

CHAPTER I

INTRODUCTION

A. The Initial Idea

According to Walker (2009:37), tourism can be defined as

A dynamic, evolving, consumer-driven force and is the world's largest industry, or collection of industries, when all its interrelated components are placed under one umbrella: tourism, travel; lodging; conventions, expositions, meetings, events; restaurants, managed services; assembly, destination and event management; and recreation.

Tourism industries vary in scope and in size. A tourism industry might comprise many different kinds of organizations. Components in particular instances might include hotels, MICE, travel agencies, and restaurants.

Tourism industry is an industry that is rapidly growing in the world, so is in Indonesia. This can be clearly seen from the increasing number of tourists that come to Indonesia and the number of tourism industries such as, hotels, shopping centers, restaurants, cafes, coffee shops, patisseries, tourist attractions, and other services that are directly related to the tourism industry. The statistics of tourists that come to Indonesia could be seen in the attachment.

When tourists travel, they need a place to stay and so food and beverage. Food and beverage are one of the primary needs of human that needs to be fulfilled on a daily basis. Therefore, food and beverage business sectors become the most rapid growth sector. Furthermore, nowadays people tend to look for dining experience with various kinds of

culinary concept and creation. Therefore, business opportunities are opened for those who dare to answer the customers' demand.

The development of restaurant business is driven by the changing lifestyle of modern society. As modern society creates more demands, people will be compelled to eat more meals away from home. The restaurant as we know it today is a place where people come to eat and drink and socialize. People used to dine out only on special occasions, but now it's an accepted part of everyday life. Furthermore, the busyness of people nowadays has made people do not have time to cook and eat at home.

Following the trend that has been occurred in major restaurant industry, The Dutch Tafel Restaurant will try to enhance some of the points that have been mentioned above. The Dutch Tafel Restaurant tries to answer the customers' demand of a restaurant that could give dining experience with various kinds of culinary concept and creation. Since the number of Dutch restaurant in Jakarta area is still limited, The Dutch Tafel Restaurant will absolutely give dining experience for the customers.

The selection of Dutch-style restaurant concept is not only based on the uniqueness that contained in the concept. The selection is also based on the past history of Dutch colonization in Indonesia for three and a half century. Since Indonesia has been colonized by The Netherlands for such a very long time, there are a lot of Dutch influences that affect the culture and the way of living in Indonesia. It affects the Bahasa Indonesia language, the architectural designs, the tastes of food in Indonesia, etc.

A lot of words in Bahasa Indonesia were basically derived from the Dutch language and then being adjusted to Bahasa Indonesia. For example, the word *kulkas* in Bahasa Indonesia is derived from The Dutch Language, *koelkast*, which means refrigerator. They have different spelling, but same in pronunciation. Besides language, the Dutch also influences Indonesian food.

Many of Indonesian foods that people know nowadays as Indonesian food are actually adopted from The Netherlands, for example *kue nastar*. Thus, Indonesian and the Dutch have the similar food tastes. According to that fact, The Dutch Tafel Restaurant believes that Indonesian will easily accept the varieties of authentic Dutch cuisines they offer.

The word *Tafel* in the name of the restaurant is derived from Dutch words, which means table. So, The Dutch Tafel means the Dutch table. By using the name The Dutch Tafel, this restaurant wants to convey that they are selling variation of Dutch cuisines, as meals are usually placed on the table.

The Dutch Tafel Restaurant is a specialty restaurant that offers selection of authentic Dutch cuisines from soup & salad, snack, main course, until dessert. The menu that are offered in The Dutch Tafel Restaurant consist of *frikandellen*, *kroketten*, *galantine*, spring pea soup, *rookworst*, *lekkerbek*, *slavink*, *boerenkaas*, *stamppot*, *klapertaart*, *poffertjes*, *oliebollen*, *bitterballen*, *griesmeelpudding*, etc.

