

PREFACE

It is only by His Grace alone that the writer could fulfil this Final Assignment. Furthermore, the Writer feels grateful and thankful to God, who gave all the strength, courage, and patient to finish this Final Assignment with the title of **TÊTE-À-TÊTE HOME-DINING EXPERIENCE BUSINESS PROPOSAL** on time. It is written and submitted to meet one of the academic requirements to obtain the degree of Professional Bachelor in Tourism (Sarjana Terapan Pariwisata – S.Tr.Par.) in Hospitality Management Program of Universitas Pelita Harapan – Jakarta.

The writer acknowledges that without guidance, support, advice, assistance, and prayer from many parties, the completion of this Final Assignment would not have been possible. Therefore, the writer would like to express her deepest and highest gratitude to the contribution of the following parties:

1. Kevin Gustian Yulius, M.Par., as the Final Assignment Advisor and Lecturer of Front Office Management, Food & Beverage Service Course, and Human Resources Management, for his precious and invaluable guidance, time, as well as support throughout the Final Assignment completion process and study period.
2. Dr. Diena Mutiara Lemy, A.Par., M.M., CHE. as the Dean of School of Hospitality and Tourism of Universitas Pelita Harapan and Lecturer who has remarkably shared her priceless knowledge and guidance throughout the study period.
3. Dr. Amelda Pramezwary, A.Par., M.M., as the Department Chair of Hospitality Management Program of School of Hospitality and Tourism of Universitas

- Pelita Harapan, Academic Advisor, and Lecturer for all her advices and assistance on academic and organizational matters throughout the study period.
4. All lecturers of School of Hospitality and Tourism of Universitas Pelita Harapan, for providing and sharing ideas, knowledge, and experience to the writer in many different subjects throughout the study period.
 5. All administration staffs and officers of School of Hospitality and Tourism Universitas Pelita Harapan who have provided assistance to settle administrative matters.
 6. Beloved family members that have continuously supplied the writer with much patience, love, food, and comfort during breakdowns. Grateful for both brothers that stayed up late and were great companions.
 7. Distant relatives that have been very understanding and kind enough to send regards and ask about the writer's well-being.
 8. Telegram community including RPS, ARC, HBF, and many more that have been kind in emotionally supporting the writer during the whole process. Grateful for the laughs and stress-relievers.
 9. Supportive Familiance, including Liora Pearl Herierna, Emily, Kevin Sutarman, Jeremy Tan, Raymond Soetrisno, and Steven Wijaya that have sticked around through thick and thin.
 10. Grateful for supportive friends, Lucy Widyadhana, Priscilia Josceline, Stefannie Claudia, that have been very patient in dealing with endless questions and have been very supportive in lifting the writer's spirit.
 11. A special thank you to Liora Pearl Herierna for helping in the business' graphic designs, patience and understanding in every action she takes.

12. All classmates in Hospitality Management H Class (batch 2017), especially for solidarity, friendship, memories and togetherness throughout four years of study program in Schools of Hospitality and Tourism of Universitas Pelita Harapan.
13. All friends from any batch and majors in Universitas Pelita Harapan for being the writer's friends during study period in Universitas Pelita Harapan.
14. All people whose name cannot be mentioned one by one, who have given their contribution in one way or another, to the completion of this Final Assignment.

The writer realizes that this Final Assignment is far from perfect and may still contain some mistakes and errors due to limitation of time, knowledge, and experience. Therefore, any constructive feedbacks and suggestions from readers are kindly welcomed and appreciated to be kept as personal references in the future. Lastly, it is in writer's hope that this Final Assignment would be beneficial and useful for the readers. Thank you so much for your kind attention and may the blessings of the Lord Almighty always be with you all.

Jakarta, 8 January 2021

Chrisabel Olivia Thenodius

TABLE OF CONTENT

Page	
COVER PAGE	
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	
FINAL ASSIGNMENT ADVISOR’S STATEMENT OF AGREEMENT	
BOARD OF FINAL ASSIGNMENT EXAMINERS’ STATEMENT OF AGREEMENT	
PREFACE	V
CONTENT	VIII
LIST OF TABLES	X
LIST OF FIGURES	XII
LIST OF FORMULAS	XIII
LIST OF APPENDIX	XIV
CHAPTER I INTRODUCTION	
A. The Initial Idea.....	1
B. The Objective.....	7
C. Research Methodology	7
D. Theoretical Conceptual Overview	8
CHAPTER II MARKETING AND MARKETING ASPECTS	
A. Demand Analysis.....	13
B. Supply Analysis	30
C. Segmentation, Target, Position.....	54
D. Marketing Mix	59
E. Economic, Social, Legal and Politic, Environment and Technology	78
CHAPTER III OPERATIONAL ASPECTS	
A. Types of Activities & Facilities	83
B. Relationship Analysis Between Activities Functional and Facilities	91
C. The Calculation of Space Needed for the Facilities	93

D. Location Selection	94
E. Technology Used	97
CHAPTER IV ORGANIZATIONAL ASPECTS	
A. Organization.....	99
B. Human Resources	110
C. Legal Aspect	123
CHAPTER V FINANCIAL ASPECTS	
A. Source and Needs of Fund.....	137
B. The Projection of Operating Expenses	140
C. The Projection of Revenues.....	146
D. The Projection of Balance Sheet.....	148
E. The Projection of Income Statement	150
F. The Projection of Cash Flow	150
G. Break-Even Point Analysis.....	151
H. The Investment Valuation.....	151
I. Financial Report Ratio Analysis.....	155
J. Risk Management	171
CHAPTER VI CONCLUSION	
REFERENCES	183
APPENDIX.....	189
CURRICULUM VITAE.....	257

