

ABSTRACT

Brunchetta All Day Brunch Restaurant is a restaurant that brings the first all day brunch concept in Jambi. Brunchetta is also the first restaurant that serves drive-ins in Jambi. The unique concept and healthy plant-based food are hoped to attract customers in the City.

The location chosen for the business development of Bruschetta All Day Brunch Restaurant is located in *Gatot Subroto Street, No. 3, Sungai Asam, Pasar Jambi, Kota Jambi, Jambi*, with a shop area of 400m². The location selection is carried out by considering factors such as the number of potential customers, the presence of competitors, ease of location accessibility, rental prices, permits, and supporting facilities around the business location.

Bruschetta All Day Brunch Restaurant is managed by PT. Hijau Indonesia is led by two shareholders, namely Ferdian as commissioner and the largest shareholder with 67% and Felia Goldy Dragina as director and is the second party of shareholders with 33%. The number of employees required for initial operational activities is 17 people, including commissioners and directors.

The cost of the initial investment required for the establishment of the Bruschetta All Day Brunch Restaurant is Rp. 941,074,501 where the funding will be sourced from the owner's capital of 33% and a loan from the bank of 67%.