Based on observation, the number of Dutch Restaurant in Jakarta is still limited. There are seven Dutch Restaurants that are spread in Jakarta area, and most of them are located in South Jakarta and Central Jakarta. Therefore, The Dutch Tafel Restaurant would like to bring in and introducing the new dining experience to Northern Jakarta area.

According to Central Bureau Statistic (2013), the business sector of restaurant is keep increasing from year to year in North Jakarta area. In 2008, the number of restaurant industry is 476. Then, it increases to 482 in 2009. In 2010, it stays the same. Then it increases to 569 in 2011.

The Dutch Tafel Restaurant will be established in Ruko Crown Golf, Pantai Indah Kapuk. Ruko Crown Golf is considered as the fast growing foodservice industry area in North Jakarta. There are various choices of foodservice establishments, such as restaurants, café, bar, patisserie, etc. This area has already been known as the trending or happening hangout place in North Jakarta.

In addition, several big and upscale residential areas, such as Pantai Mutiara, Pantai Indah Kapuk, Kelapa Gading, Pluit, Muara Karang, etc. surround Ruko Crown Golf. Besides residential areas, there are many schools surround the area, such as Bina Bangsa School, Singapore International School, Raffles International School, Tzu Chi, BPK Penabur, Saint Nicholas, etc. Furthermore, malls and other center of the crowd also surround this location.

The populations in North Jakarta also show an increase each year. According to the Central Bureau Statistic of Northern Jakarta (2013), in

2009 the number of population is 1,201,983. Then, increase to 1,423,611 in 2010. And increase to 1,717,509 in 2011. This shows that this area is quite dense and have market prospect.

According to those reasons, Ruko Crown Golf happens to be the most suitable area for establishing The Dutch Tafel Restaurant. The main reason for selecting this location is because Ruko Crown Golf is considered as a strategic location that is close to crowded area and has a high traffic flow so it will be easily reached by prospective consumer who are craving for unique menu selections and variations and so a nice place to hang out.

B. The Objectives

Feasibility study is a learning activity that is looking for the viability of an idea with an emphasis on identifying potential problems and attempts to see whether the idea will work or not and to proceed or not. A research will be conducted according to the available data and information. Then, it will be measured, calculated, and analyzed with particular methods.

The feasibility study of this project has a main purpose, which is to analyze the business plan of The Dutch Tafel Restaurant and reveal the various aspects related or affecting the project. Furthermore, feasibility study will provide in-depth details about the business and how it can succeed, and serve as a valuable tool for developing a winning business plan.

At the end, this feasibility study is made in order to minimize the possible risk of investment so that this project could be smoothly operated.

C. Research Method

In proposing a new business plan, research activities need to be done to gain important information needed to support the success of the business. Business research comprises a series of steps that are designed and executed with the goal of finding answers to the issues related to the work environment. The methods used to collect the data have to be valid and reliable.

According to Sekaran and Bougie (2013:113):

Data can be obtained from primary or secondary sources. Primary data refer to information obtained first hand by the researcher on the variables of interest for the specific purpose of the study. Secondary data refer to information gathered from sources that already exist.

The methods that are going to be used in this business plan are as followed:

1. Primary Data

Primary data is data collected directly from first-hand experience.

Methods that are used in collecting the primary data are:

a. Questionnaire

Questionnaire is a written set of questions that are given to people in order to collect facts or opinions about something.

b. Unstructured Interview

A set of questions will be asked in order to collect additional information on behalf of the restaurant feasibility study.

c. Direct Observation

Observing directly the location and the surrounding area that is planned to be used in the project. From the observation, the data about the location and the competitors can be obtained.

2. Secondary Data

Secondary data is any data that has been collected or researched by someone else other than its current user. The sources of secondary data include the website, newspapers, company reports, government statistics, magazines, and database. The data that has been collected will then be analyzed and used for the business feasibility study.

