

CHAPTER I

INTRODUCTION

A. The Initial Idea

The restaurant business as part of the hospitality and tourism industry, is a vital component to fulfill diverse needs and wants of many people such as eating as biological needs or human desires to fulfill the need for socialization and to be entertained (Walker & Walker, 2014). According to Yuningsih (2020), food service sales in Indonesia have increased 6.4 percent to \$40.6 billion in 2019, dominated by full-service restaurants with 84% of total food service sales. Middle to high end restaurants that mix international and local tastes continue to expand their business across the big cities in Indonesia and other growing urban centers. Generally, those kinds of restaurants are using higher quality imported ingredients and target young and urban demographics which keep following food trends and have a dine-out lifestyle as their social activity.

In the past few years, DKI Jakarta has shown an increasing number of food consumption trends each year that can be seen in the monthly average of food expenditure trends in DKI Jakarta.

TABLE 1
Monthly Average of Food Expenditure Trends per Capita
in DKI Jakarta (Rupiahs)
2017 – 2020

No	Food Expenditure	2017 - 2018	2018 - 2019	2019 - 2020
1	Prepared Food and Beverages	4,76%	6,59%	6,24%

Source: Central Bureau of Statistic (2021)

From Table 1 above, it is shown that the growth in food expenditure of DKI Jakarta from 2017 to 2018 was 4,76% and has been increasing to 6,24% in 2020. Even though in the year 2019 to 2020 the trends are decreased, the growth still can be seen significantly more than in the year 2017 to 2018. The increasing number of consumption trends concludes that the food and beverage service activities in DKI Jakarta becomes a prospective market.

However, in the early 2020 Coronavirus disease or COVID-19 had become a pandemic. At the end of 2019, cases of pneumonia with unknown cause that temporarily named 2019-nCov were found in Wuhan, China which by March 2020 it has reached thousands of cases across the world (World Health Organization, 2021). According to World Health Organization (2020), COVID-19 is an infectious disease where the virus targets the human respiratory system. The virus can spread from the liquid particles when people speak, sneeze, cough, sing or breathe. In order to prevent and slow down the transmission, World Health Organization (WHO) suggests people to protect themselves by staying apart from others, wearing

masks, washing hands frequently, and getting vaccinated. To comply with that, the Indonesian government carries out *Pembatasan Sosial Berskala Besar* (PSBB) that includes closing schools and workplaces, limiting activities in public places, and other activity restrictions. After PSBB, the government issued *Pemberlakuan Pembatasan Kegiatan Masyarakat* (PPKM) in January 2021 (Permatasari, 2021).

As a result, accommodation and food service activities for both business and customers are decreasing in the year 2020 because of the COVID-19 pandemic outbreak since there are social distancing requirements and health protocols. According to Gandhi et al. (2021) in his report for Kearney, some countries including Indonesia, the food service industry are severely impacted with 35 to 40 percent decline. Indonesia Hotel and Restaurant Association or PHRI in DKI Jakarta also stated that throughout the year 2020 there were 1.033 restaurants that are permanently closed as result of COVID-19 pandemic (Paat, 2021). In addition, a survey conducted by Indonesia Hotel and Restaurant Association and Horwath HTL (2020) shows that most of the restaurants believe their revenue will fall between 25 to 50 percent in the year of 2020 compared to the previous year. The main reason is simply because people cannot go out to eat in a restaurant.

Subsequently, the varying levels of restriction and social distancing requirements in all countries affect consumer behavior on food where it can be seen from the shifting in consumer behavior to home cooked meals rather than eating out (Telukdarie et al., 2020). According to Dahiya & Potia

(2020), the number of consumer's net intent to spend on eating out in a restaurant in Indonesia is decreasing to 70%. Thus, a change in delivering the food and beverage service must be made in order to comply with the shifting of consumer behavior.

In Indonesia, consumer behavior is changing as many people give up going out to eat and change to eat home cooked meals or prefer takeout or delivery services. In a survey conducted by PwC Indonesia (2020), food pick up or delivery in Indonesia increased 47% from before the pandemic and became one of the top five spending among Indonesia's consumers. Moreover, as stated by Gandhi et al. (2021), food aggregators experience growth to more than 30 percent, accounting for 65 percent of all online food delivery orders. The restaurant trends also shifted to less in-store dining that will push food services providers toward smaller stores featuring more online to offline takeout. Under the circumstances, cloud kitchens gained further popularity and most quick service restaurants choose to adapt this new format to promote growth. Hence, cloud kitchen offers an alternative for restaurants to operate without a dine-in facility where it could deflate the operating expenses of a restaurant with the support of online food delivery that is provided by food delivery aggregators in Indonesia.

