

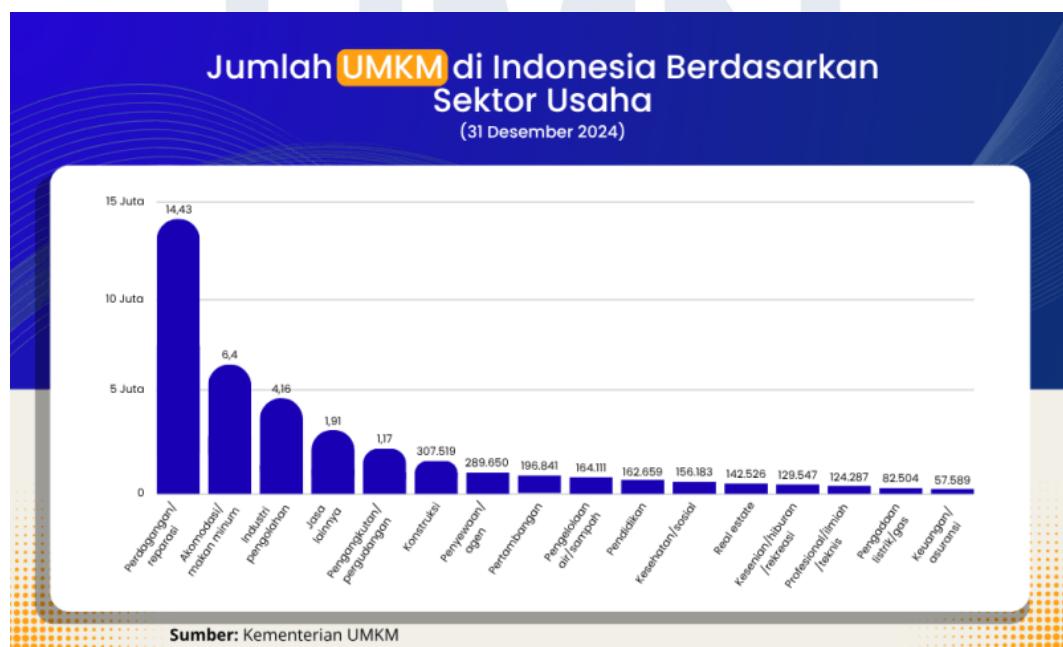
CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Indonesian micro, small, and medium enterprises (MSMEs) play a dominant role in the national economy, contributing approximately 61% of national GDP and absorbing the majority of the workforce (Gapembi, 2023). In particular, the food and beverage (F&B) sector has experienced significant expansion, with 4.85 million food and drink businesses recorded in 2023, representing an increase of 21.13% compared to 2016 (BPS, 2024). This growth is supported by changes in consumer behavior, where dining out and purchasing ready-to-eat food have become part of daily urban lifestyles (Kementerian Perindustrian, 2023). The F&B industry also shows strong resilience during economic uncertainty, as food consumption remains a basic necessity with stable demand (World Bank, 2023). The increasing number of small food stalls, cafés, and coffee shops further reflects the attractiveness of the sector for MSME entrepreneurs due to its relatively low entry barriers and flexible business models (Institut Teknologi Bandung, 2025).

Figure 1.1 Number of MSMEs in Indonesia by business sector



Coffee consumption in Indonesia has also increased significantly, positioning the country as one of the fastest-growing coffee markets in Asia (International Coffee Organization, 2024). The café and coffee shop segment has evolved beyond beverage service into a social and cultural space, particularly among young consumers who value affordability, comfort, and social interaction (Hadirr, 2025). In addition, the rise of specialty cafés and locally branded coffee products indicates shifting consumer preferences toward diverse and experiential coffee offerings (Euromonitor International, 2024). Entrepreneurial motivation and self-efficacy have been identified as key factors influencing the performance and sustainability of MSMEs in the F&B sector (Srimulyani & Hermanto, 2021). Traditional warung formats, such as warung kopi, remain relevant as accessible community hubs that blend cultural familiarity with modern consumption patterns (Kementerian Koperasi dan UKM, 2024). Furthermore, the ability of F&B MSMEs to innovate menus and adapt service models enables them to respond effectively to changing consumer lifestyles and competitive pressures (Statista, 2024). As a result, the F&B sector continues to be one of the most dynamic and opportunity-rich segments within Indonesia's MSME landscape (OECD, 2023).

1.2 Company Description

Urban Bites Warkop is a modern coffee shop located in Gading Serpong, a bustling area dominated by workers and students. By combining traditional coffee shop menus with new touches that appeal to the current generation, this business aims to offer a more innovative yet affordable coffee shop experience. To improve efficiency and better suit the daily lives of its customers, Urban Bites Warkop has opted for a small kiosk concept.

Figure 1.2 Urban Bites Warkop logo



Urban Bites Warkop focuses on direct sales from kiosks, but they also use online platforms such as GoFood and GrabFood to increase their customer base. Urban Bites Warkop is able to offer competitive prices while maintaining healthy profit margins thanks to its effective cost structure. In addition, its strategic location and unique menu ideas set Urban Bites Warkop apart from its competitors in the Gading Serpong area.

Urban Bites Warkop is a business run by a small team that prioritizes streamlined operations, fast service, and a comfortable atmosphere. Urban Bites Warkop's vision is to become the most popular modern coffee shop in Gading Serpong by offering creative food, affordable prices, and a comfortable atmosphere that is close to the daily lives of the community. The mission of Urban Bites Warkop is to maintain the quality of ingredients and consistency of taste in every menu item, operate the business efficiently to achieve stable and sustainable profits, and develop the Urban Bites Warkop brand to enable the opening of branches in various strategic locations in the future.

