

CHAPTER I

INTRODUCTION

1.1 Brief History

Baza Bazi is a food and beverage company located in Tangerang, Indonesia. It was established in 2022 and caters to customers around the Tangerang and Jakarta area. The company works through a business-to-consumer method, which offers products and services ranging from light bites, heavy meals, beers, cocktails, media, and entertainment. Baza Bazi offers products using locally sourced fruits from Indonesia such as passionfruit, apples, berries, lychee, melons, oranges, and lemons, and implements them in their recipes. Not only serving food and beverages, they also prioritize and cater consumers' entertainment needs such as providing fresh and exciting concepts, creating a community, hosting listening events and many more.

1.2 Vision and Mission

1.2.1 Vision

The vision of Baza Bazi is striving to offer customers a new kind of excitement with the best available selection and utmost convenience to lift up customers' mood.

1.2.2 Mission

The mission of Baza Bazi is to provide fresh and exciting concepts in the lifestyle and food and beverage industry.

1.3 Main Activity

The main activity as an intern at Baza Bazi in the product development department included being responsible for developing new products and improving existing offerings as demanded by the

market and trends, ensuring that potential new products can be manufactured profitably and meet food safety requirements. Meeting and checking food safety requirements by regularly checking researching and assessing new and existing products recipes, inspecting the quality of products by regularly checking its sensorial and physicochemical properties such as aroma, color, taste, pH, and brix value. With the ongoing development of new products, the documentation and progress will be updated to the team during their weekly meetings. Moreover, the assigned internship research project focused on analyzing the gender difference on the preference of cocktail flavors, and determining whether these differences of preferences significantly differ from each other.

1.4 Organizational Structure

The workforce system in Baza Bazi is divided into two main categories, which are the creative and marketing team and the operational team. The creative and marketing team is led by a creative director which supervises and manages several divisions according to their respective tasks. The outlet of Baza Bazi is led by an Operational General Manager which oversees the employees working daily Monday through Sunday, such as the kitchen staff, head bartenders, and waiters. Both teams play a vital role in ensuring the smooth and efficient operation of the whole company.

1.5 Student's Unit/Department

During the internship period at Baza Bazi, the assignment was under the supervision of the Product Development department. The product development department in Baza Bazi is responsible for developing new products and improving on existing offerings as demanded by the company, market, and trends, in order for the company to meet customers' needs more effectively. The department involves innovating current products and customer services to increase brand image and get a competitive advantage in the market. The department periodically ensures the specifications are met during the lab scale trials and new products are documented as well.