

CHAPTER I INTRODUCTION

A. The Initial Idea

Walker (2017) acknowledged that restaurants are a critical part of tourism because people visit restaurants to fulfill a variety of desires and demands. Additionally, the workers and the eatery itself serve as a source of fulfillment for a variety of many other personal aspirations. There have been nine benefits to pursue the restaurant industry in relation to food industry operations, include income, as great restaurants lead to a large profit margin; The contest of constantly creating something new, the development of habits as one develops and gets on their way of life; the valuation possibility if successful individuals acquire and begin taking over the business, particularly small joints; a location to meet people in which connections and private relations are formed; the attentiveness of adjusting workplace atmosphere because the restaurant provides an optimistic and ever-changing atmosphere; an amusing style of living, a potential for the business owner to represent itself, and so much time on their shoulders due to the diversity, enjoyment, and socializing offered by restaurants (Walker, 2014).

DKI Jakarta represents the state as the sixth largest populace in Indonesia. Jakarta had a population of 10.562.088 individuals in 2020, according to the data of the 2020 Total Statistics, having a rate of expansion of 0.92 percent annually, making it one of the most populated state in Indonesia following West Java, East Java, Central Java, North Sumatera, and Banten. According to Badan Pusat Statistik (2021) the statistical research, that the

inhabitants is predicted to grow in the future years. Furthermore, DKI Jakarta is subdivided by six districts: South Jakarta, West Jakarta, North Jakarta, Central Jakarta, East Jakarta and Kepulauan Seribu.

There are three parts to a cereal: endosperm, germ, and bran. The term cereal comes from the Latin word *cerealis*, which means "grain." Cereals are grasses with long, narrow stalks, such as wheat, rice, maize, sorghum, millet, and rye, their starchy grains are eaten as food. Cereals are annual grasses of the grass family. Cereal is a broad phrase that encompasses a wide range of meals made from cereal grains, such as flour, bread, and pasta (Goyal et al., 2021).

All over the world, cereal grains are a major source of nutrition. Fermentation may be the most straightforward and cost-effective way to improve the nutritional value, sensory properties, and functional qualities of cereals, despite the fact that they lack some basic components (such as essential amino acids). A wide range of nutrients are found in cereal grains including protein, carbohydrates, vitamins, minerals and fiber that are essential for human nutrition. Cereals, on the other hand, have a lower nutritional value and a lower sensory quality than milk and milk products (Goyal et al., 2021).

In the process of providing food and beverage services, grain food is one of the components produced in Indonesia and is included in the category of food types. Table 1 below will show the average expenditure by group of Foodstuffs.

TABLE 1

Percentage of Monthly per Capita Expenditure Commodity Group

No.	Commodity Details	Spending Percentage		
		2018	2019	2020
1.	Food / <i>Makanan</i>	-	40,70	41,84
2.	Cereals / <i>Padi-padian</i>	2,95	2,62	2,53
3.	Tubers / <i>Umbi-umbian</i>	0,35	0,32	0,36
4.	Fish / <i>Ikan</i>	2,96	2,97	2,93
5.	Meat / <i>Daging</i>	2,27	2,34	2,53
6.	Egg and Milk / <i>Telur dan susu</i>	2,67	2,52	2,80
7.	Vegetables / <i>Sayur-sayuran</i>	2,44	2,20	2,75
8.	Legumes / <i>Kacang-kacangan</i>	0,61	0,59	0,61
9.	Fruits / <i>Buah-buahan</i>	2,05	1,97	2,05
10.	Oils and coconut / <i>Minyak dan kelapa</i>	0,69	0,67	0,66
11.	Beverage Products / <i>Bahan Minuman</i>	0,90	0,84	0,83
12.	Spices / <i>Bumbu-bumbuan</i>	0,58	0,53	0,60
13.	Other Consumption (miscellaneous) / <i>Konsumsi lainnya</i>	0,67	0,57	0,66
14.	Instant Food and Beverage / <i>Makanan dan Minuman Saji</i>	18,71	18,87	19,14
15.	Cigarette / <i>Rokok</i>	3,73	3,67	3,37
16.	Non-Food / <i>Bukan Makanan</i>	-	59,30	58,16
17.	Housing and Household Facilities	34,18	33,69	32,37
18.	Various Commodities and Services	14,69	14,43	14,83
19.	Clothing, footwear and headgear	2,38	2,69	2,42
20.	Durable Goods	2,60	3,52	3,42
21.	Taxes, Levies and Insurance	3,11	3,41	3,71
22.	Party and Ceremonial Needs	1,46	1,56	1,42
Total		100.00	100.00	100.00

Source: Badan Pusat Statistik DKI Jakarta (2021)

Based on table 1 above, there has been a fall in the average expenditure on food on grains or cereals from 2018 to 2020, even though the average expenditure on grains has a fairly high number (ranking 5th) compared to with other types of food. The table above also shows that the highest expenditure for the food stuffs is the instant food and drink category which has the largest number compared to other types of food. Cereal and Co Café focuses on cereals which is has a development cereal menu and also serves as instant food, which show that this type of food and beverage industry

is a good market to start the average spending on instant food rises even due to the pandemic situation.

