

CHAPTER I

INTRODUCTION

A. Background

1. The Impacts of Covid-19 Pandemic

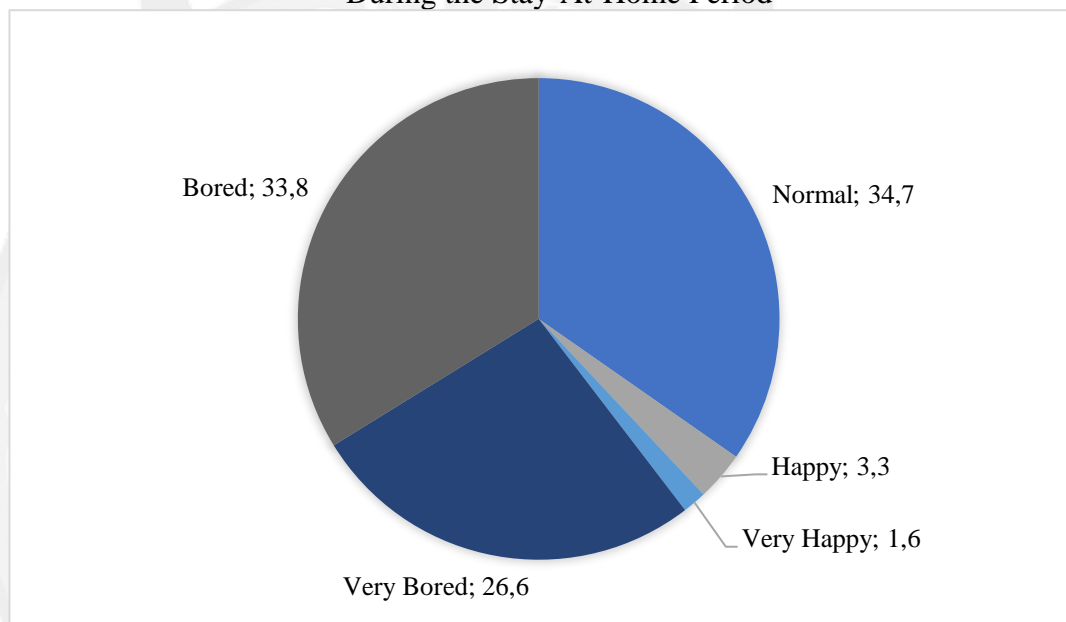
The pandemic of Corona Virus in 2019 (Covid-19) had impacted the world severely in many aspects; whereas it was mentioned in the joint statement by International Labour Organization (ILO), Food and Agriculture Organization of the United Nations (FAO), and International Fund for Agricultural Development (IFAD), and World Health Organization (WHO); that the Covid-19 pandemic had caused a lot of significant number of deaths and challenged the industries around the globe to survive throughout this pandemic in terms of health and economy (World Health Organization, 2020). The crisis of economy and social aspects like the food and nutrition sufficiency and the welfare of individuals were at high risk of its increasing number as the pandemic continues. It is a big challenge for every country around the globe, whereas the United Nations (UN) formulated the Sustainable Development Goals (SDGs) to help each countries to recover from the crisis due to the Covid-19 pandemic (United Nations, 2020). The food industry must also overcome its challenges in several critical aspects of food security, nutrition needs, border closures, food accessibility limitations, and poverties, as these aspects affect the food system of a country. In preserving the health of people, a new normal strategy should be proposed to ensure the food security and nutrition are well delivered to the market.

Indonesia, as a developing country, is also struggling in the midst of facing the covid-19 pandemic challenges. Since the first case of Covid-19 was officially

announced by the government, President Joko Widodo, there are new set of policies and regulations created to minimize the spread of the virus in Indonesia. From the preventive measures, handling the pandemic itself through spreading sufficient information about the medicine and hospital locations, vaccination programs, until the plans and strategies to overcome the crisis and recover from it, were carefully taken by the government to help the industries in Indonesia survive throughout the pandemic. As a developing country, the economy of Indonesia was greatly affected whereas the governmental organization of National Economy Recovery (*Pemulihan Ekonomi Nasional – PEN*) supports the development in the Tourism and Creative Economy sector in Indonesia to help the country overcome its economy crisis (Kementrian Koordinator Bidang Perekonomian Republik Indonesia, 2020). The support was contributed through the development of programs such as: Proud to Travel in Indonesia (*Program Bangga Berwisata di Indonesia*), Proud of Indonesian Products (*Program Bangga Bantuan Indonesia*), and Indonesia Care Program (I Do Care) which includes the Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) concept. The tourism and creative economy industries are expected to help the country recover as much as possible while walking along the policies and regulations set by the government, especially the social distancing policies. The government had set the social distancing policies and implementation of restrictions on community activities as a necessary action to prevent the further spread of the virus, whereas it impacted the lifestyle and the daily lives of the Indonesian citizens as they need to implement work-from-home or stay-at-home for them to be safe. Due to the implementation of restrictions on community activities, especially during the high rate of infected people and the

death rate caused by the Covid-19, most of the citizens are required to stay at home which resulted to the feeling of being bored at home. The figure below is the result of the survey conducted by the central bureau of statistics from 10th until 13th of July 2021 which shows the percentage of the emotional feelings of the Indonesian citizens during the stay-at-home period:

FIGURE 1
Percentage of Respondent's Emotional Feelings
During the Stay-At-Home Period



Source: Badan Pusat Statistik (2021)

Indonesia has a wide range of cultures, resources, and also the domestic market has high potentials filled by mostly the middle class of Indonesia that prioritizes the experience of an innovation, which enhances the potential development of the tourism and creative economy sectors (Kemenparekraf, 2021). As the lifestyle shifts alongside with the process of recovery from the pandemic, the tourism and creative economy sectors should innovate new systems which are more effective and aligned with the CHSE policies as well as the SDGs strategy.

The food and beverage industry are greatly affected by the shift of consumers' lifestyle after the pandemic happened, whereas Hutami Nadya Larasati as Moka data analyst conducted a food and beverage survey in seventeen big cities of Indonesia and stated that there was a decrease in the daily income of the food and beverage businesses by 40 percent. However, the delivery or takeaway services had increased on transaction rate by 30,16 percent on April 2020 (Catriana, 2020). This creates new potential innovations in the food and beverage businesses to utilize the new takeaway or delivery trends in the market.

2. Sustainability in the Food and Beverage Industry

The food and beverage industry constantly innovates and breaks through the boundaries of the industry and nowadays it is shifting to more sustainable innovations (Bayona-Saez et al., 2017). The industry was encouraged by the increased awareness of the world-wide market on the importance of the sustainability towards the environment and themselves. The sustainability concept is the balance and intersection of three main aspects of the environment, social, and economic wellbeing (Allen & Prosperi, 2016). The sustainability development system of the world had been planned since years ago, through the Sustainable Development Goals (SDGs) program which projected the plans and seventeen goals to be achieved from 2016 until 2030. The SDGs was formed by the United Nations whereas a lot of countries take part to achieve the predesignated goals, including Indonesia.

In Indonesia itself, the food and beverage industry had caused environmental issues, whereas businesses are encouraged to promote eco-friendly food products or packaging and also implementing the zero-food waste system in their businesses

as a form of participation in making the nation's environment balanced. The fact that Indonesia's food waste is considered high amongst the south-eastern Asian countries, which was estimated to be 20,938,252 tonnes of household food waste per year (United Nations Environment Programme, 2021), proves that Indonesia is in need of the zero-food waste acts to be implemented and campaigned to prevent further impacts of the food waste pollution. Other than the food waste challenges, the country is also struggling with its plastic waste that had brought bad impacts on the environment. It was stated in the World Economic Forum 2020 about the National Plastic Action Partnership that seventy percent of the plastic waste in Indonesia are openly burnt, dumped in an improper way, and 620,000 tonnes of plastic waste are dumped into the ocean (World Economic Forum, 2020). The Indonesian government had implemented the restrictions of plastic bag usage in shopping malls, local market, and convenience stores for the country to resolve the plastic pollution through the new Governor Regulation Number 142 of 2019 (Asmadianto et al., 2020). Through the government's new regulation, the market in Indonesia has become more aware on the environmental issues in the country, and therefore increasing the demand for environmental-friendly business products and services. As technology becomes more advanced, the innovations and creativity in searching for alternative materials as a substitute of the high-pollution materials, made it possible for the world to resolve the pollution and environmental issues. For instance, the replacement of plastic bags with cassava bags in Indonesia is being developed and used by many food and beverage businesses as a replacement for delivery plastic bags.

Not only environmental concerns that the sustainability concept emphasizes, but also on the social aspect whereas the industry is innovating to meet the social needs of the market. The consumption of food and beverages are the basic needs of human beings, and nowadays human starts to consume food and beverages as a leisure activity. One of the contributions of the food and beverage industry to the society is supporting the wellness of individuals by innovating healthy food and beverage innovations. Due to the high death rate of Covid-19 in Indonesia, the citizens are becoming more aware on the importance of physical and mental wellness. This includes the awareness on the bad impacts of artificial ingredients, which was shown in the survey conducted by The Nielson Company where 58 percent of people globally agree on increasing the usage of natural products for food and beverages (The Nielsen Company, 2016).

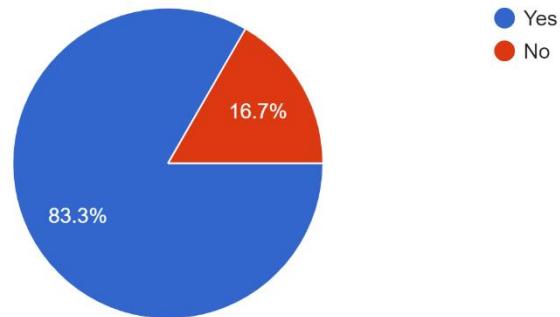
Economically, the world is affected by the Covid-19 Pandemic, especially for the developing countries like Indonesia. The unemployment rate in Indonesia since the pandemic announcement had an increase of 2,61 million of people during the third quarter of 2020, which lead to business shut downs (Badan Pusat Statistik, 2021a). As an agricultural country, Indonesia's farmers are impacted economically as well due to the business shut-downs whereas the local farmers lost their income alongside. The decree of Proud of Indonesian Products, as President Joko Widodo mentioned in his speech on 8th September 2021 (Anggoro, 2021), should be implemented as well whereas Indonesia has an abundant of local suppliers for the needs of the food and beverage industry; and through the increase of purchase on local products, the economy ecosystem in Indonesia could become more sustainable.

3. The Sane – Home Café Tartlets

From the problems mentioned above about the pandemic and sustainability, The Sane – Home Café Tartlets aims to deliver the value of being the perfect partner for a simplified home café experience while adopting the Sustainable Food System and offering environmental-friendly products. The Sane – Home Café Tartlets adopts the home café concept whereas the café itself has a homey and trendy atmosphere, and the innovation of The Sane's Home Café Set could resolve the stay-at-home and social distancing issue of the pandemic. The café offers special home-formulated tartlets of sweet and savoury options and uses organic fruit and vegetable products from the local farmers which will create healthier and more sustainable tartlet products; along with the unbrewed and brewed plant-based beverages of Tea and Coffee selections which will enhance the café dining experience. The products of The Sane are produced through Sustainable Food System, in which minimizes the waste produced during production and upcycles any possible good wastes into other products of The Sane's Zero-Waste Merchandise, along with the other environmentally friendly items such as reusable straws and tote bags. The awareness on tartlet products was proven in the preliminary survey, as stated in the Figure 2 below, whereas 83,3 percent of 30 respondents with varied gender are familiar with tartlets, quiche, and pies.

