

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

The food and beverage (F&B) industry is one of the most important sectors in the global economy and continues to grow. This industry plays a key role not only in economic development but also in shaping culture and tourism in many countries. The growth of the F&B industry is influenced by several factors, such as changes in consumer lifestyles, urbanization, and the increasing demand for innovative food products. Today, many consumers are not only looking for good taste, but also unique and memorable food experiences (Zrnić et al., 2024). In addition, the development of technology and digital food delivery services has made food more accessible and supported the expansion of this industry (Sharma et al., 2024). As a result, the F&B industry continues to show strong potential and remains highly competitive in the global market.

In Indonesia, the food and beverage industry is an important part of the national economy, especially in the creative sector. The culinary industry contributes significantly to economic growth and creates many job opportunities for the community. At the same time, this sector also helps preserve local culture through traditional food while encouraging modern culinary innovation (Michael & Widjaja, 2024). However, the increasing number of businesses in this sector has made competition more intense, especially among small and medium enterprises (UMKM) (Nautica et al., 2025). Because of this, business owners need to offer unique products and clear value to attract customers and stay competitive. This growing competition and changing consumer preferences have also encouraged the rapid development of specific segments, especially the dessert industry.

In recent years, the dessert industry in Indonesia has grown quickly, offering a wide range of products that combine traditional and modern influences, such as cakes, pastries, and other specialty desserts. This growth is supported by increasing consumer interest in sweet products as part of lifestyle and self-reward, making desserts not only a type of food but also an experience. Following these industry

trends, recent studies show that the dessert industry continues to grow due to changing consumer preferences, especially the increasing interest in visually appealing and experience-based food products (Kaur et al., 2022). In addition, consumer behavior in the food and beverage sector indicates that customers are more likely to purchase products that offer emotional value, uniqueness, and overall dining experience rather than just taste alone (Dedeoğlu et al., 2021). Furthermore, the rapid development of the food service industry has encouraged businesses to innovate and create more attractive and premium dessert products to meet evolving consumer expectations (Sharma et al., 2024).

As a result, competition in the dessert market has become more intense, with businesses focusing on creativity and product differentiation to attract customers. This industry grew by 2.95% in the second quarter of 2021 and contributed 6.66% of the country's GDP (Kurniawan, 2021). Over time, the tendency of people to enjoy desserts as a form of small celebration or a moment of pampering themselves has also increased. Data shows that 42% of consumers in Indonesia consume sweet foods or desserts every day (Putri, 2024).

Following the rapid growth of the dessert segment, the Indonesian pastry market has become increasingly competitive, with both local and international brands competing for consumer attention. Large bakery chains dominate the mass market, while smaller artisanal bakeries and MSMEs focus on niche segments such as premium desserts and specialty products. In this situation, businesses need to build a strong brand identity, set appropriate pricing, and manage distribution effectively to remain competitive (Sheth, 2021).

In addition to competition, businesses in the dessert and pastry industry must also comply with food safety and quality standards, which are important factors influencing consumer trust and purchase decisions (Hwang & Lee, 2022). At the same time, many small businesses still face challenges in digital marketing and brand visibility, especially in a crowded online environment and during rising production costs (Dwivedi et al., 2021).

Despite these challenges, changing consumer preferences create new opportunities in the dessert market. Many consumers are now more interested in

trying international flavors and unique products that offer a different experience. This trend supports the growth of innovative dessert concepts, including products like cannoli that combine traditional and modern elements. In addition, social media and digital platforms allow small businesses to promote their products more efficiently and reach a wider audience at a lower cost (Kaur et al., 2022). Hence, the author expects that the dessert industry, especially Italian dessert to flourish in the Tangerang area.

1.2 Company Description

Frunoloto is a grab-and-go dessert kiosk specializing in Italian-inspired cannoli filled with fresh fruit mousse that was proposed by Vania Rizki Amelia, a Hotel Operations Student from UMN. This business is mainly selling Italian dessert products, called Cannoli, in Gading Serpong, Tangerang. Frunolotto is a dessert brand whose name is derived from the combination of the words “fruit” and “lotto.” The word “fruit” represents freshness and natural ingredients, while “lotto” gives the meaning of surprise and excitement in every bite. This name reflects the idea that each product offers a different and enjoyable experience for customers. Frunolotto is created to bring a new concept to the dessert market by combining fruit-based flavors with a creative and modern approach. The brand focuses on delivering products that are not only delicious but also visually interesting and memorable for customers.






Figure 1.1 Logo
Source: Personal Data

The Frunolotto logo is designed using simple colors such as grey and white to create a clean and modern visual identity. Grey represents balance, neutrality, and professionalism, while white symbolizes simplicity, freshness, and clarity. These colors are chosen to reflect the brand's concept as a contemporary dessert business that focuses on both quality and aesthetics. The logo is made to be easily recognized and remembered by customers, especially in a competitive market where visual identity is important. Overall, the design of the Frunolotto logo aims to give a fresh, elegant, and modern impression that matches the product concept offered by the brand.

