

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

Tangerang Selatan is the city that currently lived with total of 1.404.785 (Badan Pusat Statistik Tangerang Selatan, 2023). Becoming one of the cities that has a rapid development, especially when it comes to the F&B Business (Petriella Y,2021). One of the tricks that people use when wanting to start an F&B Business is choosing a strategic location, plus conducting research by going directly to the place itself (Noviyanti,2023).

One of the notable developments within Gading Serpong (Magenta,2025) expanding culinary landscape is the increasing exposure to international cuisines (Wijaya,2023), including Italian food. Among these, ravioli has gained attention as one of the most recognizable types of filled pasta, characterized by its square or round shape and diverse fillings such as vegetables, meat, and cheese (Grace, 2025). Its versatility allows it to be incorporated into both traditional and modern culinary creations, often served with a variety of sauces that enhance its flavor profile (Kershner, 2023). This adaptability makes ravioli an appealing menu item for consumers seeking both comfort food and premium dining experiences in urban areas like Gading Serpong, where food preferences are becoming increasingly globalized.

The rising popularity of ravioli is also supported by its growing accessibility in both physical supermarkets and online retail platforms, which has contributed to its wider consumption across different regions (Datahorizonresearch, 2025). According to the U.S. Department of Agriculture (USDA), ravioli has become a commonly consumed dish in many households, particularly in North America and Europe, reflecting the strong influence of Italian cuisine globally. This increasing demand indicates a promising market potential for ravioli in emerging culinary hubs such as Gading Serpong, where consumers are increasingly open to diverse and international food options. As a result, ravioli not only represents a traditional Italian dish but also an evolving product with strong growth potential in the modern food and beverage industry.

From the website datahorizonresearch.com, at a global worth of USD 7.5 billion in 2023, the filled-style pasta market is expected to rise at a compound annual growth rate (CAGR) of 5.5% from 2025 to 2033, reaching USD 12.8 billion (Datahorizonresearch, 2025). The rising desire for convenience food, the expanding popularity of Italian food, and the growing demand for gourmet and premium food are the main drivers of this increase (Verified Market Research, 2024).

Because Ravioli is such a flexible meal, there is no limit to the variety of fillings, textures, and sauces that may be used with it (Mitchell, 2020). Ravioli, which is traditionally filled with meat or spinach and ricotta, has developed into a dish that can accept a variety of flavors, from traditional Italian to contemporary fusion (Lora, 2024). Different kinds of fillings and sauces can be mixed together, and ravioli can be made to suit a wide range of palates and dietary requirements (Bacon, 2023). This adaptability offers ravioli a fantastic chance to keep gaining traction, whether it's through inventive fusion flavors, plant-based substitutes, or gourmet, restaurant-caliber dishes prepared at home.

1.2. Company Description

Chay Pasta is a homemade ravioli pasta that introducing newly innovation of flavor to the Italian main course. Chay pasta uses selective ingredients to ensure the freshness and flavor of the ravioli pasta itself. Chay pasta inviting people nearby to come with the word of encouragement “Hungry? Ravioli helps” without any forces, Chay pasta hopes everyone can taste the homemade ravioli.

Ravioli is generally made by boiling or can be steamed, or if wanted to eat later, can be frozen before serving. It is not advised to eat ravioli in excess or by itself lest its potential drawbacks outweigh its nutritious value (phytomerspaetoile, 2024). Chay pasta takes inspiration from the traditional ravioli and modify into something new, but the flavors are still the same as the original ravioli. Ravioli is a good source of protein, especially when they are stuffed with cheese or meat. For instance, a portion of ravioli with meat contains 12–15 grams of protein. Protein is essential for many body processes, aids in muscle upkeep, and aids in recuperation.

Selecting alternatives with more cheese or meat fillings will increase the protein content (lowfodmapeating,2024).



Figure 1. 1 Chay Pasta Logo

Source: Author's data

Chay Pasta, the word 'Chay' is taken from the name Chayadi. The filling of ravioli makes them unique. The author wants to introduce ravioli to everyone with a modified filling, so that it can be consumed.

Vision of Chay Pasta is to redefine homemade ravioli by blending authentic craftsmanship with innovative flavors, creating a fresh and wholesome pasta experience that brings joy to every table. The missions are as follow:

1. Providing the best quality product and service
2. Collaborating with nearby UMKM Gading Serpong
3. Make a product that is affordable for all ages
4. Building the Chay Pasta brand from customer feedback

For the Chay Pasta's location, the author decided at Ruko Bolsena Gading Serpong Tangerang. Chay Pasta also uses social media (Instagram) as a media promotion, marketing, and announcement.

1.3 Product and services



Figure 1. 2 Chay Pasta Products
(source: ChatGPT – AI generated image)

Ravioli chicken spinach variant is a tender chicken filling combined with fresh spinach, wrapped in handmade pasta. The flavor was inspired by the growing consumer preference for healthier and more balanced meal options. The combination of chicken and spinach provides a nutritious, flavorful, and satisfying ravioli that appeals to customers seeking both taste and quality.

Ravioli mushroom spinach is a combination of savory champignon mushrooms with fresh spinach, wrapped in handmade pasta. The flavor was inspired by the rich, earthy taste of mushrooms, which are widely enjoyed in Italian cuisine. It offers a creamy, well-balanced, and satisfying option for customers seeking a flavorful vegetarian ravioli.

Ravioli beef spinach is a corned beef combined with fresh spinach, wrapped in handmade pasta. The flavor was inspired by the popularity of beef as a

comforting and familiar ingredient. The combination creates a savory, rich, and satisfying ravioli that offers a unique twist on traditional pasta while appealing to a wide range of customers.

Ravioli bulgogi is the dish features tender pasta coated in a rich, robust minced beef ragu infused with a classic bulgogi glaze made from soy sauce, toasted sesame oil, garlic, and a hint of sweetness.

The dish combines tender pasta pockets with flaked, premium tuna tossed in a robust sauce—reminiscent of a classic Italian *pasta al tonno* or a rustic tapenade—featuring deep, briny notes from olives, capers, or a hint of garlic and olive oil.

