

CHAPTER I

INTRODUCTION

1.1 Background of Study

Recently, the bakery and pastry industry has been rapidly growing in Indonesia. Many new brands have emerged, and established brands are expanding their branches. New and interesting products are also developing, becoming a key part of a business's identity. The growing interest from the market and opportunities for product innovation have drawn many entrepreneurs into this field. However, starting a business is not only about offering quality products—it also requires strong management to maintain those standards. This is often become a problem, especially for fresh graduates. One effective way to gain insight into a business's products knowledge and operations is through an internship.

Internships can be highly valuable for those aiming to start their own business in the F&B industry. Through internship programs, students gain direct exposure to the daily operations of a business. They can closely observe how inventory is managed, how the production process runs, and how products are distributed to outlets or delivered to customers. Moreover, internships provide insight into the internal challenges industry often face so that the student's future business can be more sustainable.

One of the sustainable F&B businesses in Surabaya is Corica Pastries. Corica Pastries is a brand originally from Perth, Australia, and has been operating in Indonesia since 2012. As the name suggests, Corica Pastries offers a variety of pastry products, such as cakes, cookies, and strudels as their signature items. Most of Corica Pastries' production process is carried out in a central kitchen located at Jalan Sumatra No. 48, Gubeng, Surabaya.

The author chose to intern at Corica due to a interest in the bakery and pastry sector. By working in the central kitchen or warehouse, the author aimed to understand more about Corica's production flow and operational

practices. Author hoped that the six-month internship can provide valuable insights and practical knowledge for future career development.

1.2 Industrial Training Objectives

1. Gain professional work experience.
2. Learn about F&B operational, especially in the pastry and bakery field.
3. Identify common requirements and challenges in the field.
4. Learn new techniques about baking and pastry.
5. Expand network.

1.3 The Benefits of Internship

- For student
 1. Get to know about real work environment.
 2. Understand how the industry operates and its challenges.
 3. Improve technical skills and soft skills.
 4. Adds credible experience to student's CV.
- For internship place
 1. Interns can assist in some jobs to ease workload of the main staffs and reduce operational cost.
 2. Internship provider can evaluate potential for its future employees so it can reduce risk when hiring.
 3. Internship place has a chance to market their products and build reputation as a positive business environment among the students.
- For campus
 1. Strengthen ties with internship place so it can open doors for future internship and collaboration.
 2. Student's assessment from industry can help campus to evaluate and improve teaching methods and course materials.
 3. Student's experiences can help campus to consider whether to recommend that internship place to next cohort or not.