



Development of Mama Lala healthy food 's Healthy Food Catering Kitchen Business Expansion in Tangerang

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Abstract

This study aims to explore the strengths of Mama Lala healthy food's Kitchen as an affordable catering service provider, offering customizable menu options and free delivery. The identified issue is the large number of catering providers unable to meet customer demands for competitive pricing, menu flexibility, and efficient delivery. The study seeks to understand how Mama Lala healthy food 's Kitchen can meet these market needs. A qualitative research approach was used, including in-depth interviews with customers and managers of Mama Lala healthy food 's Kitchen, as well as observations of business operations and an analysis of competitor pricing and services. The results show that Mama Lala healthy food 's Kitchen successfully attracts customers with more competitive prices compared to its competitors, along with a menu that can be tailored to individual needs. Free delivery within a 15 km radius is also a valued benefit by consumers. These strengths give Mama Lala healthy food 's Kitchen a strategic position in the local catering market. The implications of this study highlight the importance of maintaining the quality of raw materials, menu diversity, and free delivery services as key attractions to stay competitive. The study also suggests that Mama Lala healthy food 's Kitchen expand its network and enhance its promotional efforts to increase awareness among potential customers.

Keywords: Catering, Development, Strengths, Network Expansion, Competitors.

1. Introduction

The catering industry in Indonesia, particularly in Tangerang, has been experiencing rapid growth. The demand for practical and affordable catering services has increased significantly. However, many catering providers are struggling to meet market needs. The main challenges include competitive pricing, menu flexibility, and efficient delivery. On the other hand, the rise of online food platforms is further changing the catering business landscape. These platforms offer convenience and variety that traditional catering services find hard to match, leading many customers to prefer ordering via apps rather than directly from catering providers.

In 2022, Mama Lala healthy food 's Kitchen, one of the catering service providers in Tangerang, sought to address these challenges by offering a strategy focused on competitive pricing, menu flexibility, and additional services such as free menu consultations, butler services, and event decoration packages (Porter, 2008). This strategy allowed the company to stand out in a competitive market. However, not all industry players were able to adapt to these changes, resulting in the loss of customers.

As part of the foodservice industry, maintaining the quality of taste is a key asset in the catering business (Zeithaml et al., 2024). Additionally, market competition, fluctuations in raw material prices, and the emergence of new competitors present ongoing challenges (Kotler & Keller, 2016). In this context, Mama Lala healthy food 's Kitchen needs to continue innovating to meet customer needs and maintain its competitive position amid the industry's dynamics.

This study aims to explore the business expansion strategy of Mama Lala healthy food 's Kitchen, with a focus on the competitive advantages offered, such as competitive pricing, menu flexibility, and free delivery services. By adopting this approach, strategic steps to address challenges and strengthen the company's competitiveness in the Tangerang catering market are expected to be identified.

Moreover, this study will also examine how Mama Lala healthy food 's Kitchen can leverage technology and digital innovation to face competition in the modern era. In the context of changing consumer behavior that increasingly relies on online platforms, the presence of a dedicated ordering app or partnerships with online food delivery platforms can be key to reaching a broader market. This digitalization strategy not only facilitates the ordering process

but can also enhance operational efficiency and service quality. Thus, this study aims to provide insights into the strategic steps Mama Lala healthy food 's Kitchen can take to continue growing and adapting to the dynamic market needs.

2. Literature Review

Previous studies have highlighted various factors influencing the success of catering businesses, such as effective marketing strategies, the development of technology-based services, and menu innovation to meet customer needs (Gupta et al., 2021). These studies also emphasize the importance of technology-based service development to enhance competitiveness, especially in the digital marketplace era (Universitas Ciputra, 2023; Syntax Admiration, 2024).

