

## **PREFACE**

The writer would like to thank Christ Jesus for His grace, strength, and ability to write and complete this Final Project on time. It is only by His guidance that I am able to finish my business proposal. The final project of RAMEN LAB RESTAURANT BUSINESS PROPOSAL AT GREENVILLE IN WEST JAKARTA is accomplished in order to fulfill the requirements in achieving the degree of Bachelor of Applied Science in Tourism (Sarjana Sains Terapan Pariwisata, S.S.T.Par.) Diploma IV from Sekolah Tinggi Pariwisata Pelita Harapan.

This Final Project would not be possible to be completed without the prayer, support, guidance, and assistance from many people. On this opportunity, the writer would like to express the sincerely heartfelt gratitude to those who have assisted the writer in the completion of this Final Project, in particular:

1. Sandra Maleachi, S.Pd., M.A., as Advisor who has kindheartedly provided her time to guide the writer in completing this Final Project.
2. Dr. Diena M. Lemy, A.Par., M.M., as Dean of STPPH for her assistance during her study at Pelita Harapan School of Hospitality and Tourism.
3. Amelda Pramezwary, A.Par., M.M., as Head of Hospitality Management for her assistance during her study at Pelita Harapan School of Hospitality and Tourism.
4. Wulan Meiaya Wowor, S.E., M.M., Vasco A.H. Goeltom, S.S.T.Par., M.M., and Victor Bangun Mulia, B.Sc., M.B.A. as the examiners of the writer for their assistance and guidance in order to complete this Final Project.

5. All lecturers and administration staffs of Sekolah Tinggi Pariwisata Pelita Harapan who have assisted the writer during her undergraduate program and supported the writer during the process of writing the Final Project.
6. Beloved parents and sister for all of their supports and everything they have done to enable me to complete the four years of study at Sekolah Tinggi Pariwisata Pelita Harapan.
7. Yogaswara, a special person who always encourages and cares for the writer as well as his support and time that he has spent in order to make this Final Project successful.
8. Dearest best friends, they are Veronica Bajra Kirana, Livia Lestari, Shella Salim, and Jesslyn Suganda for their assistance and support to make the completion of this Final Project possible.
9. Melsya Wibowo, for her time and assistance during the writing of this Final Project.
10. Dearest friends in C class of 2010. Sylvia Feransia, Kezia Elsty, Nadia Alfiani, Melisa Fransisca, Metta Amanda, Oki Sumitha, Elise Wisanta, Veronica Bajra Kirana, Livia Lestari, Shella Salim, Steven Wijaya, Jensen Thang, Hendra Gunawan, Thomas Ricky, and Christsandhi Setiobudhi for being very helpful and becoming the best companions of the writer during her four years study at Sekolah Tinggi Pariwisata Pelita Harapan.
11. Jessica Lesmana, Christine Natalia, Jessica Phan, and Eugenia Dea, Shanez, who are special friends of the writer for their support, prayer, and contribution in the completion of this Final Project.

12. Members of FA Karawaci Cell Group, for their support, encouragement, and prayer for the writer to finish this Final Project on time and successful.