Besides, the National Restaurant Association of USA (2020) mentioned that comfort foods are becoming one of the food and menu trends in 2021. Based on their survey, consumers said menus that offer a variety of comfort foods items like burgers, pot pies, sandwiches, and noodle dishes affect their restaurant choice. Meanwhile, in Grab Food 2022 food trend

prediction, it stated that Indonesian people prefer healthy foods which includes sandwiches and steamed foods (Purnama, 2022). Additionally, according to Przybylski (2018), globalization has influenced the food and flavors in Indonesia. However, even though Indonesian consumers like to try new cuisines, they would still prefer Asian foods.

As the outcome of globalization, technology, and migration, foods from other cultural traditions such as China are increasingly being exposed. In the early 19th and 20th century, Chinese merchants who immigrated to the United States opened restaurants that served Chinese food with locally sourced ingredients to cater the local Chinese communities. These restaurants became popular and even today, Chinese food is one of the most popular take-out foods in the United States (Hubert, 2020).

In Indonesia itself, the influence of Chinese cuisine can be seen in Indonesian dishes with Chinese origin like noodles which have been adapted to the local taste, customs, and the availability of ingredients. The use of chopsticks, which is a traditional Chinese eating utensil also generally found in food stalls or restaurants serving Indonesian adaptation of Chinese cuisine (Wijaya, 2019). Meanwhile in Jakarta, the presence of Chinese descent communities that have been a part of Indonesian society are reflected by the existence of Chinatown. Chinatowns in Jakarta are spread at several places that are located in Glodok area, Pasar Baru, Kelapa Gading, and Pluit whereas typical Chinese cuisine and snacks can be found easily in the Chinatown area (Sinaga, 2019). The influence of Chinese cuisine in Indonesia and the existence of Chinatowns in several parts of Jakarta has

proven that Indonesian consumers are accustomed to not only the taste of Chinese cuisine and Asian flavors, but also the Chinese culture in Indonesia.

Likewise, as a branch of Chinese food, Taiwanese cuisine can be seen as the outgrowth of Fujian cuisine that belongs to the eastern of China. One of the famous Taiwanese foods is Gua Bao or Taiwanese hamburger which is steamed buns stuffed with braised pork belly that became famous outside of Asia since the Taiwanese-American chef Eddie Huang opened Baohaus in New York (Okwu, 2019). Therefore, to meet the demand of another variety of food and beverages that suits the current trends and taste of Indonesian consumers, an idea to open up a fusion Bao buns shop that was inspired from Taiwanese famous food, Gua Bao is established.

On the other hand, as the district with constant growth in monthly average of food expenditure trends that can be seen in the Table 3 below, Jakarta Selatan has shown higher potential compared to the other areas.

TABLE 2
 Monthly Average of Food Expenditure Trends per Capita
 by Regency in DKI Jakarta (Rupiahs)
 2017 - 2020

No	District	Food		
		2017 - 2018	2018 - 2019	2019 - 2020
1	South Jakarta	10,9%	8,7%	13%

Source: Central Bureau of Statistic (2021)

Based on the table 2 above, it can be seen that South Jakarta has a continuous growth of food expenditure from the year 2017 until 2020. In

the year 2018, the food expenditure per month in the South Jakarta area increased 10.9% from the year 2017. Even though the growth percentage in 2019 declined to 8,7%, in 2020 the percentage of food expenditure per month in South Jakarta are increase to 13%.

Although there is COVID-19 pandemic that affects the nation's economy, the rate of growth in food spending per month in South Jakarta is still increasing from the year 2017 and has the highest growth of food expenditure compared to the other areas. In addition, as one of the sub-district in South Jakarta, Tebet has a high percentage of the total population in South Jakarta with the highest population density of 24.498 person per square kilometer (BPS DKI Jakarta, 2021a). This supports the establishment of a food and beverage business to meet the demands of the residents and has the potential compared to the other areas.

Based on the discussion above, this business feasibility study is to establish a food service provider that specializes in Bao buns called Take My Bao. The name itself represents the quick service and convenience in eating the Bao with just delivering it or takeaway from Take My Bao's outlet. Take My Bao will adopt a cloud kitchen system that only provides delivery and takeaway service without a dine-in facility for the customers.

