

REVIEWING THE PERFORMANCE OF THE FOOD AND BEVERAGE INDUSTRY IN INDONESIA POST PANDEMI AND ECONOMIC CONTRACTION IN 2021

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Abstract

The food and beverage industry is a leading manufacturing sector that contributes greatly to the national economy. This can be seen from the consistent and significant contribution to the Gross Domestic Product (GDP), non-oil and gas industry and investment realization. The food and beverage industry is the most resilient sub-sector to the economic crisis, because when a crisis occurs, food and beverages will still be sought after and needed because they are the most basic needs. However, this has also caused many entrepreneurs to try to enter the food and beverage sub-sector, and led to an increase in the number of competitors in similar industries. For this reason, companies must pay attention to their performance, including one of which is financial performance, so that they can manage finances and generate higher profits so as to increase their value.

Keywords: Food and beverage industry, Cost efficiency, Profit Optimization, Competition, Performance

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