

# CHAPTER I

## COMPANY OVERVIEW

### 1.1 Industry Analysis

Indonesia's Food and Beverage industry is one of those sectors that just keeps moving regardless of what else is happening in the economy. It covers everything from packaged goods and beverages to the full dining experience, and its footprint on the national economy is genuinely hard to ignore. The sector contributed 7.15% to Indonesia's GDP in early 2024, with growth reaching 4.47% in 2023 and a projected rate of 4.53% by year-end 2024 (CRIF Asia, 2024). Reinforcing this, in the second quarter of 2024 alone, the Food and Beverage industry grew at 5.53%, outpacing the country's overall economic growth rate of 5.05%, and contributed 40.33% to the non-oil and gas segment of GDP (IBAI, 2024). Those are not small numbers for any single sector, and they reflect just how deeply embedded the Food and Beverage sector is in Indonesian daily life.

The dessert segment, sitting within that larger landscape, has developed its own momentum that feels distinct from the broader market. Packaged Food and Beverage sales reached IDR 601.65 trillion in 2023, partly driven by mini market expansion and a shift in how consumers think about convenience (CRIF Asia, 2024). When we look at bakeries and pastry shops. They are going to grow a lot, 9.38% every year until 2029, because more people are living in cities, rising incomes, and a consumer mindset that increasingly wants indulgence and health-consciousness in the same product (6W Research, 2024). This is very important for Flavorful Bliss. People who buy desserts now are not just looking for something to eat. They want something that looks good in pictures, they want to feel good about what they are buying, and they want a reason to come back to the same place. The dessert part is moving forward. It has its own energy, and this is what Flavorful Bliss needs to think about.

There are three changes happening in the industry right now. The first one is that people are becoming more health-conscious. Young adults are not stopping eating dessert. They are just being more careful about what they eat. They like

things that are fresh and made with real ingredients. A fruit bowl cake is an example of this. It is a dessert that is made with the ingredients and does not have to sacrifice flavor. The second change is that people are thinking more about the environment. This is actually showing up in numbers. Some research found that people in Indonesia care about the environment, and they do not like it when companies waste packaging (Tanzares, Rahmiati Jokhu, & Mangkurat, 2024). For a company like Flavorful Bliss, serving cake in fruit peels is a way to reduce waste. It is not a trick to get people to buy their product. The third change is digital. Online food delivery in Indonesia reached 4.5 billion USD in 2023, with Grab Food holding the largest market share at 50%, followed by Go Food at 38% and Shopee Food at 12%, representing the highest transaction share among the six major Southeast Asian markets (Sari et al., 2024). Research in Heliyon found that Gen Z makes up the largest user group for food delivery platforms in Indonesia, with most ordering 2x4 times per week (Kurniawan, Rachmawati, Ayu, Ong & Redi, 2024). Being visible and accessible on platforms like Grab Food and Go Food is no longer optional for a food business targeting this demographic. It is the baseline.

On the competitive side, Indonesia's dessert market is increasingly shaped by premium dessert cafés that emphasize aesthetics, quality, and experiential dining. Within the Aniva Grande area, competitors such as Dolce Dessert Bar, Monu Bakehouse, and Helio Artisan Cakery represent strong players in the local dessert segment. These businesses have successfully established themselves through refined product offerings, modern branding, and strong appeal to young consumers who value both taste and visual presentation.

However, despite their strong positioning, these competitors primarily focus on conventional bakery and dessert formats such as cakes, pastries, and plated desserts. Flavorful Bliss differentiates itself by introducing a more unconventional concept that combines fresh fruit with cake, served inside natural fruit peels. This creates a unique product identity that is not directly replicated by existing competitors in the area, allowing Flavorful Bliss to occupy a distinct niche within the dessert market. Research by GlobalData shows that 56% of Gen Z consumers in Indonesia actively seek unusual and trend-driven food experiences, more than any

older generation. In addition, platforms such as TikTok and Instagram play a central role in shaping their food discovery and purchase decisions rather than serving as secondary marketing channels (Just Food, 2024). Furthermore, a study published in the *International Journal of Research* found that among younger Indonesian consumers, influencer engagement and the relevance of social media content are key determinants of purchase behavior (Erwin, Saununu, & Rukmana, 2023). In this context, Flavorful Bliss is designed to align with these behavioral trends by offering a visually distinctive and highly shareable product that is naturally suited for social media engagement.

