

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

The Food and Beverage industry is undergoing major transformations driven by shifts in customer preferences, technological innovations, environmental concerns, and more. The global food and beverages market size was calculated at USD 8.22 trillion in 2024 and is predicted to grow from USD 8.71 trillion in 2025 to approximately USD 14.72 trillion by 2034, resulting in a result of 6% increase in CAGR (Compound Annual Growth Rate) from 2025 to 2034. One of the trends that has emerged in the past few years focuses on food innovation that combines different culinary traditions. The result of combining different culinary traditions is often referred to as fusion cuisine. Fusion cuisine is a creative and innovative technique that mixes and combines cooking methods and ingredients from different nations and regions on the same plate (Yıkılmış et al., 2024). Fusion foods integrate elements from multiple cultural food traditions to create new and unique dining experiences that respond to consumers' interests. In addition to the trends, convenience and portability have become the most essential characteristics in modern food consumption patterns. People who live in busy areas such as the capital city or the city centre, who mostly work in offices and do not have much time for lunch, will seek easy, efficient food. Busy lifestyles will most encourage people to develop food products that are easy to consume, affordable, and suitable for takeaway or quick meals. As a result, many food businesses focus on creating an innovative concept by modernising a traditionally conceived dish. Some examples include wraps, sandwiches, and baked products that combine traditional and modern concepts.

In Indonesia, the Food and Beverage industry has been innovating in the past few years (Lukman, 2020). The food and Beverage industry has become the most profitable sector, compared to the non-oil and gas industry growth of 4.63%, with the total economy growth rate of 5.05% (Ramadhan, 2024). The Food and Beverage industry is the most important sector everywhere, including Indonesia, since every

human cannot live without food and drink (Bizhare Contributor, 2024). In Indonesia itself, many Food and Beverage businesses are started by SMEs (Small and Medium Enterprises) as people seek their own luck and opportunities in the sector. SME practitioners are one of the most important factors in shaping the SMEs for internationalisation (Listiana et al., 2025). There have been many innovations that have been applied to keep up with the trend and innovate with the difference (Topandasani, 2022).

The innovations start with the usage of electronic money (E-money) and electronic wallet (E-wallet) payments (Romero, 2024). One of the reasons why the usage of electronic money and wallets is increasing is mainly because people start to become cautious and be more sensitive towards their health and hygiene (Das et al., 2022). In Indonesia, the usage of E-money and E-wallet is the most popular type among all the digital payments (Nazri et al., 2023). Most sellers in Indonesia use QR-generated codes for payment nowadays to make things easier. With just one click on our phone, a payment will be made in a few seconds, simplifying the process. In Gading Serpong itself, there are many small tenants in the Food and Beverage industry who also keep up with innovation, which helps them survive. The latest data of July 2023 shows that there are a total of more than 120.000 resident who live in Gading Serpong, which consists of those who are working, studying, on holiday, or even for culinary purposes (Alexander, 2023).

Sellers in Gading Serpong, especially Food and Beverage sellers, started to reduce the use of paper money ; instead, they started to use QR codes for buyers to scan for payment. This also applies to sellers who sell light bites. At the end of 2022, 35 food stalls had just opened in just one area (Agmasari, 2023). Based on the survey that was held yearly by Mondelez Indonesia, the data shows that the consumption of light bites or snacks had been increasing up to 93% (Amadea, A., 2022). During recent years, it is stated that people have started to care for their own health (Hamdani T., 2024). It can be concluded that life and habits in recent years have a big impact on the lifestyle of the human being in the present time.

As a result of the rise of self-awareness in each individual, people start to look for healthier food to consume with a sustainable impact not only to their health but also to nature (Mazaya, N., 2024). It is predicted that people will start to focus more on consuming snacks as their main food, rather than categorising them as snacks, and that snacks high in nutrients, such as protein, fibre, and electrolytes, will be more desirable. People will start to care about where the ingredients in their food come from, how they're processed, and the packaging the seller uses, etc. Therefore, a seller must think about the source of their ingredients, whether it can improve health or just the opposite, which makes health worsen. The choice of packaging also matters, as people have begun to care about the environment and nature. On the other hand, a grab-and-go concept will still be in demand, as people are getting busier and busier. Those aspects might also be challenging for some sellers to fulfil and meet the needs of every individual. Therefore, a quick and simple concept is needed to keep up with the pace. The owner of STUFFED believes that STUFFED can create a convenient, tasty, and innovative concept to fulfil needs and keep up with this year's trends. The owner of STUFFED believes that it will not be a big issue and is confident that STUFFED fits all the criteria needed to follow the new trend of F&B.

