

## CHAPTER VI

### CONCLUSION

#### A. Introduction

Because everyone requires food and drink on a daily basis to exist, the food and beverage industry is continually expanding. So, regardless of the circumstances, such as during this pandemic, humans will still need and will seek for food and drink. It can be seen where the population growth in the city of Tangerang in 2018-2020 has increased every year. It can be concluded that the higher the population, the higher the demand from the society. As a result, the idea arose to create a business in the food and beverage sector that sells dim sum and other dishes. It is because dim sum can be eaten at any time of the day, as there is no specific time to consume it and can be consumed by a wide range of ages, from children to elderly. Moreover, dim sum is a dish that is highly favored by Indonesian people, and it doesn't require a special occasion to eat dim sum, as it is a casual and informal dining where people can enjoy spending time or socializing with family, friends, business associates, and others. Dim sum has a wide variety of tastes such as sweet and savoury, and there are two types of cooking methods which are steamed and fried. Dim sum is a practical dish that is easy to prepare where it doesn't take a long time to prepare it, since people nowadays prefer a practical or instant lifestyle, making dim sum suitable for

them. Because people are concerned more about hygiene nowadays, especially during this pandemic, DeaPao Dim Sum Restaurant is able to meet the customers' demands by offering a serving system idea that uses a food bullet train to convey orders directly from the kitchen to the customer's table. DeaPao Dim Sum Restaurant also offers menu viewing and food ordering by using customers' mobile phones based on the QR code that is already provided on every table. In addition, DeaPao Dim Sum Restaurant provides cashless payments to avoid direct physical contact. Payment by scanning a QR code or using debit or credit card are available. This, of course, can help to prevent the transmission of COVID-19 by reducing physical contact.

## **B. Market and Marketing Aspect**

DeaPao Dim Sum Restaurant collected 176 questionnaires for market segmentation, target market, market conditions, business position, marketing mix, and financing. The results of this questionnaire were tested using SPSS to determine the data's reliability and validity. Men and women aged 20 to > 40 years are the target market for this business, with a preference for those who live in Tangerang city, but it is possible for people from outside Tangerang city to come.

According to the marketing mix, prices for cartoon-themed steamed buns range from IDR 26.000 to IDR 36.000, steamed or fried dim sum from IDR 24.000 to IDR 32.000, main course from IDR 35.000 to IDR 65.000, and beverages from IDR 10.000 to IDR 42.000.

DeaPao Dim Sum Restaurant's marketing strategies include social media promotions, food blogger reviews, upselling by employees, offering discounts, and forming collaborations with external parties (banks, suppliers, etc). The overall outcome of the market analysis was favorable, indicating that DeaPao Dim Sum Restaurant is a feasible and profitable business.

### **C. Operational Aspect**

In terms of operations, DeaPao Dim Sum Restaurant activities are divided into two categories: customer activities and employee activities. The flow of customers and employees during the COVID-19 pandemic, start with employees greeting customers by checking their body temperature and directing them to wash their hands first in the designated area and providing hand sanitizer, before being escorted to their seats. Customers who choose to take food home or take away, will be guided to the waiting area located in front of the restaurant, where they will be able to directly select and order meals.

DeaPao Dim Sum Restaurant is located in a strategic location, which is on Jl. Boulevard Jendral Sudirman No. 1410, Lippo Karawaci, Tangerang. This structure has a 312 m<sup>2</sup> land area and a 250 m<sup>2</sup> building area. The location is chosen after taking into account potential target markets, accessibility, resource availability, and competitors. DeaPao Dim Sum Restaurant also employs cutting-edge technology, including QRIS, EDC machines, POS systems, CCTV, WiFi, alarms and smoke detectors.

#### **D. Organizational Aspect**

DeaPao Dim Sum Restaurant operates 14 hours daily from Monday to Sunday, from 7.00 a.m. to 9.00 p.m. employees at DeaPao Dim Sum Restaurant work in two shifts, which are: morning shift (7.00-14.00) and afternoon shift (14.00-21.00). Each employee is given two days off in one week. DeaPao Dim Sum Restaurant employs a total of 18 workers. In addition, employees are entitled to a basic income, *Tunjangan Hari Raya*, and social security program. All employees at DeaPao Dim Sum Restaurant will receive training and development.

DeaPao Dim Sum Restaurant is a Limited Liability Company under PT. Dea Food Indonesia and led by commissioner Jasmine Kezia Silalahi and director Andrea Tamarine as shareholders. In order for business development to function smoothly, all types of licensing and requirements will be dealt with and fulfilled in the establishment of an LLC. In conclusion, DeaPao Dim Sum Restaurant has obtained all of the necessary permissions to establish a restaurant. Hence, having a complete permit can help this business run smoothly, because this business has complied with all applicable laws and regulations in Indonesia.

#### **E. Financial Aspect**

DeaPao Dim Sum Restaurant's initial investment is IDR 660.794.470, which is made up of 30% owner's equity and 70% bank loan. DeaPao Dim Sum Restaurant's operational expenses are projected to be IDR 2.366.444.858 in its first year of operation, with sales revenue of IDR

3.139.922.310 and gross profit of IDR 2.498.802.502. As a result, the first-year earning after interest and tax is IDR 604.928.018. DeaPao Dim Sum Restaurant's total net cash flow in its first year of operation is IDR 652.927.572. In terms of sales, the break-even point in sales is IDR 2.358.008.501.

In conclusion, DeaPao Dim Sum Restaurant may be regarded as a feasible and profitable business based on market and marketing aspect, operational aspect, the organization and human resources department aspect, as well as financial aspect.

