

# CHAPTER I

## COMPANY OVERVIEW

### 1.1 Industry Analysis

Indonesia's food and beverage industry continues to grow rapidly and remains one of the most dynamic sectors of the national economy. According to Badan Pusat Statistik (2024), the number of food and beverage businesses increased by 21.13% in 2023 compared to 2016, reflecting strong consumer demand and expanding opportunities within the culinary market. As competition intensifies, businesses are increasingly required to develop innovative products that can differentiate themselves and meet changing consumer expectations.

Consumer preferences in Indonesia have evolved significantly, particularly among Generation Z and young adults. Today's consumers seek more than just good taste; they also value convenience, affordability, and unique dining experiences. Erlanda and Krisnadi (2024) found that culinary trends strongly influence the purchasing behavior of Generation Z, encouraging them to try products that offer novelty and a modern eating experience. At the same time, growing awareness of healthy lifestyles has led consumers to become more selective in their food choices, creating opportunities for businesses to offer products that combine flavor, quality, and nutritional value (Julitasari & Sahro, 2023).

To respond to these changing preferences, innovation has become a key success factor in the culinary industry. Mulyono and Rolando (2024) emphasize that creativity and product innovation are essential for sustaining growth and competitiveness among food businesses. One innovation trend that continues to gain popularity is fusion cuisine, which combines elements from different culinary traditions to create unique products and new dining experiences. According to Kusnedi et al. (2024), fusion cuisine has become increasingly popular because it transforms traditional recipes into products that better suit modern consumer preferences while maintaining their cultural value. Similarly,

Bridha et al. (2023) explain that fusion food can increase consumer interest in traditional flavors by presenting them in a more contemporary and appealing format.

Alongside the growing interest in innovation, Indonesian consumers continue to appreciate local flavors and culinary heritage. Research by Ernawati and Prakoso (2020) shows that Indonesian food remains highly preferred because of its familiar taste and cultural significance. Similarly, Harsana and Triwidayati (2024) emphasize that traditional foods continue to attract consumers due to their strong connection to local identity and culinary heritage. Nashruddin and Saputri (2022) further argue that traditional cuisine plays an important role in preserving cultural identity while remaining relevant in the modern food industry.

These trends create opportunities for food businesses to combine international culinary concepts with local flavors. Consumers increasingly appreciate products that offer novelty while still reflecting familiar taste preferences. As a result, food products that integrate Indonesian flavors into modern food formats have strong potential to attract a broad market, particularly among younger consumers who seek both innovation and cultural relevance. In addition, product innovation, quality, and affordability have been identified as important factors influencing purchasing decisions in the bakery and pastry industry (Zhang & Whidya, 2023). Therefore, businesses that successfully combine these elements are more likely to gain a competitive advantage and attract repeat customers.

Despite the growth of Indonesia's bakery and pastry market, savory pastry products remain relatively uncommon compared to sweet bakery products such as cakes, breads, and desserts. Quiche, a traditional French savory pastry, is still primarily available in premium cafés, hotels, and specialty bakeries, making it less accessible to broader consumer segments. This market gap creates an opportunity for businesses to introduce savory pastry products at a more affordable price point while maintaining quality and uniqueness.

In Quiche responds to this opportunity by offering a fusion savory pastry concept that combines the classic French quiche with Indonesian-inspired flavors such as Beef Rendang, Beef Curry, and Chicken Kemangi. This concept aligns

with current consumer preferences for convenient, innovative, and culturally relevant food products. Furthermore, understanding shifts in consumer food preferences is essential for identifying emerging market opportunities and supporting long-term business growth (Nugrahadi et al., 2025). Therefore, the combination of growing demand for innovative food products, strong appreciation for Indonesian flavors, and the limited availability of affordable savory pastries creates a favorable market environment for the development of InQuiche.