TABLE 2
Population of Sub District of North Jakarta in 2020

No.	Sub District of North Jakarta	Total Population	Percentage of Population Growth
1.	Cilincing	315,613,00	1.46
2.	Kelapa Gading	162,843,00	0.29
3.	Koja	401,806,00	1.00
4.	Tanjung Priok	331,616,00	0.49
5.	Pademangan	138,787,00	1.14
6.	Penjaringan	428,316,00	1.46

Source: Badan Pusat Statistik Jakarta Utara (2021)

Table 2 Shows that Penjaringan, the sub district for Pantai Indah Kapuk. Rank the first in the population growth of North Jakarta in 2020 with 1.46 percent. This Statistic shows that the population of Pantai Indah Kapuk has the potential to grow more in the future, meaning that there will be more potential customer of every business located in Pantai Indah Kapuk Area. It will also have a certain direct impact on the requirements and wants of the food and beverage sector. Therefore, a food industry firm, such as diners or coffeehouse, could emerge. Restaurants serve human social needs which is known as the dining market and biological needs which is known as the eating market, which indirectly state that the demand and sales in the Food and Beverage sector will increase and create opportunities in the food and beverage industry (Barrows et al., 2012).

TABLE 3

North Jakarta Gross Regional Domestic Product at Constant 2010 Market Prices
by Business Field (Million Rupiahs), 2016- 2019

No.	Business Field	GDRP at Constant 2010 Market Price			
		2016	2017	2018	2019
1.	Agriculture, Forestry, and Fisheries	564,57	594,19	621,80	645,80
2.	Mining and Quarrying	-	-	-	-
3.	Manufacturing	143.143,26	156.987,32	170.186,23	171.491,92
4.	Electricity and Gas Supply	1.198,80	1.385,35	1.534,81	1.668,87
5.	Water Supply, Sewerage and Remediation Activities	223,37	234,35	253,41	264,92
6.	Construction	60.745,73	65.614,79	71.690,95	76.403,94
7.	Wholesale and Retails Trade; Repair of Motor and Vehicles and Motorcycles	67.874,11	74.560,59	83.150,86	92.443,92
8.	Transportation and Storage	17.457,29	18.967,29	20.333,81	22.855,37
9.	Accommodation and Food Service Activities	18.097,64	19.313,37	20.523,73	22.642,75
10.	Information and Communication	6.414,92	7.381,73	8.441,34	9.724,33
11.	Finance Services and Insurance	6.376,02	6.999,34	7.450,50	8.307,69
12.	Real Estate Activities	21.149,08	23.382,11	25.310,05	27.272,41
13.	Business Activities	23.292,70	26.865,44	30.609,59	35.746,61
14.	Public Administration and Defense; Compulsory Social Security	7.402,32	7.620,02	8.920,17	9.795,71
15.	Education Services	15.420,54	16.009,19	17.190,25	18.326,47
16.	Health and Social Activities	5.114,33	5.674,22	6.307,02	6.930,80
17.	Other Services	12.573,00	14.324,48	15.990,02	18.125,68
	GDRP	407.047,79	445.913,79	488.514,49	522.647,17

Source: Badan Pusat Statistik Jakarta Utara (2020)

Table 3 above shows North Jakarta's GDRP at constant 2010 market prices improved substantially between 2016 and 2019, particularly in the accommodation and food service activities sector. This indicates that the

industry of lodging and food service operations in North Jakarta has been experiencing a favorable trend of improvement in recent years.

Given the present outbreak of Covid-19, a world health crisis that originated in China in Wuhan City that is located in Hubei Province and has transmitted to several nations, such as Indonesia, a quarantine movement was implemented to prevent the virus from spreading wider. This had a tremendous effect on the global economy and imposes a constraint on financial affair, particularly Indonesia's economic development. Indonesia's authority has established instructions to address with the Covid-19 context; each area has its particular guidelines and adjustment that are suited to the area's condition according to the article in Kompas, therefore, since Jakarta representing one of the big cities In Indonesia where Enforcement of restrictions on community activities (PPKM) have indeed been applied, many industries felt the impact including restaurants as it was classified under the tourism umbrella (Susilawati et al., 2020).

