

# CHAPTER I

## INTRODUCTION

### A. The Initial Idea

Tourism developments have a significant positive effect on the development of components in tourism itself, such as arranging various services in the hotel industry. One fragment of tourism that is currently developing significantly and is a promising business is the food and beverage industry, because food and beverage is a prime human need that will continue to be a major need for survival (As-Srijani, 2015, p. 135).

In addition, physiological, safety, social, self-esteem, and self-actualization are the five components that are adopted from the five needs theory of Abraham Maslow's hierarchy. Although, physiological needs are the one that comprises the daily consumption of humans, starting from food to relieve starvation, beverages to eliminate dehydration, and lodging are considered the most fundamental and vital for humans (Robbins & Judge, 2016, p. 128). This can be concluded that based on Maslow's theory, food is a human primary need, in which establishing a food and beverage business is a great opportunity to be evaluated and established.

Walker (2017, p. 48) stated that restaurant is an important component under the tourism umbrella as people goes to restaurant to fill their various wants and needs. Moreover, the employees and the restaurant itself is an additional point where other various human desires are fulfilled. There are nine reasons for entering the restaurant business in regard to the food service activities, which are money as restaurants that are successful contribute in

making a high profit; challenge as there are always new ideas to be implemented, habit as one develop and takes over their lifestyle; buyout potential when successful ones buys and take over other restaurants especially small chains; a place to socialize where interactions and personal relationships are developed; the interest of changing work environment as restaurant business offers an upbeat and ever-shifting environment, an entertaining lifestyle, an opportunity to express oneself of the restaurant owner, and too much time on your hands as restaurants offer versatility, fun, and social interaction (Walker, 2013, pp. 4-5).

The capital city of Indonesia, which is DKI Jakarta, conquered the sixth spot in 2019 with a total of 10,557,800 populace, which makes it as the most occupied territory in Indonesia after West Java, East Java, Central Java, North Sumatera, and Banten consecutively (Statistics Indonesia, 2020, p. 89). With the given data, it is expected for the population to increase in the upcoming years. Moreover, DKI Jakarta is divided into six regions namely North Jakarta, East Jakarta, South Jakarta, West Jakarta, Central Jakarta, and Kepulauan Seribu.

From Table 1 below, which specifically shows the population of North Jakarta, it can be stated that the number of populations has also increased gradually from 2017-2019, which reached 1,827,731 in 2019. North Jakarta is chosen as the place for opening the proposed food service business, specifically at Pantai Indah Kapuk, district of Penjaringan. In relating to this, it can be said that as the growth rate of the population in one area increases, the number of needs and demands will also increase.

**TABLE 1**  
Population of North Jakarta by Sex Ratio and District, 2019

No.	District	Sex		Total	Sex Ratio
		Male	Female		
1.	Penjaringan	174,775	180,627	355 402	96.76
2.	Pademangan	85,264	83,001	168 265	102.73
3.	Tanjung Priok	196,746	198,294	395 040	99.22
4.	Koja	160,003	159,112	319 115	100.56
5.	Kelapa Gading	75,186	84,187	159 373	89.31
6.	Cilincing	211,225	219,311	430 536	96.31
<b>North Jakarta</b>		<b>903,199</b>	<b>924,532</b>	<b>1 827 731</b>	<b>97.69</b>
2018		901,012	880,970	<b>1,781,882</b>	102.27
2017		868,208	880,870	<b>1,716,591</b>	98.56

Source: North Jakarta Statistics (2020)

Furthermore, it will directly have a certain effect on the needs and demands in accommodation and food and beverage activities sector. Therefore, a business in the food sector, like restaurants or café would have a great potential to be able to develop in North Jakarta.

Based on the data shown on Table 2 below, majority of processed food consumption experienced growth annually from 2014-2018. Types of food consumption of cookies have the highest average growth compared to other processed foods, which is 33.314% as well as types of consumption of cake food also has a large growth with 23.375% per year. Therefore, it can be concluded that people have a high interest in consuming cookies and boil or steam cakes (one of which is brownie) as it increases gradually every year in Indonesia.

**TABLE 2**  
Growth Average per Capita per Year Consumption of Prepared Food  
and Beverages, 2014 – 2018

No.	Food Items	Unit	2017	2018	%
1	Ordinary bread	Small Pack	19.132	19.085	-
2	Other bread	0.1Kg	57.578	58.498	-
<b>3</b>	<b>Cookies</b>	0.1Kg	<b>20.017</b>	<b>22.824</b>	<b>33.314</b>
<b>4</b>	<b>Boil or steam cake</b>	Unit	<b>70.112</b>	<b>74.626</b>	<b>23.375</b>
5	Fried food	Piece	178.807	181.510	15.083
6	Porridge of mungbean	Portion	5.802	6.313	-
7	<i>Gado-gado/ketoprak/pecel</i>	Portion	11.177	11.078	14.024
8	<i>Nasi campur/rames</i>	Portion	42.938	43.273	3.055
9	Fried rice	Portion	9.913	10.256	23.696
10	Rice	Portion	11.149	12.743	10.892
11	<i>Lontong/ketupat sayur</i>	Portion	10.708	10.895	25.718
12	Soup	Portion	8.364	9.087	13.194
13	Roasted meat on skewer	5 skewers	4.482	4.910	-
14	Noodle (with meatball/boiled/fried)	Portion	30.679	31.433	17.612
15	Instant noodle	Portion	4.576	4.701	-
16	Snack for children	0.1Kg	38.606	39.316	13.335
17	Fish (fried, roasted, etc)	Piece	7.352	8.096	6.774
18	Chicken /meat (fried, roasted, etc)	Piece	9.923	11.281	18.896
19	Other prepared food	-	18.010	-	-

