

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

The food and beverage (F&B) industry is one of the fastest growing sectors globally and continues to expand as consumer lifestyles evolve. In recent years, this growth has been driven by urbanization, busy daily routines, and the increasing demand for convenient and ready-to-eat meals. This development is also supported by continuous innovation and productivity growth within the industry, which strengthens its global competitiveness (Setiawan et al., 2022). This growth is not only about increasing consumption, but also about changing preferences. Consumers are now more interested in healthier options, international cuisines, and visually appealing food (Faiz,2023). In addition, the advancement of digital technology and customer engagement strategies has made food more accessible and attractive to a wider audience. These trends show that the global F&B industry will continue to grow steadily, while becoming more competitive and driven by innovation.

In Indonesia, the F&B industry plays an important role in supporting the national economy and continues to show stable growth each year. The development of this sector is closely related to the increasing number of entrepreneurs and innovation among food preneurS, especially among younger generations (Sudaryanto, 2024). In addition, the industry's growth is supported by rising consumer awareness of lifestyle, sustainability, and food choices (Agustina, 2024). Consumer decisions are also influenced by factors such as product quality, pricing, and overall satisfaction, which play an important role in building loyalty in the F&B sector (Barua, 2026). For a brand like LUVIE, this situation creates a strong opportunity to survive and grow, because its concept of convenient and flavorful food matches what Indonesian consumers are currently looking for.

When focusing on Jakarta and surrounding areas, the potential becomes even greater. Jakarta is known as the center of business, lifestyle, and food trends in Indonesia. With a dense population and fast-paced lifestyle, people tend to prefer

food that is quick, practical, and easy to access. This behavior reflects the broader transformation of the F&B industry through digital marketing and online platforms, which allow businesses to expand their reach more effectively (Nurbasari et al., 2023). At the same time, social media has a strong influence on consumer behavior. Foods that look attractive and suitable for sharing online often gain attention quickly, especially when supported by strong branding strategies (Adinugraha, 2025). In addition, environmental concerns are increasingly influencing purchasing decisions, particularly in terms of packaging and sustainability (Quoc). The behavior of younger consumers, especially Generation Z, also plays a major role in shaping food trends and preferences in urban areas (Suryaningrum et al., 2023). This makes Jakarta a highly competitive market, but it also offers significant opportunities for brands like LUVIE to grow quickly if they can stand out through strong branding, consistent taste, and a clear concept.

Based on the analysis at the global, national, and regional levels, it can be seen that the F&B industry provides a strong and supportive environment for new businesses. At the global level, the industry continues to grow as innovation and consumer preferences evolve (Setiawan et al., 2022). In Indonesia, the sector is supported by increasing entrepreneurial activity and changing consumer lifestyles (Handayani & Suharyadi, 2021; Susanto et al., 2021). In Jakarta, the market is highly active and influenced by digital trends and consumer engagement (Nurbasari et al., 2023). These conditions create a strong foundation for LUVIE to become more widely recognized. With its unique concept of Vietnamese spring rolls, combined with convenience, visual appeal, and digital accessibility, LUVIE is well positioned to attract modern consumers. As long as it maintains product quality and consistency, LUVIE has strong potential to grow and build long-term brand awareness.

1.2 Company Description

LUVIE is a food brand that brings a fresh and creative idea into the food and beverage industry by offering Vietnamese spring rolls with a modern twist. Instead of using only traditional flavors, LUVIE introduces unique options such as Original,

Kimchi, BBQ Sauce, Bulgogi Sauce, and Salted Egg. This mix between authentic Vietnamese food and bold, familiar flavors is meant to create a more exciting eating experience. The concept is designed to attract modern consumers who enjoy trying something new while still valuing quality and authenticity.

The main target market of LUVIE includes college students, office workers, and urban consumers. These groups usually have busy routines, so they tend to look for food that is practical, affordable, and still satisfying in terms of taste and quality. At the same time, they are open to exploring new food trends, especially fusion style snacks that are becoming more popular in Indonesia. By offering a range of flavors, LUVIE aims to attract customers who like variety and want something different from typical snack options.