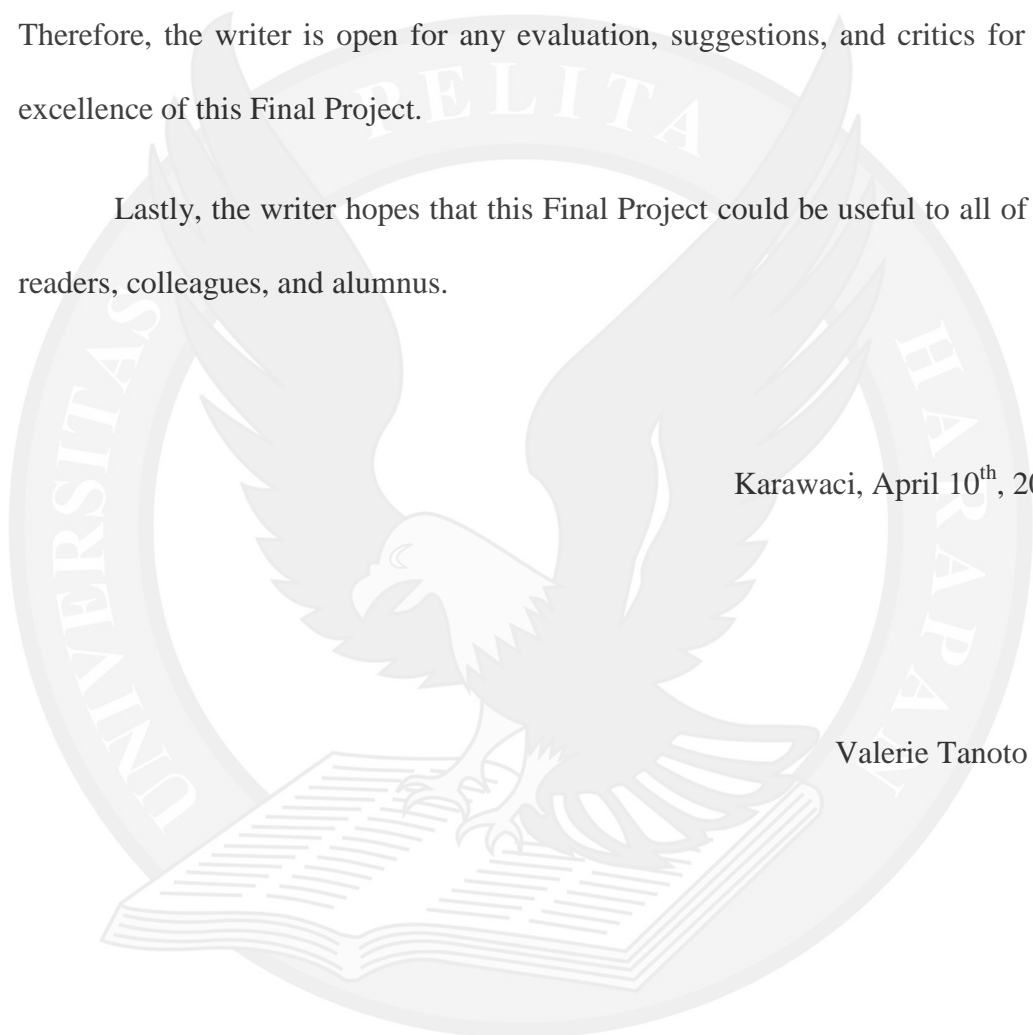
13. All the people that have contributed in the completion of this Final Project.

The writer realizes that the imperfection and limited understanding of experience and knowledge, mistakes could be found in this Final Project. Therefore, the writer is open for any evaluation, suggestions, and critics for the excellence of this Final Project.

Lastly, the writer hopes that this Final Project could be useful to all of the readers, colleagues, and alumnus.