D. Theoretical Conceptual Overview

1. Definition of Restaurant

According to Ninemier & Hayes (2006:9), a restaurant can be defined as follow:

A restaurant is a for-profit foodservice operation whose primary business involves the sales of food/ beverage products to individuals and small group of guests. Restaurant may have few or many seats; they may be freestanding or located within a hotel resort or shopping mall. They may or may not serve alcoholic beverages and may have extensive or limited menus. They may offer fine dining in high prices. They may also be quick service properties with lower prices offering foods served at a counter by a cashier.

According to Grimes (2009:24), a restaurant can be defined as follow:

A restaurant is an establishment where refreshment or meals may be obtained. So it could be concluded that restaurant is a business that provides food and beverage services.

2. Classifications of Restaurant

According to Walker (2009:218), restaurant is basically divided into two main categories, which are full service restaurant and specialty

restaurant. Other categories include such designations as quick service, family, dinner house, ethnic, theme, and so on.

a. Full-service Restaurant

A full-service restaurant is one where a good selection of menu items is offered, generally at least fifteen or more different entrees cooked to order, with nearly all the food being made on the premises from scratch from raw or fresh ingredients. Full service restaurants may be formal or casual and may be categorized by price, decor/atmosphere, level of formality, and menu. Many of these restaurants serve *haute* cuisine, which is a French term meaning elegant dining or high food.

b. Specialty Restaurant

Aside from quick service restaurants, specialty restaurants are the most popular type of food service operation in the world today. This category includes ethnic restaurants, such as Italian, Chinese, Mexican, or Japanese restaurants. Seafood restaurants and health food restaurants are other examples of specialty restaurants. A typical specialty restaurant has a limited menu that is centered on a theme. Often, the design, decorations, and furnishings also reflect the theme. Menu prices in specialty restaurants are usually reasonable.

c. Quick Service/Fast Food

Quick service or fast food restaurants offer limited menus featuring food such as hamburgers, fries, hot dogs, tacos, burritos, finger

foods, and other items for the convenience of people on the go. Customers order their food at a counter and encouraged to clear their own trays, which helps reduce costs.

d. Family Restaurant

Family restaurants evolved from the coffee shop style restaurant. Family restaurants are generally located in or with easy access to the suburbs. Most offer an informal setting with a simple menu and service designed to please all of the family. Some family restaurants have incorporated salad and dessert bars to offer more variety and increase the average check.

e. Ethnic Restaurant

The majority of ethnic restaurants are independently owned and operated. The owners and their families provide something different for the adventurous diner or a taste of home for those of the same ethnic background as the restaurant. The traditional ethnic restaurants sprang up to cater the taste of the various immigrant groups, such as Italian, Chinese, and so on.

f. Theme Restaurant

Many theme restaurants are a combination of a sophisticated specialty and several other types of restaurants. They generally serve a limited menu but aim to wow the guest by the total experience. People are attracted to theme restaurants because they offer a total experience and a social meeting place. This is achieved

through decoration and atmosphere and allows the restaurant to offer a limited menu that blends with the theme.

g. Casual Dining and Dinner House Restaurant

Casual dining is relaxed and could include restaurants from several classifications: chain or independent, ethnic, or theme. Over the past few years, the trend in dinner house restaurants has been toward more casual dining. This trend merely reflects the mode of society. Many dinner house restaurants have a casual, eclectic décor that may promote a theme.

3. Types of Restaurant Service

According to Walker (2009:188), there are three types of restaurant service; they are French service, Russian service, and American service.

a. French Service

French service is generally reserved for *haute cuisine* (elegant) restaurants and complements an elegant ambiance. The food is attractively arranged on platters and presented to guests, after which the preparation of the food is completed on a *gueridon* table beside the guests' seats. *Gueridon* is a trolley-like table with a gas burner for table-side cooking. This is most impressive and expensive form of service.

b. Russian Service

In the Russian service, the food is cooked in the kitchen, cut, placed onto a serving dish, and a beautifully garnished. The dish

then is presented to the guests and served individually by lifting the food onto the guests' plate with a serving spoon and fork.

c. American Service

American service is a simplified form of Russian service techniques. The food is prepared and dished onto individual plates in the kitchen, carried into the dining room, served to the guests. This method of service is more popular because it is quicker and guests receive the food hot and beautifully presented by the chef.

d. Buffet Service

For buffet service, the food is usually artistically arranged on a display table (possibly more than one) and guests select what they wish from a range of hot and cold foods, soups, roasts, salads, and dessert. A proper buffet service requires service staff to serve the foods, which the guests have selected, using the silver service technique.