Source: Statistics of Food Consumption (2018, p. 110)

Moreover, a projection is made based on constant variable of the average growth of 2014-2018 that is shown above to obtain the value for the upcoming years as the most updated data is not available yet. Based on Table 3 below, it shows that the average of yearly consumption per person in Indonesia for cookies as well as boil or steam cake will continue to increase annually. With the amount of 30.428 per 100gr or 3.043 kg per person by 2019 and 40.564 per 100gr or 4.065 kg per person by 2020 for cookies, resulting cookies to be placed on the sixth spot. Whereas 92.070 per unit by 2019 and 113.591 per unit

by 2020 for boil or steam cake is placed on the second spot after fried foods. This means that there is likely a high demand regarding these two types of food in Indonesia that would support the idea of opening a restaurant offering these certain bakery products.

**TABLE 3**  
Projection of Average per Capita of Yearly Consumption of Prepared Food and Beverages, 2019 – 2020

No.	Food Items	Unit	Projection	
			2019	2020
1	Ordinary bread	Small Pack	-	-
2	Other bread	0.1Kg	-	-
<b>3</b>	<b>Cookies</b>	<b>0.1Kg</b>	<b>30.428</b>	<b>40.564</b>
<b>4</b>	<b>Boil or steam cake</b>	<b>Unit</b>	<b>92.07</b>	<b>113.591</b>
5	Fried food	Piece	208.887	240.394
6	Porridge of mungbean	Portion	-	-
7	<i>Gado-gado/ketoprak/pecel</i>	Portion	12.632	14.403
8	<i>Nasi campur/rames</i>	Portion	44.595	45.957
9	Fried rice	Portion	12.686	15.692
10	Rice	Portion	14.131	15.670
11	<i>Lontong/ketupat sayur</i>	Portion	13.697	17.220
12	Soup	Portion	10.286	11.643
13	Roasted meat on skewer	5 skewers	-	-
14	Noodle (with meatball/boiled/fried)	Portion	36.969	43.480
15	Instant noodle	Portion	-	-
16	Snack for children	0.1Kg	44.559	50.501
17	Fish (fried, roasted, etc)	Piece	8.664	9.230
18	Chicken /meat (fried, roasted, etc)	Piece	13.413	1.947
19	Other prepared food	-	-	-

Source: Data Analysis (2020)

Considering the current pandemic of Covid-19, which is a global health problem originating from Wuhan City, Hubei Province, China, that have expanded to various countries including Indonesia, a “lock down” policy was introduced to hinder the further spread of this disease. This have result in

impacting greatly on the world economy and puts great pressure on the economic activities including Indonesia's economic growth. Thus, with Jakarta as one of the areas in Indonesia that have implemented large-scale local restrictions (PSBB), various sectors have been affected, in which one of them are restaurants under the tourism umbrella (Falefi & Purwoko, 2020, pp. 1147-1151).

**TABLE 4**  
Percentage of Visits to Restaurants and Retails Located in DKI Jakarta After the Large-scale Social Restriction (PSBB) Policy Volume II, 2020

Period	Percentage of Visitors (%)
6-11 August 2020	49
9-13 September 2020	54
9-17 October 2020	44

Source: Mandiri Institute (2020)

Based on Table 4, it shows visits of restaurants are very sensitive to information about the spread of Covid-19 and the PSBB policies issued by the local government as the rate of visits to restaurants in Jakarta rises in September with 54 percent from August and fell to 44 percent in October. This can be interpreted that the numbers of visits to restaurants have gradually recovered to a level of 44 percent after the end of PSBB volume II but have not resumed as much as within the early September 2020 period (Fitriani, 2020). Hence, the impact of PSBB volume II is still being felt based on the data shown.

From Table 5 shown on the next page, the number of visits to restaurants is still lower than the normal situation but have increased to over 50 percent during November-December 2020. This means that the demand of restaurants still exists and would support of opening a restaurant. According to the *Mandiri* Institute, visits to restaurants have approached the point before the Covid-19 pandemic and the government continues to echo the 3M movement, so that

people always wash their hands with soap and running water, wear masks, and implement social distancing (Pusparisa, 2021). Restaurants are categorized into five types, which are fast food, local, general, specialty, and others. General restaurant is a restaurant that offers a variety of food menus and attracts many consumers, especially the middle-lower class. Whereas specialty restaurant offers a specific menu and target some people, especially the upper middle class, such as Japanese food, steakhouse, western food, etc. (Aria, 2020).

**TABLE 5**  
Restaurant Visit Rate based on Categories Period of October-December, 2020

Categories of Restaurant	Rate (%)		
	9-17 October 2020	9-17 November 2020	9-17 December 2020
Fast Food	50	84	78
Local	47	90	75
General	45	85	74
<b>Specialty</b>	<b>47</b>	<b>88</b>	<b>74</b>
Others	48	86	74

Source: Mandiri Institute (2020)

Furthermore, despite the current pandemic that have effect all types of businesses, a business engaged in bakery products can be stated to be promising as sales have increased toward bread and cake products arisen from the number of customers who send these products to each other as a way in establishing bondage during special events such as the month of Ramadan with the local restriction period through delivery services according to article (Sugianto, 2020).