Karawaci, April 10<sup>th</sup>, 2014

Valerie Tanoto



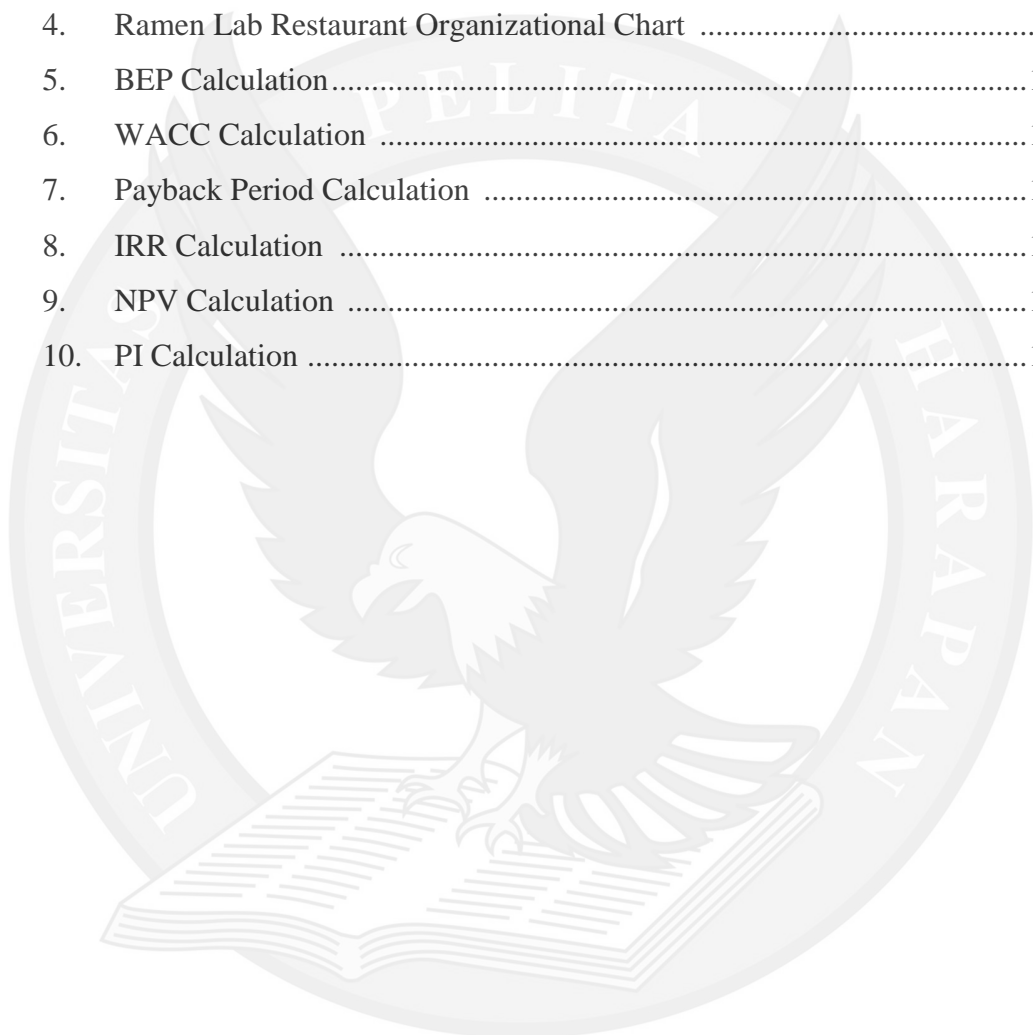
# CONTENT

	<b>Page</b>
<b>COVER</b>	
<b>STATEMENT OF FINAL PROJECT AUTHENTICITY</b>	
<b>FINAL PROJECT ADVISORS' STATEMENT OF AGREEMENT</b>	
<b>COMMITTEE OF FINAL PROJECT EXAMINERS' STATEMENT OF AGREEMENT</b>	
<b>PREFACE</b> .....	<b>v</b>
<b>CONTENT</b> .....	<b>viii</b>
<b>LIST OF IMAGE</b> .....	<b>x</b>
<b>LIST OF TABLE</b> .....	<b>xi</b>
<b>LIST OF ATTACHMENT</b> .....	<b>xiii</b>
<b>CHAPTER I            INTRODUCTION</b>	
A. The Initial Idea .....	1
B. The Objectives .....	4
C. Research Method .....	5
D. Theoretical Conceptual Overview .....	6
<b>CHAPTER II            MARKET AND MARKETING ASPECT</b>	
A. Demand Analysis .....	16
B. Supply Analysis .....	31
C. Segmentation, Targeting, Positioning.....	46
D. Marketing Mix .....	50
E. Economic, Social, Legal and Politic, Environment and Technology Aspect .....	60
<b>CHAPTER III            TECHNICAL ASPECT</b>	
A. Type of Activities and Facilities .....	63
B. Relationship Analysis Between Activities Functional and Facilities .....	67

	C. The Calculation of Space Needed for the Facilities .....	71
	D. Location Selection .....	72
	E. Technology .....	74
<b>CHAPTER IV</b>	<b>THE MANAGEMENT ASPECT</b>	
	A. Organization .....	76
	B. Human Resource .....	83
	C. Legal Aspect .....	93
<b>CHAPTER V</b>	<b>FINANCIAL ASPECT</b>	
	A. Sources and Needs of Fund .....	102
	B. The Projection of Operating Expenses .....	103
	C. The Projection of Revenues .....	105
	D. The Projection of Balance Sheet .....	106
	E. The Projection of Income Statement .....	107
	F. The Projection of Cash Flow .....	107
	G. Break-Even Point Analysis .....	108
	H. The Investment Valuation .....	109
	I. Risk Management .....	112
<b>CHAPTER VI</b>	<b>CONCLUSION</b> .....	<b>115</b>
<b>REFERENCES</b>		
<b>ATTACHMENT</b>		
<b>CURRICULLUM VITAE</b>		

