

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

The Indonesian food and beverage industry continues to demonstrate strong growth, particularly within the bakery and dessert sector. Changes in consumer lifestyles, increasing purchasing power among urban consumers, and the growing influence of social media have transformed desserts from simple food products into lifestyle-oriented experiences. Consumers today are not only looking for products that taste good but also products that offer uniqueness, visual appeal, and memorable experiences. This shift has created opportunities for businesses that can provide innovative and differentiated dessert concepts. According to Zhang and Utami (2023), product innovation significantly influences consumer purchasing decisions in bakery businesses, highlighting the importance of continuously developing unique offerings to remain competitive. Similarly, Anggara et al. (2023) found that innovative food products positively affect consumer interest and purchasing decisions, particularly among younger consumers who actively seek new culinary experiences.

The growing demand for premium desserts is also supported by consumers' increasing perception of value. Modern consumers are willing to spend more on products that offer higher-quality ingredients, attractive presentation, and distinctive flavors. Research by Solihin et al. (2024) found that perceived value plays a significant role in influencing purchasing decisions within bakery businesses. Furthermore, Wijaya et al. (2025) reported that product quality, packaging, and brand image positively affect customer perceptions and purchase decisions. These findings suggest that consumers increasingly associate premium products with superior quality and a more satisfying consumption experience. This trend is particularly relevant for Chocotail,

which positions itself as a premium dessert brand offering chocolate fudge cake with cocktail-inspired ganache flavors.

Another important trend shaping the industry is the increasing importance of customer experience. Bakery products are no longer purchased solely because of their functional benefits but also because of the emotions and experiences they create. Ali et al. (2025) found that customer experience has a significant influence on purchasing decisions in artisan bakery businesses, often exceeding the impact of brand image alone. Likewise, Fauzen and Sari (2023) concluded that product quality and store atmosphere contribute significantly to consumer purchasing decisions. These findings reflect the growing popularity of experiential consumption among younger consumers who seek products that provide enjoyment, novelty, and social value beyond basic consumption.

The opportunity for Chocotail becomes even more apparent when examining the local market in Gading Serpong. The area has developed into one of the most active culinary and lifestyle destinations in Tangerang, supported by a large population of students, young professionals, and middle-to-upper-income households. Summarecon Mall Serpong serves as a major lifestyle hub where consumers actively seek new dining experiences and premium food products. As competition within the bakery industry increases, businesses are required to differentiate themselves through innovation rather than competing solely on price. Studies conducted by Nugrohowati and Pahlevi (2024) and Budi and Elizabeth (2025) confirmed that product innovation, differentiation, and brand awareness are among the most important factors influencing purchase intention and purchasing decisions in the food and beverage industry. Therefore, businesses that successfully introduce unique products are more likely to build a strong market position and maintain customer interest.

Despite the growth of the dessert market, most bakery and cake businesses continue to focus on traditional flavor categories such as chocolate, vanilla, coffee, red velvet, and matcha. While these flavors remain popular, relatively few businesses offer products inspired by cocktail flavors. This creates a

market gap for consumers seeking more sophisticated and distinctive dessert experiences. Chocotail addresses this opportunity by combining premium chocolate fudge cake with cocktail-inspired ganache flavors, creating a unique product concept that is not commonly available in the local market. The combination of flavor innovation, premium positioning, and visually appealing presentation aligns closely with current consumer preferences and emerging industry trends. Research by Adjesni and Kusumawati (2024) further supports the importance of innovation in bakery products, demonstrating that innovative product concepts significantly influence consumers' purchase decisions.

Looking ahead, the future of the dessert industry remains promising. Consumers are increasingly attracted to products that offer innovation, quality, strong branding, and memorable experiences. Research by Ali et al. (2025), Budi and Elizabeth (2025), and Wijaya et al. (2025) consistently shows that innovation, customer experience, and perceived product value remain key drivers of purchasing behavior in the food and beverage industry. Therefore, Chocotail is well positioned to capture an underserved niche within the premium dessert market and establish a competitive advantage through its distinctive cocktail-inspired flavor concept.

1.2 Company Description

Chocotail is a premium dessert brand specializing in chocolate fudge cakes with cocktail inspired ganache flavors. The business first participated in a campus entrepreneurship booth in 2025 and plans to expand by opening a kiosk in Summarecon Mall Serpong in 2026. As one of Indonesia's growing culinary destinations, Gading Serpong provides an ideal location for introducing innovative dessert concepts to a diverse and trend-conscious market.

