CHAPTER I
COMPANY OVERVIEW

1.1 Industry Analysis

The global Food and Beverage (F&B) landscape is currently navigating a major transformation, moving beyond traditional production models toward a more tech-integrated and value-driven ecosystem. According to Siddiquie et al (2022), success in this sector is no longer just about output volume it is increasingly defined by how effectively businesses weave digitalization into their supply chains and customer service to sharpen operational efficiency. According to Aiking and de Boer (2020), the global industry is increasingly defined by a pivot toward health-conscious and ethical consumption, which has accelerated the adoption of sustainable innovations and alternative proteins. While these product-driven shifts are set to redefine market standards, the industry evolution extends far into the psychological realm. Beyond the products themselves, the modern F&B sector has matured into an experience economy, where the physical atmosphere and sensory engagement of a dining space are the primary tools for building emotional connections and securing long-term guest loyalty.

The food and beverage (F&B) industry remains a resilient cornerstone of Indonesia's manufacturing sector, consistently contributing significantly to the national non-oil and gas Gross Domestic Product (Ministry of Industry, 2025). According to the latest data from Statistics Indonesia (2026), the sector maintains a positive growth trajectory, driven primarily by robust domestic household consumption and a burgeoning urban population. This industrial landscape is currently shaped by a shift in consumer behavior toward "on-the-go" consumption, where convenience and freshness are prioritized, thereby creating a strategic market entry for products like CRISPY BITES (Indonesian Food and Beverage Association [GAPMMI], 2025). Furthermore, the rising demand for diverse food textures and healthier quick-service meal

alternatives positions the sandwich segment as a highly competitive and viable niche within the broader culinary market (Adhi, 2025).

The sandwich shop industry in Gading Serpong represents a highly competitive and dynamic market, fueled by the rapid urbanization of the Tangerang Regency and a diverse consumer base (Udayana et al., 2020). As the middle class expands, shifting lifestyle habits have significantly increased the demand for convenient and healthy meal options, positioning sandwiches as a strategic choice for urban professionals and students alike (Marso et al., 2020). This local growth mirrors a broader global trend where the sandwich market is projected to expand significantly by 2028, reflecting a widespread consumer preference for portable, high-quality food offerings (PR Newswire, 2024). Consequently, the area presents a fertile opportunity for both international franchises and local MSMEs to capture market share by differentiating themselves through unique product narratives and social-centric dining experiences (Tirtayasa, 2022).

The future outlook for sandwich sales in Gading Serpong is exceptionally positive, contingent upon digital integration and continuous product innovation. The proliferation of online food delivery services and smartphone accessibility has revolutionized consumer behavior, allowing businesses to maintain robust sales growth by providing unparalleled accessibility (Putra et al., 2020; Rita & Arifin, 2020). To thrive in this saturated landscape, enterprises must leverage government empowerment programs for MSME and focus on dynamic productivity through culinary innovation (Hidayat & Alifah, 2022; Setiawan et al., 2022). Ultimately, by adopting strong entrepreneurial orientations and effective market-strengthening strategies, sandwich businesses in this region are poised to achieve sustainable commercial success within the expanding Indonesian food and beverage sector (Ragimun & Widodo, 2019).

1.2 Company Description

Figure 1.1 Logo Company
(source: Author)

Crispy Bites is a food brand that offers thin toast sandwiches as its core menu, combining crispy bread texture with various flavorful fillings. The brand was first introduced in 2025 through the Final Project Exhibition at Universitas Multimedia Nusantara and is planned to operate in Gading Serpong, providing customers with convenient purchasing options through GrabFood, ShopeeFood, GoFood, and direct counter services.

Crispy Bites was founded by Chelsa Fiela, an entrepreneur who has a vision of presenting fast food that is not only delicious, but also practical and quality. The name Crispy Bites was chosen because it is easy to remember and immediately associates its products with the crispy texture of thin bread that is the hallmark of this brand. The word "Crispy" reflects the distinctive crunchy sensation, while "Bites" describes the right portion and is practical to consume at any time.

The Crispy Bites logo was designed to reflect the brand’s warm and friendly personality. It features an illustration of a young girl wearing a chef's hat, smiling brightly while holding a sandwich a simple yet meaningful image that represents the brand’s core product. The cheerful smile of the little chef is intentionally crafted to create a sense of comfort and closeness with customers, as if every product is made just for them.

The phrase "Made with Love" further emphasizes that every Crispy Bites product is crafted with care and affection, not just an ordinary snack. With its playful illustration, soft handwritten typography, and warm, inviting color tones, the logo creates a cozy atmosphere that makes people feel welcomed. Through this design, Crispy Bites wants to show that their products are not just about taste, but about feelings delivering small moments of happiness through every warm, crispy bite. To achieve this vision, Crispy Bites holds three core missions: prioritizing quality and customer satisfaction by offering the best ingredients; prioritizing growth and innovation by continuously improving their menu and business strategies; and prioritizing customer experience by providing excellent service to ensure a pleasant dining experience.

1.3 Product and Services

The core products they offer are slim toast sandwiches with 5 various fillings. Under the Grab to Go concept, Crispy Bites ensures quick, convenient, yet delicious food choices for consumers.

Figure 1.2 Rica-Rica Seasoned
(source: Author)

1. Rica-Rica Chicken (Ayam Rica-Rica)

   This product contains rica-rica seasoned chicken combined with fresh tomatoes and iceberg lettuce inside crispy thin toast bread. It has a savory, spicy, and slightly smoky flavor, giving a warm and rich Indonesian spice experience in every bite.

Figure 1.3 Rujak Seasoned
(source: Author)

2. Rujak Seasoned Chicken (Ayam Bumbu Rujak)

   This product uses East Javanese-style rujak seasoned chicken, known for its rich spicy, sweet, and savory flavors. Combined with fresh tomatoes and vegetables, this sandwich delivers a unique and flavorful taste with authentic Indonesian spices.

Figure 1.4 Balinese Seasoned
(source: Author)

3. Balinese Seasoned Chicken (Ayam Bumbu Bali)

   This sandwich contains Balinese seasoned chicken with aromatic traditional spices, complemented by fresh tomatoes and iceberg lettuce. It has a savory taste with a slight sweetness and rich spice flavors inspired by Balinese cuisine.

Figure 1.5 Teriyaki Chicken
(source: Author)

4. Teriyaki Chicken

   This product consists of teriyaki chicken paired with fresh coleslaw salad inside crispy toast bread. It has a savory and slightly sweet flavor with a creamy and refreshing texture from the coleslaw, creating a light and modern taste.

Figure 1.6 American Breakfast
(source: Author)

5. American Breakfast

   This product is inspired by classic American breakfast flavors with a simple yet filling combination of ingredients. It has a savory, buttery, and creamy taste, making it suitable for breakfast or a quick everyday meal