Batter offer Tres Leches with a twist of flavors. Usually Tres Leches is only served with whip cream and strawberries but here the writer elevates her Tres Leches into 5 variants.

1. The Classic (Strawberry)

Classic choice for those seeking a familiar yet delicate flavor. It is a vanilla cake soaked in a rich milk mixture topped with fluffy whipped cream and sliced strawberry to balance the sweetness.



Figure 1. 9 The Classic

2. Feel the Sensation (Mint Chocolate)

Specialized for the mint choco enthusiast, Chocolate cake soaked in chocolate milk mixture topped with minty cream and grated chocolate.



Figure 1. 10 Feel The Sensation

3. Jasmine Madness (Jasmine Tea)

This variant is rich in jasmine. It consists of a jasmine tea-flavored cake soaked in a jasmine milk mixture and topped with jasmine cream.



Figure 1. 11 Jasmine Madness

4. Caffeine Craze (coffee)

This variant is inspired by cheese foam coffee. It is a Coffee cake soaked in a milk-coffee mixture and topped with coffee whipped cream.



Figure 1. 12 Caffeine Craze

5. Matcha Anko (Matcha Red Bean)

This variant creates a unique flavor combining matcha and Red Bean. It is a matcha sponge cake soaked with milky matcha mixture, red bean spread, and topped with matcha whipped cream.

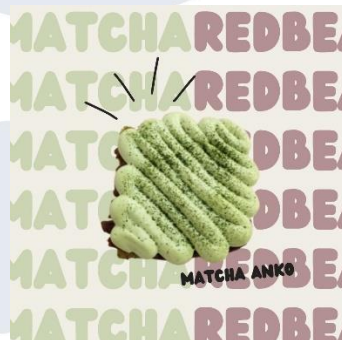


Figure 1. 13 Matcha Anko

Gets Batter also provides several beverages that can be paired with our Tres Leches.

1. Americano

For people who want a balanced pairing for our sweets, they can order an americano.

2. Aren Latte

The classic choice of Indonesian coffee that will pair well with Gets Batter Tres Leches.

3. Earl Grey Tea

For those who can not stand caffeine, Gets Batter offers Earl Grey tea to be paired with Tres Leches

The service provided to guests will be half self service because rather than hiring waiters the owner decided to use technology called “self service buzzer” where guests will be given a buzzer when they are ordering and if their order is ready barista just need to alert the guest’s buzzer to take their orders.



Figure 1. 14 Buzzer
Source: (google.com)

The owner has designed her cafe to be Work From Cafe or WFC friendly to attract people who seek new ambience to do their work. Gets Batter provides a warm atmosphere to create comfort for the customers. The owner will use warm yellow lighting with dominant brown and cream color to enhance the coziness of the cafe and also will apply soothing and contemporary R&B music.