The name Chocotail combines the words "choco" and "tail," reflecting the brand's signature concept of blending rich chocolate desserts with flavors inspired by classic cocktails. This unique combination creates a sophisticated dessert experience that differentiates Chocotail from traditional cake brands and appeals to consumers seeking premium and creative products.

Founded by Selvy, Chocotail was created from a passion for developing distinctive desserts that offer both quality and innovation. The brand focuses on delivering indulgent chocolate fudge cakes topped with ganache inspired by popular cocktail flavors, providing customers with a memorable dessert experience.

The visual identity of Chocotail emphasizes elegance and modernity. Its minimalist logo, presented on a black background, represents sophistication, exclusivity, and premium quality.

Chocotail's vision is to become a leading premium dessert brand in Indonesia, recognized for its creativity, quality, and unique chocolate products. The company aims to expand its market presence while continuously offering innovative dessert experiences to customers.

To achieve this vision, Chocotail is committed to producing high quality desserts using carefully selected ingredients and professional baking techniques. The brand continuously develops new flavor combinations, delivers excellent customer experiences, practices environmentally responsible business operations, and expands accessibility through online sales, event catering, and retail partnerships.

The flagship product is a chocolate fudge cake topped with cocktail inspired ganache. Available flavors include Mojito, Strawberry Daiquiri, Hot Buttered Rum, Mai Tai, and Piña Colada. Each flavor offers a unique taste profile, combining the richness of chocolate with refreshing and distinctive flavor notes.

Chocotail is committed to maintaining food safety standards and complying with all applicable regulations, including licensing requirements for products containing alcohol. Through consistent product quality, strong branding, and effective digital marketing, Chocotail aims to build customer trust, strengthen brand recognition, and establish itself as a distinctive player in Indonesia's premium dessert market.



Figure 1.1 Chocotail logo
(Sources: Author)

1.3 Product and Services

Chocotail is a dessert focused food and beverage business that serves chocolate fudge cake with a variety of cocktail inspired flavors. The main product is rich and moist chocolate fudge cake, combined with unique sauces and toppings that create fruity, creamy, and refreshing taste experiences. In terms of services, Chocotail provides dine in and takeaway options with a comfortable and clean dining area. The staff gives friendly and helpful customer service to make sure customers feel welcome. Orders are prepared quickly while keeping good quality and presentation. Chocotail also offers customized dessert options for special requests or events. In addition, the business uses social media and online delivery platforms to make ordering easier, provide fast response to customers, and reach a wider market.

Chocotail products details:



Figure 1.2 Chocotail Menu
(Sources: Author)

1. Chocolate Fudge Cake with Strawberry Daiquiri Ganache

This dessert is chocolate fudge cake with strawberry daiquiri ganache. It has a sweet and slightly sour strawberry taste that feels fresh and fruity.

2. Chocolate Fudge Cake with Mai Tai Ganache

This dessert is chocolate fudge cake with Mai Tai ganache. It has a tropical fruit flavor with a light almond taste that feels rich and smooth.

3. Chocolate Fudge Cake with Hot Buttered Rum Ganache

This dessert is chocolate fudge cake with hot buttered rum ganache. It has a warm, sweet taste with a light cinnamon flavor that feels cozy and rich.

4. Chocolate Fudge Cake with Pina Colada Ganache

This dessert is chocolate fudge cake with Piña Colada ganache. It tastes sweet with coconut and pineapple flavor, like a tropical drink.

5. Chocolate Fudge Cake with Mojito Ganache

This dessert is chocolate fudge cake with mojito ganache. It has a fresh taste with lime and mint flavor, giving a cool and refreshing feeling.

Customers who come to the Chocotail booth can enjoy a simple and pleasant service experience. When guests arrive, they are welcomed by friendly staff who are ready to help and explain the menu. The staff can suggest different chocolate fudge cake flavors based on customer preferences.

After ordering, the preparation is done quickly while still keeping good quality and nice presentation. Customers can watch the process, which makes the experience more interesting. The booth is kept clean and organized to make customers feel comfortable.

Chocotail also focuses on clear communication and fast service, so customers do not need to wait too long. For takeaway orders, the packaging is neat and safe, so the dessert stays fresh. Overall, the service at Chocotail is designed to be friendly, efficient, and enjoyable for every customer.



Figure 1.3 Booth Design for Chocotail
(Sources: Ai Generated-Chat GPT)

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