

LIST OF FIGURES

Figure 1.1. Interest Background.....	5
Figure 2.1. Customer Segmentation.....	9
Figure 2.2. Community Market.....	16
Figure 3.1. Production Flow.....	24
Figure 3.2. Jar Packaging.....	25
Figure 3.3. Tropical Berry Visualization	25
Figure 3.4. Matcha Adzuki Visualization	26
Figure 3.5. Outer Packaging.....	26
Figure 3.6. Customized Product Visual	27
Figure 3.7. Online Business Flow	28
Figure 3.8. Offline Business Flow	29
Figure 3.9. Event Business Flow.....	30
Figure 3.10. Offline Store Concept.....	31
Figure 4.1. Foliche Logo	33
Figure 4.2. Foliche Color Palette	34
Figure 4.3. Corporation Font.....	34
Figure 5.1. Customer Mapping	35
Figure 5.2. Competitor Mapping.....	37
Figure 6.1. SWOT Analysis	38
Figure 6.2. Competitive Strategy	40
Figure 6.3. Table of Comparison	41
Figure 7.1. Organization Chart.....	42
Figure 8.1. Social Media Mockup.....	50
Figure 8.2. @jktfoodbang Instagram Page.....	51
Figure 8.3. @anakjajan Instagram Page.....	52
Figure 8.4. @justannabella Instagram Page.....	53
Figure 8.5. @evacelia Instagram Page.....	54
Figure 8.6. @chitrachef Instagram Page.....	55
Figure 8.7. Marketing Calendar	56
Figure 8.8. Instagram Business	57
Figure 10.1. Operation Timeline Q1-Q2.....	62
Figure 10.2. Operation Timeline Q3-Q4.....	63
Figure 10.3. Operation Timeline Q5-Q6.....	64
Figure 10.4. Operation Timeline Q7-Q8.....	65
Figure 13.1. Logo of PT. Hijau Adil Bahagia.....	94
Figure 13.2. Logo of PT. Adicipta Boga Intiprima.....	95