

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

The global food industry is a vast and dynamic sector, characterized by its significant economic impact and continuous evolution. It is one of the largest manufacturing sectors worldwide, with a substantial contribution to employment and revenue generation. The industry is poised for growth, driven by technological advancements, changing consumer preferences, and globalization. From 2021 to 2030, the global food processing market is expected to grow at a compound annual growth rate (CAGR) of 4.5%, indicating robust expansion opportunities (Raza 2024).

In Indonesia, 2022 the food and beverage (F&B) sector has shown resilience and growth during this period. In the first quarter of 2022, the industry grew by 3.75% year-on-year, continuing its positive trajectory from previous years. According to Brahmawangsa (2021), this growth is attributed to increasing consumer interest in diverse food products and the expansion of the F&B market. Specifically, the snack food segment in Indonesia has seen substantial growth. In 2021, the distribution volume of snack foods reached 1.281 million kilograms, marking an 8% increase from 2020. This upward trend is expected to continue, with projections indicating a distribution volume of 1.357 million kilograms by the end of 2022. The rise in snack consumption reflects changing consumer lifestyles and preferences (George, 2022).

Rapid development of urban area adjacent to Jakarta, such as Tangerang Selatan now has become a hub of various industries, including Food and Beverage. Its strategic location and infrastructure development have attracted numerous businesses, leading to a vibrant culinary scene. The area's growth is supported by its proximity to the capital and ongoing urbanization efforts.

Furthermore, Gading Serpong, a prominent district within Tangerang Selatan, has emerged as a focal point for culinary ventures. The district's development has been characterized by the establishment of numerous cafes and restaurants, catering to the diverse tastes of its residents and visitors. This growth presents opportunities

for new entrants like Stewyy to capture market share by offering unique dining experiences.

In summary, the period from 2021 to 2025 has been marked by significant growth and evolution in the food industry, both globally and within Indonesia. Emerging markets like Tangerang Selatan and Gading Serpong offer promising opportunities for innovative businesses to thrive. By understanding and leveraging industry trends, Stewyy can effectively position itself to meet the evolving demands of consumers while entering a promising and expanding market with abundant opportunities for differentiation and success. Through its commitment to delivering high-quality, comforting, and nutritious stews in an inviting café atmosphere, Stewyy has the potential to become a leading player in Gading Serpong’s vibrant culinary scene. According to Sari (2022), development strategies in this sector must remain agile to navigate market dynamics and sustain economic relevance. In line with this, Stewyy introduces a *comfort food* concept through its Cream Stew, specifically designed to cater to busy urbanites seeking wholesome yet accessible meals.

1.2 Company Description



Figure 1. 1 Logo Company

Stewyy is a food company that specializes in Cream Stew, offering a variety of protein options to suit diverse tastes. Founded by a passionate food entrepreneur, the brand is committed to delivering warmth and comfort through hearty and flavorful stew dishes, served in a cozy and inviting cafe environment. The name “Stewyy” stems from the word “stew,” highlighting the company’s dedication to

crafting high-quality stews using premium ingredients, while the double “y” symbolizes the warmth and happiness that the brand seeks to share with customers. The logo is designed to exude a welcoming vibe, incorporating elements like a steaming bowl that represent the heartwarming essence of the dishes. Stewyy envisions becoming the preferred destination for comfort food enthusiasts by offering delicious Cream Stew served in a warm, relaxing setting. The mission of Stewyy is centred on providing a variety of rich and creamy stews made from premium ingredients, creating a cozy atmosphere for diners, innovating new flavors to cater to diverse preferences, maintaining excellent customer service for a memorable dining experience, and promoting sustainable practices in sourcing ingredients.

Yoshoku in its literal sense means “Western cuisine”, yet the term exists only in Japan. This style of cooking blends Japanese and Western elements into one. While many might simply call it fusion, yoshoku carries a distinct identity of its own. The flavors and cooking techniques differ greatly from Western traditions, leaning more toward Japanese sensibilities. However, when it comes to presentation, yoshoku often mirrors Western styles. That is why tasting yoshoku can feel like discovering something entirely new, such as curry, potato salad, spaghetti, omurice and egg sandwich. Registered as a food business in Indonesia, Stewyy complies with local health and safety regulations, licensing requirements, and tax obligations. The business main attraction is Cream Stew, a popular yoshoku dish featuring meat typically chicken or pork combined with vegetables such as onion, carrot, potato, and cabbage, all cooked in a thick white roux. Prepared by sautéing the vegetables before adding meat and water, this dish embodies the warmth and comfort that yoshoku is known for, offering a satisfying meal that bridges cultures while remaining distinctly Japanese.

1.3 Product and Services

1. Chicken Cream Stew



Figure 1. 2 Chicken Cream Stew

Chicken Cream Stew is a classic and best-selling menu item that combines tender chicken pieces with a rich, creamy soup base. It is served with fresh vegetables such as broccoli, corn, and carrots, and topped with crunchy croutons. This variant offers a balanced meal that is both hearty and comforting, making it a perfect choice for customers seeking a familiar, protein-rich option.

2. Shrimp Cream Stew



Figure 1. 3 Shrimp Cream Stew

Shrimp Cream Stew delivers a delightful seafood twist to the traditional creamy stew. Juicy, succulent shrimp are paired with a smooth, savory cream broth and complemented by fresh vegetables. The slightly sweet and ocean-fresh flavor of the shrimp adds depth and uniqueness, making it a favorite among seafood lovers.

3. Luncheon Beef Cream Stew



Figure 1. 4 Luncheon Beef Cream Stew

Luncheon Beef Cream Stew is a savory and satisfying option for those who enjoy a meaty, umami-packed experience. Featuring slices of seasoned luncheon beef, this stew offers a rich taste that pairs well with the creamy soup base and vegetable medley. It brings a nostalgic and indulgent flavor that stands out from more common soup choices.

4. Tofu Cream Stew



Figure 1. 5 Tofu Cream Stew

Tofu Cream Stew is a vegetarian-friendly option that does not compromise on flavor or texture. Soft tofu cubes absorb the creamy broth beautifully, creating a smooth and gentle taste profile. Combined with fresh vegetables and croutons, this dish is ideal for customers looking for a light, nutritious, and plant-based alternative.

5. Vegetable Cream Stew



Figure 1. 6 Vegetable Cream Stew

Vegetable Cream Stew is a fully plant-based offering that highlights the natural flavors of fresh produce such as broccoli, corn, and carrots. The creamy soup base enhances the sweetness of the vegetables, while the croutons add a crunchy contrast. This stew is perfect for health conscious customers or those seeking a comforting vegetarian option.

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