1.3 Product and Services

Urban Bites Warkop offers simple comfort food that is familiar to the palate and has a creative touch typical of modern coffee shops. Each menu item is designed with three main values in mind: affordable prices, memorable flavors, and fast service. This concept is perfect for students, college kids, and workers who want to snack or eat quickly.

Our products focus on comfort food based on noodles, bread, and fried snacks. These are the types of foods that are loved by all segments, easily accepted, and always in high demand. We add value through homemade seasoning blends, neat presentation, and consistent taste, so customers feel confident to place repeat orders. Services offered include quick service (10-15 minutes per order), neat packaging for takeaway, and custom requests such as additional chocolate/cheese/etc.

With an emphasis on distinctive flavors and filling amounts, Urban Bites Warkop provides contemporary snacks at reasonable costs. Pizza mie, Fried spring rolls, and toasted bread with cheese, chocolate, or peanut butter and jam are among its primary offerings. Instant noodles and egg batter are combined to create the famous Pizza mie, which are cooked into a pizza like form. This unique menu item is uncommon in regular Coffee shops. To round out the menu, Urban Bites Warkop also offers quik fried noodles and noodle soup with eggs, hot/ice tea, black coffee, and luwak white coffee.

1 Pizza noodle



Figure 1.1 Pizza noodle

Pizza noodle is a fusion dish combining fried instant noodles with pizza-style toppings such as sausage, egg, and melted cheese. The noodles are pan-fried until slightly crispy and topped with savory seasonings to create a unique and filling snack.

Net weight: approximately 250 grams per serving.

2 Fried Lumpia



Figure 1.2 fried lumpia

Fried lumpia consists of three pieces of crispy spring rolls filled with vegetables and seasoned ingredients, then deep-fried until golden brown. This menu item is commonly served as a light snack and pairs well with chili sauce.

Net weight: approximately 100 grams (3 pieces per serving).

3 Chocolate toast



Figure 1.3 chocolate toast

Chocolate toast is made from toasted white bread topped with chocolate spread and served warm. The combination of crunchy bread and sweet chocolate makes it a popular snack among students and young customers.

Net weight: approximately 120 grams per serving. Cheese toast



Figure 1.4 cheese toast

Cheese toast features toasted bread topped with grated cheese that melts evenly when heated. This menu offers a savory option with a simple yet satisfying taste, suitable for light meals or snacks.

Net weight: approximately 120 grams per serving.

4 Peanut butter and jam toast

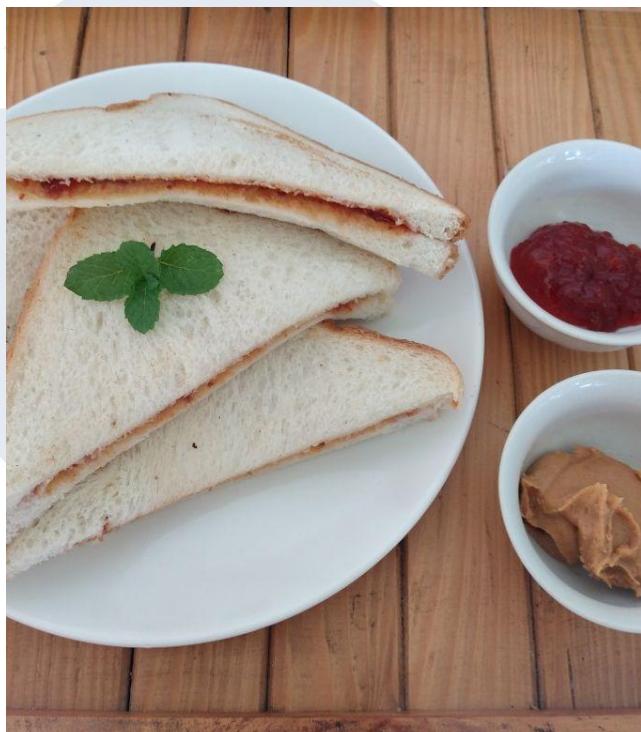


Figure 1.5 peanut butter and jam toast

Peanut butter and jam toast is prepared using toasted bread spread with peanut butter and strawberry jam. The balance between sweet and savory flavors makes this item a classic comfort food.

Net weight: approximately 130 grams per serving.

5 instant noodles



Figure 1.6 fried instant noodles

Fried instant noodles are cooked and stir-fried with seasoning, egg, and simple toppings such as scallions. This dish is one of the most popular menu items due to its affordability and filling portion.

Net weight: approximately 200 grams per serving.



Figure 1.7 soup instant noodles

Soup instant noodles are served in a hot savory broth with egg and scallions, offering a warm and comforting meal option, especially during evening hours.

Net weight: approximately 250 grams per serving.

6 Hot/cold tea



Figure 1.8 tea

Tea is served either hot or cold, prepared using tea bags and clean drinking water. This beverage is refreshing, affordable, and suitable for all customer segments.

Net volume: approximately 300 ml per serving.

7 black coffee



Figure 1.9 black coffee

Black coffee is brewed using ground coffee or coffee sachets without milk, offering a strong and bold flavor. It is commonly consumed by customers seeking an affordable caffeine option.

Net volume: approximately 300 ml per serving.

8 luwak white coffee



Figure 1.10 luwak white coffee

Luwak white coffee is a ready-to-serve coffee beverage with a smooth, creamy taste made from a popular packaged coffee mix. It is favored by customers who prefer mild and sweet coffee flavors.

Net volume: approximately 300 ml per serving.

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