## 1.2 Company Description

InQuiche is a small culinary business that is planned to launch in 2027 and will be located at Taman Rasa Gading Serpong, a well-known food court area recognized for its variety of culinary tenants and modern dining atmosphere. The business will operate through a semi-container booth concept designed to attract consumers while creating a comfortable and modern dining experience. InQuiche was established as a fusion food business that combines the classic French quiche with authentic Indonesian flavors, offering a unique culinary experience that remains familiar to local consumers. The brand name “InQuiche” is derived from the words “Indonesia” and “Quiche,” representing the company’s vision of blending international cuisine with Indonesian taste preferences and eating habits. InQuiche aims to provide practical, affordable, and flavorful snack products for students, university students, and young professionals who seek modern and convenient food options in their daily activities. The business offers five product variants, namely Beef Rendang, Beef Curry, Chicken Kemangi, Chicken Original with Sambal Matah, and Beef Original with Sambal Matah. To support business growth and increase brand awareness, InQuiche implements marketing strategies through social media promotion, booth selling, and participation in culinary events and campus bazaars. In addition, the business is committed to maintaining product quality through the use of quality ingredients and consistent production processes. As a growing culinary business, InQuiche is expected to operate legally as a small enterprise by obtaining the necessary business permits and food

safety certifications to support sustainable business development in the competitive culinary industry.



Figure 1.1 InQuiche Logo  
(source: Author-Canva)

### **Vision and Mission**

Vision: To create a modern culinary brand that connects international and local flavors through creative fusion food products that are accessible to all generations.

Mission:

1. To introduce innovative fusion food products that combine the classic concept of French quiche with authentic Indonesian flavors that suit local consumer preferences.
2. To provide practical, affordable, and high-quality snack products for students, university students, and young professionals.
3. To increase brand awareness and consumer engagement through social media marketing, stall operations, and participation in culinary and campus events.
4. To achieve sustainable business growth by continuously improving product quality, innovation, and customer satisfaction.

### **Business Legalities**

InQuiche will operate as a MSME and obtain a Business Identification Number (NIB) through the OSS system to ensure compliance with Indonesian regulations. As a small-scale food business, it will also secure a PIRT permit while maintaining proper hygiene, sanitation, and product labeling standards. In

addition, pursuing halal certification will help build consumer trust and support the long-term growth of the business.

### 1.3 Product and Services

InQuiche offers a selection of quiche products with distinctive Indonesian-inspired flavors, including *rendang*, *kari*, chicken *kemangi*, and original quiche served with *sambal matah*. Each variant is carefully developed to deliver a unique taste while maintaining quality and consistency in every product.



Figure 1.2 InQuiche Chicken Original  
(source: Author)

#### 1. InQuiche Chicken Original

InQuiche Chicken Original features a flaky and crispy puff pastry crust filled with a creamy royale made from milk, egg yolks, and coconut milk. The quiche is complemented with seasoned minced chicken and served with *sambal matah*, creating a perfect balance of creamy, savory, and spicy flavors.



Figure 1.3 InQuiche Chicken Kemangi  
(source: Author)

#### 2. InQuiche Chicken Kemangi

InQuiche Chicken Kemangi combines a crispy puff pastry crust with a rich and creamy royale made from milk, egg yolks, and coconut milk. The

filling consists of seasoned minced chicken mixed with freshly chopped basil leaves (kemangi).



Figure 1.4 InQuiche Beef Curry  
(source: Author)

### 3. InQuiche Beef Curry

InQuiche Beef Curry combines a golden, crispy puff pastry crust with a smooth and creamy royale made from milk, egg yolks, and coconut milk. The filling is enhanced with aromatic curry spices and savory minced beef, offering a warm and well-balanced flavor profile.



Figure 1.5 InQuiche Beef Original  
(source: Author)

### 4. InQuiche Beef Original

InQuiche Beef Original consists of a crispy puff pastry crust and a creamy royale made from milk, egg yolks, and coconut milk. It is filled with seasoned minced beef and served with sambal matah on the side, adding a fresh and spicy Indonesian touch to the classic quiche.



Figure 1.6 InQuiche Beef Rendang  
(source: Author)

#### 5. InQuiche Beef Rendang

InQuiche Beef Rendang features a crispy and flaky puff pastry crust filled with a rich and creamy royale made from milk, egg yolks, and coconut milk. The filling is infused with authentic rendang spices and complemented by seasoned minced beef, creating a flavorful combination of French and Indonesian cuisine.

In terms of services, InQuiche operates through a food stall located in front of a retail shophouse, providing convenient access for walk-in customers. To expand its market reach, InQuiche utilizes social media platforms for promotion and actively participates in food bazaars held in campuses, schools, and various culinary events to engage with a wider audience.

UMMN  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA