

CHAPTER I

INTRODUCTION

A. The Initial Idea

The tea plant was brought into Indonesia to be cultivated there; it is not a native of the country. In 1648, a German citizen by the name of Andreas Cleyer brought the tea plant to the island of Java. At that time, tea was produced in Batavia (now known as Jakarta) as an aesthetic plant rather than as a plantation commodity. (indonesiatea.id, 2022)

When it comes to beverage consumption, tea comes in second after water (Everstine et al., 2020). The majority of people in the world drink tea, with an average daily intake of 120 ml (0.57 kg/ day). Tea use has been embedded in Indonesian culture. The culture of drinking tea has evolved to include afternoon tea, a more contemporary idea. This way of living is prevalent in many large cities both in Indonesia and overseas. (Studi et al., 2017)

More than 30 nations today cultivate the tea plant, which was first domesticated in Southeast Asia. Tea has been made from the leaves of the *Camellia sinensis* plant. Based on how it was processed during production,

tea has been divided into three primary categories namely, green (unfermented), black (fully fermented) and oolong (semi-fermented). (Ariane Lang, BSc, 2021)

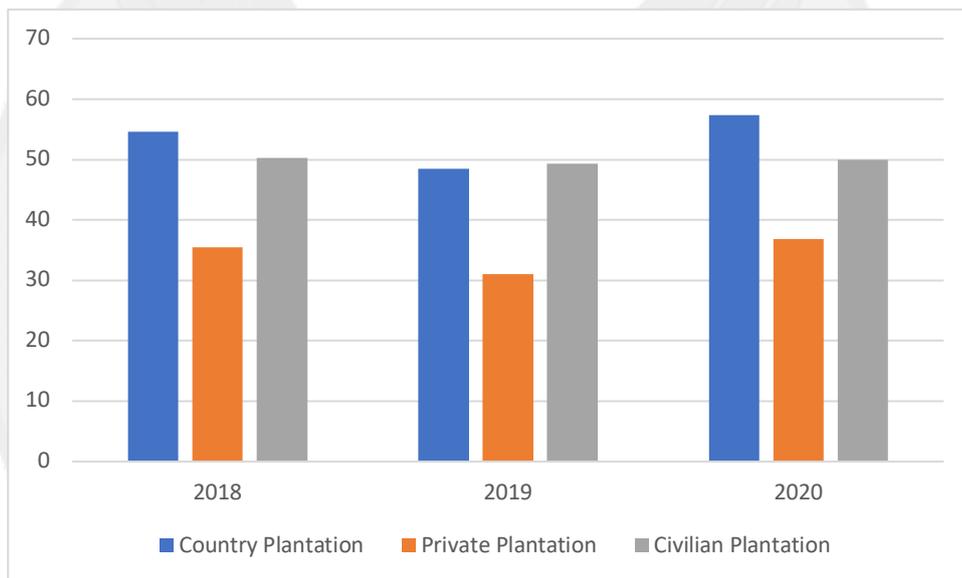
Indonesia is considered to be one of the top tea-producing nations in the world. In terms of global tea production, Indonesia is the eighth-largest producer of tea. The environments with consistent humidity and temperature, tea may grow best. These are typically located in tropical regions like Indonesia. (Studi et al., 2017)

The fact that the agriculture sector contributes a sizable portion of Indonesia's GDP—roughly 13.70 percent in 2020—shows how significant a part it plays in the country's economic activities. One of the products from plantations that is significant to Indonesian economic activity is tea. In addition to oil and gas, tea is a significant export for Indonesia and a significant source of foreign cash. (Badan Pusat Statistik, 2020) West Java Province is the main producer of tea in Indonesia. (Basorudin et al., 2019)

Tea is more valuable than other beverages since it contains many essential vitamins and minerals that the body needs. Nutritional specialists have also acknowledged a number of tea's health advantages.

The data in chart 1 shows Indonesia's total annual production of dried tea leaf from 2018 through 2020, expressed in metric tons. The information is broken down into three categories: country plantations, private plantations, and civilian plantations. 140,236 tons of tea were produced in total in 2018. In 2019, 128,724 tons of tea were produced. 144,064 tons of tea leaves was produced in 2020.