For that reason, a business venture that is engaged in a bakery production, specifically a bakery café is encouraged to be proposed, which serves a brownie and a cookie fusion dessert treat called brookie, where people can consume two delicious, sweet treats in one bite namely Brookie Bits. This is supported by

the given data shown on Table 3, where there is a high demand toward cookies and boil or steam cake products, and on Table 5, where this business is categorized as a specialty restaurant as it focuses on offering a specific product namely brookies, that shows that this restaurant has face a recovery.

A bakery café is a type of fast-casual restaurant that offers a mix of quick service and casual dining, where a variety of fresh baked products with beverages such as coffee and other meals such as salads, sandwiches, etc. are or may be offered on the menu. So, customers directly make order at the counter once entering the restaurant and may seat themselves. Moreover, high quality ingredients to upscale décor and carry-out meals are provided by fast-casual restaurant and is continuously expanding with variety of settings and products (Walker, 2017, pp. 30-31).

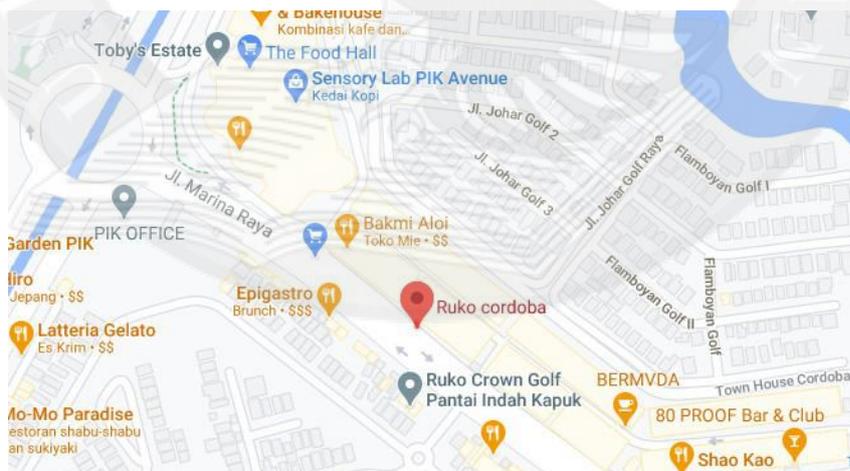
Brookie Bits is a bakery café that is interested to serve different kinds of flavors that are locally home-made, ranging from the classics to unique ones and will be modified in the form of a brookie, such as brown butter oatmeal, matcha madness, biscoff, s'mores, etc. and recreating Indonesian tastes by using Indonesian staple ingredients incorporated into a brookie, such as chili dark chocolate, ginger, pandan, etc. In addition, special items that would be targeted to plant-based dieters would be created, such as beetroot brookie, banana-based brookie, etc. to scope those market segment too. This has become a uniqueness for people who like to try different things.

Therefore, Brookie Bits is expected to provide new sensations and experiences for customers in enjoying these certain dishes. The name Brookie Bits is a combination of the word 'brookie' itself, so that people would know

automatically what the main item would be the bakery café is selling and ‘bits’, which symbolizes a portion size of the brookie, offered in the form of bars. Brookie Bits consumers would not only come to bring it home, but also can enjoy it directly on the spot as Brookie Bits also provides house specialty drinks that can be enjoyed while consuming brookies.

Brookie Bits will be located at Ruko Cordoba, Pantai Indah Kapuk area, North Jakarta. This location is chosen for Brookie Bits to open as the area are widely known by every generations for their range of food and beverage businesses that has been developing and will continue to expand. There are a total of 20 bakery and cake shops from a total of 424 restaurants at Pantai Indah Kapuk (*Pantai Indah Kapuk Restoran Jakarta, Restoran Di Pantai Indah Kapuk, Jakarta - Zomato Indonesia, n.d.*). This means that there are not many restaurants that are categorized as bakery cafés available at the area, resulting a lower number of direct competitors.

**FIGURE 1**  
Location of Ruko Cordoba, Pantai Indah Kapuk



Source: Google Maps (2020)

Based on Figure 1 above, Ruko Cordoba is surrounded by the main shopping mall (PIK Avenue), along with various restaurants and offices, and

facing the main road in which would affect the turnover rate and attract visitors who passes by. Therefore, this establishment can take advantage of the available opportunity as this area will have a good prospect in the upcoming years and it is hoped that Pantai Indah Kapuk along with its surrounding communities can have a place where they can meet and enjoy the taste of this one of a kind brookie treat with eccentric flavors in one bite, namely at Brookie Bits.

## **B. The Objectives**

The main purpose of writing this business feasibility study is to analyze every aspect that exists with the aim of determining whether it is feasible in building Brookie Bits business. The objectives of this business feasibility study can be classified as follows:

### **1. Major objectives**

- a. To investigate this establishment's business feasibility study from the market and marketing aspect, thus helping in determining the target market in accordance with the products offered.
- b. To investigate this establishment's business feasibility study from the operational aspect, which include how the restaurant and each employee works with existing facilities to run the business.
- c. To investigate this establishment's business feasibility study from the organization and human resources department aspect, so that the division of tasks and responsibilities within the organization can be clearly visible.

