

CHAPTER I

INTRODUCTION

A. The Initial Idea

According to Hennessy and James (2011) to be a restaurant owner, we will get to know a lot of people. It is a very social business, with lots of invitations to special events and private parties. We will be on a first-name basis with people who have power and prestige: the conductor of the symphony, the coach of the football team, the mayor, TV celebrities, and so on. When they are in our restaurant, we are the one they want to talk to. It makes them feel important, so they will seek us out to become our friend.

Based on statistical restaurant, restaurant business development increased from year to year. In 2007, the number of restaurants in Jakarta is 1.615 and the average workforce is 27. In 2011, the number of restaurants in Jakarta has been increased to 2.977 and the average labor force is 28. Based on the BPS, Jakarta's economy during the quarter II/2013 generally better when compared to the quarter I/2011, almost all sectors began to increase production capacity. This is indicated by the positive growth achieved by all sectors of the economy. The second highest growth was achieved by the trade, hotels and restaurants sector with a growth of 3.1 percent.

Food and beverage business which has a large market demand will continuously develop and thus become the reason to open a restaurant business. Human needs to eat will give a great opportunity for restaurant's entrepreneurs. In recent years, the restaurant development is very useful for

modern people who are busy going to work and no time to cook. Indeed, there are many competitors in the field, but it has a business plan to achieve market success.

Business plan that will be made is Serjé Pasta Restaurant, where customers can enjoy any kind of pasta which made of various ingredients with good quality and is guaranteed. Serjé Pasta Restaurant serves both Italian and fusion-style of pasta dishes. The name of Serjé Pasta Restaurant itself comes from Italian soccer team called *Series A* and translated into Italian name. It becomes one of the uniqueness from Serjé Pasta Restaurant where the concept is taken from the most famous Italian soccer teams that achieve most champions and still has appeal among Indonesians and also many fans in Indonesia such as Juventus, Intermilan, AC Milan, and Lazio. The soccer-loving customers can visit the Italian restaurant Serjé Pasta. Furniture and fixtures used in Serjé Pasta Restaurant like chairs will be a round shaped. A dining table used to be round shaped and will be pictured of the flag from those Italian soccer clubs that mentioned above. The wall of the restaurant itself will be decorated with trinkets ball of each country, such as balls, uniforms of each team, shoes, certificates, trophies, and all the legendary photographs will be placed near the stairs that would lead to the second floor. And other uniqueness provided by Serjé Pasta Restaurant is on the second floor, Serjé Pasta Restaurant will be providing the area for playing PlayStation for 30 minutes but with the minimum purchase of Rp 150,000 on food and beverage. Serjé Pasta Restaurant will provide three PlayStations and all games are the game of football. In Serjé Pasta Restaurant, for some menu of

appetizer and two soups besides soup of the day which customers have to be ordered first to the waiters, it will be served separately in the counter salad bar. Appetizer such as Italiano Wrap will be provided in the counter salad bar to be taken by customers so that they can wrap it with their own choices, the ingredients have been provided in counter salad bar. Similarly with the soup, Serjé Pasta Restaurant provides two soups besides one soup of the day. For gelato, Serjé Pasta provides own corner so that the customers can take their own favorite flavor and with added toppings that suit their taste. Serjé Pasta Restaurant dining area will be divided into two areas, smoking area and non-smoking area. Another uniqueness that also prominent from Serjé Pasta Restaurant is providing a screen projector for the customers to watch Italian league matches.

Pasta restaurants in Jakarta is already quite much, but at Pantai Indah Kapuk, it does not have a specific restaurant which only sells pasta, usually eateries other than selling pasta, they also sell pizzas and western food. Currently pasta is becoming a trend among young people. As we know, a lot of pasta restaurants for example like Pasta de WARAKU, the pasta that have fusion taste with Japanese flavors, Warung Pasta in Kemang and Bandung, Spaggedies at Senayan City, and many others. These are the competitors that will be a challenge for Serjé Pasta Restaurant.

