

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Indonesia's foodservice industry has experienced significant transformation in recent years as urban consumers increasingly seek convenient, diverse, and experience-driven dining options. Changes in dietary patterns in Indonesian cities show that younger consumers are becoming more open to modern and international food products, especially those that combine practicality with unique flavor experiences (Nurhasan et al., 2024). At the same time, consumer preferences are shifting from traditional dining toward more flexible meal formats that can be consumed quickly without sacrificing quality, creating stronger demand for portable foods and fast-casual concepts

The rapid expansion of online food delivery has also changed the competitive landscape of the foodservice sector. Research shows that Indonesian consumers increasingly rely on digital platforms when purchasing food, with convenience, speed, and menu variety becoming key drivers of purchase decisions (Perangin-Angin et al., 2024). Consumer continuance intention in online food delivery services is strongly influenced by perceived value and satisfaction, meaning businesses with distinctive products can build repeat demand through delivery channels (Perangin-Angin et al., 2025). Additional studies also indicate that digital marketing and personalized promotions significantly influence food purchasing decisions in urban Indonesia (Vindytia & Balqiah, 2024).

Another important development in Indonesia's food market is the growing acceptance of fusion cuisine. Culinary innovation that combines traditional local ingredients with international formats has shown strong appeal among modern consumers, particularly in urban middle-class markets (Kusnedi et al., 2025). Foreign-inspired foods are no longer viewed as niche products, as many Indonesian consumers actively seek novel culinary experiences that still retain familiar flavor elements (Dewi, 2024). Consumer studies also suggest that food

novelty can positively influence purchase intention when the product remains culturally approachable (Farhans & Ridanasti, 2024).

In urban areas such as Gading Serpong, where restaurant competition is high and consumer preferences continue to evolve, differentiation becomes essential for long-term sustainability. Previous research indicates that urban Indonesian consumers place increasing value on food uniqueness, convenience, and memorable dining experiences (Mindarti et al., 2021). This shift creates favorable conditions for products such as burritos, which offer convenience while allowing customization to local tastes, a popular term for this would be glocalization, in which global foods are localized into country specific tastes (Sedda et al., 2022). Although many international food brands operate in Tangerang, relatively few businesses fully integrate Indonesian flavors into a Mexican-style fast-casual concept. This trend supports the idea that an Indonesian-Mexican fusion concept can attract customers by introducing a recognizable burrito format filled with local ingredients such as rendang, sambal, or Indomie. Therefore, Mas Rito has the potential to fill a niche market by offering a product that aligns with changing consumer behavior while presenting a distinctive culinary identity that can stand out in the local foodservice market (Rachbini et al., 2024). Furthermore, for a new burrito concept, these trends suggest that online platforms such as GoFood and GrabFood can become important channels for market penetration in Tangerang.

1.2 Company Description

Mas Rito is an innovative food business that blends Indonesian and Mexican cuisine, offering a unique fusion of flavors in a convenient burrito format. The company will be located in Tangerang, Indonesia, targeting urban consumers looking for quick, flavorful, and satisfying meals. Mas Rito was founded with the vision of being the first innovator to fuse Indonesian and Mexican cuisine, celebrating both cultures while maintaining a strong commitment to using locally sourced ingredients.

The name "Mas Rito" is a play on words, combining "Mas," a respectful Indonesian term for a young man, and "Rito" from "burrito," symbolizing the Indonesian take on the classic Mexican dish. The brand's logo incorporates colors representing Indonesia, reinforcing its cultural identity. Set to launch in 2025, Mas Rito aims to bring a fresh dining experience to the Indonesian food market. And the logo's two main colors in the logo represent Indonesia that are inspired by the national flag's red and white. This color choice's purpose is to immediately link the brand's colours with indonesia.

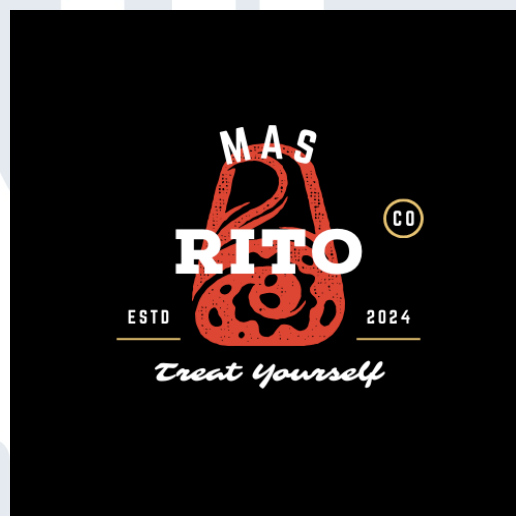


Figure 1.2.1 Mas Rito Logo

(Source : Author Logo Photo)

The vision of Mas Rito is to become the number 1 Fast Casual fusion food in Indonesia with bold and unique fusion flavours that still incorporate the essence of Indonesian cooking while also incorporating Mexican elements.

And the mission to achieve this vision is carried out through several key steps: 1) innovating flavors by fusing Indonesian and Mexican tastes, 2) using high-quality ingredients that are fresh, local, and sustainable, 3) ensuring consistency through high standards in both food and service, 4) creating a great customer experience that is friendly, fast, and enjoyable, and 5) pursuing growth and expansion through smart marketing strategies and future scaling opportunities.

Mas Rito will operate as a registered micro small medium enterprise (MSME/UMKM) under Indonesian business law. The business will fully comply with all relevant food safety regulations, secure the required health and hygiene

permits, and ensure adherence to applicable labor laws. By operating as a UMKM, Mas Rito benefits from government support programs while maintaining responsible and lawful business practices.

Main Products of Mas Rito are:

1. Burritos with Indonesian flavors:

a) Rendang Sauce Burrito (Rp 40,000)



Figure 1.2.2 Rendang Sauce Burrito

(Source : Author AI Generated Image)

A bold, legendary taste of West Sumatra wrapped in a tortilla. Featuring our signature garlic chicken and fluffy rice, smothered in a rich, slow-cooked Rendang sauce for that perfect savory kick.

b) Peanut Sauce Burrito (Rp 40,000)



Figure 1.2.3 Peanut Sauce Burrito

(Source : Author AI Generated Image)

The ultimate comfort wrap. We pair succulent garlic chicken and rice with a thick, creamy Indonesian peanut sauce that provides a delightful balance of sweet and savory in every bite.

c)Indomie Burrrito (Rp 40,000)



Figure 1.2.4 Indomie Burrrito

(Source : Author AI Generated Image)

The world's favorite noodles meet the burrito! Packed with classic Indomie and juicy chunks of garlic chicken, this is the ultimate "cheat meal" for those who crave that iconic noodle flavor.

d)Nasi Daun Jeruk Burrrito (Rp 35,000)



Figure 1.2.5 Nasi Daun Jeruk Burrrito

(Source : Author AI Generated Image)

Fresh, aromatic, and light. This burrito features fragrant lime leaf-infused coconut rice (Nasi Daun Jeruk) and our savory garlic chicken for a zesty, tropical twist on the classic wrap.

e)Nasi Uduk Burrito (Rp 35,000)



Figure 1.2.6 Nasi Uduk Burrito

(Source : Author AI Generated Image)

A breakfast favorite, reimagined. Enjoy the rich, coconut-milk-infused flavor of Nasi Uduk paired simply and perfectly with our signature garlic chicken for an authentic Indonesian experience on the go.

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