

# CHAPTER I

## EXECUTIVE SUMMARY

### 1.1 Introduction

Food has always been the number one, who does not need food. Food products and beverages are being consumed every day, with all kinds of food could be found anywhere.

The variety of food that is available in the market are many, plus Indonesian people like to eat at a restaurant rather than at their home. Looking at this, many people see it as an opportunity to make their own business that focuses on food and beverage.

Seeing an opportunity at Bogor that Japanese food is not as many as there was in Jakarta, we decided to make a business for food and beverages that focus on Japanese food with our main theme of fusion between Japanese and Indonesian food.

Yu-Tori consist of 3 Co-founders which is Patrick Christy Hermanto, Setiawan Phungky, and Hermawan Lesmana. The name *Yu-Tori* come from Japanese words which are, *Gyūniku*(牛肉) that mean beef meat, and *Niwatori*(鶏) that mean chicken; hence the name *Yu-Tori* was made. Yu-Tori was inspired by our menu that focuses on chicken and beef, and our second most favorite dish out of all the countries that we tried, we decided that Japanese food will be our theme. But before we are putting chicken in the menu, we focuses more on the beef first and after that we will put chicken to be in our menu.

## **1.2 Vision, Mission and Strategic Objectives**

In the Vision, Mission and Strategic Objectives. We have a vision to be presenting authentic, hygienic, and good quality of Fusion Japanese and Indonesian menus in Indonesia.

## **1.3 Key Initiatives to Reach Strategic Objective**

Key initiatives can be found from key success factor that we had in chapter six in the business model canvas, and other than that it could be found from SWOT analysis in chapter five.

## **1.4 Strategic Map**

The strategic map is to explain what we are getting and what we are doing in our businesses. It had four main things that could be found in strategic map which is financial perspective, customer perspective, product service or process perspective and the last thing is learning and growth perspective.

## **1.5 SWOT Analysis (IFAS and EFAS)**

The SWOT analysis is to see our strength, weakness, opportunities, and threats that we had in our business. The SWOT analysis is important for a company or businesses to have because from SWOT analysis we could compare our strength from the competitors if we had any, any our opportunities as well. From the weakness and threats it could be used to help company or businesses to anticipate the weaknesses and threats that we have. There is also IFAS and EFAS to show us the internal factor and the external factor of a businesses which Yu-Tori uses to analyze our business and compare it with another competitor.

## **1.6 Business Model Canvas and Porter Five Forces**

Business model canvas and porter five forces that Yu-Tori use is to show our business model that we had, and porter five forces is to analyze if we had a chance to open a new business or not.

## **1.7 Competitor Analysis**

In this chapter, it is to explain from our perspective of how the other competitors are different than our brand, which we can see from the price and quality.

## **1.8 Strategic Roadmap**

The strategic roadmap is to show what we had planned, from what we need to do from before we are opening Yu-Tori and after we are opening Yu-Tori.

## **1.9 Dashboard**

The last chapter is dashboard, in this chapter it is to show Yu-Tori's financial and sales projection that we made.