- d. To investigate this establishment's business feasibility study from the financial aspect in order to know the costs needed for the business to run until it predicts the time needed to break even.
- e. To investigate this establishment's overall business feasibility, whether it is feasible and reliable to be implemented in the future.

## 2. Minor objectives

- a. To fulfill the demand of food service activities.
- b. To introduce a new concept in the world of restaurants and raise the interest towards bakery café in Jakarta along with its surroundings.
- c. To contribute as an addition to range of food selection in Pantai Indah Kapuk, North Jakarta.
- d. To create new job opportunities, especially for those who live around North Jakarta area, in which would reduce the poverty rate as well as to broaden the knowledge and insight of both food and beverage field, and restaurant management.

## C. Research Method

To ensure a smooth process in opening this business, the availability of an accurate, and reliable data along with the support of tourism industry business data would play a vital role. Thus, the data used must be valid, reliable, and analysed by scientific methods in order to avoid errors regarding the target market for this business. Hence, it can be evaluated whether Brookie Bits business is feasible or not. The method that will be implemented in this business feasibility study is by collecting primary and secondary data, which are as following:

## 1. Primary Data

Sekaran & Bougie (2016, p. 38) stated primary data as data that are gathered by the researcher first-hand for the particular purpose of the study. Therefore, the methods that will be used for collecting primary data are:

### a. Questionnaire

Sekaran & Bougie (2016, p. 143) defined questionnaire as a collection of written questions that can be spread either personally, mailed, or electronically to each respondent. It is designed to gather numerous numbers of quantitative data. The methods that can be implemented for collecting questionnaires are:

#### 1) Personally Administered Questionnaires

A type of questionnaire that is distributed personally to the respondents and responses can be collected within a short period of time. This is best used when the survey is confined to a local area for collecting the required data.

#### 2) Mail and electronic questionnaires

A type of questionnaire that is distributed through media platforms such as e-mail, social media, mail post, personal blog, etc. as it can encompass a wide geographic area. This method outstands to be more advantageous as respondents can complete the questionnaires at anytime and anywhere without limitation of time. Although, problems could be encountered such as low response rates and self-selection that would result in discrepancy and not correspond to the target market of the study.

The questionnaire will be divided into three sections, which are respondents' profile and consumer behaviour, marketing mix, and respondent's interest toward the opening of Brookie Bits. The purpose of using questionnaire consisting of questions related to this business and thus, obtaining the data, is to know the respondents' interest toward Brookie Bits. Therefore, the distribution of questionnaire will be targeted to age of 16-35 years old and above by using the method of online questionnaires with a minimum of 150 questionnaires.

Based on the understanding of Sekaran & Bougie (2016, p. 235), a study of sample is much efficient rather than the whole population and likely to obtain more reliable results as there would be less errors faced. According to Sekaran & Bougie (2016, pp. 240-241), there are five steps included in the sampling process, which are as follows:

- 1) Population to be defined

Population refers to a whole group of people, events, or things that interest the researcher to be researched (Sekaran & Bougie, 2016, p. 236). Therefore, the target population must be defined in terms of time, geographical boundaries, and elements. The target population of Brookie Bits would be all residents in North Jakarta, specifically residents who lives in Pantai Indah Kapuk area that likes to consume sweet dishes.

- 2) Determining the required sampling frame

Sampling frame is a representation of all the elements within the population from which the sample is then. Therefore, the aspect that is in accordance with this study is those who lives in North Jakarta and its surroundings as well as those who have access to Pantai Indah Kapuk from each of their residence area.

3) Determining the required sampling design

Probability sampling is divided into four techniques that are available to be used, which includes simple random sampling, systematic sampling, stratified random sampling, and cluster sampling. Whereas non-probability sampling includes purposive and convenience sampling. Therefore, the technique that will be used for this study is the non-probability sampling, in which the elements have no defined or fixed chance of being chosen as samples in the nonprobability sampling. In general, nonprobability sampling is used when time or other variables, rather than generalizability, become important. Moreover, this study will be using the convenience sampling, that is a technique that collects information obtained from members of the population available to facilitate data collection (Sekaran & Bougie, 2016, p. 247). Convenience sampling is known to be quick and efficient in obtaining basic information.

4) Sampling Size to be determined

As to determine the sampling size, there are certain guidelines according to Hair, Black, Babin & Anderson (2019, pp. 132-133), which are:

- a) The absolute size of the dataset
- b) The ratio of cases toward variables
- c) The "strength" of the output of the factor analysis

It is stated that the ideal sample size should be 100 or greater and a much larger samples (200 or greater) is suggested as the number of variables and the number of factors will be likely to increase. As to the ratio of observations to variables, the general rule is to have at least five times as many observations as the number of variables to be analysed, and a sample size that is more acceptable would have a ratio of 10:1.

Therefore, the sample size for Brookie Bits will require a minimum of 150 respondents as the questionnaires consist of 30 indicators on the marketing mix section.

In developing the questionnaires, scales are required for the respondents to choose according to their most suitable answer. A scale is an instrument or procedure by which individuals are differentiated by how the variables of interest to our study vary from one another (Sekaran & Bougie, 2016, p. 207). Hence, Likert scale will be used in creating the questionnaires, in which Sekaran & Bougie (2016, p. 215) defined as a scale that is constructed to evaluate how strong the subjects agree or disagree with the given statements of the following anchors on

a six-point scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Disagree, 4 = Slightly Agree, 5 = Agree, 6 = Strongly Agree.