4. Types of Menu

According to Davis, Lockwood, and Stone (2002:67), menu can be divided into two; they are *A'la Carte* menu and *Table D'hote* menu.

a. *A'la Carte* Menu

A'la Carte menu has more variations of food choice compared to the *Table D'hote* menu. The price of the food differs from one to another and it is more expensive than the *Table D'hote* menu.

b. *Table D'hote* Menu

Generally, *Table D'hote* menu is a complete menu, from appetizer to dessert, with prices determined.

5. About The Netherlands

The Netherlands is a country that consists of 12 provinces in Western Europe and 3 islands in the Caribbean. It borders with the North Sea to the north and west, Belgium to the south, and Germany to the east. The capital city of The Netherlands, mandated by the constitution is Amsterdam. However, the seat of the government is located at The Hague.

The Netherlands has been a constitutional monarchy country since 1815. The monarch is the head of the state, occupied by a king. Constitutionally, the position has limited powers. The government is the head of the government. It holds the role that rules the country. A Prime Minister heads the position in the government.

The official language used mainly in The Netherlands is Dutch. There several ethnic groups in The Netherlands. They consist of 80.7% Dutch, 5% other European Union, 2.4% Indonesians, 2.2% Turks, 2% Moroccans, 2% Surinamese, 0.8% Caribbean, and 4.8% others. The currencies used in The Netherlands are Euro and US Dollar.

Geographically, The Netherlands is a low-lying country, with about 20% of its area located below sea level, and 50% of its land lying less than one meter above sea level. This feature contributes to the

country's name, which is *Nederland*. In Dutch, it literally means “Low Land” or “Low Countries”.

6. Dutch Cuisine

Below are the typical Dutch dishes:

a. Pea Soup or *Snert*

Pea soup, also referred to as *snert* or *erwtensoep*, is a thick soup made from split peas. Pea soup is found in other countries, but Dutch version is extremely thick and creamy.

b. *Stamppot*

A traditional winter meal consists of meat, potatoes, and vegetables. The most popular Dutch stews are kale or *sauerkraut* stew with smoked sausage and fried bacon, *hodgepodge* with potatoes, onions, carrots, and pork meat rib of beef, and stewed potatoes with apples and bacon or black pudding.

c. Cheese

The Netherlands is a real cheese country. More than 674,000 tons of kilos of cheese are produced each year and Dutch cheese is exported to 130 countries around the world.

d. *Poffertjes*

Poffertjes are a traditional Dutch snack similar to pancakes, but smaller, thicker, and sweeter. *Poffertjes* are usually served with butter and sugar on top.

e. Patatje met

Basically it is a fries with mayonnaise.

f. *Bitterballen*

Small fried balls of beef ragout.

g. Haring

The most popular fish in Holland is herring. Eat it on a bun with onions or pickles, or choose to do it the original way and have a bite while holding the fish in the air by its tail.

h. *Liquorice*

The main ingredient in Dutch liquorice is a root extract from the liquorice plant. Dutch liquorice is available both sweet and salty and in a wide range of shapes and flavors.

i. Chocolate Sprinkles or *Hagelslag*

Everyday in the Netherlands, no fewer than 750,000 slices of bread are consumed with hagelslag on top, a topping made of chocolate or coloured sugar sprinkles, making it the most popular bread topping in the country.

j. Aniseed comfits or *Muisjes*

Muisjes are aniseed comfits eaten as bread topping and available with a pink, blue, or white outer layer of sugar.

k. Treacle waffle or *Stroopwafel*

The *stroopwafel* is a typical Dutch treat. It can best be described as a waffle cookie that has been cut through the middle and 'glued' back together again with caramel.

