

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Culinary has been the most eye catching industry all around the world. People in the world are always expecting new trending foods. These days, plant-based food is gaining popularity due to high demand of healthier and sustainable options (Cruz & Boukid, 2024). Every country has their own unique foods that they introduced to the world by the power of the internet. New and innovative dishes are made from combining traditional ingredients and techniques from East Asian and Western cuisines (Qiu, 2024). Indonesia has always been the country who enjoys and loves food. Indonesia's food industry is one of the most popular food that starting to become popular. A lot of unique and innovative foods are popular in Indonesia, especially in Jakarta and Tangerang area. With the help of technology, people around the world can find out about Indonesian cuisines. Combining esearch efforts focuses on the international interest in Indonesian cuisines, where global market is growing on demands for Indonesian foods (Wargadalem et al., 2024).

Breakfast habits are different around the world. These habits are influenced by cultural and traditional habits. Besides that, the country's socioeconomic and their people's health are factors. Most older adults and active individuals in Latin America usually consume breakfast regularly. While in Southeast Asia are dominant in consuming carbohydrate. This habits make the individuals lacks nutrients, such as fiber and vitamin C (Gibney et al., 2024). Unhealthy habits, such as skipping breakfast, can lead to various health risks. These include poor health among university students globally.

Indonesians really like cheap, tasty, trendy, as well as convenient foods to eat. For example, Indonesians really like to buy food delivery due to the service and the busy schedule that most people have. Customers using delivery service is due to several factors, such as easy to use, timesaving, promotional offers and pricing, as well as convenience as their motivation (Chirapanda et al, 2022).

Due to the hectic schedule, most people are more likely to order food through delivery service applications. User-friendly applications provide quick and convenient ordering to save time (Chandra et al., 2023).

Due to these factors, most people, especially in the busy cities, skip breakfast almost every morning. Previously, studies showed that adults in city area are more likely to skip breakfast (Arifa et al., 2024). Within the study, there is a term called “modern breakfast practices”. It means that modernization can impact on various dietary behaviors. The behaviors could involve food and methods of preparation for breakfast. Urban residents mostly spend their money buying convenience food to be consumed due to their busy lifestyle.

Most residents in urban areas are more likely to skip breakfast but eventually if they want to eat breakfast there are several choices that they would consider. Individuals in big cities, such as Jakarta, like to have breakfast in a coffee shop. For example, a coffee shop in Jakarta called Kopi Kenangan has gained a lot of popularity since post-covid. This coffee shop offers quick coffee and snack options that would cater to busy individuals (Fatkar et al., 2024). A lot of urban people prefer traditional and quick street food, such as fried food and nasi goreng. Street foods are more affordable and always available for breakfast every morning (Oktafiyanti et al., 2024). One of the most popular breakfast choices in Gading Serpong area is Nasi Goreng Mak Sutan, which is a fried rice dish (Justin & Setiawan, 2024).

As people in Indonesia become more interested in sweet foods, many small businesses in the Food and Beverage (F&B) industry have started selling sweets, such as cookies to meet customer demand (Lubalu, 2023). The growth of food trends and social media also encourages people, especially young adults, to try new and unique food products. At the same time, modern lifestyles have become busier, making many individuals look for breakfast options that are practical and easy to prepare. Facing this situation, cereal has become one of the popular breakfast choices due to its simplicity, convenience, and enjoyable to eat (Kurniawan, 2025).

By knowing about urban residents lifestyle, a newly launched company called RookieS is there to provide the preference. RookieS offers convenient and enjoyable breakfast options for tight scheduled people. With various flavors of cookie cereal provided by RookieS, consumers have a wide range of preference. Designed to be enjoyed with milk just like traditional cereal, RookieS cookie cereal combines fun, enjoyable, and convenient breakfast in a bowl.