The government has decided to extend the Policy for the Implementation of Community Activity Restrictions (PPKM) Levels 2, 3, and 4 until August 23, 2021. The decision to extend the PPKM was conveyed by the Coordinating Minister for Maritime Affairs and Investment, based on the evaluation carried out under the direction of the President of the Republic of Indonesia, PPKM levels 2,3 and 4 will be extended until August 23, 2021. The most recent modification to the health and safety guideline (PPKM) is that it is extended for all Java and Bali, Malls are allowed to open but to enter the mall everyone need to download the *Peduli Lindungi* app to show that the person is

vaccinated, The evaluation results show that the application of health protocols in shopping centers or malls has been carried out in a disciplined manner. Therefore, the government decided to expand the coverage of cities at level 4 that could conduct trials. In addition, the capacity of mall visits to 50 percent and can 25 percent dine-in or 2 people per table. This article has been published on Kompas.com with the title "PPKM Level 4, 3, and 2 Extended to August 23" on 16 August 2021 (Rendika Ferri Kurniawan, 2021). The Indonesian government had hoped to boost economic growth by promoting more tourism sector to visitors. International tourism receipts and investments and capital in tourism-related businesses brought in significant amounts of foreign exchange for Indonesia because of the country's thriving tourism industry. The benefits of tourism for the local economy include infrastructure improvements and the creation of jobs.

TABLE 4

The Percentage of Visitors Visiting the Retail Stores and Restaurant After the second wave of the Large-Scale Social Restriction (PSBB) Policy in DKI Jakarta 2020

Phase	Visitors Percentage (%)
6 – 11 August 2020	49
9 – 13 September 2020	54
9 -17 October 2020	44

Source: Bisnis.com with the title "Mandiri Institute: A Visit to a Restaurant in Jakarta Free Falls Due to PSBB Volume II" (2020)

According to Table 4, eatery visitation is acutely vulnerable to reports on the proliferation of Covid-19 and the regional government's PSBB regulations restrictions, the rate of visitors that visited the retail stores and restaurant had increase in time by 5%, from 49% in August to 54% in September, then there was a sudden decrease of 10% in the month of October to 44%, (Fitriani, 2020). This can be explicate as the restaurant visitor rate

bounce back to 44% after the restrictions at the end of the second Wave of the PSBB even though it has not reached the level shown in September 2020. Therefore, it can be stated based on the statistics presented that the impact of the restrictions is still felt, and it still made an impact.

Jakarta's second most popular cuisine is mostly due to Western impacts. People are revealed to more Western society and products due to the Internet; Western culture is now a component of the Indonesian teenager's views. Particularly in terms of food and drink, western culture is quite diversified. There are many types of western cuisine to choose from when it comes to western food.

TABLE 5

Number of Restaurant in Subdistricts of North Jakarta

District	Number of Restaurants	
	2018	2019
Penjaringan	78	204
Pademangan	40	74
Tanjung Priok	51	40
Koja	21	7
Kelapa Gading	189	280
Cilincing	8	2
Total in North Jakarta	387	607

Source: Badan Pusat Statistik Jakarta Utara (2020)

According to Table 5, Penjaringan and Kelapa Gading Has grown immensely in one year which shows the food and beverage industry. The Kelapa Gading region has the most restaurants in North Jakarta, with 280 establishments, almost half of the eateries in the district. Penjaringan has the second-highest number of restaurants in North Jakarta after Kelapa Gading, with a total of 204 establishments. Pantai Indah Kapuk is located in

Penjaringan, which show improvements in the food and beverage industry from the past one year.

TABLE 6

North Jakarta Sub District Land Area and Percentage of Land in 2020

No.	Subdistrict	Square Kilometer (Km2)	Percentage (%)
1.	Cilincing	39,70	27,07
2.	Kelapa Gading	87	10,14
3.	Koja	12,25	8,36
4.	Tanjung Priok	22,52	15,35
5.	Pademangan	11,92	8,13
6.	Penjaringan	45,41	30,96

Source: Badan Pusat Statistik Jakarta Utara (2020)

According to Table 6, Penjaringan has the most amount of land that is suitable with the outdoor concept as there is a lot of land still being developed. Pantai Indah Kapuk is a part of Penjaringan. The Various reason on why Pantai Indah Kapuk is the designated location for Cereal & Co café, For starters, Pantai Indah Kapuk is a possibly the best culinary neighborhood which is still bustling with visitors even during the outbreak. The rate of populace increases inside the Penjaringan sub-district, where Pantai Indah Kapuk is located, also demonstrates that this location outperforms those in the adjacent sub-district.