FIGURE 2
Tartlet Products Awareness Preliminary Survey

Are you familiar with tartlets, quiche, or pies?
30 responses



Source: Data Analysis (2021)

The Sane's Home Café Set allows the business to extend the café experience into the homes of the customers, whereas one box of The Sane's Home Café Set will include the products they need for a home café experience: variety of tartlet options, unbrewed or brewed tea and coffee, classy Nordic-styled teacups and saucers, and also aesthetic large napkin that serves as a tablecloth or a placemat to enhance the aesthetics of the table set up at home whereas the Set will be packed into an environmental-friendly packaging. Through the Home Café Set, it could help the customers to experience home café with ease, eliminating the hassle of searching for the perfect properties to set up a home café. The Sane – Home Café Tartlets plans to operate in Beachview Pantai Indah Kapuk, North Jakarta as its offline outlet, and also online shopping platforms as the business' online outlet to reach out to the market. The café outlet has a calming and comfortable ambience, in which all of the furniture and decorations are set to create a sense of nature in the midst of a home-like interior. The ambience is also created through the warm

lightings and soft music in the café outlet, for the customers to enjoy a pleasant experience in The Sane's cafe.

B. Purpose of Feasibility Study

1. Major Objectives

The major objective of this feasibility study is to see the feasibility of the business concept before proceeding on launching the business. The feasibility study determines the risks and opportunities that may be faced by The Sane business, which will be assessed through the Business Model Canvas framework and are divided into four aspects:

a. Marketing Aspect

The marketing aspect includes the description of the tourism food and beverage industry characteristics, current and potential trends in the market and industry, the delivery of The Sane's value proposition to the customers, and others.

b. Operational Aspect

The operational aspect covers The Sane business' implication of the value propositions to the business' products and services, producing the products and services, and how it will be served to the customers. The factors that are available in the industry are taken into considerations as well, to anticipate the impacts due to these factors.

c. Organizational and Human Resources Aspect

The organizational and human resources aspect is the elaboration of The Sane business structure and the people involved in the business internally or externally.

d. Financial Aspect

The financial aspect covers all of the financial strategies and cost breakdown to describe the business' cost structure, revenue stream or how revenue will be generated through The Sane business operations.

2. Minor Objectives

The minor objectives of the feasibility study on The Sane business are as the following:

- a. Increase awareness on sustainability in the food and beverage industry;
- b. Contribute to the local economy;
- c. Becomes a proper and legal platform for the customers to contribute on sustainability.

C. Methodology

To conclude with a valid, reliable, and trusted conclusions of feasibility study of The Sane business, the study will be supported by the valid and reliable data available in the tourism business industry, especially from the food and beverage industry; which will be collected through scientific methods and analysed. The methods are categorized into two main categories based on the type of data as the following:

1. Primary Data

a. Survey and questionnaire methods

Questionnaires are made to know the preference or patterns of the market, which are made elaborately for more specific outcome. The questionnaire is divided into two sections: the section A consists of the respondent's demography and the Segmenting, Targeting, and Positioning (STP) aspects of the market; and section B consists of the mix marketing aspects of 8Ps (Product, Price, Promotion, Place, People, Packaging, Programming, and Partnership). The questionnaire is conducted through an online form and spread in the social media, for the respondents to be picked randomly.

2. Secondary Data

- a. Journal Articles;
- b. Books;
- c. Reports;
- d. Government Websites;
- e. Verified Healthcare Websites;
- f. Statistics Websites;
- g. And other reliable secondary data obtained through the internet.

D. Conceptual Approach

1. The Sane Conceptual Approach

The conceptual approach of The Sane – Home Café Tartlets is elaborated theoretically through the three keys in the Business Model Canvas (BMC) theory, whereas it covers the key resources, key activities, and key partners of the business.

a. Key Resources

The key resources in the BMC theory are defined as the assets that the business owns internally and are necessary for the business to operate. The key resources are divided into four main categories: physical resources, intellectual resources, human resources, and financial resources.