To capture the market, RookieS can adopt several strategic approaches. First, leveraging digital marketing and social media to reach the target audience effectively. Second, collaborating with local minimarkets and convenience stores to increase product availability. Third, offering promotions and discounts to attract new customers and build brand loyalty. Finally, continuously innovating and improving product quality to meet evolving consumer preferences.

The food industry, both globally and in Indonesia, is poised for significant growth, driven by changing consumer preferences and emerging market opportunities. For RookieS, focusing on the target market of busy individuals in the Gading Serpong and Jakarta, leveraging trends such as eco-friendly packaging and healthy ingredients can help capture a larger market share. By addressing market gaps and adopting strategic approaches, RookieS can achieve its vision of providing efficient and enjoyable breakfast options for tight-scheduled people.

1.2 Company Description

A rookie food business, called RookieS, specializes in making innovative cookie products, especially cookie cereal. The company designed a new innovative breakfast that combines cookies and cereal in a bowl. Cookie cereal is a new modern way of eating cereal. Just like the traditional cereal, the oat-based cookies cereal is designed to be enjoyed with milk, making it soft and crunchy at the same time.

RookieS will be based at Greenlake for the offline store while also opening an online store for consumers from Tangerang area. RookieS decided to focus on these two areas due to the high concentration of busy individuals. Students, staff, and employees are the main target market of RookieS due to the busy schedule that the individuals had. RookieS aims to introduce an efficient and delicious alternative breakfast by establishing a company in the chosen area.

RookieS was founded by Regina Shelomitha, a hospitality student with deep interest in pastry production and entrepreneurship. While learning hospitality industry with a hint of entrepreneurship, she uses her skills to make a new innovative breakfast option. She aims to create a business that combines both convenience and enjoyment for the consumers. RookieS was found due to her passion for innovation and her knowledge of consumer preferences. Through her business, she would like to introduce breakfast product that meet the needs of individuals of demanding lifestyles.

The name “RookieS” came from the idea of new beginnings as well as innovation in the breakfast industry. “Rookie” symbolizes freshness, innovation, and new approach of breakfast product. The capital “S” represents the diversity of the brand’s products as its commitment to offer a wide range of flavors to provide consumer preferences. By choosing the name “RookieS”, the company seeks identity that provides enjoyable, wide range of flavors, and convenient breakfast.

The company was founded with the goal of providing breakfast that is affordable and convenient. Individuals with limited time to prepare breakfast are the target market of the company. This due to RookieS focuses on giving

high-quality cookie cereal combined with conventional, making it the perfect breakfast for the market. With the innovative concept of combining cookies and cereal, RookieS seeks to provide people with an efficient breakfast every morning.

To guide its business operations and future development, RookieS has established vision and several missions that reflect the company's goals and values. These vision and missions focus on providing convenient and enjoyable breakfast products while maintaining quality, affordability, innovation, and sustainability.

Vision: RookieS being the trusted brand that helps individuals simplify their everyday breakfast while ensuring delicious taste.

Mission:

1. RookieS will offer affordable and accessible breakfast options to meet the needs of busy individuals.
2. RookieS seeks to continuously make innovations by developing new flavors according to customer preferences.
3. RookieS will continuously use eco-friendly packaging material

To visualize the vision and the mission of the company, the owner creates the logo of RookieS that represents it. The logo of RookieS includes some components with its own meaning. The big "R" represents the word "Rookie" while the big "S" represents the variations of cookies in RookieS. The circle of the logo resembles a cookie shape. Inside of the circle are lines that look like hand drawn waves, representing the artisan cookie cereal since it is made by hand with high quality ingredients. As a whole, the circle and the lines represent a bowl of cereal. The logo of RookieS uses modern and inviting design considering the target market will be young people with busy schedule. The color white represents simplicity and freshness, while the color gold represents warmth and premium quality. Both colors represent the vision and mission of RookieS which provide practical and enjoyable breakfast. At the bottom of the

picture there is RookieS' product: cookie cereal; as well as the company establishment year.



