

# CHAPTER I

## INTRODUCTION

### A. The Initial Idea

Indonesia is the fourth largest country with a total of 270,20 million populations (Badan Pusat Statistik, 2021), which consist of 3.47% of the population in the world. There are a lot of beautiful cities and islands that spread all around Indonesia, and each of them has their own customs and culture which make Indonesia a *multicultural* country. Indonesia is a country that is well known for resources, be it human resources and natural resources. Due to the pandemic of COVID-19 every business sector is affected, tourist visits from foreign countries to Indonesia have also decreased very drastically.

**TABLE 1**

The total of foreign tourist arrivals in January 2020 and 2021 in Indonesia

January 2020	1.290,41
January 2021	141,26

Source: (Badan Pusat Statistik, 2021)

Based on the Table 1, it is concluded that the number of tourists entering Indonesia during the pandemic dropped drastically from January 2020 to January 2021. That it has also affected Indonesia's Tourism, such as the Accommodation, Tourist attractions, Transportation and etc. Food and Beverage industry is also affected, some of them also face bankruptcy because they are unable to carry on the operation. There are also some of them that are still able to operate, with the new adjusting and marketing concept according to the pandemic health protocols. Every human will need to consume food and drink

in order for them to gain energy and be able to do their daily activities, it is the human basic needs. It is a need that cannot be avoided by humans, because it is the source of energy. The behaviour of eating and drink is also fundamental factors in tradition and perhaps specific social relationships, boundaries, and contradictions (Cochrane & Bal, 1990).

**TABLE 2**  
Gross Regional Domestic Product on the basis of Constant Prices by  
Business Field 2018-2020

No.	Business Field	GDRP on the basis of Constant Prices by Business Field		
		2018	2019	2020
1	Agriculture, Forestry, and Fisheries	1 052 290,12	1 116 082,02	1 110 806,22
2	Mining and Quarrying	69 412,41	70 403,18	67 843,10
3	Manufacturing	55 303 168,48	59 176 665,01	61 411 918,20
4	Electricity and Gas Supply	1 435 883,63	1 496 666,02	1 456 717,23
5	Water Supply, Sewerage, Waste Management and Remediation Activities	195 955,51	210 126,55	204 174,40
6	Construction	20 618 935,98	22 046 333,63	20 507 499,55
7	Wholesale and Retails Trade, Repair of Motor and Vehicles and Motorcycle	6 816 434,37	7 122 698,99	6 073 379,96
8	Transportation and Storage	3 097 090,97	2 570 097,68	1 425 894,35
9	Accommodations and Food Service Activities	2 545 995,87	2 790 961,78	1 521 452,37
10	Information and Communication	2 987 911,14	3 345 657,28	3 950 886,68
11	Finance Service and Insurance	3 711 971,16	3 895 276,26	3 849 265,89
12	Real Estate Activities	1 451 476,45	1 481 957,46	1 233 881,53

**TABLE 2**  
Gross Regional Domestic Product on the basis of Constant Prices by  
Business Field 2018-2020 (cont.)

13	Business Activities	5 434,36	4 959,53	2 810,57
14	Public Administration and Defence, Compulsory Social Security	1 135 773,20	1 148 087,13	1 288 464,84
15	Education Services	1 007 811,58	1 014 975,63	954 483,08
16	Health Services and Social Activities	818 901,35	836 098,28	818 623,83
17	Other Services	464 153,00	473 307,02	151 552,91
<b>GDRP BATAM</b>		<b>102 718 599,57</b>	<b>108 800 353,44</b>	<b>106 029 654,69</b>

Source: (Badan Pusat Statistik Kota Batam 2021)

Table 2 is the Gross Regional Domestic Product (GDRP) of Batam, Kepulauan Riau. It is concluded that the GDRP in Batam is always increasing from year to year, but however due to COVID-19 in the year of 2020 every business field has decreased. Including the Food and Beverage industry, thus the food service industry needs to take more initiatives to control consumer expectations and encourage commercial enterprises by strengthening the important understanding of fulfilling protection desires where security needs are greatly increased through the COVID-19 outbreak.

Batam is one of the cities in Indonesia which is located in the Kepulauan Riau. It has a very strategic location because the city has a very close distance and is directly adjacent to Singapore and Malaysia. And it is also surrounded by a lot of islands, Batam is also considered as the fastest growing cities in Indonesia.

**TABLE 3**  
Total Population of Kepulauan Riau in 2020 in (Person)

No.	Region	Total Population
		2020
1	Karimun	253.457
2	Bintan	159.518
3	Natuna	81.495
4	Lingga	98.633
5	Kepulauan Anambas	47.402
<b>6</b>	<b>Batam</b>	<b>1.196.396</b>
7	Tanjung Pinang	227.663
<b>Kepulauan Riau</b>		<b>2.064.564</b>

Source: (Badan Pusat Statistik Kota Batam)

Based on Table 3, it can be seen that Batam is the most populated region in Kepulauan Riau. Continued by Karimun and Tanjung Pinang, Batam city has good growth. With a large number of population among the other region/island, it can be concluded that there are higher chances of a Food and Beverage Industry will be needed. Because humans need to consume food, therefore the chances of a Restaurant/Places to eat will be relatively high.

**TABLE 4**  
Average Value of Food Commodity Group Consumption Expenditure  
(Rupiah/capita per month), 2018-2020

No	Food Consumption Group	Average Value of Food Commodity Group Consumption Expenditure (Rupiah/capita per month)		
		2018	2019	2020
1	Tubers	7 360,33	7 671,41	8 727,00
2	Nuts	10 982,95	11 478,10	11 664,00
3	Other consumption	13 034,71	12 725,87	13 350,00
4	Spices	13 614,03	13 578,08	14 958,00
5	Oil and Coconut	16 341,22	15 257,58	16 337,00
6	Beverage Ingredients	18 094,62	18 288,97	18 189,00
7	Meat	36 993,81	42 659,87	40 075,00
8	<b>Fruits</b>	<b>37 075,56</b>	<b>41 231,76</b>	<b>44 363,00</b>
9	Milk and Egg	54 203,09	54 384,99	61 523,00

**TABLE 4**  
Average Value of Food Commodity Group Consumption  
Expenditure (Rupiah/capita per month), 2018-2020 (cont.)

10	Vegetables	61 346,16	59 715,99	73 715,00
11	Cigarettes, Tobacco and Betel	64 365,21	74 947,09	78 898,00
12	Grains	66 467,34	64 206,33	66 717,00
13	Fish/Shrimp/Squid/Scallop	77 548,89	81 456,60	93 337,00
14	Prepared Food and Beverages	334 124,74	356 575,40	322 658,00

Source: (Badan Pusat Statistik Kota Batam)

Table 4, it is the data of Food consumption in Batam from the year of 2018-2019. For the Fruits it has always increased from year to year, therefore it can be concluded that the fruit enthusiasts in Batam are always increasing. Fruits is a food that usually contains seeds with a different kind of taste, such as sweet and sour that came from a tree or other plant. Fruits are promoted as a healthy food that can be consumed by people. A diet that is rich in fruits is important, since there are a lot of benefits for human health such as contain a high level of anti-inflammatory compounds like Carotenoids, Vitamin C and Phytochemicals (Zabetakis et al., 2020).

**TABLE 5**  
Number of Restaurants by Subdistrict in  
Batam Municipality, 2018-2019

No	Subdistrict	2018	2019
1	Belakang Padang	4	1
2	Bulang	0	5
3	Galang	5	12
4	Sungai Beduk	10	30
5	Sagulung	11	17
6	Nongsa	18	14
7	Batam Kota	75	261

**TABLE 5**  
Number of Restaurants by Subdistrict in Batam  
Municipality, 2018-2019 (cont.)

8	Sekupang	40	73
9	Batu Aji	89	113
10	Lubuk Baja	197	197
<b>11</b>	<b>Batu Ampar</b>	<b>9</b>	<b>48</b>
12	Bengkong	9	11
Batam Municipality		467	782

Source: (Badan Pusat Statistik Kota Batam)

Table 5 is the Number of restaurants that are operating based on the Subdistrict location in Batam, in the year of 2018-2019. Batam Kota is in first place, with a total of 261 Restaurants that are operating in 2019. Batu Ampar is on the fifth place out of 12 subdistricts, with a total of 48 restaurants in the year of 2019. Belakang Padang is in the last place with only 1 restaurant operating in 2019, whereas previously in 2018 it had 4 restaurants.

Batu Ampar is in the Top Three Main Ports with the largest export value in Batam Municipality, 2020. There is also Batam Harbour Bay Ferry Terminal, which is a Domestic and International transport hub with a restaurant and shopping centre. There are several routes that Batam Harbour Bay Ferry Terminal provides, such as Singapore, Malaysia, Tanjung Balai Karimun. Inside the Harbour bay there are many restaurants with various cuisines and also hotels from 3 stars to 5 stars.

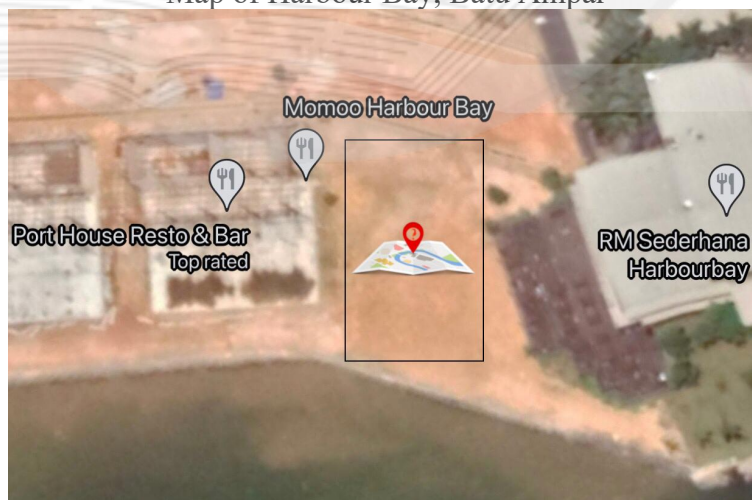
Fruits are a food that can be directly consumed by people and also processed into various kinds of food. Such as *Juice*, *Infused Water*, *Fruit Salad* and also *Smoothie Bowl*. It was first founded by The Gracie Family, which came from



Brazil and is famous for their *Jiu Jitsu Gym*. They have invented the Acai Bowl, which is a smoothie in a bowl that contains Acai Berry and other ingredients. Before, Acai was consumed fresh in Brazil cities such as Sao Paulo and Rio de Janeiro. Afterward, it was transformed into a frozen dessert in the 1990s. Smoothie Bowl is usually served in a bowl with a Smoothie and Cream base, it is served at a cold serving temperature.

*Frutas Bowl* is a business that is engaged in the restaurant that specializes in *smoothie bowls*. In accordance to the origin of the word, *smooth* which means soft. Smoothie bowl is a fiber and nutrient-rich dish, made from cold-pressed fruits that are blended until smooth, and sprinkled with a wide selection of healthy sliced fruits and other toppings. *Frutas* is actually inspired by *Portuguese* which means Fruits. Whereas *Bowl* means a round dish or container that is usually used to prepare and serve a food. Thus, *Frutas Bowl* is a bowl that serves healthy food that uses processed fruit. The location of *Frutas Bowl* would be located at Harbour Bay, Batu Ampar.

**FIGURE 1**  
Map of Harbour Bay, Batu Ampar



Source: Google Maps

Figure 1 would be the specific location of *Frutas Bowl* in Harbour Bay, Batu Ampar. The Promenade, Harbour Bay Downtown, Jl. Duyung, Sungai Jodoh, Kec. Batu Ampar, Kota Batam, Kepulauan Riau. During the pandemic COVID-19, people has started to have a healthier lifestyle. Whereas people would go to Harbour Bay to do exercises, such as cycling and jogging. Thus, the location would be ideal to target the market.

In 2016, the President of the Republic of Indonesia, Joko Widodo, has launched GERMAS to campaign for the perspective of implementing health efforts, which prioritizes promotive and preventive measures. GERMAS (*Gerakan Masyarakat Hidup Sehat*) is a systematic and planned action that is carried out jointly by all components of the nation with awareness, willingness and ability to behave in a healthy manner to improve the quality of life. The program which places the community's obligation to behave in a healthy lifestyle was confirmed through *Instruksi Presiden Nomor 1 Tahun 2017 Tentang Gerakan Masyarakat Hidup Sehat*, the GERMAS program itself is increasingly relevant during the pandemic. A clean and healthy lifestyle is the key to suppress the spread of Covid-19. There are 7 *GERMAS - Gerakan Masyarakat Hidup Sehat*, steps that can be a guide to living a healthier lifestyle, such as doing physical activity, eating fruits and vegetables, not smoking, not consuming alcoholic beverages, doing regular health checks, maintaining environmental cleanliness and using latrines. According to Kontan Newspaper (2021) Global nutrition company Herbalife Nutrition conducted a 2020 Diet Decisions Survey, which result of the survey was delivered by a member of the first Nutrition Advisory Board from Indonesia, Dr. Foresters (Ph.D.). Herbalife Nutrition Indonesia's Senior Director & Country



General Manager, Andam Dewi stated based from the survey results, society has started to eat more fruits, vegetables, and other plant foods. 79% of Indonesian respondents felt a difference in their health during the pandemic since they started changing their diet. It is concluded that Indonesia's society is increasingly making health a top priority during the pandemic.

## **B. The Objectives**

This business feasibility study was prepared with the aim of helping business owners to analyse whether the *Frutas Bowl* business can run based on the aspects contained in it. There are two objectives in analysing a business feasibility study, such as *major objectives* and *minor objectives*.

### 1. Major Objectives

Analyzing and to make sure that various aspects of the Business Feasibility Study of *Frutas Bowl* can be implement effectively.

#### a. Marketing Aspect

Analyzing the market opportunities such as market demand, supply, segmentation, target market, economic aspects, social aspects, political aspects, technology and the surrounding environment.

#### b. Operational Aspect

Analyzing activities in the operations, such as operational systems, facilities that are being used, operational standards, location selection, tools and technology to be used.

#### c. Organizational Aspects and Human Resources

Analyzing and determining the organizational structure, job descriptions, job specifications, selection and training of workers, and human resource development.

d. Financial Aspect

Analyzing the source of funds or capital needed for operational needs, estimate the income and profits to be received, analyzing the *break-even point*, income statements and cash flows.

2. Minor Objectives

- a. Improving and raising awareness of a more the healthier lifestyle in Batam.
- b. Introducing *smoothie bowl*, so that people will consume fruit with a different concept.
- c. To be the first place to sell food that specialize in *smoothie bowls* and also being able to meet consumer expectations, which previously has not existed in Batam.
- d. Gaining profit from *Frutas bowl*.
- e. Providing more job field around Batu Ampar.
- f. Improving the community welfare.

A Business Model is the conceptual that represent the value of a business to create revenue and also the specialty of knowledge, which is popular among business manager and academics(Massa & Tucci, 2014). Frutas Bowl will also be using a *Business Model Canvas* from Osterwalder & Pigneur (2010) to analyze the Business feasibility studies, it one of the most popular business model tool that help to define a structure, setting up a principle for evolving

a business model. There are nine building blocks of the Business Model Canvas, as follows

- a. *Customer Segment*, the business will have to set out one or more customer segment to target their market.
- b. *Value Propositions*, satisfying the customer needs and help to resolve the customer's issue with the business value proposition.
- c. *Channels*, the method of process whereas the value propositions are being provided to the customer by *distribution, communication and sales channel*.
- d. *Customer Relationship*, it is the relationship between a business and its Customer Segment. By maintaining and establishing a good relation through communicating and knowing each of the customer segment.
- e. *Revenue Streams*, the revenue that a business receives by successfully delivered the value proposition to the customer.
- f. *Key Resources*, it is the resources that a business have to support the business operational. Like the *human resource, knowledge, and money*.
- g. *Key Activities*, the main activities of the business should do in order to run.
- h. *Key Partnership*, the outsources activities that is obtain from outside the business. For instance, supplier.
- i. *Cost Structure*, all of the expenses or cost of launching and maintaining a business.

## C. Research Method

In the importance of Business feasibility study of Frutas bowl, there are several data that is required to support and producing a conclusion if the business is feasible to run or not. According to Sekaran & Bougie (2016, p. 2), Business research is being able to identify the important issue, collecting relevant information, studying data that assist on making a decisions and imposing the proper action. There are two ways to obtain data, such as *primary data* and *secondary data* (Sekaran & Bougie, 2016).