1.2 Company Description

The idea of the name STUFFED came from the time when the owner of STUFFED was making the product itself. The owner was planning on making a Yorkshire pudding at first. Long story short, the idea was then changed into a calzone. While making the calzone at home, the owner realised that, as the dough expands, the calzone dough will bloat and take a pillow shape. The reason the owner chose STUFFED as the name is that, when making a calzone, the fillings need to be put inside before the edge is sealed by braiding.

The vision of this brand is to create simple, tasty, and filling snacks at reasonable, value-driven prices. The main goal of this product is to serve a delicious food that is affordable to all kinds of people. To achieve the vision, certain missions need to be completed. The owner of STUFFED needs to ensure product quality,

create various types of fillings to make it more interesting, and, most importantly, offer a lower price while still being profitable to attract more customers.



Figure 1.1 STUFFED Brand’s Logo

A business is not complete without having its own brand logo. The owner decided to use a simple design while still conveying the meaning behind the logo. The owner chose to add a graphic of a calzone on the background to symbolise that STUFFED is a brand that sells calzones as the main product. The word “est. 2025” symbolises the start of the business, which was started in May 2025. The owner believes that a simple, eye-catching logo concept will help customers remember the brand.

This business will be launched first at an entrepreneurship bazaar at Universitas Multimedia Nusantara, located in Jl. Scientia Boulevard Gading, Curug Sangereng, Serpong, Kabupaten Tangerang, Banten, and will be selling at a small stand in front of the Tianlala store at Pasar Modern Paramount, Jl. Boulevard Raya Gading Serpong, Kecamatan Kelapa Dua, Kabupaten Tangerang, Banten, afterwards (refer to Figure 1.2 and Figure 1.3 for the precise locations on google maps). The slogan of STUFFED is “STUFFED will stuff up your belly”. The owner believes that STUFFED is well-suited to those seeking simple, nutritious, and filling snacks.

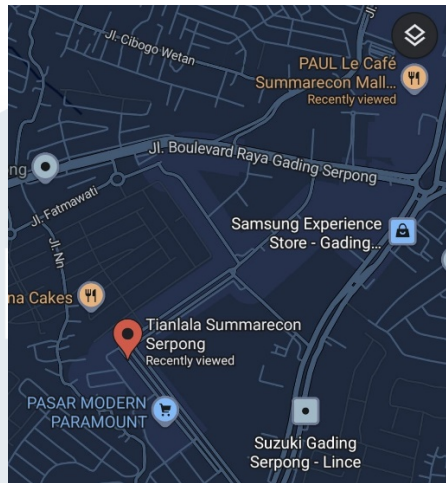


Figure 1.2 Tianlala Store Location



Figure 1.3 Photos of Tianlala Store

To create a new concept, STUFFED tried to combine the calzone concept with unique fillings not only from the West but also from Indonesian cuisine. The owner of STUFFED really tries to make a big innovation in Indonesian traditional dishes, turning them into a whole new concept compared to what they usually look or taste like. STUFFED will be selling its product in 5 different fillings : Creamy Spinach, Chicken Gulai, Ayam Kecap, Cheese Burger, and Cakalang Balado. Each variant will have a distinct taste that suits the bread, no matter what. STUFFED believes it will be the pioneer in combining Indonesian and Italian tastes. Furthermore, below are the details of STUFFED products.

1. Creamy Spinach



Figure 1.4 Creamy Spinach Variant

The creaminess between spinach and shredded chicken thigh burst inside the mouth. Creamy Spinach will give a creamy sensation combined with a little bit of crunch from the spinach and the juicy from the shredded chicken thigh.

2. Chicken Gulai



Figure 1.5 Chicken Gulai Variant

Chicken Gulai might seem skeptical to some people since it's mostly served as a soup, but not in STUFFED. This Chicken Gulai will be served with sauce consistency with a strong presence of Indonesian herbs. With the shredded chicken thigh that was cooked with the Gulai sauce, STUFFED ensured the richness of flavours on it.

3. Ayam Kecap



Figure 1.6 Ayam Kecap Variant

Besides Chicken Gulai, STUFFED try to present a “homey” taste to the consumers by making Ayam Kecap fillings that are similar to those used in Sosis Solo and Bakmi Ayam. This fillings will bring you comfort and the memories while eating it with your family. The combination of sweet and umami taste will burst in every bite that is eaten.

4. Cakalang Balado



Figure 1.7 Cakalang Balado Variant

Cakalang Balado is one of the comfiest foods for the owner of STUFFED. A dish that will never go wrong with freshly cooked rice. The

warmth of rice combined with a little bit of oily Cakalang Balado will boost up the appetite directly.

5. Cheese Burger



Figure 1.8 Cheese Burger Variant

The last but also the most familiar taste to the consumer is cheese burger. A combination between the taste of the ground beef and the cheesiness from the cheese will always melt in the mouth.

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