LIST OF TABLES

No.	Description	Page
1.	DKI Jakarta Population 2020.....	3
2.	Market Potential by Age and Gender	19
3.	Questionnaire Result on Respondent’s Profile	20
4.	Questionnaire Result on Market Condition	22
5.	Results of Validity Analysis	26
6.	Results of Reliability Analysis	27
7.	Questionnaire Result on Product	28
8.	Questionnaire Result on Packaging.....	29
9.	Questionnaire Result on Promotion	30
10.	Questionnaire Result on Price.....	31
11.	Questionnaire Result on Place.....	32
12.	Questionnaire Result on People.....	33
13.	Questionnaire Result on Programming.....	33
14.	Questionnaire Result on Partnership.....	34
15.	Direct Competitors List.....	36
16.	Substitute Services List.....	36
17.	Indirect Competitors List.....	37
18.	SWOT Analysis Matrix.....	43
19.	Tête-À-Tête Home-Dining Experience Menu.....	73
20.	Pre-Operating Activities by Divisions.....	88
21.	Tête-À-Tête Home-Dining Experience Primary Facility.....	93
22.	Tête-À-Tête Home-Dining Experience Secondary Facility.....	93
23.	Relationship between Activities Functional and Facilities.....	94
24.	Tête-À-Tête Home-Dining Experience Space Calculation.....	96
25.	Tête-À-Tête Home-Dining Experience Location Comparison.....	98
26.	Tête-À-Tête Home-Dining Experience’s Job Position, Specification, and Description.....	98
27.	The Number of Employees of Tête-À-Tête Home-Dining Experience	103
28.	Employee Shift Division.....	112
29.	Employee Work Shift.....	113
30.	Salary and Compensation Expenses.....	119
31.	Social Security Program Expenses.....	122
32.	Training and Development Program.....	125
33.	Estimation of Initial Investment Fund of Tête-À-Tête Home-Dining Experience	125
34.	Tête-À-Tête Home-Dining Experience ‘s Pre-Operating Expenses.....	140
35.	Estimated Expense from Property All Risk <i>Sinar Mas</i>	142
36.	Tête-À-Tête Home-Dining Experience’s Source of Funds	143

37.	Tête-À-Tête Home-Dining Experience's Operating Expenses.....	143
38.	Tête-À-Tête Home-Dining Experience's Utilities Expenses.....	147
39.	Tête-À-Tête Home-Dining Experience's Promotion and Programming Expenses.....	148
40.	Tête-À-Tête Home-Dining Experience's Printing and Stationery Expenses.....	148
41.	Tête-À-Tête Home-Dining Experience's Repair and Maintenance Expenses.....	149
42.	Payback Period Calculation.....	156



LIST OF FIGURES

No.	Description	Page
1.	Consumers Report A Shift in Preference Toward Grocery and Away from All Other Food Options – A Trend That Could Linger.....	5
2.	SWOT Analysis Chart.....	38
3.	Porter’s Five Forces Analysis Matrix.....	59
4.	Uniform of Tête-À-Tête’s Staff.....	66
5.	Logo of Tête-À-Tête Home-Dining Experience.....	68
6.	Flow Chart of Guest Activities.....	92
7.	Tête-À-Tête Home-Dining Experience’s Organizational Structure.....	110



LIST OF FORMULA

No.	Description	Page
1.	Maximum Turnover.....	150
2.	Break-Even Point Analysis.....	154
3.	Weighted Average Cost of Capital (WACC).....	155
4.	Internal Rate of Return (IRR).....	157
5.	Net Present Value (NPV).....	157
6.	Profitability Index (PI).....	158
7.	Current Ratio.....	159
8.	Quick (Acid Test) Ratio.....	159
9.	Inventory to Net Working Capital.....	160
10.	Cash Ratio.....	161
11.	Operating Cash Flow Ratio.....	161
12.	Debt to Asset Ratio.....	162
13.	Debt to Equity Ratio.....	162
14.	Long Term Debt to Capital Structure.....	163
15.	Time Interest Earned.....	163
16.	Current Liabilities to Equity.....	164
17.	Gross Profit Margin.....	164
18.	Net Profit Margin.....	165
19.	Return to Assets.....	165
20.	Return on Equity (ROE) or Return on Investment (ROI).....	166
21.	Earnings per Share.....	167
22.	Fixed Asset Turnover.....	167
23.	Total Asset Turnover.....	168
24.	Inventory Turnover.....	168
25.	Day of Inventory.....	169
26.	Net Working Capital Turnover.....	169
27.	Food Cost Percentage.....	170
28.	Beverage Cost Percentage.....	170
29.	Labor Cost Percentage.....	171
30.	Revenue per Employee Hour Worked.....	172
31.	Cover per Employee Hour Worked.....	172
32.	Seat Turnover.....	173
33.	Average Spend per Head.....	173
34.	Revenue Yield per Team.....	174

LIST OF APPENDIX

No.	Description	Page
A.	Questionnaire.....	188
B.	Cost of Goods Sold Calculation (Menu)	196
C.	Menu.....	207
D.	COGS Assumption.....	210
E.	COGS Sales Assumption.....	215
F.	Fixed Asset Movement.....	220
G.	Expenses.....	225
H.	Beginning Inventory.....	235
I.	Financial Statement.....	238
J.	Graphic Design.....	253