However, most of these studies focus on the general aspects of the catering industry or on large, well-established business models, with limited discussion on expansion strategies specific to local catering businesses striving to survive in highly competitive markets like Tangerang. Moreover, previous research has been limited in explaining how small and medium-sized businesses, such as Mama Lala healthy food 's Kitchen, can effectively adapt to challenges like fluctuating raw material prices and intense competition from online food platforms.

Based on this observation, the research gap identified is the lack of studies focused on the application of specific business and marketing strategies for local catering businesses that are innovating and growing in a dynamic local market. Consumers, with their diverse behaviors, interests, preferences, tastes, and lifestyles, are greatly assisted by the presence of social networks as a way to find their preferences about anything, especially on platforms like Instagram (Grant, 2016). This study aims to fill this gap by analyzing how Mama Lala healthy food 's Kitchen can maintain and improve its competitive position amid these challenges.

The purpose of this study is to explore Mama Lala healthy food 's Kitchen's business expansion strategy in facing the intense competition in the Tangerang catering market, highlighting factors such as competitive pricing, menu flexibility, and efficient delivery services. Continuous innovation to improve quality and develop products for customer satisfaction and loyalty is also crucial (Tidd & Bessant, 2018). This study also aims to delve deeper into how Mama Lala healthy food 's Kitchen can leverage digital developments and menu innovation to attract customers and enhance competitiveness in a market influenced by the emergence of online food platforms.

3. Research Methods

This research method uses structured interviews as the main data collection technique. The informants were selected through purposive sampling, based on specific considerations relevant to the research objectives. The interviews were conducted on November 19, 2024, with the owner as the primary source. To ensure the validity of the data, this study applies triangulation techniques, by comparing and confirming the data obtained from various sources or methods. As stated by Dworkin (2012), "the goal is to gain a deep understanding of the chosen topic." Through direct interviews, the researcher was able to gain insight into the perspectives, experiences, and work processes at Mama Lala healthy food 's Kitchen, allowing the data collected to be richer and more relevant to the research objectives.

4. Results and Discussion

In this study, the author conducted an interview to obtain direct information from the owner of the catering service Dapur Mama Lala healthy food on November 19, 2024. The interview involved the owner of the catering service as the source of information for this research.

The following are the questions asked to the owner of the catering business:

- a) What is the vision and mission of Dapur Mama Lala healthy food Catering in the context of the food and beverage business?
- b) What marketing strategies are implemented to expand the catering business?
- c) What makes the catering service offered by Dapur Mama Lala healthy food unique compared to its competitors, given the intense competition?
- d) Will there be an expansion of Dapur Mama Lala healthy food in the near future?
- e) What challenges does Dapur Mama Lala healthy food face in expanding its business?

The results of the interview with Dapur Mama Lala healthy food Catering provide the following information:

The vision and mission of Dapur Mama Lala healthy food Catering are to become a trusted catering service provider known for its authentic, nutritious, and customer-satisfying food quality. The mission is to provide high-quality food made from fresh, quality ingredients while maintaining cleanliness and health at every stage of preparation until the food reaches the customer. Dapur Mama Lala healthy food is also committed to offering a variety of menu options that can be tailored to customer preferences, ranging from traditional to modern dishes. This aims to enhance customer satisfaction through friendly, responsive, and professional service, as well as to accept feedback and suggestions from customers.

To grow the business, Dapur Mama Lala healthy food uses digital marketing strategies by leveraging social media platforms such as Instagram and Facebook to brand the catering service. They also offer special deals such as discounts and promotional packages for customers who post their food experiences on social media. The uniqueness of Dapur Mama Lala healthy food compared to other competitors lies in its more affordable prices, customizable menu options, and free delivery service within a 15 km radius from the catering location. With competitive prices, flexible menu choices, and free delivery, Dapur Mama Lala healthy food is ready to meet consumer catering needs in a convenient and affordable way.