1) Physical Resources

The physical resources of a business include all of the owned resources that are physically available in the business for it to operate properly; such as the production facilities, marketing or promotional facilities, and the technologies involved. The Sane – Home Café Tartlets' production facilities include: the outlet in Beachview Pantai Indah Kapuk, which acts as the physical area for production and dine-in facilities; and the set of tools, equipment and machineries necessary for the production of The Sane food and beverages such as baking tools, oven, mixer, stove, chiller, freezer, storage, coffee machine, and tea brewing tools and equipment. The marketing or promotional facilities include: business application and business social media accounts (Instagram and WhatsApp). The technological physical resources include the systems used by The Sane – Home Café Tartlets to operate,

such as the point-of-sales system of the online and offline features to take orders and carry out the billing system of the business.

2) Intellectual Resources

The intellectual resources strengthen the business model and creates a significant value towards the business, whereas the intellectual resources include the brand patent, confidential and exclusive knowledge, patent and copyrights, collaboration, and customer information. As for the brand patent, The Sane – Home Café Tartlets will propose its “The Sane” brand as a patented brand which will create an originality value of the brand in the food and beverage industry. The Sane – Home Café Tartlets also has its own exclusive and special home-formulated recipes of the tartlets which was formulated by the owner to create an authenticity value in the tartlets produced, whereas the recipes undergo a number of trials and errors as well as researches to produce the best quality and healthier tartlets. The Sane – Home Café Tartlets also aim to obtain the Cleanliness, Health, Safety, and Environment Sustainability (CHSE) certification from the Indonesian government to give a sense of assurance for the market towards The Sane – Home Café Tartlets business.

3) Human Resources

A business requires human resources to function, and the requirements of human resources differ according to the type of business model. The human resources require a strategic management to maintain

the wellbeing of the workforce and create the best business performance through the business' most valued asset (O'riordan, 2017).

As The Sane – Home Café Tartlets will have two business functions, as an offline and online shop, it needs employees to function properly and operate efficiently in a good work flow system whereas three employees are needed. The employees will have different workstation of food and beverage production, food and beverage service, and an online shop manager to note down orders made through the online platforms or the business as well as ensuring the products are safely delivered to the customers.

4) Financial Resources

The financial category of the physical resources is the source of finance and guarantees that the business has, and it may come within the business (internal funds) or externally. The Sane – Home Café Tartlets will have its fund source from the owner's funds and will attract investors to invest in the business for financial support so that the business could be able to develop its potentials in the market.

b. Key Activities

The key activities are defined as the important activities that a business should carry out to create and offer the value propositions, reach the market, maintain the relationship with customers, and to earn revenues (Osterwalder et al., 2010). There are three main categories of the key activities: production, problem solving, and platform or networks.

1) Production

The production of The Sane – Home Café Tartlets is producing healthier and sustainable tartlets and beverages with the application of Sustainable Food System, in which the customers could enjoy the food and beverages at The Sane café outlet or at home through the Home Café Sets that complete the unique service and packaging of the business. The Sane – Home Café Tartlets also have an affordable price for the selected target market, as the cost of production will also be pressed as minimum as possible without affecting the qualities of the products.

2) Problem-solving

In the problem-solving categories, The Sane – Home Café Tartlets will assist the customers individually through the online platforms of social media such as Instagram Direct Message, WhatsApp, or e-commerce chatting feature. The employees will also be trained intensively for better product and business concept knowledge, as customers might need assistance on ordering or knowing more about the products and business. The employees will be equipped not only with the product and business knowledge, but also the service whereas it is expected for them to be able to face the typical problems that may occur in the café or in the business' online shop. The problem-solving activities will focus more on the knowledge and creativity of the business' stakeholders to solve problems effectively and strategically.