(<http://www.holland.com/us/tourism/article/dutch-cuisine.htm>)

7. Beverages

According to Walker (2009:308):

Beverages are generally categorized into two main groups: alcoholic and non-alcoholic. Alcoholic beverages are further categorized as wines, beer, and spirits.

a. Alcoholic beverages

1) Wine

Wine is the fermented juice of freshly gathered ripe grapes. Wine may also be made from other sugar-containing fruits, such as blackberries, cherries, or elderberries. Wine may be classified first by color: red, white, or rose. Wines are further classified as light beverage wines, still wines, sparkling wines, fortified wines, and aromatic wines.

2) Beer

Beer is a brewed and fermented beverage made from malted barley and other starchy cereals, and flavored with hops. Beer is generic term for a variety of mash-based, yeast-fermented brewed malt beverages with an alcohol content mostly between 3.8 and 8 percent. The term beer includes the following:

- a) Lager, the beverage that is normally referred to as beer, is a clear light-bodied refreshing beer
- b) Ale is fuller bodied and more bitter than lager
- c) Stout is a dark ale with a sweet, strong, malt flavor
- d) Pilsner is not really a beer. The term *pilsner* means that the beer is made in the style of the famous beer brewed in Pilsen, Czech Republic

3) Spirit

A spirit or liquor is made from a liquid that has been fermented and distilled. Consequently, a spirit has a high percentage of alcohol, gauged in the United States by its proof content. Spirits traditionally are enjoyed before or after a meal, rather than with the meal. Many spirits can be consumed straight or neat (without ice or other ingredients), or they may be enjoyed with water, soda water, juices, or cocktail mixes. Whiskies, gin, rum, vodka, brandy, and cognac are considered as spirits.

4) Cocktail

Cocktails are usually drinks made by mixing two or more ingredients (wines, liquors, fruit juices), resulting in a blend that is pleasant to the palate, with no single ingredient overpowering the others.

b. Non-alcoholic beverages

1) Coffee

Coffee may be roasted from light to dark according to preference. Light roasts are generally used in canned roasts, and medium is the all-purpose roast most people prefer. Dark roasts have a fancy rich flavor, with espresso the darkest of all roasts. Decaffeinating coffee removes the caffeine with either a solvent or water process. Among the better known specialty coffees are *café au lait* or *caffè latte* and *cappuccino*.

2) Tea

Tea is a beverage made by steeping in boiling water the leaves of the tea plant, an evergreen shrub, or small tree, native to Asia.

3) Bottled water

Bottled waters are available as sparkling, mineral, and spring waters.

From the theories that have been stated above, The Dutch Tafel Restaurant could be considered as a specialty restaurant because The Dutch Tafel Restaurant has a limited menu that is centered on a theme, which are authentic Dutch cuisines. Furthermore, it is also considered as an ethnic restaurant because it offers Dutch cuisines to the customers. Basically, the category of ethnic restaurant is included in the specialty restaurant. The Dutch Tafel Restaurant will be considered as using the American type of service because the food will be prepared and dished onto individual plates in the kitchen, then will be carried by the servers to the dining room and served to the customers. The Dutch Tafel Restaurant offers *A'la Carte* menu to the customers. It offers many variations of food choice and the price of the food differs from one to another. The food offers at The Dutch Tafel Restaurant are typical authentic Dutch dishes, such as *snert*, *stamppot*, *poffertjes*, *patatje met*, *bitterballen*, and *stroopwafel*. The Dutch Tafel Restaurant will offer both alcoholic and non-alcoholic beverages to the customers. As for the alcoholic beverages, The Dutch Tafel Restaurant offers selections of Dutch beers to the customers, such as Heineken, Oranjeboom, Grolsch, and Royal Dutch beer. And as for the non-alcoholic

beverages, The Dutch Tafel Restaurant offers selections of tea, coffee, and mineral water to the customers.