Pantai Indah Kapuk already has a dedicated highway path, that is accessible via the Internal Ring Road which is the Pantai Indah Kapuk Tollway exit. This highway connects Pantai Indah Kapuk with the rest of the town. Pantai Indah Kapuk furthermore offers the requisite for satisfactory offerings and economic developments, the Gold Island with the famous Urban Farm and the well-known San Antonio, China Town, Business Towers, Mall, food stores, PIK Hospital, Supermarkets, Water boom and Tzu Chi

School. Pantai Indah Kapuk is also known for their property like their upscale and exclusive residences like Crown Golf Mansion and PIK Kenari Golf and apart from the existent aspects. Pantai Indah Kapuk also has further projects in progress and scheduled to be completed completely in the near time like nearing the end of PIK 2, a restoration project for new residences and a corporate hub in the Pantai Indah Kapuk area. This new construction will increase the number of citizens in this neighborhood, which will benefit the businesses in Pantai Indah Kapuk.

Café is a place with limited service that has high customer visits as a place to serve food and drinks (Cousins et al., 2014). For many years, the importance of morning cereals in a nutritious diet was already acknowledged. According to dietary standards, morning cereals (particularly ones that are full wheat or rich in cereal fiber) are a potential source of essential components due to their high nutritional quality. Apart from being a good supply of minerals and vitamins, breakfast cereals may be a good source of antioxidants and phytoestrogens and are one of the best main sources of whole grains (Williams, 2014).

Cereal & Co is a café focuses on cereal and coffee with the specialty of having cereal in both sweet and savory choice. This will be a unique café experience because it is not yet available in Indonesia, as most cereal café only focuses on cereal, milk, and ice cream. Cereal & Co café is expected to give the customer a new excitement, experience, trend, and sensation that could be enjoy any time of the day and as a new sensation for the market.

Cereal & Co café is decorated in coastal contemporary design with rugs and wood to give the beach atmosphere. Cereal is the main component the café is focusing on, and Co stands for coffee. The location of Cereal & Co café is located in sunset beach Ruko in Pantai Indah Kapuk because the Ruko is facing a water body, jogging track and sunset view that matches with Cereal & Co café theme. The Sunset Beach Ruko has a good visitor access due to its strategic location and it is near to offices and residence area.

In order to fulfill the demanded service for food and beverage while following the Covid-19 safety procedure, the outdoor concept is created to help to decrease the transmission of Covid-19 and make sure the customer have a great view of the sunset and the environment of the shop. Cereal & Co Café has an outdoor area that is also a pet friendly area so people who comes to the park to jog with their pets can enjoy the view and chill with their pets. The plan of Cereal & Co café during the outgoing pandemic will be to offer food and beverage offline in the store and online through e-commerce markets like Tokopedia and Shopee to increase sales.

B. The Objectives

The feasibility study of Cereal & Co Café is very significant for knowing and learning about the business. The Cereal & Co Café business has a primary goal known as the major objectives and sub goals which is the minor objectives. The following are major objectives of Cereal & Co Café:

1. Marketing Aspect

To examine the feasibility of supply demand, segmentation, targeting and positioning business, marketing mix, economic, social, legal, political, environmental, and technological aspects of market and marketing by conducting SWOT analysis and Five Forces Porter Analysis used in Research for Cereal & Co Café.

2. Operational Aspect

The operational element of the study will examine the types of activities and facilities, as a means to consider the need for the facility space for business operations, location selection, and the technology available at Cereal & Co Café.

3. Organizational Aspect and Human Resources

To analyze the organization of the company in the analysis of job positions, business managers, legal aspects, and structures within the company as well as human resource training and development at Cereal & Co Café.

4. Financial Aspect

To analyze in terms of financial aspects of funding needs, sources of funds, estimated cost of income, break-even point analysis, investment

value, company profit and loss, and risk management in Cereal & Co Café.

The following are the sub objectives (Minor Objectives) of Cereal & Co Café:

1. To help to decrease the unemployment rate and help the provide jobs for the people living in and near North Jakarta, thereby broadening expertise and education in the restaurant business and learn about managing a restaurant.
2. To participate to the variety of cuisine options available in Pantai Indah Kapuk, North Jakarta.
3. To fulfill the need for culinary industry business.