### 1. Primary Data

According to Sekaran & Bougie (2016, p. 111) primary data is being directly collected for further analysis to find solutions to the problems studied. There are four methods of collecting a primary data such as *interviews, observation, presenting questionnaires, and experiments* (Sekaran & Bougie, 2016, p. 123). The method that Frutas Bowl would be using for collecting primer data on the business feasibility study are:

#### a. Questionnaire

Questionnaire is a technique whereas the questions are being provided to the respondent, and they can complete it through their paper, computer and gadgets (Sekaran & Bougie, 2016, p. 97). The questions usually are relevant to the topics that is being discussed by the author. It has been mentioned by Sekaran & Bougie (2016, p. 160) that there are three kind of questionnaire, such as *personally administered questionnaire, mail questionnaire* and *electronic or online questionnaire*. A personally administered questionnaire usually are

being used for a surveys that is limited in a certain local area, and a mail questionnaire is a self-administered questionnaire that is being distributed to the respondent through the mail. It usually uses paper and pencil, while an online questionnaire using an internet or it may be sent to the email.

*Frutas Bowl* would be using an *online or electronic questionnaire* method, due to COVID-19 conditions it is not that possible to distribute the questionnaire directly with the respondents. There are several advantages of using electronic questionnaire, such as it is easier to administer, there are no limitation since it can reach globally, it is inexpensive because it does not require a lot of expenses, and it will not take a lot of time because the respondents are able to answer it directly, lastly the answer can be processed automatically (Sekaran & Bougie, 2016, p. 144).

b. Observation

Observation focuses on planning, recording, analyzing and classifying the behaviour actions (Sekaran & Bougie, 2016, p. 127). Through observation it can actually help writer to gather a data without actually asking a questions directly. Sekaran & Bougie (2016, p. 134) stated that:

*“Participant observation requires many skills, such as commitment, the ability to fit in, tact, the ability to communicate with different members of the social group at their level, patience, the ability to observe, the ability to separate the role of participant from that of observer, and so on.”*

*Frutas Bowl* will use the observation method to help observing the competitors, the location of the place of business that is taken place and

also the current trends in the surrounding community.

## 2. Secondary Data

The data of Secondary data already exist that it has been retrieved by the other for another purpose, therefore there is no need to research about it (Sekaran & Bougie, 2016, p. 37). To assist in carrying out a business feasibility study, there are several secondary data that will be used. Researchers will collect data through library sources, such as from books that is related to the topic. Collecting data from government publications such as the *Badan Pusat Statistik (BPS)*. Finally, from websites or the internet, such as scientific journals and articles from the internet.

Sekaran & Bougie (2016, p. 239) has stated that:

*“Sampling is the process of selecting a sufficient number of the right elements from the population, so that a study of the sample and an understanding of its properties or characteristics make it possible for us to generalize such properties or characteristics to the population elements.”*

There are several steps to determine a sample according to Sekaran & Bougie (2016, p. 240) , such as:

### a. Define the Population

Defining the population and knowing who is the target market or population is very important during opening up a business, because it can help the business to know who their exact target is. The target population would be designate through the term of elements, time and also geographical boundaries. The target population of *Frutas Bowl* would be is the entire population of Batam, as well as Kepulauan Riau.

### b. Determine the Sample Frame

The sample frame is the physical representation of every elements in



population whereas the sample is being drawn. It is usually determined by the gender, age, occupation, education background and income. Since *Frutas Bowl* will be opened in Batam, therefore the *sample frame* in the business feasibility study would be both male and female that reside in Batam regardless of their occupation and age.

c. Determine the Sampling Design

There are two types of sampling design, which are *probability* and *nonprobability sampling*. A probability sampling is the sampling design that the element of the population have the probability of being selected as a subject sample, whereas a nonprobability sampling is a sampling design that the element in the population don't have a known chances of being selected as a subject sample. There are two categories of nonprobability sampling, *convenience sampling* and *purposive sampling*. During the business feasibility study of *Frutas Bowl* would be using *convenience sampling*, by distributing the *electronic or online questionnaire*.

According to Sekaran & Bougie (2016, p. 247)

*“Convenience sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently.”*

d. Determine the appropriate sample size

If the business want to reduce errors during determining the sample size, therefore it should increase the sample size. This is due to the fact that what is crucial isn't the share of the research population that received sampled, however the absolute size of the sample decided on

relative to the complexity of the population, the targets of the researcher and the kinds of statistical manipulation so as to be utilized in data analysis (Taherdoost, 2016). *Frutas Bowl* would be collecting 200 respondents to help analyzing the business feasibility studies.

e. Execute the sampling process

In this part is the last process, whereas it would need a scaled questionnaire. It required the *Likert* Scale, as a tool to help businesses measure respondents' interest in business feasibility studies that have been established. There will be six *Likert* scales that were chosen by one of the respondents, starting from 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Disagree, 4 = Slightly Agree, 5 = Agree, 6 = Strongly Agree.

#### **D. Theoretical Conceptual Overview**

1. Food and Beverage Industry

Food and Beverage Industry is an industry that will always needed by people, because it is the basic human needs. Eating and drinking is something that humans need to be done every day, therefore the demand will always increase as long as the human still live in the Earth. Thus, the Food and Beverage industry will never meet its end, unless there is no living being that exist on earth. Food can be classified by a wide range of style and type from, beverage are classified by an alcoholic and non-alcoholic drink. Moreover, human will be interacting with another human beings. Therefore the business that engaged in Food and Beverage industry like Restaurant, cafes and other place that is able to carry out the gathering activities. And

the activities can include hanging out, meetings, eating and etc.

## 2. Restaurant Definitions

Restaurant is a place where people can get to experience not only the food, but also the ambience of the place. Each and every restaurant will give and provide different kind of experiences to their customer, so that it can give the customer will have a different kind of impression from the place that they went. Walker (2017, p. 268) Stated that:

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

Not only for consuming food, restaurant also offer a place to chill and it can also be a place where people gather together for their own needs and purpose. Restaurant has already becoming a part of the human's lifestyle.

## 3. Classifications of Restaurant

According to Walker (2017, p. 283), there are several classifications of restaurants:

### a. Independent Restaurant

This type of restaurant is a restaurant that is usually set up by the owner personally, and this restaurant is independent. Independent restaurant can make it easier for owners to do things of their own, such as developing and defining restaurant concepts, decorations, and menu.

### b. Chain Restaurant

It is a type of restaurant which the restaurant has the same name and concept, but is in a different location. This type of restaurant is usually under the auspices of one company.

c. Fine Dining

This type of restaurant are usually independently owned and operated by entrepreneur or having a partnership. Fine Dining Restaurant usually serve *haute cuisine* that is known for *elegant dinner* in French. Most of the food are usually made from scratch using a raw or fresh ingredients, with a good selections of menu that is being offered.

d. Celebrity Restaurant

It is a restaurant that is owned by celebrity, this type of restaurant has been growing in popularity. Celebrity restaurant usually have extra zing, such as the combination of design, food, atmosphere and the thrill of the visits by the owner.

e. Steak House

This type of restaurant is aimed at people who want to eat steak. With the concept of selling a special steak menu, Steak restaurant operators admit that they are not expecting to see the same customer every week.

f. Casual Dining and Dinner House Restaurant

This type of restaurant is popular because it is a restaurant that enters the social trend that has a relaxed lifestyle. This restaurant has a cozy decor, a unique and creative food menu with their signature menu.

There are several categories of casual dining restaurant:

1) Midscale Casual Restaurant

Midscale restaurant provide food with a quick and self-service concept, which can minimize labour.

2) Family Restaurant

It is a restaurant that derived from a coffee shop concept that is usually family operated, and it is an informal restaurant that offers simple menus and services that designed to attract guests who mostly come together with family.

3) Fast Casual Restaurant

Fast Casual is a type of restaurant that serves fast service, a restaurant that does not offer complete service, but promises quality food and service somewhat higher atmosphere compared to the restaurant fast-food.

4) Ethnic Restaurant

Ethnic Restaurant is a type of restaurant that serves food from a particular region or country, with a distinctive menu that represent the region or country.

5) Theme Restaurant

It is a type of restaurant that has a certain theme as an attraction to attract guests, offering choices common type of food, but presents decoration a restaurant that is different from other restaurants and carries specific theme.

6) Quick Service/Fast Food Restaurant

The restaurant offers fast food service with a wide choice of menu limited, usually customers will pay for food first before serving. The customer will then wait for the ordered food, and take it to the table itself.

g. Bakery Café

This type of restaurant belongs to the more relaxed type, where this place serves a variety of breads and desserts, as well as drinks such as tea and coffee. People that go to the bakery café tend to be more relaxed and chill.