Furthermore, there are four types of scale available to use, which are nominal, ordinal, ratio, and interval scale. A combination of nominal and interval scale will be implemented in this business feasibility study. Nominal scale is used to know the respondent's profile and the market as Sekaran & Bougie (2016, p. 207) stated that it allows the researcher to assign subjects to particular categories. This would help Brookie Bits to determine the right target market based on the analysed results. Whereas interval scale allows respondent's opinion to be known using a certain scale as it indicates the differences, order and equality of the variable's magnitude (Sekaran & Bougie, 2016, p. 209).

#### 5) Validity Test

Validity test is a measurement of how good an instrument produced; measures the specific idea it intends to measure. It enables the researcher to know whether the correct concept is being measured or not. Sekaran & Bougie (2016, pp. 220-222) stated that there are three group of validity tests, which are:

##### a) Criterion-related Validity

A test is that is formed when the measure differentiates individuals on a criterion it is planned to anticipate.

##### b) Content Validity

Content validity depends on how well the elements and dimensions of a concept have been identified. It measures the

questions that will be asked if it has already represented the concept or not.

c) Construct Validity

A test that testifies how well the results obtained from the measure assessment, match the theories that have been used in creating the test.

6) Reliability Test

The reliability of a measure is an indicator of the accuracy and precision with which the instrument analyses the concept and helps to determine the quality of a measure (Sekaran & Bougie, 2016, p. 223). Therefore, Cronbach's alpha will be used in order to test the consistency between each item. It is a reliability coefficient indicating how well the items in a set are correlated positively with each other, in which reliabilities of less than 0.60 are considered weak, those in the range of 0.70 are adequate or acceptable, and those of more than 0.80 are considered good according to the general rule stated (Sekaran & Bougie, 2016, p. 290).

b. Observation

According to Sekaran & Bougie (2016, p. 127), "observation concerns the planned watching, recording, analysis, and interpretation of behavior, actions, or events". Observational methods are best used when non-self-report descriptive data is required, which is asking the respondents' behaviour is examined indirectly. These data are rich and not effected by self-report bias (Sekaran & Bougie, 2016, p. 126). There

are few dimensions on which descriptive data could be obtained according to Sekaran & Bougie (2016, p. 133), which are:

- 1) Space Layout of the physical set that will be observed such as the floor layout, the interior and exterior, etc.
- 2) Objects Physical Elements varies from furniture, fixture & equipment, power tools, price and packages of food products, etc.
- 3) Actors relevant details of the person involved.
- 4) Feelings, emotions, activities, actions, and goals of the actors.
- 5) Events for instance meetings.
- 6) Time or the time sequence of events, feelings, actions, and the like.

The observation for this business feasibility study is conducted to obtain data regarding competitors, condition of the surrounding, and consumer behavior around Pantai Indah Kapuk. Observation is also an act of searching information concerning rental prices, area of the business, and the costs of equipment and supplies that is required. Therefore, Brookie Bits will conduct an observation by searching information about the rental price of shop house per year, the area, space layout and the design of a bakery café will also be observed for comparison.

## 2. Secondary Data

Based on the understanding of Sekaran & Bougie (2016, p. 37), data obtained by others for another purpose rather than the purpose of the current study is called secondary data. Whereas government publications, statistical bulletins, unpublished or published information that is accessible from

either internally or externally within the organization, company websites, and the Internet are some examples of secondary sources that may be used.

- a. Textbooks from library or in the format of e-books to obtain information such as data, reports and theories that is related to tourism industry. Examples include book of Hospitality, book of Food and Beverage operations, book of Marketing and Financial aspects, etc.
- b. Internet or Website to obtain different kinds of data through search and downloads, such as official data of population, business growth, expenditure, consumption, etc. from online government sources namely Statistics Indonesia as well as other information related to this business concept from electronic journal articles or official organization website.

#### **D. Theoretical Conceptual Review**

##### **1. Definition of Hospitality**

According to Skripak (2018, p. 307):

Some define hospitality as “the business of helping people to feel welcome and relaxed and to enjoy themselves.” Simply put, the hospitality industry is the combination of the accommodation and food and beverage groupings, collectively making up the largest segment of the industry.

There are seven categories within the hospitality industry which are accommodations and lodging; Airbnb or home away, timeshare; recreation and entertainment; travel services; food and beverage services; conventions and event management; and clubs (Skripak, 2018, p. 308).

##### **2. Definition of Restaurant**

Walker (2017, p. 268) stated that restaurant belongs to a main part of humans’ daily lifestyle, as humans are a social being that needs time to socialize similarly as well as to eat and drink. Restaurant offers a place to

reduce stress and enjoy spending time with family, colleagues, friends, and business partners as well as to restore energy level and mind before going to the next activity.