3) Platform or Networks

The Sane – Home Café Tartlets has an online shop which requires a collaboration with e-commerce platforms such as Shopee, Tokopedia, and The Sane’s Application for customer purchases. These online shopping platforms will be managed by the back-office employee, and monitored by the owner. The Sane – Home Café Tartlets as an e-commerce will have another focus of takeaway services to deliver the products efficiently and safely, especially during the pandemic era whereas the cleanliness, hygiene, and safety aspects are highly valued in the takeaway services. As for the information sharing, it will be carried out mainly in the social media account of Instagram, whereas the information about The Sane’s products will be shared through Instagram Posts and Stories. The promotional activities will also be carried out in Instagram through the features, such as price tags and Instagram Reels. In networking, The Sane – Home Café Tartlets will collaborate with influencers and participate culinary events, such as Jakarta Desert Week.

c. Key Partners

In the Business Model Canvas, the key partners is defined as the description of the suppliers and partners network of a business which enables the business model to operate. Partnership is needed for a more optimized business model, lower risks, and also to obtain the resources for the business operations and productions. There are four types of partnership: strategic alliance with businesses which are not the competitors, coopetition

(cooperation with competitors), joint venture with other businesses to develop a new business, and also the buyer-supplier alliance to obtain and ensure the supplies are in good quality. The key partners of The Sane – Home Café Tartlets are classified according to their roles in the business:

1) Suppliers

Every supplier of The Sane – Home Café Tartlets are chosen with the aim to maintain the integrity of the business as a sustainable business. The suppliers are divided according to the categories of items they supply for the business.

2) Service

The service of The Sane is supported by the partnership with Majoo, as a form of collaboration to create the mobile application for The Sane as a part of its service in terms of ordering system. The customers could reduce ordering time, and could directly proceed to picking up the orders by showing the order number in the application. The mobile application is also a system used for the membership program of The Sane.

3) Delivery

The delivery of The Sane is categorized into two, in which there is product delivery by the couriers in partnership such as Grab, Gojek, and other online courier services. Meanwhile, the information delivery of The Sane is done through social media in partnership with influencers.

2. Literature Review

a. Business Model Canvas

Business model is defined as the principles of a business or organization in creating, delivering, and adding values into the business. The business model is visualized into the Business Model Canvas (BMC) framework of nine blocks of BMC to show the flow of the business model.

According to (Osterwalder et al., 2010), a business model is defined as the following:

“A blueprint for a strategy to be implemented through organizational structures, processes, and systems.”

The nine blocks of the BMC are derived from four main aspects of an organization: market and customers, offering, infrastructure, and finance. The nine blocks of BMC are as the following:

1) Customer Segment

The customer segment block is the division of people into groups of similar or common needs, behaviour, and other characteristics, for the business to determine the suitable target market by understanding the specific needs of the customers. The groups of customers may be classified according to their geographic, demographic, and psychographic traits. There are five different types of customer segments for the business to determine the suitable market for its products: mass market, niche market, segmented, diversified, and multi-sided market. These types of customer segments are determined through the size and the specific characteristics of the market.

2) Value Proposition

Value proposition is where the business creates a value specifically for the customer segment to satisfy their needs. A value proposition differentiates a business from another through its unique, innovative, and distinct features and elements. The value proposition consists of eleven main elements in its construction, stated as the following:

- a) Newness of the products to satisfy the needs that had not been satisfied before;
- b) Improvements or performance of the business which creates value;
- c) Customized products and services tailored for the customer segment's needs;
- d) "Getting the Job Done" in which the business assists the customers to accomplish certain matters;
- e) Design;
- f) Brand or status;
- g) Price which is suitable for the customer segment;
- h) Cost reduction of a certain product or services which enhance the business value as an affordable choice;
- i) Risk reduction;
- j) Accessibility of the products or services;
- k) And convenience in usage compared to the similar products.

3) Channels

The channel block of the BMC visualizes how the business communicate and deliver the value propositions to the customer segment. Channels have specific functions which is to raise awareness on the business, evaluate the value proposition through customers, enable customers to make purchases and transactional activities with the business, reach the customers and communicate the value proposition, and to enhance the customer support activities.

4) Customer Relationship

The customer relationship block describes the business' methods to create relationship with the customer segment. There are several types of customer relationship that may be done: personal assistance, dedicated personal assistance, self-service, automated service, communities, and co-creation with the customers.

