

# CHAPTER I

## COMPANY OVERVIEW

### 1.1 Industry Analysis

Micro, Small, and Medium Enterprises (MSMEs) have long been a key driving force of economies around the world. Their role extends beyond job creation and contributes to driving innovation, economic equality, and the growth of a flexible informal sector. Globally, MSMEs account for more than 90% of all businesses and more than half of employment in many countries (Tambunan, 2021). In the current digital and post-pandemic era, MSMEs are increasingly gaining traction with consumers by offering quick solutions, competitive prices, and more personalized and authentic products. However, global MSMEs face similar challenges: limited access to capital, dependence on local markets, low digital literacy, and limited capacity for mass production (Hariyono & Erlangga, 2024). Therefore, many countries are promoting inclusive policies that empower MSMEs through access to training, technology, financing, and marketing networks, enabling them to contribute more significantly to long-term economic development.

In Indonesia, the position of MSMEs is even more strategic. According to data from the Ministry of Cooperatives and SMEs, there are more than 64 million MSMEs spread across the country, contributing approximately 60.5% to the national Gross Domestic Product (GDP) and absorbing more than 97% of the Indonesian workforce (Janah & Tampubolon, 2024). Furthermore, digital acceleration also plays a crucial role in boosting MSME competitiveness. Platforms such as Tokopedia, Shopee, Instagram, TikTok Shop, and food delivery services like GoFood and GrabFood enable MSMEs to reach a wider market and build their own brand identity (Wratsongko & Chrisulianti, 2024).

One MSME sector experiencing significant growth is the food sector. The Indonesian food industry is not only large quantitatively but also culturally rich. Food is not just a biological necessity but also an integral part of a community's social and cultural identity (Sophianti & Bashari, 2024). Food MSMEs are growing

rapidly due to relatively low barriers to entry, with businesses that can be started from home kitchens, limited capital, and relatively simple production processes. Furthermore, Indonesians are highly consumerist and seek new and unique foods. The combination of a dynamic urban lifestyle, global culinary trends, and the development of social media have created a conducive environment for food MSMEs to innovate.

In the food industry landscape, the dessert sub-sector has become one of the fastest-growing market niches in the past five years (Sidauruk, Silaban, Alifia, Safitri, Ikaningtyas, 2025). Dessert products such as boba drinks, macarons, tiramisu cups, mille crepes, soufflé pancakes, croffles, and the currently trending roll crepes have become symbols of the culinary creativity of MSMEs in Indonesia. Roll crepes, as a modern dessert product, excel in both aesthetics and taste. Thin, rolled crepes filled with cream, fresh fruit, or toppings like chocolate and cheese make them not only delicious but also highly Instagrammable. This is crucial in the modern dessert market, as product visualization plays a significant role in driving purchasing decisions, particularly among the younger generation. Dessert MSMEs often utilize social media as a primary promotional channel, employing pre-order strategies, limited editions, and collaborations with local influencers (Suhatta & Haryono, 2025).

One area in Indonesia that has become a growth hub for dessert MSMEs is South Tangerang, particularly Gading Serpong and its surrounding areas (Diana & Fahmi, 2022). This area is known as a hub for an active, dynamic, and upper-middle-class urban community with high purchasing power. The lifestyles of residents in this area tend to be open to new and aesthetic products, making this area a "living laboratory" for dessert MSMEs seeking market penetration (Maharani & Nurlukman, 2023).

In this context, the opportunity to sell roll crepes in G-Town Gading Serpong is very attractive to explore. G-Town is one of the emerging lifestyle and culinary centers in Gading Serpong. With its open concept, diverse tenants, and strategic location close to residential areas, campuses, and offices, G-Town has

become a favorite destination for young people, families, and the local community. With the right approach—from selecting flavors and aesthetically pleasing booth designs to providing fast and friendly customer service—roll crepes might become a flagship product in G-Town.

## 1.2 Company Description

S'ROLL is a Micro, Small, and Medium Enterprise (MSME) based in Indonesia. As an MSME, it is fully owned and operated by Indonesian citizens, with no involvement of foreign capital permitted. Ownership is exclusively restricted to Indonesian nationals in accordance with local business regulations. S'ROLL features a distinctive brand identity, including its logo that reads *"Towel S'ROLL Cake"* and a cheerful tagline: *"Sweet like you!"*



Figure 1.1 Company Logo  
(Source: Writer's data)

The meaning of towel is that when rolled up it looks like a towel, and the meaning of S'ROLL cake is sweet roll cake. The Tagline which means S'ROLL has a sweet taste like those who buy it. The colours of the logo have pastel colours that give the impression of softness, where S'ROLL has a soft texture.

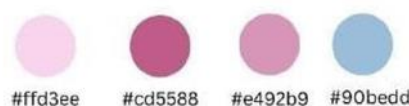


Figure 1.2 Brand colour  
(Source: Writer's data)

S'ROLL will open at G-town square which is located in Gading Serpong. But apart from that, S-ROLL will take part in food and beverages bazaars in malls or on campuses and events. Why S'ROLL opened in G-town square Gading Serpong is because G-town square is a very busy eating place and a fairly strategic location surrounded by housing, hotels and campuses.

S'ROLL Vision:

To be a leading provider of innovative and alluring crepe towel cakes, enriching every celebration with creativity and unforgettable charm.

S'ROLL Mission:

1. S'ROLL is committed to providing delicious and attractive roll crepes..
2. S'ROLL contributes to the progress of Indonesian MSMEs.

### **1.3 Product and Services**

S'ROLL offers four appetizing flavor variants, namely klepon, blueberry cheese, choco mint, and gingerbread which are favorites. For the klepon taste, S'ROLL serves an authentic combination of pandan coconut and brown sugar flavors. Blueberry cheese has a combination of sour and sweet flavors, where the sourness comes from the blueberries and the sweetness comes from the cream cheese mixed with whipped cream. The choco mint variant offers a refreshing mint and chocolate sensation, with whipped cream mixed with mint flavoring and a sprinkling of grated chocolate. Meanwhile, gingerbread provides a warm taste of ginger and cinnamon, plus crumble from crunchy Lotus Biscoff biscuits.



Figure 1.3 Brand Product

(Source: Writer's data)

S'ROLL has a flexible service concept by providing outlets for dine-in and take-out services. At G-Town Square, all sellers operate in outlets and visitors can enjoy their food in the seating areas provided. For take-home services, S'ROLL provides practical packaging with a handle that makes it easy for customers to carry the product comfortably. Apart from that, S'ROLL also serves online orders through platforms such as GoFood, GrabFood, and ShopeeFood, making it easy for customers who want to enjoy S'ROLL at home.

S'ROLL operates according to G-Town Square opening hours. On Monday to Thursday, the outlet is open from 10.00 am to 10.30 pm. Meanwhile, from Friday to Sunday, the outlet is open from 10.00 am to 11.30 pm. The online service also follows the same operating hours, ensuring customers can order S'ROLL at any time during these opening hours. With a wide choice of flavors and flexibility of service, S'ROLL is ready to pamper customers' taste buds whenever they want it.

