

# CHAPTER I

## INTRODUCTION

### A. Initial idea

Catering as defined by Colleer & Sussams (1990) is a service industry. It provides a service to customers in return for payment. It does not involve contact with the customer or with cash, but it will have at least indirect effect on the customer and your income direct or indirectly.

In our everyday life there are events happening almost every day, and that not just only one. These events are varied from birthdays, anniversary events, ceremony, to weddings. In all of these events people needed foods in large amounts and that is the opportunity and main reason of creating this business. One of the reasons because in this business the caterers can know how many food will be produced based on the orders therefore can prepared the food accurately without wasting resources.

The name of this catering business will be Tiffany Home Catering. The selection of this name because of the name it is sounded universal and easy to remember and does not have a specific means. This catering is not just providing services to events only, but also providing services in small numbers in daily basis. Examples like office workers, university students with minimum purchasing amount and for a week in the area. Because the tendency of people with high activity and small amount of time will find food outside which for them is practical and fast and this catering will even make them won't even have to leave their places.

The respondent of the feasibility study are all the people in the area of Kayu Putih, Pulomas, Kelapa Gading, Rawamangun, and Cempaka Putih. The selection of this area is because these areas are mainly consist of housing and small offices like ruko. The economic level between these area are varied. There are also apartments in the area which can also be a good market for the catering.

The main idea of this project is a catering service that provides food and beverage service that is focuses on value and variety of menus. There will be selections of Indonesian foods (Sundanese and Javanese) and Chinese foods.

Tiffany Home Catering presentation will be a simple and tidy lunch box like the Japanese style bento. The catering service will be located at kayu putih area and will be delivering services to events like birthdays, weddings, offices, or any other occasions that require food and beverage in large amount. The area however is limited to only Kayu Putih, Pulo Mas, Kelapa Gading, Cempaka Putih, and Rawamangun. The services may be delivered outside of this area but must be in a large order and/or requires an extra charge.

## **B. Objective**

The major objective is to analyze the feasibility study of Tiffany Home catering project. The feasibility studies which contain theoretical fundamentals that will be test in this project and the results will be used to test whether the project is profitable business or not.

The minor objectives are to minimize the risk of capital investments. This business plan will also help give the investor a view about Tiffany home catering, and also help

the management in performing the operation of the catering for providing the standardized service.

### **C. Research Method**

Data source is crucial in getting data and determining the conclusion of this research. The benefit of conducting a methodology is to make a guideline for the project to be running well. The data must be valid and reliable, in this project there will be 2 data that will be collected which is primary data and secondary data.

#### **1. Primary data**

Primary data is a data that obtained directly from the source without intermediary. Primary data can be in a form of public opinion, observation result, event or activity. The methods that can be use for obtaining the primary data are by survey method and observation method.

##### **a. Survey method**

Survey method is a method of obtaining data that used a spoken or written question. This method needs a direct contact between the researcher and the respondent to obtain the data needed. Commonly the technique used is questionnaire and interview. According to Hair *et al* (2010) there is a minimum number of respondent required to obtained for the data to be valid which is times 5 from the indicator asked. In this case there are 34 variable so it has to reach a number of 170.

b. Observation

Observation is a method that gathers data through direct observing and sighting on location. In this case, researcher come to a respondent directly and conducts an interview.

In this business plan the questionnaire will be spread using the convenience sampling method which

2. Secondary data

The secondary data will be obtained from the government statistics such as badan pusat statistik and other official websites and other references (books)

**D. Theoretical Conceptual Review**

1. Definition of Catering

a. According to Colleer & Sussams (1990)

Catering is a service industry. It provides a service to customers in return for payment. It does not involve contact with the customer or with cash, but it will have at least indirect effect on the customer and your income direct or indirectly. The services provided can be separated into 4 types which is food, drink, accommodation, and reception.

b. According to Pamudji (1997:1)

There are two categories of catering which are:

- 1) Inside Catering: The service of ordering food & beverage is at the place where the food is processed. Examples of inside catering are hotel, restaurant, and motel.

2) Outside Catering: The service of ordering food & beverage that is to be delivered outside from where the food is processed to the customer's place. Example like the Home Catering, Wedding Catering, Birthday Party Catering, etc.

c. According to Shiring, Jardine, and Mills (2001)

There are 2 types of catering:

1) On-Premise Catering is:

*“Indicates that the function is held exclusively within the caterer's own facility”*

On-Premise catering is a type of catering that provides all the needs of the customers such as building, stage, sound system, tables, chair, until food & beverage accommodations.

2) Off-Premise Catering:

*“Caterer Transports all of the food, serving products, and personnel to a location other than building or facility where the food is prepared”*

Off-premise catering is a type of catering that does not provide the places for the event but only the food & beverage which are deliver to the customer's event location. The obstacle of this type is the caterers must keep the quality of the produced food from the stage of delivery until the food arrives to the customer location and still in top quality.

There are a few types of catering services that can be provided by the caterer:

a. Party catering that handles order for party events like birthdays, weddings, etc.

- b. House or employees. This type of catering serves the food in a form of rice box. This will be delivered daily into the house and employees that ordered. The food usually delivered daily with a different menu and usually the customer of this catering is subscribed
- c. Company catering. This type of catering provides food for company employees. It can be either in a form of a buffet or rice box styles. This is usually for company with a large number of employees.
- d. Transportation catering. This type is for Transportation Company like airlines, Train Company, ship, bus, etc. This type usually provides in a rice box style for the efficiency and practical.
- e. Hospital catering. The food that is made is for the patients of the hospital. This type of catering must be very careful and precise in making its food because the amount of nutrition must be according to the nutritionist from the hospital.

## 2. History of Catering

According to the university catering newsletter (2009) catering can be traced back to the 4<sup>th</sup> Millennium BC in China. During this time in China as well as the Ancient Mediterranean catering was used for soldier's rations on the battlefields and trade routes. During its lifetime catering changes functionality into a more diverse use such as for travelling entertainer. By the 15<sup>th</sup> century era Germany is the first nation that regulates the law of the quality of catering and beer. In the 1800's catering evolved with steam machine to help keep the food warm.

Today catering become very evolved from simply providing food into the battlefield but to provide food in almost every places schools, hospitals, offices, events, and many more.

