

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

The international hospitality and pastry industry has experienced significant development over the past decade due to changing consumer lifestyles, globalization, digital influence, and increasing demand for premium food experiences (Ambito et al, 2025). The hospitality industry is closely connected with food and beverage innovation because modern consumers no longer seek only basic dining experiences, but also products that provide aesthetic value, emotional satisfaction, and memorable experiences. Consumers increasingly value experiential dining that combines visual appeal, sensory stimulation, and emotional engagement within food and beverage products (Horng & Hsu, 2021). The development of pastry and bakery products has become an important sector within the hospitality and culinary industry because desserts are increasingly viewed as part of lifestyle, experience, and self-expression. Research from the hospitality industry also explains that younger generations dominate the current market and are strongly influenced by digital trends, visual presentation, and modern lifestyle preferences (Prawira et al., 2023). The hospitality and culinary industries continue to adapt to these changes by developing innovative products and experience-oriented concepts that suit modern consumer expectations.

The growth of mousse cakes and entremets is also influenced by the increasing demand for visually appealing desserts that are highly suitable for digital promotion through social media platforms. Modern consumers, especially Millennials and Generation Z, are strongly influenced by visual trends and online food content. As a result, desserts with elegant finishing, glossy glazes, artistic decoration, and modern plating techniques attract higher consumer interest because visually attractive food content on Instagram has a significant influence on consumer purchase intention within the food and beverage industry (Olivia et al., 2021). Studies in hospitality and food presentation explain that visual appearance plays a major role in influencing customer perceptions and purchasing

behavior because consumers tend to value products that are aesthetically pleasing and visually unique (Susanto & Wijanarko, 2020). This phenomenon encourages pastry businesses worldwide to continuously innovate through flavor combinations, textures, colors, and artistic dessert presentation.

In addition, international pastry trends show increasing consumer awareness regarding healthier lifestyles, sustainability, and efficient food consumption. Consumers are becoming more selective in choosing desserts that not only provide indulgence but also align with modern lifestyle values such as practicality, portion efficiency, and reduced food waste. Research on food product innovation explains that modern consumers prefer products that are practical, hygienic, visually attractive, and provide added value (Shidik et al., 2024). This shift has encouraged the development of modern dessert concepts, including smaller portion desserts such as petit cakes, mousse cakes, and individual-sized entremets that offer premium experiences without excessive portions.

The Indonesian pastry and dessert industry reflects similar developments found in the international market. Indonesia has experienced rapid growth in café culture, premium dessert consumption, and modern bakery businesses, particularly in urban areas such as Jakarta, Tangerang, Bandung, and Surabaya. Indonesian consumers, especially young professionals and Generation Z, are increasingly interested in desserts that combine premium quality, aesthetic presentation, and social media appeal because modern culinary products are increasingly viewed as part of lifestyle expression and social identity among younger consumers (Intiar & Putra, 2025). Research on innovative food products for younger consumers also explains that Generation Z consumers are highly attracted to products with unique appearance, added value, and modern concepts (Putri & Lastariwati, 2023). This shift has encouraged many dessert businesses in Indonesia to focus on premium presentation, innovative concepts, and visually attractive products that can easily gain attention on digital platforms such as Instagram and TikTok.

The increasing popularity of modern desserts in Indonesia is also supported by the growing acceptance of Western pastry techniques combined with

local Indonesian flavors. Consumers are now interested in desserts that provide both familiarity and novelty by incorporating traditional Indonesian ingredients into modern pastry concepts. Flavors such as pandan, gula aren, kopi susu, coconut, klepon, and onde-onde are increasingly used in mousse cakes, entremets, and modern pastries to create products that feel nostalgic yet contemporary. Research shows that traditional Indonesian desserts can successfully be transformed into modern mousse-based products while maintaining their local identity and consumer appeal (Rahma et al., 2024).

Research regarding the deconstruction of onde-onde into mousse cold dessert demonstrated that traditional Indonesian desserts can successfully be transformed into modern mousse-based products while maintaining consumer acceptance and uniqueness (Rahma et al., 2024). This trend indicates that Indonesian consumers appreciate innovative desserts that preserve local identity while presenting modern culinary experiences.

Furthermore, modern pastry innovation in Indonesia continues to emphasize product diversification and creative dessert development. Studies on dessert innovation show that consumers are increasingly open to experimental products with unique textures, premium presentation, and healthier ingredients (Anggira et al., 2025). Food diversification and innovation are also considered important strategies for increasing product value while minimizing waste and improving consumer interest (Prabowo et al., 2023). Therefore, businesses that continuously innovate in flavor combinations, healthier ingredients, and presentation styles are more likely to remain competitive within Indonesia's growing premium dessert industry.

One of the major issues within the cake industry is food waste caused by oversized whole cakes used during celebrations. Traditionally, Indonesian consumers use large whole cakes for birthdays, weddings, graduations, anniversaries, and various special occasions. However, many of these cakes are not fully consumed after events and eventually become food waste. Increasing consumer awareness regarding sustainability and efficient food consumption has encouraged demand for more practical dessert solutions. Smaller individual-sized

desserts such as mousse cakes and petit entremets provide an alternative because they reduce excessive portions while still maintaining premium presentation and celebratory value. Research also explains that food product innovation and diversification can help minimize food waste while increasing product efficiency and consumer interest (Prabowo et al., 2023). Research related to waste reduction through food innovation highlights that innovative dessert products can help minimize waste while increasing efficiency and product attractiveness (Prabowo et al., 2023).

The aesthetic aspect of cakes now plays a major role in consumer purchasing decisions because visually attractive desserts are more likely to be shared online and become part of social interaction (Susanto & Wijanarko, 2020). Therefore, dessert businesses today are not only selling food products, but also selling experiences, memories, and emotional value.

In addition, the development of hospitality education and culinary expertise in Indonesia also contributes to the growth of the pastry and dessert industry. Universitas Multimedia Nusantara's Hotel Operations program emphasizes pastry and bakery production, food styling, entrepreneurship, and hospitality innovation as important competencies for students entering the hospitality and culinary industry. Research and industry involvement by hospitality lecturers also highlight the importance of adapting hospitality businesses to modern consumer trends, innovation, and changing market behavior (Prawira et al., 2023). This demonstrates that innovation, creativity, and customer-centered experiences are becoming essential elements within the hospitality and culinary sectors.

Based on these industry developments, Mouseline aims to position itself as a modern pâtisserie brand specializing in individual-sized mousse cakes and entremets that combine premium aesthetics, innovative flavors, and practical consumption. Mouseline focuses on delivering elegant yet accessible dessert experiences through visually attractive petit cakes inspired by both international pastry trends and Indonesian local flavors. By offering smaller portion desserts, Mouseline also responds to growing consumer concerns regarding food waste and

inefficient cake consumption during celebrations. The flexibility of mousse cakes allows Mouseline to continuously innovate through seasonal menus, customized designs, healthier dessert alternatives, and modern flavor combinations. Through strong visual branding, social-media-oriented marketing, and continuous product innovation, Mouseline seeks to become a relevant and competitive brand within Indonesia's growing premium dessert industry.

1.2 Company Description

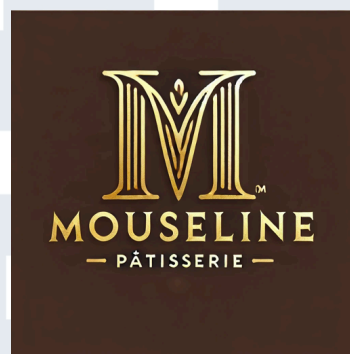


Figure 1.1. Mouseline's Logo
Source: Owner's Assets

Mouseline is a premium pâtisserie brand planned to launch in 2028 in the growing culinary district of Gading Serpong. Mouseline will operate as a grab-and-go bakeshop, focusing mainly on production with a compact front area for product display and customer pickup. The business will not provide dine-in seating, as its concept emphasizes convenience, practicality, and takeaway services. Customers will be able to place orders online for self-pickup or delivery, making the products easily accessible for both personal enjoyment and special occasions.

Mouseline specializes in modern mousse cakes available in both petit individual portions and medium-sized celebration cakes. The products are designed with elegant presentations and offered in a variety of flavors, shapes, packaging options, and curated hampers suitable for birthdays, holidays, anniversaries, and other meaningful celebrations. Unlike traditional cake shops that focus on large whole cakes, Mouseline aims to provide smaller and more practical portion sizes that still feel luxurious and memorable. This concept not

only allows customers to enjoy a wider variety of flavors but also helps reduce food waste often caused by unfinished large cakes that are eventually discarded.

The name “Mouseline” is inspired by the French word *mousse*, reflecting the brand’s specialty in light, delicate, and professionally crafted mousse desserts. The brand identity is represented through a modern logo centered around the letter “M”, combined with dark brown and gold tones to create a luxurious and elegant image. Through its refined visual identity and carefully crafted products, Mouseline seeks to deliver desserts that are both aesthetically pleasing and high in quality while remaining approachable for a wider audience.

Mouseline was founded from a personal passion for creating detailed and visually artistic desserts. As a hospitality student with a strong interest in pastry and bakery, the author aims to share that passion by offering mousse cakes that combine taste, creativity, and elegant presentation at fair and reachable prices. Mouseline believes that celebrations do not always need to be extravagant; even small moments deserve to feel meaningful and special.

The vision of Mouseline is to create thoughtfully crafted desserts that celebrate meaningful moments through personal, practical, and sustainable experiences while encouraging mindful consumption and reducing food waste.

The missions are:

1. To offer high-quality small portion desserts in diverse flavors and designs that make celebrations more personal, accessible, and meaningful.
2. To encourage mindful and sustainable celebration habits by minimizing food waste through practical portion sizing and responsible production practices.
3. To create moments of joy and connection by delivering thoughtfully crafted products and customer experiences that elevate everyday celebrations.

1.2.1. Product Description



Figure 1.2. Product's Photo
Source: Owner's Assets



Figure 1.3. Product's Description
Source: Owner's Assets

Mouseline offers a selection of premium individual-sized mousse cakes that combine luxurious flavors with elegant presentation, making them perfect for personal indulgence or as thoughtful gifts. The menu features five signature flavors: Pistachio Raspberry (Rp60.000), a creamy pistachio mousse balanced with tangy raspberry layers; Chocolate Mango (Rp50.000), which combines rich chocolate mousse with refreshing tropical mango; Jasmine Orange (Rp55.000), featuring delicate jasmine mousse with a bright orange coulis center; Earl Grey Lemon (Rp55.000), an aromatic Earl Grey-infused mousse complemented by fresh lemon zest; and Hazelnut Espresso (Rp60.000), a rich hazelnut mousse infused with bold espresso for a sophisticated coffee-inspired experience. Priced between Rp50.000 and Rp60.000, the menu reflects Mouseline's commitment to providing high-quality, beautifully crafted petit mousse cakes that deliver a luxurious taste while remaining accessible to a broad range of customers.