

## CHAPTER VI

### CONCLUSION

#### A. Introduction

The food and beverage industry is one of the sectors in Indonesia that receive development priorities. It has a considerable impact on the non-oil and gas processing sector and possibly the national GDP. Although there was a decline, DKI Jakarta's economy shows positive growth by the end of 2021 as improvements in economic growth continue to be made gradually. Among the several districts in DKI Jakarta, South Jakarta proved to be a very good opportunity to become a business placement as it holds largest GRDP compared to the others. South Jakarta is considered as DKI Jakarta administration city that is filled with office buildings, entertainment, and shopping centers. To add, it also offers easy access to public transportation. *Warteg* or *Warung Tegal* is a modest eatery that serves a variety of traditional foods and beverages that are frequently consumed by Indonesians in generous servings at affordable prices. The *Warteg* presentation is relatively simple; the food is put up like a buffet so that customers may choose their own meals by pointing at the glass partition and having them picked up by the server, similar to the touchscreen method. However, *warteg* has received negative impression in terms of cleanliness leading to the motivation in proposing *Warteg Jaman Now*, a modernised *Warung Tegal*. Customers will be requested to scan a barcode displayed on the table when seated. They won't have to wait in line to place their orders because they can view the selection of dishes and drinks directly through

their phone screens, then continue to pay digitally. The restaurant has both smoking and non-smoking area along with private rooms for the customers to comfortably be seated. The location of *Warteg Jaman Now* is Jl. Senopati Raya, SCBD, Kebayoran Baru District, South Jakarta; it will begin operations at 8:00 AM and end at 8:00 PM. The goal of this business feasibility study is to determine whether *Warteg Jaman Now* is feasible to run. This research covers a wide range of topics, including marketing, technical, management, and financial aspects. The major data used in this business feasibility study came from observation and questionnaire, while the secondary data came from books, articles, and the Central Bureau of Statistics' statistical data, among other sources.

#### **B. Marketing Aspect**

The data used in the analysis of the marketing aspect is the output of processed questionnaire data. The Google Form was used to distribute the questionnaire with a total of 127 respondents received. Based on the results of the questionnaire obtained, the majority of respondents strongly agreed with each question on the marketing mix. *Warteg Jaman Now*'s target market consists of male and female residents of South Jakarta between the ages of 19 and 35 who work as employees in buildings around SCBD. Though there are several serious competitors, each has distinctive qualities and strengths that give *Warteg Jaman Now* the chance to grow. Products offered by *Warteg Jaman Now* range includes variety of package menu, side dish, vegetable, soup, and beverage for the customers to choose from. The prices offered range from between Rp. 40,000 – Rp. 50,000 for package

menu, Rp. 15,000 – Rp. 33,000 for side dish, Rp. 15,000 – Rp. 25,000 for vegetable, Rp. 30,000 – Rp. 40,000 for soup, and Rp. 8,000 – Rp. 25,000 for beverage. Three different service kinds are offered by *Warteg Jaman Now*: dine-in, takeout, and online delivery using meal delivery apps. Customers are reached through social media applications such as Instagram, TikTok, and Facebook, e-flyers, endorsement of food bloggers/vloggers, as well as promotions like 30% discount promo for every product purchase during the first two weeks of the grand opening; free corn fritters for dine-in visitors who write reviews on Google or upload stories related to *Warteg Jaman Now* on social media; and Buy 1 Get 1 Free on *Warteg Jaman Now*'s birthday. *Warteg Jaman Now* will work with banks, electronic payment partners, and suppliers of both raw materials and supplies to carry out operations. It may be concluded that *Warteg Jaman Now* is deemed feasible to operate based on the findings of analysing the questionnaire data.

### **C. Technical Aspect**

On the technical aspect, a study of the many sorts of activities and facilities has been offered, along with information on how they relate to one another, how to calculate how much space is needed for each facility, where to put it, and the technology employed. Therefore, it can be stated that the operations at *Warteg Jaman Now* are split into those that include the front of the house, the back of the house, and customers. Accessibility, visibility, traffic, parking space, environment, and competition are all taken into account while choosing a business location. The two-story unit where *Warteg Jaman Now* is located has a building area of 650m<sup>2</sup>, of 325m<sup>2</sup> per