Serjé Pasta Restaurant will be located in Pantai Indah Kapuk, North Jakarta, it can be easily visited by various segment of community as it is located on a strategic place with many residences, schools like Singaporean School and BPK Penabur, recreation area like Waterbom PIK, mangroves

which will attract many tourists either local or foreigners, hospital, and offices. In 2014, the mall will also be opened there very soon. Accompanied with quality entertainment and supported by an open spaces and fresh air restaurant that is open for late night and dynamic eating will make dining atmosphere with co-workers and college friends into an unforgettable moment. There are some constraints to open this restaurant as a lot of money needed as an initial capital and there will be a lot of competitors will be faced. This project will be done from September 2013 until April 2014.

B. The Objectives

The objective of this business feasibility study is divided into two, which are major and minor objectives.

1. Major Objectives
 - a. Realizing the project into actual business.
 - b. To meet needs and wants of the surrounding community.
 - c. To gain profit by reaching the break-even point.
2. Minor Objectives
 - a. Improving independent restaurant especially Italian pasta restaurant in Pantai Indah Kapuk.
 - b. Opening a new employment field for surrounding community.

C. Research Method

To produce an accurate, reliable and trustworthy conclusion, the availability of data is very crucial. The data used for analysis should be valid,

reliable and collected by using scientific methods. The description of these data collection techniques are described based on the type of the data:

1. Primary data

a. Questionnaire

The descriptive questionnaire is made to know the market interest:

- 1) Obtained the information from respondents about the customers' needs and wants.
- 2) Sampling Method (requirements of the respondents, the time of questionnaire distribution, location, and various matters related to the technique of distributing questionnaires).
- 3) Validity and Reliability Test (if required).
- 4) Questionnaire Attachment (included in appendix).

b. Structured Interview

For structured interview or it can be called directive interview are all questions being prepared beforehand and are put in the same order to each interviewee. This style provides the precision and reliability required in certain situations. Interviews were conducted if additional data from the business people who are competent and can provide valuable input on the hospitality and tourism business is required, composing:

- 1) Information from the competent resources.
- 2) Background of the selection of the resources.
- 3) Interview Technique.

- 4) Interview Guidelines (included in appendix).

2. Secondary data

Secondary data is any information that has been collected or researched recently. Sources of secondary data include the internet, libraries, books, company reports, newspaper, magazine, etc. The data collected is useful as it allows the researcher to see the prevailing thoughts about his/her area of study.

D. Theoretical Conceptual Review

According to Walker (2009: 202), restaurants are:

A vital part of our everyday lifestyle; because we are a society on the go, we patronize them several times a week to socialize, as well as to eat and drinks. Restaurants offer a place to relax and a company family, friends, colleagues, and business associates, to restore our energy level before heading off to the next class or engagement.

According Ninemeier & Hayes (2005: 4), restaurant is:

For-profit foodservice operation whose primary business involves the sale food/beverage products to individuals and small group of guest.

There are four classification systems of four basic types of restaurant operation:

1. Upscale (high-check average) restaurants

The restaurant which offers the highest quality of food and beverage products and services, also called luxury or “gourmet” restaurants.

2. Casual-service (Midscale) restaurants

A moderately priced restaurant offering a full, informal menu often with an ethnic theme/environment. Alcoholic beverages are frequently served.

3. Family-service restaurants

A restaurant featuring table (and, frequently, counter) service offering a wide range value-priced menu items that generally does not offer alcoholic beverages.

4. Quick-service restaurants

An operation that provides a limited service (often self-served at counters) with relatively cheap price; also called limited menu or fast-food restaurants.

Based on this restaurant classification, Serjé Pasta Restaurant is categorized as casual service (mid-scale) restaurant. Serjé Pasta Restaurant took the themes derived from Italy because of the main product that will be provided by this restaurant is pasta, and pasta is one of the famous food that is derived from Italy and if people hear the word 'pasta', they have certainly identifying the food is Italian pasta. And also as Serjé Pasta Restaurant offered another special theme that is Italian soccer team which still have many fans in Indonesia. It was hoped that the customers could enjoy the atmosphere and be relaxed while enjoying the food as well as watching the soccer match with their colleagues.

Menu is the lists of dish that is provided in the restaurant. According to Davis *et al.* (2008: 146), there are two basic types of menu, such as:

1. *Table d'hote*

Table d'hote means food from the host' table and may identified by being a restricted menu, offering a small number of courses, usually three or four, this menu have a limited choice within each course with a

fixed selling price, and all the dishes being ready at a set time. *Table d'hote* menus can be offered for breakfast, lunch, and dinner.