To maintain product quality, LUVIE focuses on using fresh ingredients from trusted local suppliers. The sauces are prepared in house without using artificial preservatives, which helps keep the taste more natural and consistent. This approach is important as more consumers are becoming aware of healthier food choices. In addition, LUVIE uses packaging that is suitable for takeaway and more environmentally friendly. This allows customers to enjoy their food easily while also feeling that the brand is responsible. LUVIE also offers combo menu options, giving customers the chance to try several flavors in one purchase.

In terms of operations, LUVIE will begin with a soft launch to collect feedback and make improvements before expanding further. The business will start in campus areas in Jakarta, using a small kiosk with a takeaway concept to ensure fast and efficient service. To reach a wider market, LUVIE will also collaborate with delivery platforms such as ShopeeFood, GrabFood, and GoFood, making it easier for customers to access the product.

For marketing, LUVIE will use both online and offline strategies. Digital marketing will focus on platforms like Instagram and TikTok by sharing engaging content such as food preparation, customer experiences, and promotional campaigns. Collaborations with food influencers and referral programs will also help increase brand awareness. On the offline side, LUVIE plans to participate in

food bazaars, campus events, and other activities to connect directly with potential customers.

LUVIE also places strong importance on hygiene and food safety. Every step in the preparation and packaging process follows strict cleanliness standards to ensure product quality. The business also complies with local food safety regulations, which helps build customer trust and maintain consistency in service.



Figure 1. 1 Logo
(Sources: Author logo)

The LUVIE logo represents a flower that symbolizes joy, warmth, and positivity. This concept reflects the kind of experience the brand wants to deliver to its customers. Just like how flowers can brighten someone's day, LUVIE aims to bring that same feeling through its food. Every bite of LUVIE's Vietnamese spring rolls is expected to create a sense of happiness and comfort, making customers feel more positive and satisfied.

LUVIE aims to become a leading brand that offers creative and delicious food choices while still maintaining good nutritional value. By introducing Vietnamese spring rolls with unique and modern flavors, LUVIE wants to position itself as a go to option for customers who are looking for food that is not only tasty but also fresh and enjoyable.

Vision: Presenting a variety of foods with innovations and new flavors that are delicious and nutritious in quality.

Mission:

1. Providing Nutritious and High-Quality Food
2. Offering Unique Flavors at Affordable Prices
3. Ensuring Safe and Attractive Packaging

1.3 Product and Service

1. LUVIE Original



Figure 1. 2 LUVIE Original
(Sources: AI Generated Image)

LUVIE Original is the core menu item that represents the brand's signature taste. It uses LUVIE own fried chicken recipe, resulting in a crispy outside and juicy, tender meat inside. The flavor is savory and well balanced, making it a simple yet satisfying option for customers who enjoy classic comfort food.

2. LUVIE Kimchi



Figure 1. 3 LUVIE Kimchi
(Sources: AI Generated Image)

LUVIE Kimchi brings a Korean inspired flavor to the menu. The fried chicken is sauteed with kimchi-based seasoning, creating a combination of tangy, slightly spicy, and savory notes. This variant offers a bold and unique taste, perfect for customers who like something a bit more adventurous.

3. LUVIE Bulgogi



Figure 1. 4 LUVIE Bulgogi
(Sources: AI Generated Image)

LUVIE Bulgogi offers a sweet and savory flavor that is inspired by Korean cuisine. The chicken is sautéed with bulgogi sauce, giving it a rich and slightly caramelized coating. The taste is balanced and flavorful, making it an appealing choice for those who enjoy a mix of sweetness and umami.

4. LUVIE BBQ



Figure 1. 5 LUVIE BBQ
(Sources: AI Generated Image)

LUVIE Bulgogi offers a sweet and savory flavor that is inspired by Korean cuisine. The chicken is sautéed with bulgogi sauce, giving it a rich and slightly caramelized coating. The taste is balanced and flavorful, making it an appealing choice for those who enjoy a mix of sweetness and umami.

5. LUVIE Salted Egg



Figure 1. 6 LUVIE Salted Egg
(Sources: AI Generated Image)

LUVIE Salted Egg offers a creamy and savory flavor that stands out from the other variants. The chicken is sautéed with salted egg sauce until it is fully coated, creating a rich and slightly salty taste. This variant feels more indulgent and is perfect for customers looking for something flavorful and different.

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