Currently, in 2024, Dapur Mama Lala healthy food has no plans for expansion in the near future, as the catering business is still relatively new, having only been established in 2021, which means it has been operating for three years as of 2024. As a result, Dapur Mama Lala healthy food is still not widely recognized. One of the challenges faced by this catering service is the prevailing skepticism from potential customers, given its relatively unknown reputation and the limited number of social media followers, leading many customers to prefer catering services they already trust.

The author concludes that Dapur Mama Lala healthy food aims to become a trusted catering provider with authentic, nutritious, and high-quality food, using fresh ingredients and maintaining cleanliness at every stage of preparation. They offer customizable menu options and are committed to providing friendly and professional service.

In terms of marketing, Dapur Mama Lala healthy food Catering uses social media promotion strategies, such as Instagram, which are considered effective in enhancing the brand image of the catering service. The strength of the company's social media strategy is built on the interests, preferences, lifestyles, loyalty, and curiosity of its customers. (Sutaguna et al., 2022) To help brand their catering service, Dapur Mama Lala healthy food offers discounts and promotions for customers who post their catering experiences on their social media. The uniqueness of Dapur Mama Lala healthy food lies in its affordable prices, flexible menu variety, and free delivery within a 15 km radius of the catering production site.

However, Dapur Mama Lala healthy food still faces challenges in building its reputation and brand recognition due to its relatively recent establishment in 2021, with a limited number of social media followers. Many customers tend to prefer catering services they already know, so Dapur Mama Lala healthy food needs to continue building trust and expanding its market reach to increase visibility and attract more customers.

5. Conclusion

This research has identified the strategies implemented by Mama Lala healthy food 's Kitchen in overcoming the challenges of intense competition in the Tangerang catering market. Based on the analysis results, Mama Lala healthy food 's Kitchen has successfully built a strong competitive position by leveraging several key factors that are their strengths, such as affordable pricing, menu flexibility, and free delivery services in certain areas. These advantages not only attract customers but also provide added value that is highly appreciated by consumers. However, to continue to grow and maintain its position in an increasingly competitive market, Mama Lala healthy food 's Kitchen needs to sustain the quality of its raw materials, increase menu diversity, and be more aggressive in promotional strategies to enhance visibility and appeal in the market.

The research shows that competitive pricing and menu flexibility are key factors supporting Mama Lala healthy food 's Kitchen's competitive edge. They offer a variety of menu options that can be customized according to customer needs, including options catering to specific dietary preferences. This addresses the second question regarding the factors that influence their competitive advantage in the face of fluctuating raw material prices and competition from online food platforms.

Mama Lala healthy food 's Kitchen successfully offers free delivery in certain areas, enhancing customer convenience and encouraging loyalty. This is one of the main attractions that answers the third question about how delivery services impact customer satisfaction and loyalty.

The research findings reveal that high fluctuations in raw material prices and competition from online food platforms remain significant challenges. To address this, Mama Lala healthy food 's Kitchen needs to continuously monitor the market and find ways to maintain product quality without drastically increasing prices.

The study also finds that innovation in the menu and the development of new products based on customer demand are important steps for maintaining relevance and competitiveness, especially in a highly dynamic market influenced by digital food trends.

This study provides valuable insights for catering business owners, especially for Mama Lala healthy food 's Kitchen, in formulating strategies to maintain and enhance their position in the competitive Tangerang catering market. The findings suggest that by implementing appropriate marketing strategies, maintaining the quality of raw materials, and innovating in products and services, a catering business can thrive even amid numerous challenges.

Additionally, this research serves as a guide for other players in the catering industry to adopt best practices in facing market challenges, capitalizing on opportunities in the digital era, and building strong customer relationships through services tailored to their needs. The findings also contribute to the literature on marketing strategies in the

catering industry, particularly for small and medium-sized businesses striving to grow in a locally connected market increasingly integrated with digital platforms.

Therefore, the results of this research not only benefit Mama Lala healthy food 's Kitchen but also provide added value to other industry players. It can also serve as a foundation for the development of theories and practices in business management within the food service sector.

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