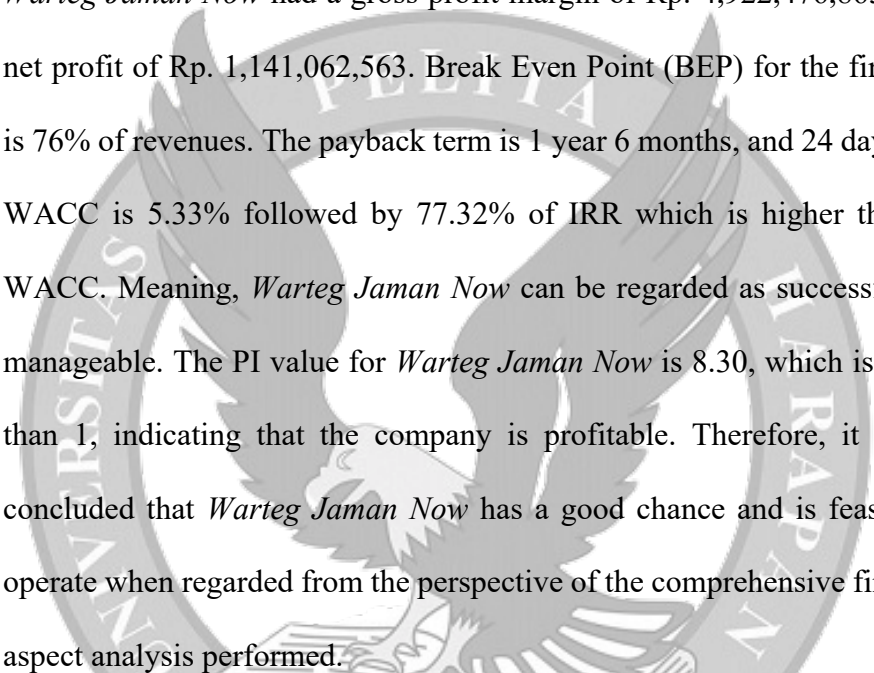
level, can accommodate a seating capacity of 66 non-smoking areas and 14 smoking areas. There is dining, kitchen and storage, cashier and online driver's, office, employee's, restroom, and parking area at *Warteg Jaman Now*. In addition, the restaurant is equipped with technologies including cash register and printer, EDC machine, CCTV, Wi-Fi, infrared thermometer, fingerprint scanner, air conditioner, computer and printer, sound system, and telephone to assist in the operations of the *Warteg Jaman Now*.

#### **D. Management Aspect**

*Warteg Jaman Now* is under the auspices of PT. Putri Indah Makmur that is managed by two people, namely Felina Putri who serves as commissioner and Fenisa Putri who serves as director. The restaurant manager, along with the head cook will support in running *Warteg Jaman Now*. In carrying out the business, *Warteg Jaman Now* compiles a system of recruitment, training, and employment. This includes preparing job descriptions and job specifications so that work can be carried out according to the abilities of each employee. The restaurant will be operating everyday starting from 07.00AM to 07.00PM. The division of work schedules is carried out so that operational tasks can take place appropriately and successfully. There are a total of 20 employees where staffs will be divided into three shifts. They will be receiving salaries above the minimum wage of DKI Jakarta and will receive THR annually. Moreover, they are also entitled to receive BPJS insurance.

## E. Financial Aspect

The initial investment required to establish *Warteg Jaman Now* is Rp. 2,188,166,649 with a source of 40% personal capital (owner equity) of Rp. 875,266,660 and 60% bank loans (bank loan) of Rp. 1,312,899,990. The initial investment will then be utilized to cover the costs of renovation, pre-operating expense, PAR insurance, and one-month supply. In its first year, *Warteg Jaman Now* had a gross profit margin of Rp. 4,922,476,865 and a net profit of Rp. 1,141,062,563. Break Even Point (BEP) for the first year is 76% of revenues. The payback term is 1 year 6 months, and 24 days. The WACC is 5.33% followed by 77.32% of IRR which is higher than the WACC. Meaning, *Warteg Jaman Now* can be regarded as successful and manageable. The PI value for *Warteg Jaman Now* is 8.30, which is higher than 1, indicating that the company is profitable. Therefore, it can be concluded that *Warteg Jaman Now* has a good chance and is feasible to operate when regarded from the perspective of the comprehensive financial aspect analysis performed.

A large, faint watermark of the Universitas Pleria logo is centered in the background. It features an eagle with spread wings perched on an open book. The text 'UNIVERSITAS PLERIA' is written in a circular path around the eagle, and 'PLERIA' is written above it.