Figure 1.1 RookieS Logo.

Source: Owner's Company Logo

RookieS will operate as a Micro, Small, and Medium Entries (MSME/UMKM) in Indonesia. The company will follow the guidelines of local business regulations, food safety standards, and packaging requirements ensuring high product quality and legal compliance. RookieS target to build trust with consumers and keep a strong position in the food industry by following strict industry standards. With efforts, the company pursues a responsible and sustainable business, giving benefits not only for the customers but also for the environment.

As stated before, RookieS main product would be cookie cereal. Similar to traditional cereal, cookie cereal is a bite-sized cookie product that is designed to be consumed with any kind of milk. The cookie cereal will be available in five unique flavors, including Original, Chocolate, Cookies and Cream, Matcha, and Peanut Butter. The unique flavors reach our customers preferences for cookies and cereal. To ensure freshness and sustainability of the cookie cereal, RookieS uses zip-lock paper bags which offer both convenience and environmental benefits.

Figure 1.2 Rookies product and Packaging

Source: Rookies' picture



Rookies offers five cookies cereal variants that are designed to provide a convenient and enjoyable breakfast experience for busy individuals. The Original Cookie Cereal delivers a classic and balanced sweetness, making it suitable for consumers who prefer familiar flavors. The Chocolate Cookie Cereal offers a rich chocolate taste that creates a more indulgent breakfast option, while the Cookies & Cream Cookie combines vanilla cream and chocolate cookie for a fun and nostalgic flavor. For consumers looking for something unique, the Matcha Cookie Cereal provides a mild earthy taste with subtle sweetness inspired by Japanese flavors. Meanwhile, the Peanut Butter Cookie Cereal delivers a rich and nutty flavor profile that stands out from traditional cereals. All variants are designed to be enjoyed with milk, creating a combination of crunchy and soft textures that make breakfast both practical and enjoyable.

Busy scheduled individuals who attempt to search for a simple yet fulfilling breakfast can choose Rookies who provides quick and easy breakfast solutions. Rookies' cookie cereal is made for customers that includes convenience and minimum preparation while serving awesome flavors. In addition to giving unique texture and flavors, each of the product is made with high-quality ingredients. Contrast from the traditional breakfast choices, Rookies' cookie

cereal eliminates the inconvenience of making breakfast. This concept is ideal for student, professionals, as well as individuals with tight schedules.

RookieS will open offline store as well as online store. RookieS will rent a shop house in Greenlake as their business base and offline store, while online store will be on social media platform (Instagram). RookieS will operate with a flexible and accessible schedule to serve customers every day. The opening hours for the offline store are every day from 06.30 AM until 08.00 PM. RookieS accepts online orders every day from 08.00 AM until 04.00 PM. For online orders, the orders will be delivered the next day.

During service hours at the offline store, RookieS ensures smooth operation with the Standard Operating Procedure provided for the service. Customers of RookieS can place their order at the offline store. After the order gets checked-in, RookieS' team will efficiently pack the cookie cereal as well making sure that the product has met the standard quality and portion. The team will serve the customer with a professional attitude. Customers finish their payment using e-wallet or bank transfer. For online service, the orders will be accepted via WhatsApp. The payment details will be provided by the admin. Once the payment is completed, the product will be packed, labeled, and delivered securely to the customer. Any feedback or complaints from customers will be held professionally and solved as fast as possible, making sure customers felt satisfied.

RookieS has aspired to become a leading provider of convenient breakfast options through its innovative product offerings, strategic brand positioning, and dedication to sustainability. Not only does RookieS provide convenient breakfast but also gives excellent service for RookieS' customers, The company hopes to build itself as a dependable and reputable brand in the competitive food market by recognizing busy individuals' demands and adapting to changing consumer preferences. By emphasizing on quality, affordability, and accessibility, RookieS is prepared to be introduced to people as a new and exciting way to enjoy breakfast in 2025 and beyond.