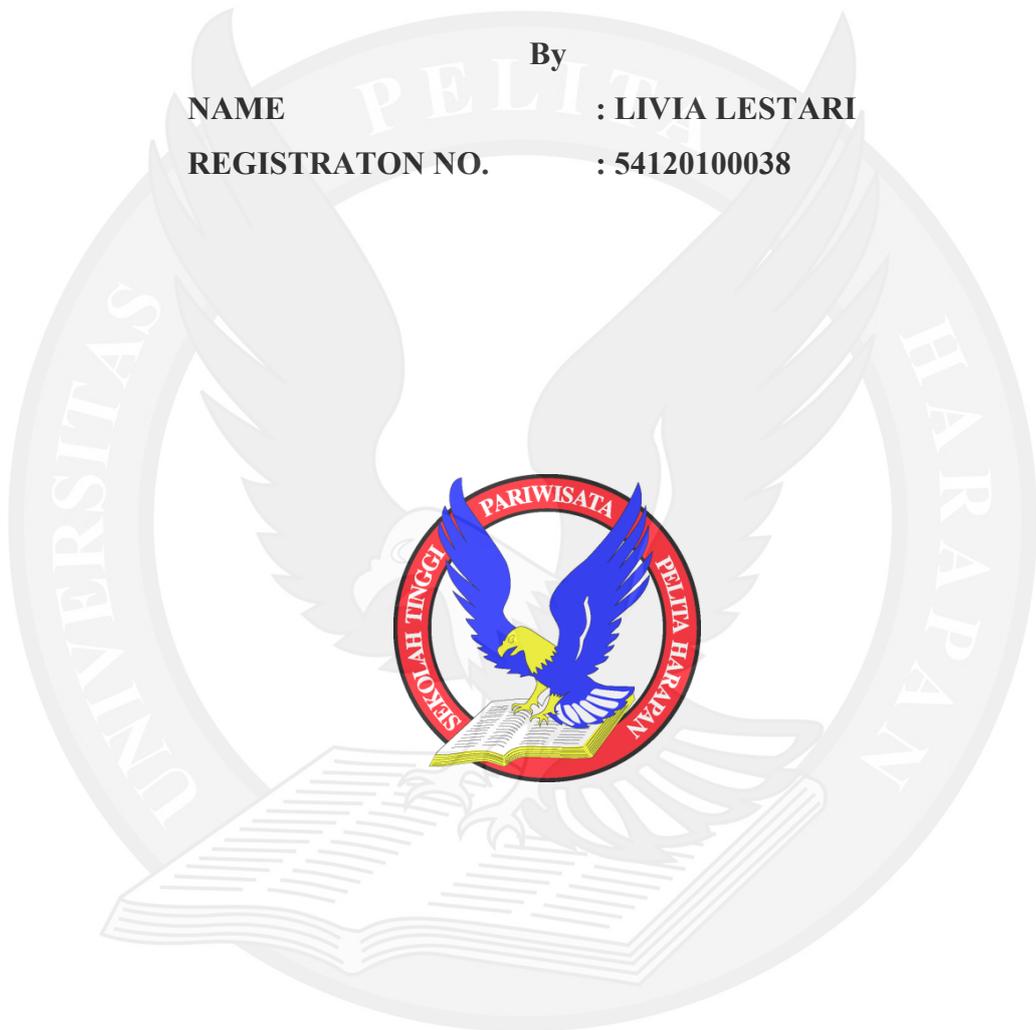
THE FINAL PROJECT

THE DUTCH TAFEL RESTAURANT BUSINESS PROPOSAL AT PANTAI INDAH KAPUK IN NORTH JAKARTA

Submitted in partial fulfillment of the requirements for the degree of Bachelor of Applied Science
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