

ABSTRACT

Sinorotan Seafood Catering is a commercial catering service that will be serving in an event. Sinorotan Seafood Catering offers choices of carbohydrates to accompany the seafood which will be cooked in Manadonese spices. Furthermore, Sinorotan Seafood Catering also offers various choices of appetizers, side dishes or snacks, desserts, and beverages. Sinorotan Seafood Catering is an event catering that will serve customers with a conventional food service system. Sinorotan Seafood Catering distributes questionnaires through an online Google Form platform and successfully received 252 respondents. Sinorotan Seafood Catering main menu, which includes seafood that is cooked in Manadonese spices, prices between IDR 35.000 and IDR 150.000. Sinorotan Seafood Catering will operate in Kelapa Gading, Jakarta Utara, Jl. Boulevard Utara Raya blok RA 19 no 7, Kelapa Gading, Jakarta Utara, DKI Jakarta. The activities in the Office which are the headquarters of Sinorotan Seafood Catering and also the activities of Kitchen and Operational employees. Sinorotan Seafood Catering was built under the auspices of PT. Sinorotan Sejahtera Indonesia, led by Caniggian Chandra Gupta as Commissioner and Josephine Gerlanda Mieke Mantiri as Director. The funds needed to operate Sinorotan Seafood Catering is an initial investment of approximately IDR 1.402.371.488. Sinorotan Seafood Catering estimates for gross profit revenue in the first year of IDR 3.298.389.059, and net profit of IDR 660.817.081. Based on financial calculations, Sinorotan Seafood Catering takes 2 (two) years 2 (two) months 4 (four) days to return the invested capital.

Key Words: Catering ; Service ; Seafood ; Spices ; Financial