

TABLE OF CONTENTS

TITLE PAGE

FINAL PROJECT STATEMENT AND AGREEMENT UPLOAD

FINAL PROJECT ADVISOR'S STATEMENT OF AGREEMENT

FINAL PROJECT BOARD OF EXAMINER'S STATEMENT OF AGREEMENT

ABSTRACT	v
ACKNOWLEDGEMENT.....	vi
TABLE OF CONTENT.....	ix
LIST OF FIGURES	xi
LIST OF FORMULA	xii
LIST OF TABLES	xiv
LIST OF APPENDICES.....	xvii

CHAPTER I INTRODUCTION

A. Background	1
B. Purpose of Feasibility Study	9
C. Methodology	10
D. Conceptual Approach.....	11

CHAPTER II MARKET AND MARKETING ASPECT

A. Demand Analysis	28
B. Market Analysis	55
C. Segmentation, Target Market, and Business Position.....	95
D. Marketing Mix	102
E. Economic, Social, Legal and Political, Environmental and Technological Aspects	130

CHAPTER III OPERATIONAL ASPECT

A. Types of Activities and Facilities.....	138
B. Functional Relationship Between Activities and Facilities	168
C. Calculations of Space Needed for the Facilities	169
D. Location Selection.....	171
E. Technology Used	175

CHAPTER IV ORGANIZATIONAL AND HUMAN RESOURCES ASPECT

A. Organization.....	182
B. Human Resources Management.....	198
C. Juridical Aspect.....	212

CHAPTER V FINANCIAL ASPECT

A. Sources and Needs of Fund.....	224
B. Operational Expenses Projection	225
C. Revenue Projection	230
D. Balance Sheet Projection.....	232
E. Income Statement Projection	233
F. Cash Flow Projection	234
G. Break-even Point Projection	234
H. Investment Valuation	235
I. Financial Ratios.....	238
J. Risk Management.....	254
CHAPTER VI CONCLUSION.....	262
BIBLIOGRAPHY	270

APPENDICES**CURRICULUM VITAE**

LIST OF FIGURES

No.	Title	Page Number
1	Percentage of Respondent's Emotional Feelings During the Stay-At-Home Period.....	3
2	Tartlet Products Awareness Preliminary Survey	8
3	Five-Forces Porter Analysis of The Food and Beverage Industry For The Sane Strategy Implementation.....	85
4	The Sane – Home Café Tartlets Logo.....	114
5	The Customer Sequence of The Sane – Home Café Tartlets Offline (Left Side) and Online (Right Side).....	143
6	The Service Sequence of The Sane – Home Café Tartlets in Front of The House.....	148
7	The Service Sequence of The Sane – Home Café Tartlets in Back of The House.....	156
8	The Service Sequence of The Sane – Home Café Tartlets Beverage Production in Back of The House.....	157
9	The Service Sequence of The Sane – Home Café Tartlets Food Production in Back of The House	158
10	The Sane's Ground Floor Lobby Area Illustration.....	160
11	The Sane's First Floor Lobby Area Illustration.....	161
12	The Sane's Counter Illustration.....	162
13	The Sane – Home Café Tartlets First Floor Dining Area.....	164
14	The Sane – Home Café Tartlets Second Floor Dining Area.....	164
15	The Sane – Home Café Tartlets Third Floor Dining Area.....	164
16	Layout of The Sane Café Outlet.....	170
17	The Sane – Home Café Tartlets Organizational Structure.....	194

LIST OF FORMULA

No.	Title	Page Number
1.	Calculation on Amount of AC Needed.....	180
2.	Turnover	230
3.	Break-Even Point	235
4.	Weighted Average Cost of Capital	236
5.	Profitability Index.....	237
6.	Current Ratio.....	238
7.	Quick Ratio.....	239
8.	Inventory to Net Working Capital.....	240
9.	Debt-to-Asset Ratio.....	241
10.	Debt-to-Equity Ratio.....	241
11.	Time Interest Earned Ratio.....	242
12.	Gross Profit Margin.....	243
13.	Net Profit Margin.....	243
14.	Return on Assets.....	244
15.	Return on Equity.....	245
16.	Earnings per Share.....	245
17.	Fixed Asset Turnover.....	246
18.	Total Asset Turnover.....	247
19.	Inventory Turnover.....	247
20.	Day of Inventory.....	248
21.	Net Working Capital Turnover.....	249
22.	Food Cost Percentage.....	249
23.	Beverage Cost Percentage.....	250
24.	Labour Cost Percentage.....	251
25.	Revenue per Employee Hour Worked.....	251
26.	Cover per Employee Hour Worked.....	252
27.	Seat Turnover.....	253