### 3. Classification/Types of Restaurant

According to Walker (2013, pp. 25-55), there are several categories that restaurants can be divided into based on their types of services offered, food and beverage, etc. which are as follows:

#### a. Family Style Restaurant

This type of restaurant evolves from coffee-shop restaurant and is specially tailored to groups of families, resulting in a different menu offered in terms of food and beverage items as well as portion. Generally, they are casual offering simple menu and services. Moreover, the portion of food is usually large and placed in the middle of the dining table so each member of the family could grab and enjoy it. Example: Steak 'n Shake, Perkins

#### b. Hotel Restaurant

A restaurant located inside the hotel supporting guest's needs for either a meal, a cup of coffee or a cocktail and are categorized as luxury restaurants offering expensive, elegance in décor, table setting, service as well as food and beverages. Moreover, this type of restaurant employs highly paid chefs that is expert in the field according to the restaurants' themes such as Asian, European, American, etc. cuisine. Example: Senshu in Fairmont Jakarta, Table8 in Mulia Hotel

c. Quick-Service Restaurant

Quick-service restaurant is where food is paid prior to service and offers limited menus featuring burgers, kinds of chicken forms, burritos, fries, hot dogs, tacos, teriyaki bowls, and many more. They are well-known for their convenience as well as their good price and value that attracts customers who are on-the-go. Example: Burger King, KFC

d. Seafood Restaurant

This type of restaurant serves a wide range of seafood cuisine and dishes such as fish, shellfish, shrimps, etc. Furthermore, most of seafood restaurants are owned and run by independent restaurant owners. Example: 212 *Wiro Sableng*, Captain D's

e. Theme Restaurant

A type of restaurant built by a blend of fun and fantasy ideas, glamorizing or romanticizing an activity which is categorized into six groups: Hollywood and the movies; sports and sporting events; time - the good old days; records, radio and TV; travel – trains, planes, and steamships; ecology and the world around us. Example: Bon Jovie's Sole Kitchen, Planet Hollywood

f. Chef-Owned Restaurant

A restaurant owned by an experienced chef who has advantages in the development of the restaurant's success, but have less knowledge regarding marketing, costs, and "the numbers" that are involved for a

restaurant's success. Example: Olives by Chef Todd English, NOLA Restaurant by Chef Emeril Lagasse

g. Ethnic Restaurant

A type of restaurant that provides a range choice of food and beverage according to a certain region or country's culture of the restaurant's concept itself equipped with their own style of menu, décor, etc.

Example: Panda Express, Romano's Macaroni Grill

h. Centralized Home Delivery Restaurant

This type of restaurant has a concept of delivering food items that is ordered through the Internet or telephone to the customer's address in minimal time. Centralization helps in reducing cost of order taking, accounting, and food preparation, but marketing cost may not decrease. Example: Pizza Dominos

i. Casual Dining

A type of restaurant that is well-known for following the social trend or lifestyle offering signature food items, innovative bar menus or improved wine service, as well as a welcoming and homey décor.

Example: Hard Rock Café, Chili's

j. Quick Casual Dining Restaurant

Quick casual restaurant is much more deluxe compared to quick-service restaurants as they provide high-quality products; made-to-order menu options; fresh; limited or self-serving formats; healthy items; carry-out meals accompanied with upscale décor. Moreover, single-use cutleries are used and serving of this restaurant are through

an open kitchen model so that customers can see the food being prepared. Example: Chipotle, La Salsa

k. Fine Dining

A type of restaurant where food, drinks, and services offered are relatively costly and typically enjoyed leisurely. Moreover, it is more catered to special occasions or for business purposes. Standards that must be presented includes offering imported items in the menu, such as caviar, and truffles; only tender vegetables are served; colorful garnishment plays a valuable point as well as delectable and interesting flavour incorporated into the food. Example: Four Seasons, The Palm

l. Celebrity Chefs

A restaurant owned by celebrity chefs that is usually well-known from television station or through social media, turning their own specialty recipes into food and beverages to be offered as well as book recipes or their own restaurant with their own style. Example: The Hungry Cat by Chef Suzanne Goin

m. Sandwich Shop

Sandwich shop and sub shops is a type of restaurant with a simple operational system compared to full-service restaurants. Menu that is offered consist of variations of sandwich that is made from range of types of bread, toppings or fillings of different meats and vegetable or salad and pickle items that requires a slight of cooking or even none,

equipped with limited kitchen equipment. Example: Baguette Box,  
Subway

n. Coffee Shops

Coffee shops or coffeehouses is a type of restaurant offering great selection of products such as variety of coffee, teas, iced mochas, iced cappuccino as well as light food items such as soups and sandwiches to meet the tastes of consumers. Furthermore, they were originally built by the inspired Italian bars, in which reflected the tradition of espresso in Italy. Example: Starbucks

o. Bakery Café

A type of restaurant offering mainly bakery products such as selections of bread, cakes, pastries, etc. and beverages such as coffee and teas. Moreover, each bakery-café would offer a variety of products and settings in accordance with the concept of the bakery café itself. Example: Au Bon Pain, Panera Bread

p. Steakhouse

Steakhouse features variations of steak items simplified in a limited menu and specially caters to steak eaters that is served with range of services, starting from walk-up to high-end service. Most steakhouses would mainly offer their tenderloin, rib-eye steak, roasted prime rib as well as top sirloin. Example: Longhorn Steakhouse, Steak and Ale

4. Classification of Service

Cousins, Lillicrap, & Weekes (Cousins et al., 2014) stated that there are several types of service methods identified, which are:

a. Table Service

A service where guests are being served at their table after escorted to being seated. Then, the waiter or waitress will hand out the menu by approaching their table and order will be taken. Table service are often used in banqueting, restaurants, and cafés. Different styles of table service offered include English or silver service, American or plate service, French or butler service, family style, gueridon service, and bar counter service.

