CHAPTER I
COMPANY OVERVIEW

1.1 Industry Analysis

The growth of the cookie industry in Indonesia continues to rise, especially in Tangerang, which is believed to be driven by the significant improvement in the food and beverage industry over the past few years. Based on food consumption statistics data (Aprilita et al., 2025), the level of cookie consumption in Indonesia from 2016 to 2020 has always increased by an average of 4.250%. The largest consumers of the snack industry in Indonesia are millennials and Gen Z, who tend to want to try new things.

Nowadays, sales using technology also greatly help small and new businesses. Technology like social media and e-commerce offers great opportunities as access to reach customers becomes broader, so it's not only friends or family who know or buy products from small and new businesses. Social media platforms like Instagram, Facebook, or TikTok can build store identity with relevant content, helping create a positive reputation, offering wider reach at lower costs, which is a big advantage of using social media (Larasati et al., 2024). This also applies to e-commerce platforms like Tokopedia, Shopee, or Lazada. It has been proved from Kusmayadi and Latif (2024), the use of e-commerce can make a significant impact on increasing UMKM income. Through a case study that has been done, it showed that the implementation of e-commerce was able to increase company income by 58.62%.

Consumers prefer products that have quality but are still affordable. This is also becoming more important because changes in the economic condition of Indonesia may affect consumers' purchasing power, especially among middle-income groups. Therefore, businesses need to offer products that provide value while remaining accessible to customers (Fadeli, 2024). Especially during certain needs like before Christmas, New Year, and Eid, which present business opportunities. According to data from Fatmarani and Rinaldi (2022),

the days leading up to Eid give an 80% sales increase in cookie shops. These opportunities can take advantage by providing a new experience that can be introduced through different flavors and packaging compared to other cookie shops.

The first branding of a business when a customer buys or opens MICO's social media plays an important role in the decision to purchase. The journal by Salsabila, et al (2023) also states that a great product will be useless without good packaging branding and marketing strategy. Also, from Mufida and Sishertanto (2024), their journal said the importance of visual element for design food packaging such as logo, color, illustration, shape, layout, and typography can influence buying decision of customers. Good branding that attracts attention can use a memorable logo, easy-to-use packaging design, color schemes, and typography. In this way, the chance to follow new trends and make it easier for customers to find the product becomes much easier.

Cookies in Indonesia have a long history, first appearing in the Middle Ages in Europe when ingredients like flour, butter, and sugar were brought, along with baking methods using ovens that have developed until now (Rumata, 2024). From this long history, traditional Indonesian cookies like nastar, kastengel, lidah kucing, and many more were created and remain popular today. These varieties of Indonesian cookies have become strongly tied to traditions and major events, usually served during celebrations, so this can become a new opportunity to attract the same market by offering a modern twist to the traditional cookie consumption habit.

The history of Milano cookies was built by Pepperidge Farm. Margaret Rudkin, the founder of the company, discovered these cookies when visiting a company in Belgium in the 1950s. Through a long agreement, various types of cookies were created at Pepperidge Farm in the United States. They also released various product variants like Bordeaux, Geneva, Brussels, and Milano, which became more popular than the other variants (Nato, 2023). From the history of Milano cookies, the opportunity for foreign cookie styles can provide new business opportunities. Like Khong Guan and Monde, which have a

European-style cookie concept, they have their own target market and have become popular in Indonesia. By using high-quality ingredients and attractive packaging can increase customer interest.

A new trend in consuming cookies in Indonesia is not only for special celebrations, but cookies can also be used as gifts. Using attractive packaging can add more value to the product in the perception of consumers, making it look more premium. Not only from the appearance but purchasing decisions can also be influenced by the form of packaging (Natsir & Waani, 2023). With safe packaging, product quality can be maintained, and it becomes easier for distribution. From Rahayu, et al. (2024), eye-catching design packaging and competitive price can increase buying interests through snacks such as MICO. Offering hampers or bundles can be an option that provide to attract potential consumers.

