

BIBLIOGRAPHY

- Alonzo, Roy S. (2007). *The Upstart Guide to Owning and Managing a Restaurant*. Kaplan Publishing. New York.
- Badan Pusat Statistik*. (2010). Kota Jakarta Selatan. Jakarta Badan Pusat Statistik.
- Bajpai, Naval. (2011). *Business Research Method*. Dorling Kindersley Pvt. Ltd. India.
- Baker, Harold Kent and Powell, Gary E. (2005). *Understanding Financial Management: A Practical Guide*. Blackwell Publishing Ltd.
- Bohm, Anja. (2008). *The SWOT Annalysis*. German. GRIN Verlag.
- Brace, Ian. (2008). *Questionnaire design: how to write how to plan, structure, and write survey material for effective market research*. Second Edition. Kogan Page Ltd.
- Bringham, Eugene F. and Houston, Hoel F. (2009). *Fundamentals of Financial Management*. 12th ed. USA: Cengage Learning.
- Bryman, Alan and Bell, Emma. (2007). *Business Research Methods*. Second Edition. Oxford University Press Inc. New York.
- Cassavoy, Leane. (2009). *Bar and Club*. Entrepreneur Media Inc. Canada.
- Charming, Cheryl. (2010). *The Everything Bartender's Book: Your Complete Guide to Cocktails, Martinis, Mixed Drinks, and More!*. Third Edition. F+W Media, Inc. USA.
- Chon, Kye-Sung and Maier, Thomas A. (2010). *Welcome to Hospitality: An Introduction*. Third Edition. Delmar. Cengage Learning.
- Clarke, Oz. (2011). *Oz Clarke's Pocket Wine Book 2010*. Sterling Publishing Co., Inc. New York.
- Cullen, Ruth. (2005). *The Little Black Book of Beer: The Essential Guide to the Beloved Brewski*. Peter Pauper Press, Inc. White Plains, New York.
- De Franco, Agnes L. and Lattin, Thomas W. (2007). *Hospitality Financial Management*. Hoboken, New Jersey. John Wiley & Sons, Inc.
- Foley, Ray. (2010). *Bartending for Dummies*. Fourth Edition. Wiley Publishing, Inc. Hoboken, New Jersey.
- Friedman, Jack P. and Harris, Jack C. (2005). *Keys to Investing in Real Estate*. Fourth Edition. Barron's Educational Series, Inc. Hauppauge, NY.
- Fullen, Sharon L. (2005). *Opening a Restaurant or any Other Food Business Starter Kit: How to Prepare a Restaurant Business Plan & Feasibility Study*. Atlantic Publishing Group, Inc. Ocala, Florida.
- Giglio, Anthony. (2009). *Mr. Boston Official Bartender's Guide*. John Wiley & Sons, Inc. Hoboken, New Jersey.
- Hubbard, Douglas W. (2009). *The Failure of Risk Management: Why it's Broken and How to Fix It*. Hoboken: John Wiley & Sons.
- Jagels, Martin G. and Coltman, Michael M. (2007). *Hospitality Management Accounting, Textbook and Student Workbook*. John Wiley & Sons, Inc.
- Kapferer, JN. (2012). *The New Strategic Brand Management Advanced Insights & Strategic Thinking*, fifth edition. Great Britain. Kogan Page Ltd.
- Kastigris, Costas and Chris, Thomas (2006). *The Bar and Beverage Book*. Fourth Edition. John Wiley & Sons Inc.
- Kotschevar, Lendal H. and Withrow, Diane. (2008). *Management by Menu*. John Wiley & Sons, Inc. Hoboken, New Jersey.

- Label, Wayne (2010). Accounting for Non-Accountants: Fast and Easy Way to Learn the Basics. Second Edition. Sourcebooks, Inc.
- Lehrer, Adrienne. (2009). Wine and Conversation. Second Edition. Oxford University Press, Inc. New York.
- Mckeever, Mike P. (2010). How to Write a Business Plan. Tenth Edition. Delta Printing Solutions, Inc.
- Morrison, Alastair M. (2010). Hospitality and Travel Marketing. 4th ed. New York: Delmar Thomson learning, Inc.
- Peri H. Pakroo, J.D. (2012). The Small Business Start-Up Kit: A Step-by-Step Legal Guide. Seventh Edition. USA. Bang Printing.
- Pinson, Linda (2008). Anatomy of a Business Plan: The Step-by-Step Guide to Building a Business and Securing Your Company's Future. Seventh Edition. USA. Out Of Your Mind...And Into The Marketplace.
- Porter, Michael E. (2008). On Competition: Updated and Expanded Edition. USA: Harvard Business School Publishing.
- Poyet, Elizabeth. (2004). The Little Black Book of Wine: A Simple Guide to the World of Wine. Peter Pauper Press, Inc. White Plains, New York.
- Ridgaway, Dwayne. (2010). The Gourmet's Guide to Cooking with Liquors and Spirits: Extraordinary Recipes Made with Vodka, Rum, Whiskey, and More! Quarry Books. USA. Beverly, Massachusetts.
- Robinson, Thomas R., Lenry, Elaine, Greuning, Hennie Van, Pirie, Wendy and Broihahn, Michael A. (2012). International Financial Statement Analysis. Second Edition. John Wiley & Sons, Inc., Hoboken, New Jersey.
- Sekaran, Uma and Bougie, Roger (2010). Research mMethods For Business: A Skill Building Approach. Fifth Edition. United Kingdom. John Wiley & Sons Inc.
- Shim, Jae K. and Siegel, Joel G. (2008). Financial Management, third edition. Barron's Educational Series, Inc.
- Stone, Marylin A. and Desmond, John (2007). Fundamentals of Marketing. USA. Routledge.
- Tracy, John and Tracy, John A. (2008). Accounting for Dummies. Fourth Edition. Wiley Publishing, Inc., Indianapolis, Indiana.
- Walker, John R. (2008). The Restaurant: From Concept to Operation. John Wiley & Sons, Inc., Hoboken, New Jersey.