

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

According to StrategyHelix (2025), the Indonesian snack market is projected to grow from USD 9.2 billion in 2025 to USD 11.8 billion by 2030, representing a compound annual growth rate (CAGR) of 5.11%. This growth is supported by increasing urbanization, rising disposable incomes, and changing consumer lifestyles that favor practical and convenient food options (Mordor Intelligence, 2025). Snacks have become an integral part of daily consumption rather than merely complementary foods, particularly among students, young adults, and office workers with busy routines. In addition, NielsenIQ (2023) reported that consumers are increasingly seeking snacks that provide both convenience and enjoyable eating experiences, reflecting the growing importance of snacking in everyday life. Deloitte (2024) further highlighted that younger consumers increasingly prioritize convenience, affordability, and experiential value when purchasing food products, creating opportunities for innovative snack businesses that offer both practicality and enjoyment.

Another notable trend is the increasing preference for innovative and unique snack products. Consumers are becoming more open to trying new flavors, ingredients, and product concepts that offer memorable sensory experiences. According to Chen and Antonelli (2020), food choice is influenced not only by functional factors such as convenience but also by novelty and individual preferences. This trend creates opportunities for businesses to differentiate themselves through flavor innovation and product variety. Moreover, Worldpanel by Numerator (2024) found that Indonesian consumers, particularly younger generations, are more likely to experiment with new snack offerings and are highly influenced by emerging food trends. Similarly, Mintel (2024) reported that consumers are increasingly attracted to snack products that offer novel flavors and unique eating experiences, encouraging brands to continuously innovate their product offerings to remain competitive.

The expansion of modern retail channels and digital platforms has also contributed significantly to the growth of the snack industry in Indonesia. Shopping malls, convenience stores, and supermarkets have improved product accessibility, while online food delivery services have enabled consumers to purchase snacks more conveniently. At the same time, social media has become an important marketing tool that shapes consumer perceptions and purchasing decisions through visually appealing content and influencer recommendations (Euromonitor International, 2024). Kotler and Keller (2022) further emphasize that businesses must adopt integrated marketing strategies to effectively engage with their target markets in an increasingly digital environment.

Despite the positive outlook, competition within the snack industry remains intense. The Ministry of Industry of the Republic of Indonesia (2024) highlights that businesses must continuously improve their competitiveness through innovation and responsiveness to market trends. Companies that successfully adapt to changing consumer preferences, maintain product quality, and implement effective marketing strategies are more likely to achieve sustainable growth. Therefore, the continuous expansion of Indonesia's snack industry presents promising opportunities for innovative snack businesses to strengthen their market position and meet the evolving demands of consumers.

1.2 Company Description

This business, branded as CRISPO, is planned to open at the food court of Summarecon Mall Serpong, Tangerang, Indonesia, in 2026. The brand was previously launched in 2025 at the PK Ojong–Jakob Oetama Building. CRISPO focuses on selling crispy hash browns with various unique sauce variants, including mushroom sauce, cheese sauce, chili oil, *bumbu rujak*, and honey mustard, offered through both offline and online channels. With the concept of innovative and diverse potato-based snacks, the business aims to provide a unique and enjoyable culinary experience, especially for young consumers seeking convenient and affordable food options.

The name CRISPO is a combination of two words, “Crispy” and “Potato”, which directly reflects the main character of the product offered. “Crispy” describes the texture of hash browns that are crispy on the outside but still soft on the inside, giving a satisfying eating sensation. “Potato” emphasizes the main ingredient that the brand focuses on, which is potato, which is one of the favorite foods of many people. This logo reflects CRISP POTATO’s identity as a brand of crispy hash browns with various sauces. The gold-colored hash brown illustration reflects the crispness and deliciousness of the product. The text “CRISP POTATO” reinforces the brand identity, while the slogan “HASH, SAUCE, ENJOY” emphasizes the main advantages of the product. Overall, the logo presents a modern, authentic and appetizing impression.



Figure 1.2.1 Crispo Logo

The vision of the business is to be the go-to snack brand that serves crispy hash browns with a wide selection of sauces, provides a quality eating experience, and delivers enjoyment in every bite. To realize this vision, the mission of the business includes several key aspects:

- a. Providing high-quality hash brown products with a crispy texture and consistent flavor.
- b. Offering a wide selection of delicious sauces that enhance the eating experience and cater to consumer preferences.
- c. Continuously innovating in flavors and product variants to always introduce something new to customers.

. The business will operate as a Micro, Small, and Medium Enterprise (MSME) with a business license that complies with Indonesian regulations. In addition, the business will obtain the necessary health permits, comply with all food safety regulations, and operate in compliance with applicable labor laws.

1.3 Product and Service

1. Hash Brown Mushrooms Sauce



Figure 1.3.1 Hash Brown Mushrooms Sauce
Source :chatgpt (AI Generated Picture)

Hash Brown with Mushroom Sauce is a savory and popular dish that combines crispy golden hash browns with a rich and creamy mushroom sauce. The hash browns are fried to achieve a crunchy exterior and soft interior, while the mushroom sauce is prepared using fresh mushrooms, cream, and seasonings to create a smooth and flavorful topping. This variation offers a satisfying combination of texture and flavor, making it an appealing choice for customers seeking a comforting and indulgent snack or light meal.

2. Hash Brown Cheese Sauce



Figure 1.3.2 Hash Brown Cheese Sauce
Source :chatgpt (AI Generated Picture)

Hash Brown with Cheese Sauce is a savory dish featuring crispy hash browns served with a creamy and flavorful cheese sauce. The crunchy texture of the potatoes pairs well with the rich, smooth sauce, creating a satisfying combination. This menu offers a simple yet indulgent option, suitable as a snack or light meal.

3. Hash Brown Honey Mustard



Figure 1.3.3 Hash Brown Honey Mustard
Source :chatgpt (AI Generated Picture)

Hash Brown with Honey Mustard is a flavorful dish featuring crispy hash browns paired with a sweet and tangy honey mustard sauce. The crunchy texture of the potatoes complements the balanced taste of sweetness and slight acidity, creating a refreshing and satisfying option. This menu is suitable as a light snack or a quick, enjoyable meal.

4. Hash Brown Chili Oil



Figure 1.3.4 Hash Brown Chili Oil
Source :chatgpt (AI Generated Picture)

Hash Brown with Chili Oil is a bold and savory dish featuring crispy hash browns topped with aromatic chili oil. The crunchy texture of the potatoes pairs well with the spicy and slightly smoky flavor, creating a rich and satisfying taste. This menu is ideal for customers who enjoy a spicy and flavorful snack or light meal.

5. Hash Brown Bumbu Rujak



Figure 1.3.5 Hash Brown Bumbu Rujak
Source :chatgpt (AI Generated Picture)

Hash Brown with Bumbu Rujak is a unique dish featuring crispy hash browns served with a sweet, spicy, and slightly tangy rujak sauce. The crunchy texture of the potatoes complements the bold Indonesian flavors, creating a distinctive and enjoyable taste. This menu is suitable for customers looking for a fusion-style snack with a local twist.