Part of a Table d'hote menu may contain for first is banquet where the menu is fixed at a set price offering usually no choice whatsoever to the customers. Second is buffet, this type of meals vary considerably depending on the occasion, and the price paid, from the simple finger buffet, where all items prepared are proportioned to a small size so that the customers may consume it without the use of any cutlery. Third is coffee house, this menu is a more recent form of Table d'hote menu that is commonly used today in hotels and restaurants. Last but not least is cyclical menu where the menu is being rotate for example three weeks, and repeated again and again for a set period, for example, four months.

2. *A La Carte*

A La Carte means a free choice from the card or menu and is identified by being usually a larger menu than a Table d' hote menu and offering a greater choice, this menu is listing under course headings all of the dishes that may be prepared by the establishment, all dishes being prepared to order, each dish being separately priced, usually being more expensive than a Table d'hote menu, and often containing the exotic and high cost seasonal foods.

Part of an a la carte menu may contain a plat de jour or 'specialty of the house' section. This consists usually of one or two main dishes, separately priced, which are already prepared and change daily. There is a

menu of a la carte as because of their size and the unknown demand of each item, more difficult to control than the typical table d'hote menus.

Menu that will be used by Serjé Pasta Restaurant is a la carte menu as Serjé Pasta Restaurant menu will having many courses that offer main course that consist of different types of pasta, dessert, and beverage which consists of non-alcoholic and alcoholic drink. Meanwhile for appetizer and soup will be provided in the bar, where the customers can take it by themselves. Based on the results of a questionnaire which had been distributed, in addition to the results of the highest percentage of students and private sector employees, but many of the respondents also have the status of the family. Thus Serjé Pasta Restaurant provides menu options for kids designed as unique as possible in order to attract the attention from the kids.

As with food and beverage production, there are a number of Food and beverage service methods. According to Davis *et al.* (2008: 224), food service methods may be easily classified into some of these categories:

1. Self service

Self-service methods may be described as those operations in which the service staff do not come to the table and serve customers their meals; customers in fact select their own food, cutlery, etc. and carry them to a dining area themselves.

2. Buffet service

The buffet is a method of food service that is a modification of true self-service. Customers collect a plate from one end of the table and move along it helping themselves to the foods of their choice. Buffets may be a

combination of hot and cold foods. Buffets may be used in conjunction with a restaurant operation or for private functions.

3. Counter or bar service

In bar service customers sit on stools or chairs at a counter, the shape of which may be a straight line, or as is more usual, U-shaped. The covers are laid up and cleared in front of the customer by the waiter behind the counter.

4. Table service

Table service is a method of food service in which the waiter brings customers' food to the table and places it in front of them. There are a number of different styles of table service, these include the following:

a. American Service

American service in which the guest's meal is portioned and plated in the kitchen, brought into the restaurant by the waiter and placed in front of the customer.

b. French Service

French service, which is the most elaborate of the table service methods, involves preparing the guest's food in the kitchen, arranging it on silver salvers that are then brought into the dining room and placed on a small cart called a *gueridon*.

c. Russian service

Russian style of service illustrates the food service method commonly referred to as silver service; the food is prepared and portioned in the kitchen and placed on to silver salvers, which are then

taken into the restaurant. A dinner plate is placed in front of the guest and the food is served on to the guest's plate.

d. English Service

English service is the least common of all the table service methods described and is usually only used for private functions. The food is prepared in the kitchen, but not portioned.

e. Banquet service

The variety of table arrangements used in banqueting service are numerous, using either round, square, rectangular and other interlocking-shaped tables.

The service that is used in Serjé Pasta Restaurant is a mix between American service and self-service. For American type of service, because every main course menu will be served per plate and has served from kitchen and it will be brought to the customer's table by the waiter. Whereas for self-service, customers can take the appetizer, soup, and gelato in the counter bar by themselves.

The credit for inventing pasta has often gone to the Chinese, with Marco Polo said to have been exposed to noodles and the ideas of pasta making on his travels to China and to have then brought that idea back to Italy. However, there is ample evidence that pasta was being made in Italy prior to Marco Polo's fateful trip. Whatever its origin, pasta has long been a major component of Italian cuisine as well as a window into the diversity of the country.