b. Assisted Service

A mixture of table service and self-service, in which guests have some part of their meal served at a table and some served at the buffet or display. This type of service is usually implemented in carvery-type operations, as well as for breakfast service, and events.

c. Self-Service

A type of service where guests take their own food and beverage in a buffet or counter where menu consists of wide range of dishes, snacks, and beverages is displayed at the entrance to the cafeteria or foodservice area. This is usually used in cafeterias.

d. Single Point Service

A service where guests at one-point order, pay and collect food as well as beverages. This form of service can be found in food courts, kiosks, bars, vending, and takeaways.

e. Specialized Service (Service In Situ)

Specialized types of service are those that deliver the food and beverages to where the customer is. In other words, the customer is served in situ and the service happens in places that are not commonly constructed for food and drink service. Example would be lounge service, room service, home delivery, as well as tray service methods in hospitals and aircraft.

## 5. Classification of Menu

Menu is where the core of the restaurant belongs to as it displays every single food and beverage items to be offered (Walker, 2013, p. 106). Therefore, there are several types of menu available according to Walker (2013, pp. 126-128):

### a. À la carte

A type of menu that is mostly used by restaurants, offering individually priced items starting from appetizers until desserts, and sometimes a list of daily specials are also added to the menu.

### b. Table d'hôte

Table d'hôte menu offers a range of several dishes options for patrons to choose to make a full meal at a fixed price such as a choice of items for soups and salads, appetizer, and so on. This menu brings advantage to both guest and restaurateur as guest would have a benefit of value, while restaurateur have the benefit of limited number of menu items.

### c. Du jour Menu

Du jour which means “of the day”, as in “soup du jour” offers a food items written on a list that is served specially on certain days.

d. Cyclical Menu

This type of menu is typically used in institutions and food items are served repeatedly in accordance with the cycles every few days, which would usually be in seven, ten, 14, or 28 days.

e. California Menu

This menu is named before the tradition of California restaurants as guests would order any menu item at any time of the day. It usually divides the list of food items based on the eating time, which is breakfast, lunch, dinner, and possibly brunch.

f. Tourist Menu

Tourist menu are created and occasionally used in order to attract the attention of tourist to a certain restaurant. Typically, this caters to travellers where the food items offered may be particularly different from their local country.

g. Lunch and Dinner Menu

Lunch and dinner menu are two different kinds where lunch menu is easier to read and the food items are produced quickly. While dinner menu tends to be a little larger in terms of both price and portions as guests tend to have more time to spend a relaxed meal.

h. Sustainable Menu

Seasonal and sustainable ingredients are part of this type of menu where restaurants that offered this menu usually leverages the sustainability angle, such as using items that are sustainably farmed produce.

i. Degustation (Chef's Tasting) Menu

A degustation menu simply means “to taste with relish” or “a careful, appreciative tasting of various foods” that mainly focus on the high culinary art, the senses, the good company, and the gustatory system. It typically offers sample of the chef's finest dishes served in several courses, displaying the chef's skill for combining textures and flavors.

j. Kids' Menu

Kids' menu is usually offered in a separate menu and generally provided at restaurants that caters to families. As children likes something that is fun, lively and humoristic, the menus provided are usually in bold colors and catchy make-believe characters.

6. Types of Baked Goods

a. Bread

According to Gisslen (2016, pp. 103-104), bread is a baked dough typically made of flour, water, and leavened by yeast. These basic ingredients can be found in some French hard-crust breads with an addition of salt in it. Other kinds of bread may contain additional ingredients such as sugar, milk, eggs, shortenings, and flavorings.

Therefore, yeast products can be categorized into three, which are:

1) Lean Dough

A type of dough that contains low content of sugar and fat. Includes hard-crust rolls and bread such as Italian and French breads, Kaiser rolls, pizza, and other hard rolls; other white and whole wheat breads and dinner rolls which are slightly richer as

they have a more generous amount of sugar and fat content, also sometimes containing egg and milk solids; and bread made with other grains.

## 2) Rich Dough

A type of dough with higher levels of sugar, fat, and, often, eggs. Some products made from rich doughs includes non-sweet rolls and breads such as rich dinner rolls consisting of high fat content, but low in sugar, and brioche that are rich in butter as well as eggs; and sweet rolls that contains high levels of sugar and fat, and sometimes egg with an addition of sweet filling or topping.

## 3) Laminated Dough

Laminated doughs or sometimes known as rolled-in doughs are those in which several layers of fat are added into the dough through a rolling and folding method, resulting in the alternating layers of fat and dough to provide a flaky feel for the baked product. Main example includes pastries such as croissants, and Danish doughs.

### b. Quick Breads

Quick breads are fast to make as their name implies. Since the chemical leaveners and steam leaven them, not the yeast, no fermentation time is required. And as they are typically tender products with little gluten growth, it takes just a few minutes to mix them. There are two types of dough mixture for quick breads according to Gisslen (2016, pp. 211-212), which are:

### 1) Batters

Batters may be either in the form of pour batters that can be poured as they are liquid or drop batters that can be drop into lumps from a spoon as they are dense enough. Example includes muffins, banana bread, etc.

### 2) Soft doughs

Soft doughs are used to make biscuits and similar products. With a few exceptions, these products are rolled out and cut into ideal shapes, thereby requiring a stiffer dough than for muffins. Example would be scones, buttermilk biscuits, etc.