C. Research Method

When doing a company feasibility study, supporting data is required to get a judgment on the business's viability. Cereal & Co Café adapts the following approaches to get valid, trustworthy, and accurate data:

1. Primary Data

Primary data refers to information gathered directly from researchers on the variables of interest that is precise, credible, and reliable for specific study purposes (Sekaran & Bougie, 2016). Numerous methods exist for obtaining primary data, including the following:

a. Questionnaire-based survey method

A questionnaire is a collection of pre-written and pre-structured questions that the respondent will record and answer in a defined and

clear alternative format (Sekaran & Bougie, 2016). The survey method is advantageous for determining the market's state and condition. There are three types of questionnaires: self-administered, mail-administered, and electronic and online surveys (Sekaran & Bougie, 2016). Cereal & Co Café uses electronic and online questionnaires. Upon taking account of the outbreak condition of Covid 19 worldwide, online surveys are the sort of questionnaire to be utilized in this company feasibility research to reduce direct and physical interaction with one another. In addition to being distributed electronically through electronic intermediaries like e-mail and other means, postal and electronic questionnaires cover a vast geographic region and respondents can complete the survey from any location at any time of the day or night.

Sampling is a technique for selecting a sufficient amount of the appropriate aspects from the community in order to produce feasible for the business to generalize populous aspects for the research and learning of its qualities and properties. Sekaran & Bougie (2016) Additionally stated that the sampling procedures contain:

- 1) Defining the target audience

The target population is defined geographically, chronologically, and in terms of components. The target group for this company feasibility research is measured by the regional boundaries of its development; all inhabitants of Pantai Indah Kapuk and people who live beyond that area that wants to go beyond their locations for food.

2) Establishing the sampling frame

A sample frame is the visible picture of the entire populace from where the sample is taken. It is defined by the age category, sexual preference, level of education, residence, profession, and average earnings. As a result, the sample frameworks for this business feasibility study include all male and female participants who live in Pantai Indah Kapuk irrespective of their profession.

3) Picking the sample design

Probability and non-probability sampling are the two main used sample designs. The distinction among the two is more to non-probability sampling elements did not contain a preset probability of getting chosen as subjects, whereas probability sampling elements have. The non-probability sampling technique is used in this feasibility study, along with a special type of convenient sampling. According to Sekaran and Bougie (2016), convenience sampling is the practice of collecting data from individuals of the populace who are readily available to deliver it. Convenience sampling was selected due to its benefits; it is rapid, inexpensive, and most crucially, handy.

4) Choosing the optimal sample size

There are certain rules that must be followed when determining the sampling size, including (Hair et al., 2019, pp. 132-133):

- a) The dataset's absolute size; and
- b) The cases-to-variables ratio.

c) The "strength" of the factor analysis's output

The ideal sample size is considered to be 100 or more, and a considerably survey approach (200 or more) is indicated as the variety of variables and factors are expected to expand. In terms of the observation-to-variable ratio, the usual guideline is that there should be at least five times as many observations as variables to be analyzed, and a more acceptable sample size would be one with an observation to variable ratio of 10:1. As a result, the sample size for Cereal & Co café will need to be at least 155 respondents, as the questionnaires include 31 indications in the marketing mix segment.

Scales are essential while creating questionnaires to allow the participants to select the best appropriate response. A scale is a tool or method that is used to categorize persons according to how the variables used in this study differ from each other (Sekaran & Bougie, 2016). Thus, the questionnaires will be built using the Likert scale, which Sekaran and Bougie (2016) defines as a scale intended to assess how strongly individuals agree or disagree with the particular statements of the following values of the six-point scale, Beginning with 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Disagree, 4 = Slightly Agree, 5 = Agree, 6 = Strongly Agree. The sampling technique will be performed via the Online using Google Forms from 7 – 12 October 2021. Once sample is

collected, the accuracy and reliability of the results must be assessed to evaluate the value of the data.

Additionally, four different scales are available: interval, nominal, ratio, and ordinal. Cereal & Co café business feasibility study will use a mixture of both interval and nominal scales. The nominal scale is applied to evaluate market and the participant's identity, as Sekaran & Bougie (2016) noted that it enables the researcher to identify subjects to certain classification. This will assist Cereal & Co café in identifying the best possible target market based on the results of the analysis. While the interval scale enables the participant's judgment to be recognized through the use of a specific scale since it reveals the degree of the variable's disparities, order, and equivalence (Sekaran & Bougie, 2016).

5) Validity Test

Validity test is a technique for evaluating the quality of an instrument's manufacture; it determines if the instrument accurately measures the concept it is intended to assess. It allows the researcher to determine if they are measuring the right idea or not.