The main kitchen of Take My Bao will take place in Tebet which act as the central kitchen to produce the product's components that will be delivered to its satellite location in Kemang and Sudirman. The customers could also order delivery or takeaway the food directly from the outlet in

Tebet. Meanwhile, Take My Bao's branch in Kemang and Sudirman is located in a cloud kitchen called Everplate that only serve delivery service.

For the menu, Take My Bao will present Bao buns menus with open sandwich style that are inspired from Gua Bao using steamed or fried chinese buns where the menu will vary in Asian fusion flavors from Chinese, Japanese, Korean, and Western. Hence, Take My Bao are hoped to attract customers to order a dish that is attractive and convenient through the food delivery and service.

B. The Objectives

The main purpose in conducting this business feasibility study is to measure all various aspects that would affect Take My Bao business ideas including marketing aspect, operational aspect, management aspect, and financial aspect. Moreover, this business feasibility study is expected to fulfill the objectives as follows:

1. Major Objectives

In order to analyze all aspects that affect Take My Bao, there are four main aspects that will be analyzed:

a. Marketing Aspect, that analyzed the market and demand for the business by using the marketing mix and segmentation, targeting, and positioning analysis.

b. Operational Aspect, which includes the activities, facilities, location of the business, raw materials, space layout, and the calculation of the space needed.

c. Management Aspect, which mainly defines the legal and organization structure as well as the human resources of the business.

d. Financial Aspect, that describes the estimated budget expected to operate the business and returns, projection of the financial analysis, as well as the risk of the business that may arise and the solution.

2. Minor Objectives

The minor objectives of Take My Bao business feasibility study are as follows:

a. To contribute in increasing the local economy and business opportunity especially in food and beverage sector

b. To provide demand in the market of another style of food by introducing new variety of food

C. **Research Method**

In order to generate a reliable and accurate business feasibility study of Take My Bao, it is necessary to conduct research that provides information that is reliable and valid to support the data collection of the business feasibility study of Take My Bao. To collect the data, there are two methods that will be used, that is:

1. Primary Data

According to (Veal, 2018), primary data is where the data collection is gathered specifically by the researcher directly for the current project. In primary data, the researcher acts as the first user of the data collected. To obtain the information needed, the methods that will be used for this business feasibility study are questionnaire and observation methods.

a. Questionnaire

According to Veal (2018), a questionnaire is a written or printed or computer based set of questions for recording answers from respondents. Questionnaires are effective in collecting large numbers of data for quantitative research methods. Furthermore, it is easier to distribute to the respondents and less expensive and less time consuming than other research methods like interviews and observation even though there are risks in the chance of non-response error (Sekaran & Bougie, 2016).

1. Types of Questionnaire

According to Sekaran & Bougie (2016) there are three methods in collection questionnaires, such as:

a. Personally Administered Questionnaires

According to Sekaran & Bougie (2016), this type of questionnaire is suitable for surveys that only focus on a local area. It allows the researcher to collect the response within a short period of time and is less expensive compared to interviews. Moreover, the researcher has the opportunity

to introduce their research directly to the respondents and answer their questions if they have any doubt about the questionnaires.

b. Mail Questionnaires

As defined by Sekaran & Bougie (2016), mail questionnaire is a self-administered questionnaire that is sent through mail. However, with the arrival of the internet, mail questionnaires have become replaceable by online questionnaires that are posted on the internet or sent to the respondents through email.

c. Electronic and Online Questionnaires

Along with the advent of the internet and social networks, questionnaires can be spread through a link that is posted on a website, social networks, or personal blog. According to Sekaran & Bougie (2016), electronic and online questionnaires are created as web forms that could store answers and provide statistical analysis. This type of questionnaire has advantages as it is easy and fast in collecting the information needed from the respondents and also could cover a wide geographical area without being time-consuming.

To obtain the data needed for Take My Bao, electronic and online questionnaires will be distributed to the respondents. The

questionnaires will be divided into three sections, such as: respondent's profile, consumer behavior, and marketing mix.

2. Population and Sample

According to Sekaran & Bougie (2016), population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. By determining the population, the researcher is able to see which groups of people, events, or things of interest that are suitable to become the subject of the study.

Besides, the sampling unit is part of the population where it is the selected elements from the entire population that become the representation. There are two types of sampling methods which are probability and nonprobability sampling. In this business feasibility study, the nonprobability sampling is used where the elements that become the sample are chosen spontaneously and the members conveniently provide the information (Sekaran & Bougie, 2016). This type of sampling is chosen since it is quick, convenient, and less expensive.