5) Revenue Streams

The business' revenue stream includes the revenues earned from the customer segments individually. The types of revenue streams are transactional (direct funds) and recurring (continuous funds) revenues. The revenue streams are earned strategically through pricing strategies on the product or service prices.

6) Key Resources

The key resources are the assets owned by the business in terms of physical, intellectual, human, and financial resources.

7) Key Activities

The business' main operations are included in the key activities of the BMC. There are four main categories to break down the key activities of a business: production, problem solving, and the platform or network the business utilizes.

8) Key Partners

The partnership or suppliers of the business are known as the key partners of the business which are essential in supporting the business' operations and delivering the value proposition and products or services to the customers. There are four main types of partnerships that a business could establish: strategic alliances with non-competitors, partnership with the competitors of the same industry, joint-venture to develop a new type of business, and buyer-supplier partnership to obtain the production supplies at a good price.

9) Cost Structure

The cost structure of a business may be different as it depends on the type of business and value proposition it aims to deliver; and are classified into two structures of cost-driven and value-driven structure. In the cost structure block, the descriptions are elaborated in four main characteristics: Fixed Cost, Variable Cost, Economies of Scale, and Economies of Scope.

b. Tourism Industry

1) Tourism Industry

Tourism is defined by (The World Tourism Organization, 2008)

as the following:

A visitor is someone travelling who goes for a trip to a certain destination which is outside the domicile or residential entity of the person for a short period of time with variety of purposes; and may be characterized as domestic, inbound or outbound visitors. The activities of a visitor are the definition of tourism.

The tourism industry is an industry which includes all of the businesses or industries with the main activities with tourism characteristic activities. The tourism industry includes a list of tourism industry categories: accommodation, food and beverage, transportation, attractions, and other tourism activities (The World Tourism Organization, 2008).

2) Food and Beverage Industry

The food and beverage industry is defined by (Westcott et al., 2015) as the industry which its main activities are preparing the food and beverage, taking orders from customers, and deliver the products to the customers. The food and beverage industry in Indonesia becomes one of the supporting pillars of economy for the country, as stated in the Ministries of Industries Republic of Indonesia article:

“The food and beverage industry processes the resources available in the country and elevates the national economic recovery, whereas it plays an important role in providing employments, increasing exports, and controlling the import products.”

c. Sustainability

1) Sustainable Development

The sustainable development is the formulation to create a balance for the wellbeing of mankind, whereas it consists of three main aspects of environment, social, and economy (Ambrosio & Vezzoli, 2019). The environment aspect of sustainability is where the environment is protected from any harmful actions or elements. The environmental aspect concerns the health of the ecosystem, climate, carbon footprint, and all kinds of pollution. The social aspect covers the social harmony of mankind, whereas it may include several points of human wellbeing such as physical and mental health, education, food safety, cultures, traditions, social norms, and others. The economy aspect is the dimension of the financial wellbeing of people which includes the provision of job, basic needs affordability, income, and other economic aspects.

2) Sustainable Food System

The food and beverage industry is moving towards a more sustainable concept, whereas the sustainable development is implemented into the industry as the Sustainable Food System (SFS). The integration of economic and social sustainability is called the inclusive growth; the environmental and social sustainability is integrated into the eco-social progress; and the integration of economic and environmental sustainability is called the green growth. These three integrations of the sustainable dimensions are unified in

the SFS, to be implemented in the food and beverage businesses. The synergy is formulated by (Scientific Advice Mechanism, 2019; European Commission et al., 2020) as the following:

Promoting the sustainability in agro-ecological manner to reduce the impacts on the environment; cutting the food loss and waste by promoting reuse and recycle methods of unprocessed food waste; moving towards healthier food choices which includes the plant-based diet; contributing to a healthy and strong food system through product diversifications; being accountable on the environmental, economic, social impacts of the food system through effective communication of the business to the three dimensions.

d. Home Café

Cafés are defined as places where beverages are served, whereas it has a third-space concept as places for socializing and networking (Ferreira, 2017). Home refers to a certain structure with functions, whereas it is a habitat which induces a secure and safe feeling for the people inside it (Mcgregor, 2016). With the definition of café defined previously, it could be formulated that a home café is where people could enjoy beverages while socializing or networking with guests at a person's home as the host.