28. Average Spend per Head.....	253
29. Revenue Yield per Seat.....	234



LIST OF TABLES

No.	Title	Page Number
1.	The Sane Questionnaire Result of Respondents Profile.....	29
2.	The Sane Questionnaire Result of Consumer Behaviour....	33
3.	The Sane Questionnaire Results of Consumer Behaviour in Multiple Answer Question	36
4.	The Sane Questionnaire Results of Consumer Behaviour on Café's Facilities in Likert Scale Question	38
5.	The Sane Data Analysis Reliability Test	39
6.	The Sane Data Analysis on Product Marketing Mix.....	40
7.	The Sane Data Analysis on Place Marketing Mix.....	42
8.	The Sane Data Analysis on Price Marketing Mix.....	44
9.	The Sane Data Analysis on Promotion Marketing Mix	46
10.	The Sane Data Analysis on People Marketing Mix.....	47
11.	The Sane Data Analysis on Partnership Marketing Mix.....	49
12.	The Sane Data Analysis on Packaging Marketing Mix.....	52
13.	The Sane Data Analysis on Programming Marketing Mix..	54
14.	SWOT and WOTS Matrix of The Sane – Home Café Tartlets Business.....	83
15.	List of Competitors of The Sane – Home Café Tartlets in Jakarta.....	87
16.	Geographic Segmentation Result of The Sane – Home Café Tartlets Questionnaire.....	96
17.	Demographic Segmentation Result of The Sane – Home Café Tartlets Questionnaire.....	97
18.	Psychographic Segmentation Result of The Sane – Home Café Tartlets Questionnaire.....	99
19.	Behavioural Segmentation Result of The Sane – Home Café Tartlets Questionnaire.....	100
20.	The Sane's Food Products.....	104

21.	The Sane's Beverage Products.....	107
22.	The Sane's Side Products.....	110
23.	The Sane's Food Pricing.....	115
24.	The Sane's Beverage Pricing.....	115
25.	The Sane's Side Products Pricing.....	117
26.	The Sane's Packaging Sets and Price.....	124
27.	The Sane's Promotional Programs.....	126
28.	The Gross Regional Domestic Product of Jakarta by Industry at Current Prices (Billions of Rupiah) 2017-2021.....	130
29.	The Gross Regional Domestic Product of Accommodation and Food and Beverage Service Industry in Special Region of Jakarta at Current Prices (Billions of Rupiah) 2021.....	132
30.	Jakarta's Annual Inflation Rate from 2017 until September 2021.....	133
31.	The Preparation Activities of The Sane – Home Café Tartlets.....	153
32.	The Process Flow Activities of The Sane – Home Café Tartlets.....	159
33.	Functional Relationship of Customer Sequence and The Sane Facilities.....	168
34.	Functional Relationship of Service Sequence in Front of The House and The Sane Facilities.....	168
35.	Functional Relationship of Service Sequence in Back of The House and The Sane Facilities.....	169
36.	Calculations on The Space Needed.....	169
37.	The Sane's Café Outlet Location Comparison Based on Location Selection Criteria.....	172
38.	The Sane – Home Café Tartlets Job Analysis of Human Resources.....	184

39.	The Number of Employees of The Sane – Home Café Tartlets.....	195
40.	The Sane – Home Café Tartlets Employees Weekly Schedule.....	197
41.	The Sane – Home Café Tartlets Salary of Employees.....	204
42.	The Sane – Home Café Tartlets Annual Expense for Salaries and <i>THR</i>	206
43.	The Sane’s Social Security Expenses.....	209
44.	Training and Development Expense of The Sane – Home Café Tartlets.....	210
45.	Stockholder’s Identity of PT. Amerta Sane Food Indonesia	214
46.	Legal Expense of the Establishment of PT. Amerta Sane Food Indonesia.....	223
47.	Initial Investment.....	224
48.	The Sane’s Operational Expense.....	229
49.	Sales Assumption of The Sane – Home Café Tartlets for The First Year.....	231

LIST OF APPENDIXES

No.	Title	Page Number
1	Questionnaire.....	A – 1
2	Interior Design & Floor Plan.....	B – 1
3	Graphic Design.....	C – 1
4	Food Costing.....	D – 1
5	Beverage Costing.....	E – 1
6	Side Products Costing.....	F – 1
7	COGS and Sales.....	G – 1
8	Equipment and Supplies.....	H – 1
9	Beginning Inventory.....	I – 1
10	Expenses.....	J – 1
11	Financial Statement.....	K – 1
12	Suppliers.....	L – 1
13	Business Model Canvas.....	M – 1