The strategic location in Gading Serpong further strengthens the business positioning. Situated within close proximity to residential areas, educational institutions, and commercial zones, the business benefits from a consistent flow of potential customers. In addition, the integration of online delivery platforms ensures that Flavorful Bliss maintains both physical and digital accessibility from the start. Based on market analysis, the business aims to achieve a 2–3% share of the local dessert market in its first year of operation, a target that is grounded in realistic demand projections rather than speculative assumptions.

Operating a food and beverage business in Indonesia also requires compliance with regulatory standards. Government Regulation No. 42/2024 mandates halal certification for large food and beverage businesses starting October 2024 (ChemLinked, 2024). In addition, research published in the *Journal of Community Engagement in Health* indicates that halal certification is perceived by Indonesian consumers as a marker of safety, quality, and brand trust (Hani Wardani & Wahyu Wardani, 2024). Therefore, Flavorful Bliss is committed to maintaining strict food safety, hygiene, and halal compliance as part of its operational foundation, ensuring both legal adherence and consumer confidence.

Despite these opportunities, the business also faces challenges. Ingredient price fluctuations, established competitors with stronger financial resources, and rapidly changing consumer preferences remain key risks in the industry. However, research published in *DIJEFA* highlights that the resilience of Indonesia's food and beverage sector in the post-pandemic period is largely driven by businesses that are

able to innovate and adapt to evolving lifestyle trends (Harianto et al., 2024). This reinforces the positioning of Flavorful Bliss as a concept designed to be both innovative and adaptable, combining product differentiation with a strong understanding of market behavior to remain competitive in a growing dessert industry.

## 1.2 Company Description

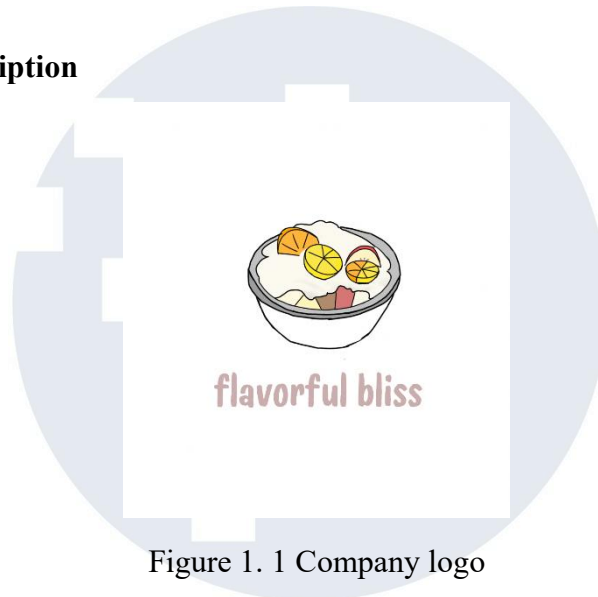


Figure 1. 1 Company logo

(Author's source)

Flavorful Bliss is a dessert business that offers fruit bowl cakes made using a variety of fruits such as oranges, lemons, and apples. Each product is carefully crafted to deliver rich flavors while providing a memorable dessert experience. The business emphasizes taste, quality, and creativity, making its products suitable for various occasions, whether as personal treats, gifts, or celebratory desserts. Established in Gading Serpong, Flavorful Bliss is designed to cater to both takeaway and delivery customers without compromising product quality or visual appeal. The brand's concept combines the richness of cakes with the natural freshness of fruits, served innovatively inside real fruit peels.

The main idea behind Flavorful Bliss is to create a unique dessert concept that is rarely found in the local market. By combining distinctive flavors, appealing textures, and attractive presentation, the business aims to offer customers a product

that stands out from conventional cakes and desserts. In addition to its innovative concept, Flavorful Bliss incorporates environmentally conscious product features by utilizing fruit peels as natural serving containers, reducing the need for excessive packaging materials such as plastic containers, cups, and boxes. Any remaining fruit peels can be composted after use, helping to minimize organic waste. While Flavorful Bliss is not positioned as an eco-friendly brand, sustainability is reflected through its product design and waste-reduction practices. To further support this approach, the business will utilize recyclable and environmentally friendly packaging materials whenever additional packaging is required.

Scheduled to launch in 2025, Flavorful Bliss is committed to maintaining high standards of quality by using premium ingredients and locally sourced fruits whenever possible. The business also focuses on continuous innovation in flavor combinations, product designs, and presentation styles to provide customers with unique and enjoyable dessert experiences.

#### **1.2.1. Vision**

The Flavorful Bliss company's vision is to become the world of desserts offering a unique fusion of bold flavors, artistic design, and natural ingredients. Moreover, creating cakes that are not only indulgent but also nourishing, inspiring people to celebrate both taste and wellness in every bite.