4. Classifications of Service

There are several types of service according to (Cousins et al., 2014, p. 17)

a. Table Service

This type of service is being served on the table for customer by the staff, the customer would order their food on their table. This type of service can be found in most restaurant, café and banquet.

1) Silver/English Service

The staff would be using a *spoon* and *fork* to present or serve the food on the customer's plate, this type of service usually will be used by the England noble family.

2) Family Service

The staff would be using the *main course/silver plate* which has been prepared in the kitchen, and served or placing it on the middle of the table. Then the customers would help themselves to pick the food.

3) Plate/American Service

This type of service are being widely used in a restaurant, whereas the food have pre-plated in the kitchen and being delivered to the customer.



4) Butter/French Service

The staff would be serving the food to one by one to the customer, and the customer would be choosing the food that they want.

5) Gueridon Service

The food will be served on the *customer's side table* or *trolley*, this type of service include *carving, jointing, filleting* and *flambé*.

6) Bar Counter

The service would be in the bar counter, whereas the customer would be seating there. It is usually in a *U-Shaped*, it can be found in place that serves *Sushi*.

b. Assisted Service

It is a type of service with a combination of Table Service and Self Service, whereas some of the meal is being served at customer's table and also in a display or buffet.

c. Self-Service

The customer would be the one that help themselves to obtain the food from the counter or buffet. Usually can be found in a canteen.

1) Counter

The customer will be queuing line in a counter to choose the menu that they want and putting it on their tray.

2) Free-Flow

Similar with a counter service, but the customer don't need to queue in a line but instead they can move to their service point.

d. Single Point Service

This is the type of service where the customer would order, pay and received the food and beverages that they want through a *counter, bar, fast food operation and vending machine.*

1) *Takeaway*

The customer will order the food and it will be pickup in a single point, which is at a counter or stand. After picking up the order, then the customer will consume it off the premises.

2) *Drive-Thru*

Similar with Takeaway, but in Drive-Thru the customer would use their vehicle to order their food and beverage in the first point. Next will be the payment point, and lastly is pickup or collecting their order.

3) *Fast Food*

It is a type of service at a counter, where the customer will receive their meal order in exchange for cash or ticket. It is now commonly used for a restaurant that offer a limited range menu, fast service and takeaway facility.

4) *Vending*

It is a machine that provide a food and service, the customer can order and paying it directly through the machine.

5) *Kiosks*

It is a service that is used for peak demand or in a certain location, it can be open for customer and for staff only.

6) *Food Court*

It is a place where there are several counters that the customer can order and eat from, the customer can also order it from numerous counter and consuming it at a place that has been provided or it can be takeaways.

e. Specialized Service

This is a service where the food and drink will be served to where the customer is, commonly use a tray service in the hospital, aircraft, home delivery, room service.

1) Tray

It is a service where the whole or part of the meal is being provided for the customer in a tray

2) Trolley

The service would be using a trolley, away from the dining areas.

3) Home Delivery

The food will be delivered to the locations of the customer, it can be to their home or working place.

4) Lounge

The food and beverage will be served in the lounge areas.

5) Room

The food and beverages are being ordered by the guest and it will be served on the guest bedroom or meeting rooms.

6) Drive-in

The customer would be parking their vehicle, and then the meal will be served at their vehicle.

## 5. Classifications of Menu

Menu is the most important that key for the success of a restaurant, the restaurant menu's should have a concept. It should be based on the target market expecting, and the menu should exceed the expectations of the guest. (Walker, 2017, p. 278). There are six main types of menu in a restaurant:

### a. À la carte menus

The A la carte menu offers items at individual prices, usually it can be found in common restaurants. Most of the restaurant actually uses this kind of menu.

### b. Table d'hôte menus

This menu offers various types of complete meal at fixed prices, the menu is usually frequently used in the hotel and in Europe. The advantages of this menu actually the guest will receive a good values.

### c. Du jour menus

This type of menu only offers a choice of food available on that day and cannot be selected by guests, for example such as *Soup of the day*.

### d. Tourist menus

This menu is usually for tourists who are visiting an area or country, this menu works to attract tourists from various regions or countries. The food are usually being prepared quickly, inexpensively, and it also reflect regional tastes of the origin place of the restaurant.

### e. California menus

It is a menu that can usually be found in California, and this menu can be ordered at any time that the guest want.

f. Cyclical menus

Cyclical Menu is a menu that presents a menu with the same cycle over and over again within a certain time.