According to Sekaran and Bougie (2016, p. 220-222), there are three types of validity tests:

a) Criterion-related Validity

A test is established when a measure classifies participants based on a criterion that was intended to be expected.

b) Validity of Content

The content validity of an idea is reliant upon the accuracy with which its elements and dimensions have been recognized. It determines whether or not it has already reflected the concept.

c) Construct validity

A test that verifies the degree to which the outcomes of the measure evaluation correspond to the theories that were utilized to develop the test.

6) Reliability Test

The reliability of a test is a measure of the instrument's correctness and exactness in analyzing the concept, and it assists in defining the measure's value (Sekaran & Bougie, 2016, p. 223). Cronbach's alpha will therefore be conducted to identify the consistency of each element. It is a reliability coefficient that indicates how well components in a collection are positively associated with one another, with reliability values less than 0.60 being regarded weak, those between 0.70 and 0.80 being labeled sufficient or acceptable, and those greater than 0.80 being considered strong (Sekaran & Bougie, 2016, p. 290).

b. Observation

According to Sekaran & Bougie (2016), observation is the process of gathering data about an activity or behavior by analyzing, recording, and interpreting it. The purpose for this business feasibility study is to gather information on competitors, the neighboring environment, and

client behavior in the area of Ruko Sunset Beach, Pantai Indah Kapuk. Thus, Cereal & Co café will do an observation by conducting a research for details regarding the rent price of Ruko annually. Additionally, the area, design and layout of the café will be examined for comparison.

2. Secondary Data

Referring to Sekaran and Bougie (2016), secondary data is information that has been obtained by another for purposes apart than the proposed investigation. Official reports published material and unreleased materials, firm's websites, analytical bulletins, and the World wide web are all forms of secondary data (Sekaran & Bougie, 2016). Secondary data used in the business feasibility study of Cereal & Co café is from the Central Statistics Agency known as Badan Pusat Statistik (BPS), official websites, reference books, scientific journals, and other supporting sources.

D. Theoretical Conceptual Overview

The concepts behind this business feasibility study are:

1. Definition of Restaurant

According to Payne-Palacio & Theis (2015, p. 26), the use of the word restaurant was first used in Paris in 1765. The term "restaurant" originates from the French verb *restaurer*, which translates as "to replace or refresh." Restaurants, according to Walker (2014, p. 4), have been

established in the human lifestyle as a response of the human desire to mingle, eat, and drink.

2. Classification of Restaurant

Walker (2014, pp. 25-55) outlines the variety of restaurants:

a. Sandwich Shop

A sandwich shop essentially provides the duality of hot and cold sandwiches. Consumers are able to pick individual bread or bun varieties, stuffing, as well as coating. Sandwich shops commonly provide delicacies, soups, and salads as well. Cooking hardly occurs. An illustration of a variety of said shops would include Quiznos.

b. Quick Service Restaurant (QSR)

Quick Service Restaurants are commonly recognized as fast food restaurants. The variety of food choices would include burritos, tacos teriyaki bowls, burgers, etc. Consumers recompense prior to the collection of their food in one counter while the self-serving of drinks and dressing occur in another counter. An instance of such restaurant would be McDonald's, Wendy's, A&W, Flip Burger and Kentucky Fried Chicken (KFC) .

c. Pop-Up Restaurant

Pop-Up restaurants are ones that emerge for hardly a couple of days and accompanied by a ticket fee These restaurants are typically promoted via social media, with committed consumers keeping track

of when and where the restaurant will open next, like for instance Gojek's Bazaar Booth in Mall of Indonesia.

d. Food Truck

Food trucks are viewed as a "improvement" over traditional street food carts. Cuisine trucks typically serve fast food such as burgers, tacos, sandwiches, ice cream, and other items. Some food trucks have their own kitchen where they create the cuisine from scratch, while others don't. Food trucks may be seen at the Coffee Walk in Lippo Mall Puri.

e. Fast Casual

Fast casual dining is a cross of quick service restaurants and informal dining. They employ higher-quality, fresher ingredients, and their food is prepared to order. The decor of the restaurant is also more premium. An example is Salad Stop.

f. Family

To appeal to families, family restaurants are more relaxed. The majority of these establishments do not serve alcoholic beverages. A good example of a family restaurant is Bandar Djakarta, Ancol.

g. Casual

Casual restaurants are created to reflect current fashions and lifestyles. Signature food and drink items, as well as a welcoming atmosphere, are available at these establishments. Casual restaurants include William's, Imperial Kitchen and TGI Friday's.

