

BUSINESS FEASIBILITY STUDY OF TAKE MY BAO IN TEBET, JAKARTA SELATAN

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ABSTRACT

In the midst of Coronavirus Pandemic, the accommodation and food service activities are affected with both business and customers declining as a result of social distancing requirements and health protocols. In these situations, consumer behavior is shifting, with more people opting for meal delivery or takeout rather than dining out. As a result, food and beverage delivery services are responding to changing consumer behavior.

Take My Bao is adopting a cloud kitchen system that exclusively provides delivery and takeout service to the customers. Besides, Take My Bao offers Bao bun menus with open sandwich style that are inspired by Taiwanese street snack, Gua Bao and also light bites and beverages. The proposed location of the main outlet is in Tebet that also act as the central kitchen, while the branch outlet is in Kemang and Sudirman.

The primary goal of this business feasibility study is to determine whether Take My Bao is possible and profitable to run from a market and marketing perspective, as well as a technological, managerial, and financial aspect. In the process of developing this business feasibility study, the data was acquired from primary and secondary sources, including survey and observation for primary data and textbooks, government official publication data, and articles for secondary data. As a result of the market and marketing, operational, organizational, human resources, and financial analyses, Take My Bao is considered feasible and profitable to operate.

Keywords: Bao business, cloud kitchen system