In Southern Italy, it is a land of the familiar pizza, spaghetti, and tomato sauces people envision when asked about Italian cuisine. This general dichotomy is also true, to an extent, when it comes to pasta, the north is the Italian locale where one can find many varieties of fresh egg pasta dishes. The variety of pasta in Italy is so numerous, it is difficult to say how many kinds exist, and some estimate the number to be close to 2,000. A more helpful way of grasping this diversity is by looking at pasta types in relation to their use. (MacVeigh, 2009: 72)

According to MacVeigh (2009) Pasta shapes can be divided roughly into five categories, they are:

1. Soup pasta

Soup pastas are used in all varieties of soups, from simple light broths to heavier thick soups, with the pasta selected typically from smallest for light broths to somewhat larger for thicker soups. Some examples of this group include *risi*; where the pasta shaped like a grain of rice, *tubetti* is short and tube shaped pasta used in thicker soups such as thick minestrone.

2. Ribbon pasta

These pastas are typically meant to be served tossed with a simple sauce that clings well to the noodles. Some examples of ribbon pastas include *fettuccine*; thicker ribbon pasta, meant to be used with thicker, cream based sauces. *Linguine* medium thickness ribbon pasta meant to be used with butter or olive oil sauces or with pesto sauce. *Spaghetti* is

smaller ribbon pasta used traditionally with lighter tomato sauces and olive oil based sauces.

3. Tubular pasta

Tubular pasta has the advantage to hold the sauces inside the tube. Some examples of tubular pastas include *penne rigate*, this pasta is short and ridge tubular shaped that are meant to cling to olive oil based sauces. *Candele* is long and large tubular pastas that are traditional for meat sauce.

4. Shaped pasta

These pastas are created in small sizes for soups, in length for simple sauces, in tubular shapes for thicker or oil based sauces. The shapes are useful for holding specific sauces or foods. The shaped pasta includes *fusilli* where this pasta is corkscrew shaped pasta that is meant to hold meat based sauces inside the curls of the pasta. *Conchiglioni* is very large and shell shaped pasta which is meant to be cooked and then stuffed and baked.

5. Fresh pasta

Fresh pasta is divided into two types such as stuffed fresh pasta and ribbon fresh pasta. Stuffed fresh pastas are common in a number of regions of Italy and vary less with regard to how they will hold sauces than with what they are filled or their desired size and appearance. Some common stuffed fresh pastas are first is *ravioli*, this pasta is made by laying double sheets of pasta, one on top of the other, with fillings place in between the two sheets. The fillings can be pumpkins, spinach, meat, seafood, and chicken. Second is *tortellini*, this pasta is small and triangular

shaped stuffed pasta that has its thin edges folded back and sealed to yield a shape resembling a hat and typically filled with cheese.

Meanwhile for ribbon fresh pastas are like *lasagna*, this pasta is well-known variety made in both fresh and dried forms and is one of the largest sheet pasta and ribbon pasta made. This pasta is often used for layering. *Tagliatelle* is fresh ribbon pasta traditionally made in the Emilia-Romagna region and served with Bolognese sauce.

For beverages it can be divided into two major classifications such as:

1. Non-alcoholic beverages

These beverages will include water, carbonated beverages, fruit and vegetable beverages, dairy beverages, new age beverages, coffee, and tea.

2. Alcoholic beverages

Alcoholic beverages fall into three major categories such as, beer, wine, and spirits (hard liquor). *Baere* is the German word for “barley” and the root of the word beer. Barley is the principle grain used in the production of beer, although other grains can serve as a source of carbohydrates, which are eventually fermented by yeast to alcohol.

For beverage menu, Serjé Pasta restaurant will serve non-alcoholic and alcoholic beverages. For alcoholic beverages, Serjé Pasta restaurant provides various brands of local beer and international brand like Beer Bintang, Guinness, Calsberg, Heineken, and many others. Not only these kinds of beer that will be provided in Serjé Pasta restaurant, but also the special summer beer will also be served, so that the women’s customers can also drink the

beer with fruits flavor and in less percentage of alcohol. As Serjé Pasta Restaurant is a middle class restaurant with has an ethnic theme such as Italian soccer and providing screen projector for the customers to watch Italian league matches, they will spend more time to relax and enjoy their free time, so that is also the reason why beer is provided in Serjé Pasta Restaurant.