#### **1.2.2. Mission**

- a. To create innovative fruit bowl cakes using high-quality ingredients and fresh fruits.
- b. To provide customers with unique flavor combinations and memorable dessert experiences.
- c. To develop visually appealing products that stand out through creative presentation and design.
- d. To maintain high standards of food quality, hygiene, and customer satisfaction.
- e. To reduce unnecessary packaging waste through the use of natural fruit peels and environmentally conscious packaging materials.

- f. To continuously innovate and introduce new products that meet changing consumer preferences and market trends.

### **1.2.3. Business Legalities**






To operate legally, Flavorful Bliss will comply with key Indonesian regulations. This includes obtaining a Business Registration (NIB) for official business identity, a PIRT License to meet food safety standards, and a Halal Certification to appeal to Muslim consumers. The business will also secure Trademark Registration to protect its identity, an Environmental Permit for sustainable waste management, and an NPWP for tax compliance.

## **1.2 Product and Services**

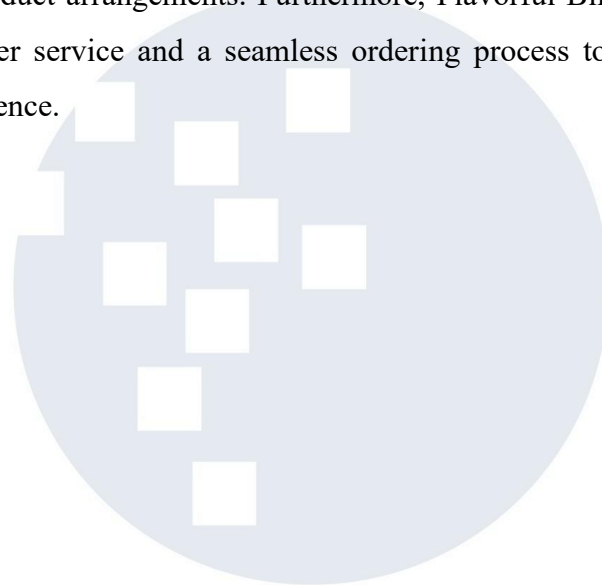
Flavorful Bliss offers five signature fruit bowl cake variants designed to provide a balance of taste, creativity, and visual appeal. Each product is served in a natural fruit peel, creating a unique dessert experience while reinforcing the brand's distinctive concept.



Table 1. 1 Product description

Images	Price	Description
 <p>(Author's source) <i>Figure 1. 2 Orange Dream cake</i></p>	Rp 40.000	An orange-flavored cream cake topped with a swirl of rich whipped cream, fresh orange slices, and a light dusting of cocoa powder. Served in a natural orange peel, this dessert offers a perfect balance of sweetness and refreshing citrus flavors.
 <p>(Author's source) <i>Figure 1. 3 Zesty Lemon Cake</i></p>	Rp 55.000	A moist lemon cake layered with lemon cream cheese and topped with fresh lemon zest. Served in a natural lemon peel, it delivers a refreshing burst of citrus flavor with a subtle tangy finish.
 <p><i>Figure 1. 4 Apple Velvet Berry cake</i></p>	Rp 55.000	Flavorful Bliss's best-selling product, featuring a red velvet cake infused with apple puree, layered with cream cheese and whipped cream, and topped with fresh apple slices. Served in a natural apple peel for a unique presentation.
 <p>(Author's source) <i>Figure 1. 5 Chocolate Orange cheesecake</i></p>	Rp 45.000	A creamy orange-flavored cheesecake with a biscuit base, topped with rich chocolate ganache and fresh strawberry slices. Served in a natural orange peel, it combines the richness of chocolate with the refreshing taste of citrus.
 <p>(Author's source) <i>Figure 1. 6 Choco Citrus cake</i></p>	Rp 55.000	A moist lemon cake layered with rich chocolate ganache and topped with fresh lemon zest. Served in a natural lemon peel, it creates a unique blend of sweet chocolate and refreshing citrus flavors.

In addition to its products, Flavorful Bliss provides several services to enhance customer convenience and satisfaction. Customers may purchase products through dine-in, takeaway, and online delivery services via platforms such as GrabFood and GoFood. The business also offers customized orders for birthdays, celebrations, and special events, allowing customers to request personalized messages or product arrangements. Furthermore, Flavorful Bliss aims to provide friendly customer service and a seamless ordering process to ensure a positive customer experience.



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