## LIST OF IMAGE

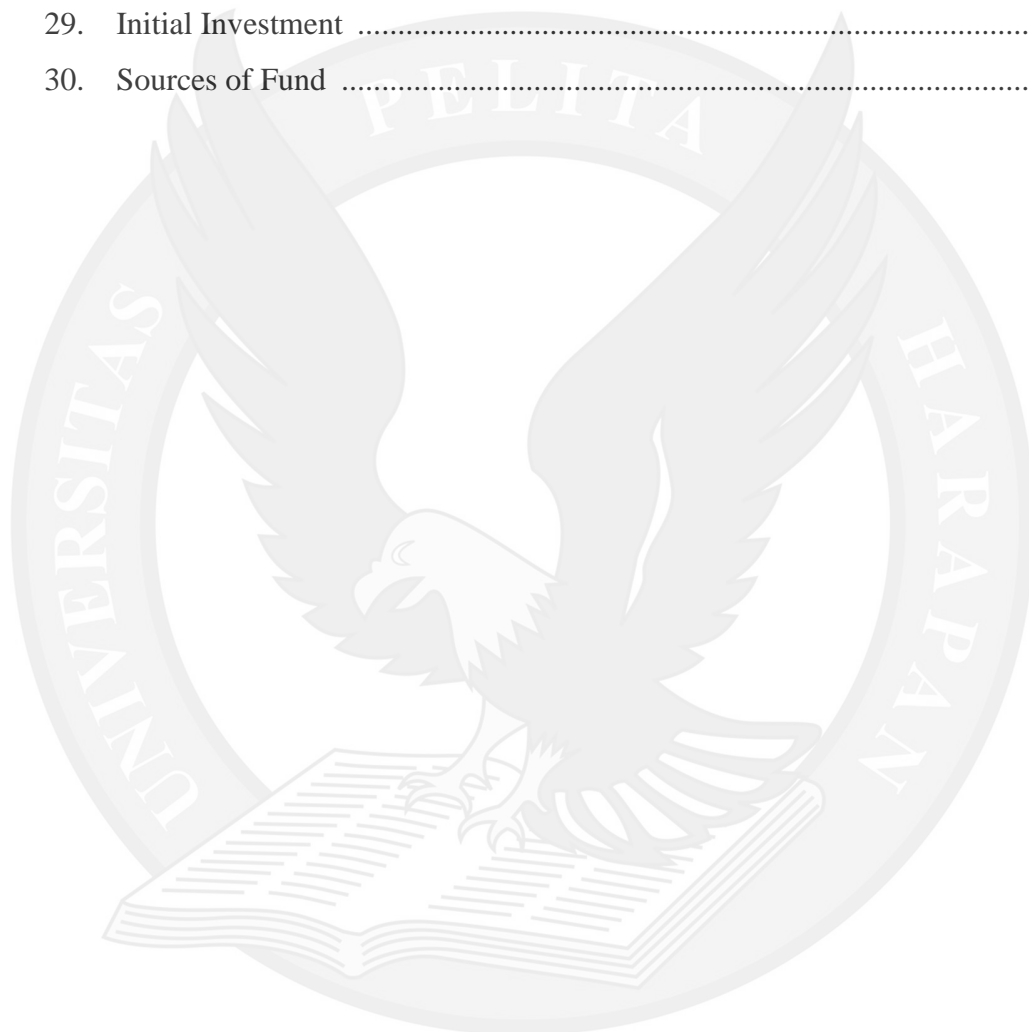
No.	Description	Page
1.	Five Forces Porter's Analysis .....	41
2.	Logo of Ramen Lab Restaurant .....	54
3.	Restaurant Operation Sequence .....	67
4.	Ramen Lab Restaurant Organizational Chart .....	83
5.	BEP Calculation.....	108
6.	WACC Calculation .....	109
7.	Payback Period Calculation .....	110
8.	IRR Calculation .....	111
9.	NPV Calculation .....	111
10.	PI Calculation .....	112



## LIST OF TABLE

No.	Description	Page
1.	Provision Of Food And Beverage Services In Jakarta, 2007-2012 .....	1
2.	Distribution Of Medium And Large Scale Restaurant Establishments By Province And Main Cuisine Served, 2010 .....	3
3.	Number of Population in West Jakarta According To the Sub-District and Gender, 2010 .....	17
4.	Number of Population in Kembangan Sub-District According To the Income and Status, 2012 .....	17
5.	Number of Population in Kebon Jeruk Sub-District According To the Income and Status, 2012 .....	18
6.	Number of Population in Cengkareng Sub-District According To the Income and Status, 2012 .....	18
7.	Number of Population in Kembangan, Kebon Jeruk, and Cengkareng Sub-District According To Age, 2012 .....	19
8.	Number of Population in West Jakarta According To Religion, 2013 .....	20
9.	Respondents' Profile N=150 .....	23
10.	Market Condition N=150 .....	23
11.	Respondents' Interest N=150 .....	24
12.	Reliability Statistics .....	30
13.	Direct Competitors of Ramen Lab Restaurant .....	31
14.	Substitute Competitors of Ramen Lab Restaurant .....	32
15.	Matrix SWOT Analysis .....	40
16.	Menu of Ramen Lab Restaurant .....	51
17.	Package Menu of Ramen Lab Restaurant .....	59
18.	Relationship Between Activities Functional and Facilities .....	68
19.	Calculation of Space .....	71
20.	Business Location Selection .....	72
21.	Job Description and Job Specification .....	76

22.	Shift Schedule of Service and Kitchen Team Ramen Lab Restaurant .....	79
23.	Shift Schedule of Administration Team Ramen Lab Restaurant .....	80
24.	Human Resource Needs .....	85
25.	Ramen Lab Restaurant Employee Schedule .....	86
26.	Ramen Lab Restaurant Compensation List .....	89
27.	Jamsostek .....	91
28.	Training Activity For Ramen Lab Restaurant's Employees .....	92
29.	Initial Investment .....	102
30.	Sources of Fund .....	102





## LIST OF ATTACHMENT

No.	Description	Page
1.	FBC-9 Sheet .....	A
2.	Menu .....	B
3.	Design Floor Plan and 3D Layout .....	C
4.	Questionnaire .....	D
5.	Financial Statement.....	E