### c. Cakes

Cakes contains high level of fat and sugar, resulting to be the richest, sweetest, also versatile amongst all the baked goods there is. They are versatile as they can be displayed in several ways, ranging from simple sheet cakes in cafeterias to decorated wedding works of art and other prominent events (Gisslen, 2016, pp. 373-384). Example includes pound cakes, strawberry cake, vanilla sponge cake, etc. Methods of mixing cakes can be categorized into two types of cakes, which are:

#### 1) High-fat or shortened cakes

High-fat or shortened cakes consist of high levels of fat. This includes creaming method where great amounts of sugar and fat are blended together; two-stage method involves more amount of liquids used than creaming method as they are added in two stages creating a moist cake; one stage (liquid-shortening) method is when

all ingredients and high-ratio liquid shortening are combined at once, and flour-batter method in which either emulsified shortening and/or butter are used in producing a fine-textured cake.

## 2) Egg-foam cakes

Egg foam cakes mostly contain no or small amount of shortening and depending on the air trapped when beating eggs, resulting into a springy and tougher texture. This includes sponge method where egg foams are produced due to beating of eggs; angel food method is where the egg whites that are beaten into soft peaks and using no fats is added with dry-flour mixture, chiffon method is similar with angel food method but a batter consisting of vegetable oil, flour, water, and egg yolks is added into the egg whites that are beaten into a little firmer peak; and combination of creaming/sponge method.

## d. Pastry

The term pastry is originated from the word paste, which means a combination of fat, flour, and liquid. Pastry applies both to different pastes and doughs and to the various items made from them in the bakeshop and depending on the techniques used. Pastry dough is the basis for a wide variety of preparations. A few examples include pie dough, short dough, and puff pastry. While pastry batters such as *pâte à choux* or *éclair* paste are also used in various contemporary desserts (Gisslen, 2016, p. 311).

## 7. Definition of Cookie

According to Gisslen (2016, pp. 475-482), cookie which means "small cake" or "little cake" in North America comes from the Dutch word *koekje* and known as biscuits in Britain. Some cookie recipe comes from cake batter as well but tend to have lower level of water compared to cake formulas. Moreover, cookie doughs vary from soft to very firm and makeup is the most noticeable distinction between cakes and cookies. This is because most cookies are created or shaped individually with a lot of hands labour involved. Moreover, cookies are versatile as they can come in various shapes, sizes, textures, and flavours. Therefore, they can serve different characteristics ranging from chewy, soft, crispy, to spread.

Cookies can be classified into eight types based on their makeup method in which doughs are shaped into rolls or loaves before baked, which are:

a. Bagged

Made from soft doughs that is pushed through a pastry bag, yet still firm enough to retain its shape.

b. Dropped

This method is similar like the bagged method, where dropped cookies are made from soft doughs that are scooped with a portion scoop and still firm enough to hold its shape on a sheet pan.

c. Rolled

This method involves chilling, rolling, and cutting the stiff dough into desired shapes for various occasions before baking. It is often used in bakeshops and food service operations to minimize time.

d. Molded

This method is known to be quick in creating evenly portions of cookie doughs as they are molded by either hand, stamped, or using special molds to produce different shapes.

e. Icebox

Ideally used to produce fresh baked cookies as doughs are prepared beforehand and stored in the refrigerator to be chilled. Therefore, cookies may be cut then baked when required.

f. Bar

The dough is baked in narrow and long strips in which then later cut crosswise into bars.

g. Sheet

Sheet method involves spreading the cookie mixture into prepared sheet pans, baked, and cut into squares or rectangles. Toppings or icings may be added.

h. Stencil

This special technique involves using a certain kind of dough or batter that is sometimes referred to as stencil paste. It is normally used for decorative work, and in making ribbon sponge cake.

8. Definition of Brownie

Gisslen (2016, p. 374) stated that brownies can be classified as cakes that may use the method available of making cakes. Classic brownies would generally made up of chocolate, butter, eggs, sugar, salt, vanilla, and flour, mixed by using modified sponge method and sheet method for makeup. Moreover, they are also versatile as toppings and fillings can be

added as desired (Gisslen, 2016, p. 504). Some types of brownies are difficult to classify of either brownies or cookies (Gisslen, 2016, p. 475). Combining all ingredients to create a homogenous batter, creating, and incorporating air cells into the batter and creating the right texture in the finished product are the three basic rules in mixing cake batters.

## 9. Business Concept

Based on the theories above, Brookie Bits can be categorized as a bakery café that offers an à la carte menu where customers are able to choose items with individual prices according to their preferences as well as table d'hôte menu, where attractive packages are offered. Moreover, the main menu that will be served will be a sweet treat fusion of brownies and cookies, called brookies offered with different eccentric flavours that will capture the hearts of dessert lovers ranging from the sweet, unique, and vegan or vegetarian variants. This sweet treat can also be found in the beverage menu, specifically the milkshake signatures blended with the basic ingredients of a milkshake. Brookie Bits will implement a single point service where customers are able to order, pay and collect in front of the counter, and may seat themselves. Customers may also order from their respective seats, in which would be dealt with the employee, if they would like to.

The design of this bakery café will be a minimalist clean and light concept with a decoration of plants in the walls, gold light fixtures, as well as using soothing and appealing pastel colors to create cosiness, comfy, relaxation, clean, and elegance feel.