Due to the pandemic, the home café concept is trending not only for its socializing purposes, but for personal satisfaction of the host whereas the host could experience a café-like atmosphere at home that feels safer than being exposed to the risks of Covid-19 when consuming food and beverages in public areas.

e. Ambience

A restaurant ambience is known to be one of the determinants of customers dining in the restaurant, in which it is defined as the restaurant's communication to the customers through visual communication and its elements. The ambience could affect the response of the customers

towards their experience in the restaurant emotionally, in which it does not only include the restaurant's properties but also the service delivered by the employees (Gaffar et al., 2019).

f. E-Commerce

An e-commerce is a term used to describe electronic business which utilizes the technology available for purchase and selling of the products, as well as the transactions of the business through e-banking systems (Row & G, 2019). The e-commerce today is supported by a lot of domestic and international online e-commerce platforms, which expands the opportunity for businesses to grow.

g. Takeaway

The modern and fast-moving lifestyle of the world had developed innovations in the food and beverage industry to satisfy the market, for instance the takeaway service in a food and beverage business. A takeaway food or beverage is defined as any food and beverages products which are consumed outside the business outlet (Gallego-Schmid et al., 2019). According to the Jackson and Viehoff study in (Reframing Convenience Food, 2016; Blow, 2017), takeaway foods are categorized as a concept of convenience food. The concept itself has a purpose to add convenience for the customers as it is timely efficient, and it is correlated to the fast food concept (Blow, 2017). The pandemic had also enhanced the takeaway services whereas most food and beverage businesses offer takeaway services which are integrated with the delivery services from online platforms (Cheung, 2021).

h. Tartlets

Tartlets derive from the term tart, which is basically defined as a pie without the top crust. Tarts are known as European-style pastries for its lighter, thinner crust, and visually organized characteristics which may come in different shapes and sizes with a more perpendicular side crust to its bottom crust compared to pies. Tartlet is a small version of tarts which comes in individual-portions, and may adopt the fluted characteristics of the sides of a pie crust. The pastry dough often used for tart crusts are short-doughs (*Pâte Brisée*, *Pâte Sablée*, and other types of short doughs), or puff pastry (Gisslen, 2016).

i. Plant-based Beverages

Plant-based is defined by (Panoff, 2020), as the following:

“A plant-based diet consists of low-processed whole foods, which does not include any kinds of animal products.”

Therefore, plant-based beverages include coffee beans and tea leaves; which is one of the healthy plant food group item, classified by the Nurses’ Health Study (Satija et al., 2017).

a) Coffee

Coffee was originated from Africa with the genus of *Coffea*. Coffee is divided into two main species of *C. arabica* (Arabica) and *C. canephora* (Robusta). Arabica coffee comes from the highlands of Ethiopia while Robusta coffee comes from lower and humid climate such as Congo. There are minor species of coffee, *C. liberica* and *C. excelsa*, which best grows in dry areas of Central Africa (Diby et al., 2016).

During the 16th century, the *Vereenigde Oost Indische Compagnie* (VOC) or the United East India Company colonized Indonesia and brought the Arabica coffee plant, in which it made an expansion of coffee production and resulted to the development of coffee plantations in West Java, Central Java, East Java, Sumatra, and Sulawesi (Gumulya & Helmi, 2017).

b) Tea

Tea was first discovered approximately 5000 years ago in the high areas such as Southwest China, Myanmar, and Northeast India whereas these areas are perfect for the growth of tea leaves along with the humid yet cool climates. However, tea had adapted to different climates which resulted to a varied temperature growth condition of different types of tea leaves, ranging from below 12 degrees Celsius to 40 degrees Celsius (Diby et al., 2016).