6. Smoothies Bowl Definition

*According to Bonham (2017, p.21) stated that the origins of smoothie bowls may be traced all the way back to Brazilian Aça Bowls. In the 1970s, a traditional Amazonian cuisine of mashed aça berries with various toppings began to make its way to major Brazilian towns. In the early 2000s, frozen aça pulp was introduced to the United States, frozen aça bowls could be found in both California and Hawaii, where surfers ate them as a healthy meal or snack. Now that açai is no longer a required ingredient, the trend of frozen smoothies in bowls with toppings is referred as a "smoothie bowl."*

*Smoothie bowl is a nutritious healthy bowl consisting of fruits, vegetables and other ingredients that also contain high vitamins and fiber. The smoothie itself is made from a cold-pressed fruit that is being blended until it became smooth, and topped with a wide selections of topping that is being provided. A cold-pressed fruit or storing the fruits in the freezer until frozen, is what that makes smoothies thick. Smoothie Bowl has an attractive appearance because of the combinations of the fruits mixture with an arrangement of toppings, there are several toppings that can be topped on the Smoothies Bowl such as sliced fruit, granola, nuts and seeds.*

7. Business Concept

*Frutas Bowl concept is to serve and sell healthy meal to the community, and improving healthy lifestyle in Batam. Frutas Bowl will specialized in selling*

*Smoothies Bowl* and also *Smoothie Drink*, *Tropical Fruits* is commonly produced in tropical countries, such as Indonesia. Indonesia is famous as the producer of tropical fruit, it is the type of fruits where people consume almost every time. Thus, *Frutas Bowl* will be using a well-known fruits especially Tropical Fruits as the main fruits to make the smoothie bowls. Such as Dragon Fruit, Mango, Avocado, Banana and etc. For this smoothie bowl, use 100% fruit without added preservatives, sugar, artificial sweeteners and chemicals.

The restaurant would have an indoor and outdoor place, so that the customer can choose where they want to sit. Especially during this pandemic, mostly people would like to sit in outdoor so that there will be an air circulation so that it can prevent the spreading of COVID-19. *Frutas Bowl* will be located at Harbour Bay, Batu Ampar. The Promenade, Harbour Bay Downtown, Jl. Duyung, Sungai Jodoh, Kec. Batu Ampar, Kota Batam, Kepulauan Riau. Whereas it will be on the seaside, thus the restaurant concept will be having both earthy and nature theme. With the shades of *wood* and also *green leaves*, with a *sea view*. The main concept of the restaurant is to have a *back to nature* vibe, so that it can make the customer not only come to consume smoothie bowls. But also providing a comfort place for them to chill, and attracting more customer to visit the place.

*Frutas Bowl* is an *Independent Restaurant* that will be using *American service* to serve the customer, where the food will be prepared on the kitchen or bar before delivering it to the customer's table. *Frutas Bowl* offers an *a la carte* menu, whereas the items are at individual prices. The Smoothies



Bowl has been made in the form of a package, for example *Pink Mermaid Bowl* which consist of *Dragon fruit, Banana, Frozen Berries* and topped with *Granola, Honey, Coconut Shred*. But the customer can also customize their own smoothie bowl according to their own preference, so that there will be activities and interactions between Frutas Bowl employees and the customer. For the bowl it will be using a *coconut bowl*, it is a bowl that is made from the shells of a real coconuts that is discarded as waste. For the cutleries will be using a wooden spoon and fork, it is environmentally-friendly alternative to plastic, and are compostable.

The *Key Activities* of Frutas Bowl is to processing raw materials, which is processing fruits into a smoothie. The employees will prepare the *smoothies bowl* that is ordered by the customer, and serve it to the customer. As for the Frutas Bowl's *Key Partner*, it would be the *fruit supplier*. Through browsing in the *internet* to find the right fruit supplier for Frutas Bowl, that is spread all around *Batam*. For the *Key Resource*, it will be the employees that Frutas Bowl hires. The machine and technology that is being provided to support the business operational.

Due to the pandemic, *Frutas Bowl* will tighten health protocols. Such as checking the temperature of all guests before entering the restaurant, providing hand sanitizer at the door before entering, cashiers, toilets and certain corners. The area is required to wear a mask for every employee and guest, except when at the dining table. Doing sanitation during every restaurant closing.