Furthermore, according to (Hair et al., 2019), the general rule in determining the sample size is to have a minimum of five times as the number of variables that will be analyzed. The questionnaires for Take My Bao feasibility study comprise 36 questions or variables on the marketing mix section. Therefore, the minimum sample size that needs to be fulfilled is 180 respondents.

Finally, according to Veal (2018), the questionnaire is measured using scaling techniques or known as likert scales where the respondents could indicate their agreement or disagreement using a standard set of responses. This business feasibility study is going to use likert scale as the measurement of how the respondents agree towards the statement with six-point scale, as follows: 1 = Very Disagree, 2 = Disagree, 3 = Slightly Disagree, 4 = Slightly Agree, 5 = Agree, 6 = Very Agree).

3. Validity and Reliability Test

According to Veal (2018), validity is a test of how the research accurately measures what it is intended to represent. In a validity test, the instrument is focused to prove that it is actually measuring the concept in the question or statement.

Besides, as defined by Veal (2018), reliability is a test that measures if repetition of the research would produce similar results. To decide the level of reliability is Cronbach's Alpha. According to Sekaran & Bougie (2016), Cronbach's Alpha is a test used to determine the consistency of the respondent's answers. Generally, reliabilities less than 0.60 are considered poor, in the range of 0.70 are acceptable, and reliabilities more than 0.80 are good. Both validity and reliability tests are executed using the SPSS (Statistical Package for the Social Sciences) program.

b. Observation

Observation according to Sekaran & Bougie (2016) is the process of collecting data where the researcher watches, records, analyzes, and interprets a certain behavior, actions, or events of the object. The observation will be conducted as uncontrolled observation and concealed observation where the researcher will analyze the object of study in their natural setting. Through the observation, it will help to find out about the customer behavior, competitors, and marketing strategy that need to be applied for Take My Bao.

2. Secondary Data

As defined by Veal (2018), secondary data is data that already exists and collected for other purposes that can be used the second time for other projects. In secondary data, the researcher is the secondary user where the further analysis of the data is referred to as secondary analysis. The sources of secondary data can be accessed through administrative or management data, surveys, the census of population, documentary sources, and research (Veal, 2018). According to Sekaran & Bougie (2016), secondary data need to be evaluated by the timeliness of the data, accuracy of the data, relevance of the data, and the costs of the data. In this business feasibility study, the secondary data will be gathered from the Central Bureau of Statistics, textbooks, electronic books, and data collected from the internet, namely journals and articles.

D. Theoretical Conceptual Review

1. Tourism

Tourism is a dynamic, evolving, consumer-driven force and it is the world's largest industry where all the components are placed under one umbrella such as tourism, travel, lodging, conventions, expositions, meetings and events, restaurants, destination, event management, and recreation (Walker & Walker, 2014). Based on that definition, tourism holds many components in its industry that are interconnected with each other and has become one of the largest industries in the world.

2. Restaurant

According to Barrows et al., (2012), a restaurant is a place that specializes in providing prepared food for consumption on or off-premise and it consists of a wide range of food service operations. However, Barrows et al., (2012) mentioned that the former president of Restaurant Associates, Joe Baum suggested the shifting of the primary role of restaurant from eating into something greater and civilized. Consequently, restaurants can serve both biological and social needs. There are several types of restaurants based on what the restaurants offer to the customers such as:

a. Fine Dining

Fine dining restaurants are mostly full-service, with food prepared to order by professional chefs and delivered by expert servers. The prices charged in this type of restaurant are necessarily high because of the quality

that is offered (Barrows et al., 2012). For instance, Amuz Gourmet Restaurant.

b. Casual Upscale Dining

Casual dining appeals to customers on many levels and can be segmented by price and service level. Casual upscale dining are restaurants that are in the top of the casual dining segment and can be referred to as casual fine dining. The meals are usually less elaborate and time-consuming but still deliver professional and attentive service with lower price than in fine dining restaurants (Barrows et al., 2012). For example, Union.

c. Quick-service Restaurants

Quick-service or fast food restaurant operations tend to simplify the production and service processes by using self-service. Hence, the labor required is decreased in both front and back of the house and the establishment could pass their savings to reduce the prices of the food and beverage. Quick-service restaurants have the characteristics of quick service, using simplified menus with attractive prices, and have many locations (Barrows et al., 2012). For example, McDonalds and KFC.

