

## CHAPTER V

### CONCLUSION

#### A. Introduction

The culture of drinking tea has evolved to various culture that include afternoon tea, a more contemporary idea. In terms of global tea production, Indonesia is the eighth-largest producer of tea. One of the products from plantations that is significant to Indonesian economic activity is tea. Large state plantations in Indonesia that are both state-owned and privately held produce the majority of the tea that is exported (which is typically of premium quality), while most small producers are more focused on the domestic market (having lower quality tea and thus the selling price is cheaper). High quality tea leaves make up the majority of the tea exported to other countries, leaving mainly medium to low quality tea leaves for the home market. The data shows there are more revenue generated from drinking tea outside home, compare to tea at home.

In response to the increase in food and beverage industry as well as the drawbacks of comparable businesses, the author develops Elodie Tea House Café feasibility study. Elodie Tea House Café was established to bridge industry gaps while also increasing demand and job possibilities in the tea supply chain. Elodie's Tea House Café will locate in Rukan Paladium blok J

03, Golf Island, Pantai Indah Kapuk St, Penjaringan, Jakarta 14470. Elodie's Tea House Café decides to open in PIK mainly because the area has potential and it also covers the targeted segment. Hence, in a relatively good economic condition it is the right time to open a Food and Beverage business, in this case Elodie's Tea House Café.

In this research the author mainly focuses on using the Business Model Canvas in helping to analyze the feasibility. Aside from that, the author also uses additional tools such as, SWOT analysis, Porter's Five Forces, marketing mix and TAM SAM SOM to create a qualitative descriptive analysis.

## **B. Market Analysis**

In order to analyze the marketing aspect, the author conducted primary research by observing similar businesses such as Lewis & Carroll, Eighteen Pies, and Pantjoran Tea House. To gather the necessary information, the author use the Business Model Canvas (BMC), which has been used to assess and perform research.

Elodie Tea House Café has identified their target market as men and women aged 17 to 55 residing in North Jakarta. Elodie Tea House Cafe also caters to customers who prefer drinking tea in a café setting. There are several direct rivals that have similar business concept in the Pantai Indah Kapuk, but each

has different strengths and uniqueness, thus Elodie Tea House Cafe has the opportunity to grow as well.

Elodie Tea House Café specializes on afternoon tea, serving bite size delicacies from six different Asian and Western countries with a choice of tea. Prices start at Rp. 8,000 – Rp. 25,000 for the ala carte menu and Rp. 25,000 – Rp. 40,000 for the beverage Elodie Tea House Café offers three sorts of services: dine-in, take-out, and online delivery via food delivery apps. Elodie Tea House Café promotes itself through reaching out to clients via social media platforms such as Instagram, collaborating with culinary bloggers for publication, and giving discounts.

Elodie Tea House Café also offers "Anniversary Promo" programs, which include a 20% discount on all goods for one week during the restaurant's anniversary celebration. Elodie Tea House Café will work with banks, electronic payment partners, and suppliers of raw materials and supplies to carry out operations. Based on the findings of the author's main and secondary research, it is possible to conclude that Elodie Tea House Café is a viable business.

### **C. Operational and Organizational Analysis**

Elodie Tea House Café's operational activities are separated into two categories employee and customer. There are two places for employee

activities, namely, the front of the home and the back of the house. Similarly, customer activity is categorized into two which are dine-in and takeaway. Each activity performed by employees and customers, has a unique set of functional linkages and flows. As a result, both must be analyzed in order to maximize operations and ensure that they function successfully and efficiently. Elodie Tea House Café will employ technology instruments such as CCTV, EDC machines, fingerprint scanners, computers, POS systems, tablets and printers, heat detection, telephones, Wi-Fi, dumb waiter and air conditioning in its operations.

Elodie Tea House Café is under the supervision of PT. Elodie Indonesia. Angelyn Budiman, who acts as commissioner, and Emillia Josephine Lie, who serves as director, manage and owns Elodie Tea House Café. The management and proprietors will lead and manage the business, with assistance from the manager, chefs and supervisors. Elodie Tea House Café employs 25 workers, all of whom will get a minimum wage of the DKI Jakarta Provincial Minimum Wage (UMP). Employees will also be eligible for Hari Raya Allowance (THR) and will be covered by BPJS insurance. Elodie Tea House Café will be open from Monday - Sunday from 8 a.m. to 8 p.m. Employees will work five days a week and get two days off per week.

Employee shifts will be divided into two, morning and afternoon, with 9 hours of work that includes one hour of break time.

#### **D. Financial Analysis**

Elodie Tea House Café initial investment is Rp. 1,123,291,260 having a financial source in the form of owner's equity of Rp. 449,316,504 (40%) as well as a bank loan of Rp. 673,974,756 (60%). The first investment will be used to cover refurbishment expenditures, equipment, one month's supplies, pre-operation, PAR insurance, and one month's inventory. Elodie Tea House Café's first-year gross profit is Rp. 3,149,014,244 with a profit of Rp. 312,431,629. In the first year, the break-even point (BEP) is 90% of revenues. The repayment term is two years and three days long. Elodie's WACC is 5.27%. Elodie Tea House Café's IRR is 58.39%, which is higher than the WACC. As a result, the Elodie Tea House Café is considered successful and viable. Elodie Tea House Café's PI value is 6.47, which is more than one, indicating that the business is profitable. Hence, from the overall financial aspect research, it can be stated that Elodie Tea House Café has a chance and is viable to operate.