h. Fine Dining

Fine dining restaurants charge a premium for their food, beverages, and service. An evening's table turnover could be one or less. To contribute to the ambiance, the restaurant's decorations and eating equipment (plates, cutlery, and napkins) are similarly high-end. The food's flavor and preparation, as well as everything else mentioned, are all designed to make the eating experience of the guests unforgettable. instances include Namaaz Dining, Sophia at the Gunarmawan, Hakkasan, Akira Back and Hensin.

i. Steak Houses

Steakhouses provide a wide range of steak cuts and sauces from which to pick. They're aiming for a niche market of steak eaters. Gandy Steakhouse, Holy cow, and Aged+ Butchered are some steakhouse examples.

j. Seafood Restaurant

Seafood restaurants specialize in fish, squids, stingrays, lobsters, shrimp, and other marine life. Pondok Laguna and The Manhattan Fish Market are two examples.

k. Ethnic Restaurant

Ethnic restaurants serve cuisine from a certain country or region. The choice of country or region is reflected in the decoration, service, atmosphere, and cuisine preparation. Queens Tandoor, Sushi Tei and Angke Restaurant is an examples of this type of restaurant.

l. Theme Restaurant

Walker (2014, p. 43) narrates theme restaurants as something that is constructed around a concept, frequently highlighting playfulness and fantasy that is romanticizing or glamorizing activity like sports, traveling, a period of history, or virtually any other subject. All parts of the restaurant, including the decorating, service, uniform, menu items, and beverages, are in keeping with the restaurant's themes. The Garden, Miss Unicorn Café, and Taman Santap Rumah Kayu, Ancol are examples of theme restaurants.

m. Coffee Shops

Coffee shops, while specializing on coffee drinks, also sell other beverages such as teas. They frequently provide light fare like sandwiches and pastries. Common Grounds, Djournal House, and Anomali Coffee are the three examples.

n. Chef - Owned Restaurant

Chef-owned restaurants are those that were started by a chef, which means that the chef is in charge of the cuisine, decor, staffing, and service. The chef can also work with publicists to promote the restaurant, such as by writing backstories for it or publicizing when a star dines there. Mars Kitchen is an example of a chef-owned restaurant.

o. Centralized Home Delivery Restaurant

The meals are purchased online, made, and delivered directly to the customer's door. Shoppe Food and Traveloka Eats, the two examples.

3. Type of Service

The Forms of food and beverage service are listed in Set Up My Hotel(2019):

a. English Service

The meal is served to the customers on the table on huge platters or bowls. After that, the visitors are free to assist themselves and pass the platter around. The host would occasionally request that the food be served by the wait staff.

b. Family Service

The food is cooked and prepared in huge quantities, then placed on the table for customers to assist themselves. This service has a high rate of yield.

c. French Service

This type of service is more intricate and time-consuming, and it necessitates a greater level of expertise. Chefs frequently prepare the meals in front of the customers, and the service is governed by a set of regulations.

d. Silver Service

Silverware is utilized in the service, and this form of service is only found in fine dining restaurants due to its high cost. The meal is portioned into flatware in the kitchen, brought out to the host for approval, and then served to the customers. A service spoon and fork are used to serve the food.

e. American Service

When the wait staff accepts orders in the dining room, the order is sent to the kitchen via a ticket, the food is made and plated by the kitchen, and the food is then brought out to the customers, this is known as American service.

f. Russian Service

A large entrée, generally poultry or fish, is brought out to the guests during Russian service. The meal is then carved and presented after they have seen it. Banquets frequently use this type of service.

g. Cart or Gueridon Service

The meal is prepared partially in the kitchen and then brought out on a trolley with a portable heating unit to finish cooking in front of the diners. The chef usually flambés the meal on the trolley, then garnishes it and serves it.

h. Snack Bar Service

Customers sit upon lengthy stools following a counter and is able to arrange for food from a menu card located on said counter, or from an array panel behind the counter, in bars and pubs.

i. Self Service

The food is frequently displayed on a counter or buffet, and people are expected to assist themselves. After selecting the dish, the customers pay.

j. Buffet Service

Food is portrayed on tables in chafing dishes. customers are welcome to take all the food as they wish, as chafing dishes must always be filled. Behind the buffet, there may be wait staff or chefs serving the food to the diners. Food, such as noodles or meat, is sometimes cooked or made on the spot.

k. Cafeteria Service

Basic amenities and a restricted menu, this type of service is available in canteens and employee cafeterias. The customers are responsible for picking up their meals and cleaning up after themselves.

l. Single Point Service

The customer chooses the food beyond the counter and recompenses beyond the same counter.

m. Room Service

Room service is available in hotels and is delivered to the customer's room. Phone orders are taken and then brought to the room. The hotel's standard operating procedures determine service standards.

n. Takeaway Service

Orders for takeout are taken over the counter, via mobile apps, internet, or drive thru. This is commonly encountered in fast food restaurants. Vending machines are a type of takeaway service as well.

o. Automatic or Conveyed Belt Service

The meals are brought to the customers via a conveyor belt that runs parallel to their table. Sushi chefs would frequently prepare sushi from beneath the conveyor belts in Japanese restaurants.