d. Fast-casual Restaurants

Fast-casual restaurants are the combination of quick service restaurant and casual dining that can be defined as full service quality food in quick-service format. In this type of restaurant, the food items are made-to-order with more fresh ingredients and more food preparation (Barrows et

al., 2012). The examples of fast-casual restaurants are Bakmi GM, Wingstop, and many more.

e. Midscale Restaurants

In midscale restaurants, the production systems are simplified by developing specialized menus to reduce the skill level required of employees and increase the speed of service. The common restaurant in this category is family restaurant, cafeterias and buffets, and pizza operations (Barrows et al., 2012). The example of a midscale restaurant is Pizza Hut, and others.

f. Casual Restaurants

Casual restaurants provide a relaxed atmosphere and reasonably priced menu items. In casual restaurants, it consists of specialty restaurants which offer specific kinds of foods like steaks, seafoods, pastas and ethnic restaurants that offer specific ethnic cuisines like Chinese, Italian, Mexican, and others (Barrows et al., 2012). For example, Outback steakhouse, Platinum, etc.

g. Centralized Home Delivery Restaurants

Walker (2014) added centralized home delivery restaurants as types of restaurants that focus on providing meals that are ordered via the internet or telephone and delivered to the customers. An example of this type of restaurant is Pizza Hut Delivery.

3. Types of service

According to Cousins et al. (2017), there are several types of service methods, as follows:

a. Table Service

Table service is a type of service where the customers are served at the table by the waiter. It is commonly found in many types of restaurant and the service ranges from English service to French service.

b. Assisted Service

Assisted service is when the customers are served by the waiter only part of the meal and the other part of the meal requires self service.

c. Self Service

Self service is when the customer is required to help themselves throughout the meal from a buffet or counter. It is commonly found in canteens or cafeterias.

d. Single Point Service

Single point service is a type of service where the customer makes an order, pays, and receives their meal from the same spot. This service is easily found in a fast food restaurant.

e. Specialised Service

Specialised service is a service where the food and beverages are taken to the customer like room service, home delivery, tray service in aircraft or hospitals, and many more.

4. Menu

Gregoire (2017) defines a menu as a list of food items that is available for customers to choose and it acts as the primary control of the foodservice system since it influences the operation layout and the production of the dish. According to Walker (2014) there are 6 types of menu, such as:

a. *À la carte* Menu

À la carte menu consists of a selection of food items that are priced individually for each dish and the customers could choose the items according to their preference.

b. *Table d'hôte* Menu

Table d'hôte is a menu that combines several food items into one package with a single price. Usually, it combines food items from appetizer, main course, and dessert.

c. *Du Jour* Menu

Du Jour menu is usually offered as the menu of the day that is available on a particular day.

d. Cyclical Menu

Cyclical menu is where the menu is repeated every certain period of time.

e. California Menu

A California menu is a type of menu that is divided according to the time of the day. A restaurant that offers this type of menu has a separate menu for breakfast, lunch, and dinner.

f. Tourist Menu

The tourist menu is usually offered to attract tourists that are travelling to foreign countries.

5. Definition of Cloud Kitchen

Choudhary (2019) defined cloud kitchen as a restaurant which only focuses on takeaways and does not offer dine-in facilities. The orders are received online and sent to the customers by using delivery service. According to Moyeenudin et al. (2020), cloud kitchen or often called virtual kitchen is a kitchen space facility for food businesses to make their products. In cloud kitchens, all the basic equipment that is needed in food production are provided. The restaurant in the cloud kitchen only offers delivery or takeaway to the customers without the dine-in facility since cloud kitchens focus on delivery and take away service with the help of third parties like online delivery aggregators.

6. Chinese Restaurant

According to Walker (2014), Chinese restaurants are historically owned by ethnic Chinese families that offer large portions with reasonable prices. Generally, the cooking usually involves wok which is a large metal pan with rounded bottom. The shape is intended to concentrate the heat at the bottom and use gas fire to reach a high temperature for quick cooking. The foods are cut into uniform small pieces and bite-sized. Bamboo containers with perforated bottoms are also used to quickly cook steamed dishes.