Table 1.1 *Product Description*

Name of Product	Price	Description
 <p data-bbox="339 1196 708 1285">Figure 2.1 <i>Mangonnoli</i> <i>Source: Generated by the Author, using ChatGPT</i></p>	Rp 20.000	A crispy puff pastry cannoli filled with smooth mango mousse and topped with fresh mango pieces. This flavor offers a refreshing tropical sweetness and a rich fruity aroma, making it one of Frunolotto's signature products.
 <p data-bbox="339 1756 708 1845">Figure 2.2 <i>Dragonnoli</i> <i>Source: Generated by the Author, using ChatGPT</i></p>	Rp 25.000	A crispy puff pastry cannoli filled with vibrant dragon fruit mousse and topped with real dragon fruit cubes. Its unique appearance and refreshing flavor make it an attractive option for customers

		looking for something different.
 <p>Figure 2.3 Berrinnoli <i>Source: Generated by the Author, using ChatGPT</i></p>	Rp 15.000	A crispy puff pastry cannoli filled with creamy strawberry mousse and finished with fresh strawberry slices. It delivers a balanced combination of sweetness and slight acidity for a refreshing dessert experience.
 <p>Figure 2.4 Pinenoli <i>Source: Generated by the Author, using ChatGPT</i></p>	Rp 15.000	A crispy puff pastry cannoli filled with pineapple mousse and finished with fresh pineapple pieces. This flavor offers a sweet and slightly tangy tropical taste that complements the crisp pastry texture.
 <p>Figure 2.5 Banananoli <i>Source: Generated by the Author, using ChatGPT</i></p>	Rp 15.000	A crispy puff pastry shell filled with light banana mousse and topped with fresh banana slices. This flavor provides a naturally sweet and creamy taste that appeals to customers of all ages

 <p>Figure 2.6 Sicilia Limone Tea <i>Source: Generated by the Author, using ChatGPT</i></p>	Rp 15.000	A refreshing and premium cold brew tea infused with real lemon slices. The cold brewing process creates a smooth, less bitter flavor with a light citrus taste that pairs perfectly with Frunolotto's cannoli.
 <p>Figure 2.7 Fragola Toscana Tea <i>Source: Generated by the Author, using ChatGPT</i></p>	Rp 15.000	A refreshing and premium cold brew tea infused with real strawberry pieces. The cold brew method produces a naturally smooth and refreshing taste with a subtle fruity sweetness, making it an ideal complement to Frunolotto's desserts.

Frunolotto focuses on offering cannoli made from puff pastry filled with fresh fruit mousse. The product is designed to provide a unique combination of textures, with a crispy outer layer and a soft, smooth, and refreshing filling inside. Various fruit flavours such as mango, strawberry, banana, dragon fruit, and pineapple are used to create a wide range of choices for customers. Compared to common desserts in the market, the use of fruit mousse inside cannoli is still relatively uncommon, which makes the product stand out. In addition, the use of fresh ingredients and balanced flavours helps create a product that is both enjoyable and refreshing. This uniqueness becomes one of the main competitive advantages of Frunolotto. Besides cannoli, Frunolotto also sells two types of jasmine tea-based drinks, which are

Sicilian Limone Tea and Fragola Toscana Tea. Sicilian Limone Tea is a tea made with a cold brew method for 8 to 12 hours, topped with lemon syrup and lemon garnishes, and mint leaves for a refreshing taste. Meanwhile, Fragola Toscana Tea is a tea made with a cold brew method for 8-12 hours, topped with strawberry syrup and strawberry garnishes.

Frunolotto targets young consumers, especially students and teenagers, who are interested in sweet and visually appealing desserts. This target market is known for being active on social media and often influenced by trends, especially in food and lifestyle. Many of these consumers enjoy trying new products that are unique, aesthetically pleasing, and suitable for sharing online. In addition, they tend to prefer products that are affordable but still offer good quality and taste. By understanding this behavior, Frunolotto designs its products and marketing strategies to match customer preferences and expectations. This approach helps the brand connect more easily with its target audience.

Frunolotto is a dessert business that aims to bring a fresh concept to the culinary industry by combining traditional Italian flavors with modern innovation. To support its long-term goals, the business has established the following vision and mission:

1) Vision

Frunolotto's vision is to become a recognized dessert brand that offers unique, high-quality, and affordable cannoli for modern consumers. Through continuous product innovation, excellent customer service, and a convenient grab-and-go concept, Frunolotto aims to deliver a memorable dessert experience while achieving sustainable growth in the food and beverage industry.

2) Mission

- a) To maintain high product quality by using natural, fresh, and carefully selected ingredients.
- b) To continuously innovate by developing new flavour combinations that give a unique taste experience.

- c) To provide good customer service and ensure customer satisfaction in every purchase.
- d) To build a strong and sustainable brand in the dessert market.

Frunolotto offers cannoli filled with five different fruit mousse flavors to provide variety for customers. The menu includes avocado mousse cannoli with fresh avocado slices, strawberry mousse cannoli with strawberry slices, banana mousse cannoli with banana slices, dragon fruit mousse cannoli with dragon fruit slices, and pineapple mousse cannoli with pineapple slices. Each product is topped with powdered sugar to enhance both the taste and visual appeal. These flavor options are carefully selected to match different customer preferences and to create a balanced combination between sweetness and freshness. By offering a variety of flavors, Frunolotto aims to give customers more choices and a more enjoyable dessert experience.