4. Classification of Menu

a. À la carte menu

The À la carte menu contains the restaurant's complete menu, from appetizers to main dishes to desserts and beverages, each with an individual cost range.

b. Cyclical menu

The cyclical menu is a collection of cycled menu over a period of time, like for example it is a two-week meal course, this menu changes every day for the next fourteen days and then it repeats all over it again.

c. Kids Menu

Family-friendly restaurants frequently include a special children's menu, complete with vibrant colors and appealing fictional figures.

The kids that purchase the kid's menu will received a toy as an extra gift to bring it home, like McDonald's kids meal went viral because of the toys they offered to the customer and the target market was not only kids but also youth and adults.

d. Table d'hôte menu

This kind of menu will feature a single line of culinary items with set or non-negotiable pricing. Generally, the cost would be less than if the

customer order from the menu individually. Typically, this menu is served to groups of people.

e. Du jour menu

The term "Du Jour" refers to goods that are "of the day" in French. Du Jour menu is a menu product that is only available on a particular day of the week.

5. Definition of Café

Cousins & Lillicrap & Weekers (2014) defined café as a place with limited service that attracts a large number of customers as a place to serve food and beverages.

6. Definition of Cereal

There are three parts to a cereal: endosperm, germ, and bran. The term cereal comes from the Latin word *cerealis*, which means "grain." Cereals are grasses with long, narrow stalks, such as wheat, rice, maize, sorghum, millet, and rye, their starchy grains are eaten as food. Cereals are annual grasses of the grass family. Cereal is a broad phrase that encompasses a wide range of meals made from cereal grains, such as flour, bread, and pasta (Goyal et al., 2021).

7. Business Concept

According to the theoretical view above Cereal & Co Café is a café because it has limited service serving only beverages, light bites and also desserts. The name Cereal & Co café was chosen because of the café's product signature as mostly the products contain cereal and Co stands for Coffee, as the café specialty are coffee and cereals.

Cereal & Co café uses a la carte menu and table d'hôte menu type, a la carte means the customer can enjoy any of the product individually as it has its own price and not in bundle with any packages and table d'hôte is for the packages which is a bundling of few of the items that is offer in cheaper price to increase sales. The type of product served are cereal, pancake, waffles, light bites, different types of beverage that contains coffee and the ones that does not contain coffee like milkshakes and tea and also non-diary milk options. Cereal & Co café provides food that have never been experience before like waffle bite, pancake cereal with both sweet and savory choice, cereal chicken, cereal fries, cereal onion rings and cereal tofu. These type of food can be enjoyed at any time of the day and even every day.

The type of service in Cereal & Co café will be single point service as the customer will order and make the payment in the counter and the food could be picked up or deliver to the table to avoid overcrowding and physical contact with different waiters. Covid-19's tight health procedure will be implemented at the facility, as well as the standards and policies stipulated by the authorities. Take the mask rule, guest control, and physical distance as examples of these practices. There will be a restriction on the maximum of guests that can enter the facility at one go, as a part of the recent new routine. To further eliminate direct interaction, Cereal & Co café will also employ digital methods of payment.

The location of Cereal & Co café is San Antonio, Golf Island Sunset Beach Ruko, Pantai Indah Kapuk. The location is closed to

apartments, houses, school, offices, beach, shopping malls, offices, residences and many other new developing facilities. The interior design concept for Cereal & Co café is contemporary coastal, with the touch of wood and glass, that will give the customer a modern and cozy vibe with a beach atmosphere that matches the vibe and the location of the cafe.

Cereal & Co café has both indoor and outdoor dine in facility for customer's satisfaction as guest chose to be in outdoors than in indoors during the pandemic. The outdoor idea also formed out of a desire to stop the transmission of Covid-19 and so to stay in business if there is any PPKM / PSBB rules or restriction that bans indoor dining and also to enjoy the sunset in Pantai Indah Kapuk.