In conclusion, MICO the Milano Cookies has potential and a market in Indonesia, especially in Tangerang. Offering products with premium ingredients but still affordable to a wide range of consumers becomes an advantage so that MICO can compete with other brands. The unique and varied flavors have been adjusted to local preferences, so they can give a new experience but still be liked by the public. Utilizing technology like social media and e-commerce can reach a wider market in the highly competitive cookie industry in Indonesia.

1.2 Company Description

Tangerang will be the base and distribution area for making MICO. Founded by Dewintia, a student from Universitas Multimedia Nusantara majoring in Hotel Operations, the owner created Milano Cookies as her product idea after seeing the sales potential of cookies with unique fillings in Tangerang. This business will be launched in 2026 with young people aged 15-25 as the target market. Data has been confirmed through a reference form that was distributed by the owner beforehand.

(Source: edited by author)

Figure 1.1 Logo

MICO's logo represents each flavor in the product, with a Milano Cookie piece behind the font to give buyers an image of the product. The vision and mission of MICO also important to make customer satisfied, there is a lot of things to do for making making MICO memorable in favor or packaging.

1.2.1 Vision

Making MICO as a product that gives a fun and enjoyable experience through its taste and packaging.

1.2.2 Mision

a. To create and keep developing new flavors in every piece of MICO.

b. To create and keep improving attractive and memorable packaging that shows MICO’s identity and quality.

c. To make sure customers are satisfied by delivering delicious products made with care and consistency.

Build customer trust in using safe ingredients and ensuring product cleanliness from the start of production to the packaging process is MICO's commitment. Individual packaging for personal consumption or bundle packaging as gifts or for more economical purchases is MICO main product to be launched later. With this sales technique, it is hoped that more potential buyers, especially young people, will be attracted.

1.3 Product and Services

1.3.1 Product

The MICO logo has a picture of cookies and alphabet letters that represent the flavors of MICO products. The Instagram account is added at the bottom of the logo so that every buyer can visit the account anytime. Through this account, buyers can also ask questions or find the latest information about MICO.

MICO consists of two cookie pieces with different types of filling in the middle. There are five product flavors that MICO will offer. The first is the original MICO or vanilla flavor with vanilla cream filling. The second is banana flavor with chocolate filling. The third is cheese flavor with cream cheese filling. The fourth is green tea flavor with green tea spread. The last one is strawberry flavor with strawberry cream cheese filling.

(Source: edited by author)

Figure 1.2 Menu design banner in front

(Source: edited by author)

Figure 1.3 Menu design banner in behind

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Figure 1.4 Digital Menu Design

(Source: https://www.instagram.com/p/DKWNjatpEUe/?igsh=Ymc1ZjNtZWFrMT)

Figure 1.5 Digital Menu Design on Instagram

The design layout is kind a similar to the non-digital menu design, but the differences is, the product photos used are of high quality, allowing buyers and potential buyers to see them clearly, making it

easier for them to choose their preferred products. There is also price information listed, so potential buyers no longer need to ask via DM or WhatsApp, as the information is clear. This also helps buyers make a quicker decision to purchase. The menu design includes "Most Liked" and "Recommendation" information, so potential buyers can select flavors based on the most popular items. This builds customer trust in MICO, as they believe MICO's recommendations can influence their choices. The menu design also shows the product packaging and MICO's logo that they will receive, allowing buyers to recognize MICO's brand identity. Allergen information is also included in the menu design, as this will be an important factor influencing buyer decisions. This addition increases customer trust, as they feel the seller cares about their health. The design and layout use soft, harmonious colors, and the font choice is made to ensure easy readability. Digital menu also can be accessed through MICO's Instagram, which also provides free promotion for the account. Not only get free promotion, customer also can see other activities that MICO serves, such as photo feeds or content videos. https://www.instagram.com/share/__Sv0dh_x

1.3.2 Service

MICO will offer online services, and customers can order products through TikTok Shop. Customers can also receive information or ask questions about MICO products through Instagram Direct Messages and WhatsApp. The MICO admin will respond and provide information professionally and in detail.

For direct service, the owner will interact with the delivery partners who will deliver the products. The service provided will include seating and a bottle of drink for waiting. The waiting area will also have a roof, so the drivers will not be exposed to the sun or rain. With this, MICO can provide both online for customer and offline for driver services in the best possible way.