7. Types of Chinese Cuisine

According to MacVeigh (2009), China is a large country and different regional variations can be found in Chinese cuisines. The following regions are the four main areas of Chinese cuisines, such as:

a. Northeastern Region

The major cities in this region are Peking or now called Beijing. This region is mainly the producer and consumer of wheat, millet, and sorghum while rice is not commonly eaten. Besides, wheat based dishes like noodles, dumplings, steamed buns, pancakes, and varieties of breads are the main sources of starch in this region. For the protein, meat is the most eaten and the famous Peking duck technique is used to prepare the poultry. The common cooking methods used in this region are roasting, steaming, and making soups and stews.

b. Eastern Central Region

Shanghai and Fuzhou are the main cities in the eastern central region. The major geological feature in this region is water that takes the form of marshes, rivers, ponds, or the Yellow sea. Most of the agricultural products depend on the supply of water and as a result, this region is called “the land of fish and rice”. In contrast to the cuisine in the northern region, rice and seafood are the main component of the local cuisine and rice wine is widely used in marinades, sauces, and to finish some dishes. Additionally, meat that is commonly eaten in this region is pork, chicken, and duck. Many of the dishes from this region tend to be sweeter than the other areas.

c. Southern Region

The major cities in the southern region are Canton and Hong Kong. This area has a semi tropical climate with plentiful sea life that influences the local cuisine. The cooking style often involves stir frying and steaming while the cooks tend to cook the food less so the vegetables are still crunchy and the meats and fish still tender and moist. One of the most popular dishes from this region is dim sum. In addition, the climate supports the growing of fruits and vegetables which are usually found in the local foods.

d. Western Inland Region

The main cities that are included in the western inland region are Chengdu and Chungking. The cuisine in this part of China is dominated by the Sichuan area and famous for the use of spice. Rice is important for the local cuisine and ingredients like the popular Sichuan pepper, ginger, bamboo

shoots, soybeans, mushrooms, water spinach, pork, mandarins, and chiles are common in the dishes of this area. The flavors in Sichuan cuisine is appreciated for its complex flavors in a single dish. Subsequently, the variety of cooking methods are often used to give richness and different textures in the dishes. This region is also popular for spicy food. Some popular dishes that come from this region are kung pao chicken, sweet and sour pork, spicy stir-fried green beans, and hot and sour soup.

e. Taiwanese Cuisine

Taiwanese cuisine is primarily referred to as Minnan foods or Southern Fujian. The primary composition of contemporary Taiwanese cuisine integrates from Fujian foods that come from mainland China that combine with the local characteristics. Additionally, Taiwanese cuisine is also influenced by Hakka people that have the characteristic of strong flavors which are salty and aromatic (Hsiao et al., 2015).

8. Definition of Bao

Originating from China, Chinese steamed buns or Bao is a traditional wheat-type product in Chinese cuisine. Bao has a white color bread with soft skin and is made by steaming instead of baking. Bao can be with or without fillings. The names that are used to call this type of bread depends on location whereas in Shanghai, it is called *mantou* and in northern China, steamed bun is called *baozi*, where Bao means wrapping (Hui & Evranuz, 2012).

9. Definition of Fusion Cuisine

According to Walker (2014), Fusion cuisine is the blending of flavors and techniques from two cuisines. In addition, Gisslen (2011) defined fusion cuisine as the use of ingredients and techniques from more than one regional or international cuisine in a single dish. Thus, based on the definition, fusion cuisine blends two ethnic flavors to make a single dish such as Italian and Japanese, Korean and Chinese, and so on.

10. Theoretical Conceptual Review Application

Take My Bao is a restaurant with Taiwanese inspired menu that specialises in fusion Bao buns that made without pork or lard and served with an open sandwich style. Based on the theoretical conceptual overview above, Take My Bao adopted a cloud kitchen system which falls on a classification of centralised home delivery restaurant that offers delivery and takeaway service without dine-in facility. However, there are waiting areas that are available for customers to sit and wait for their food and beverage during takeaway.

The location of the main outlet will take place in Tebet, Jakarta Selatan where the customers could buy the food and beverages through online food delivery aggregators or simply takeaway the food and beverages from the outlet. The service type for the takeaway is using single point service where the customers can order and pay at the same spot to be more convenient and practical. The outlet in Tebet also become the central kitchen to prepare the ingredients that will be send to its branch outlet in

Kemang and Sudirman. The branch outlet of Take My Bao will be located in a cloud kitchen called Everplate.

The menu of the restaurant itself will be an *À la carte* and *Table d'hôte* menu that ranges from fusion Bao buns as the signature dish to light bites and beverages that will complement the food menu. Take My Bao also offers sharing menu where the customers could order custom hampers with greeting card for special occasions. The fusion flavors in Bao buns menu will be ranging in Asian flavors like Korean, Japanese, Chinese, and Western flavors. Meanwhile, the light bites offered by Take My Bao are mainly inspired from Taiwanese street snacks.