CHART 1
Dried Tea Leaf Production in Indonesia (In Metric Tons)



Source: Central Bureau of Statistics (2020)

In terms of macro economy, majority of the tea produced in Indonesia is exported; only a smaller portion is sold domestically. With a market share of about 78 nations in 2015, tea was exported from Indonesia to the five continents. However, from 2011 to 2015, the volume of Indonesian tea exports decreased, reaching 61.92 thousand tons with a value of US\$126.05

million. On the other hand, Indonesia also imports tea from Vietnam, Kenya, India, Iran, and Argentina. Even the import volume growth from 2014 to 2015 climbed to 15.16 thousand tons with a value of US\$25.75 million. Around 25% of total exports are made up of a sizable amount of imports. (Basorudin et al., 2019)

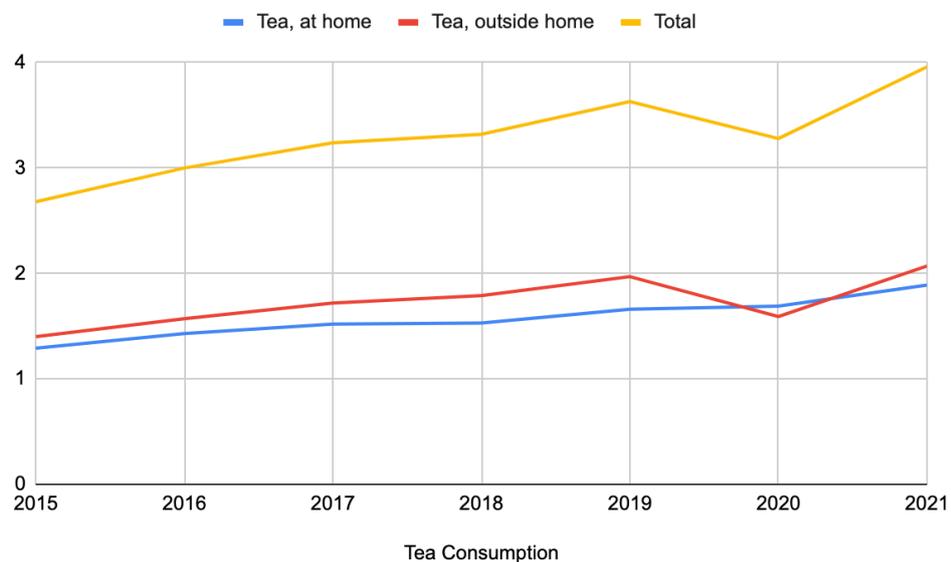
The presence of more export teas than domestically marketed tea will have an impact on the country's supply chain. Because fewer tea leaves will be made and distributed locally, the quantity of labour required across the supply chain, including transportation, will decrease.

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). These small farmers typically lack processing facilities, utilizes outdated technologies and subpar farming practices. In other words they are lack of knowledge on how to produce good quality tea leaves, unable to fully maximize the tea production. 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. In recent years, there has been a surge in demand from the Indonesian domestic market, particularly from

the beverage sector where packaged ready-to-serve tea drinks have gained considerable popularity among the nation's youth. (Yuda, 2022)

Chart 2 presents the total revenue of tea consumption in Indonesia from 2015 to 2021. It is presented that the total consumption of tea increase over the years, the decrease occurs during 2019 to 2020 due to the pandemic. The data shows there are more revenue generated from drinking tea outside home, compare to tea at home. But due to the pandemic there are less revenue generated in tea outside home. (Badan Pusat Statistik, 2020)

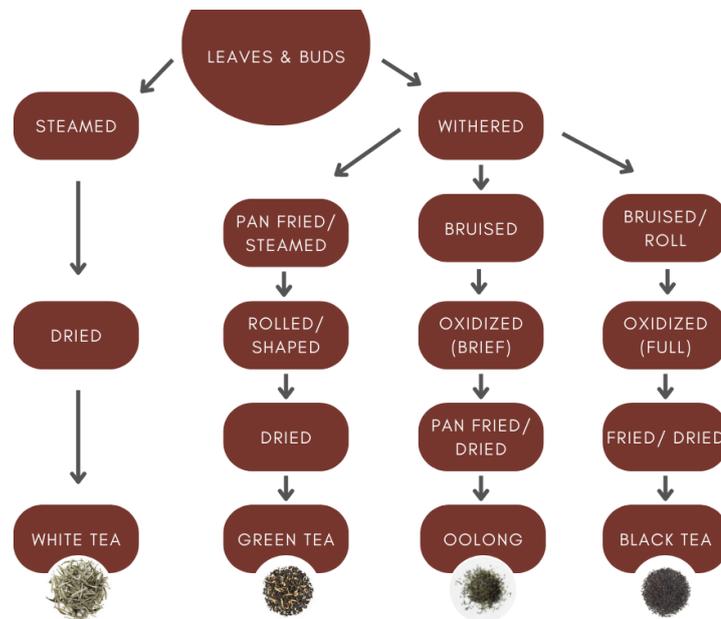
CHART 2
Tea Revenue Consumption In Indonesia (Billion USD)



Source: Statista Market Forecast (2022)

Figure 1 shows the four different tea processing method to achieve four different types of tea. Namely: white tea, green tea, oolong and black tea.

FIGURE 1
Tea Processing Method



Source: Rashmi Pandey (2020)

There are a few well-known tea houses in Jakarta namely, Pantjoran Tea house that has opened since 2015 in Glodok China Town, offering a traditional Chinese tea drinking experience. Another famous tea houses in Jakarta is TWG. TWG is a global tea company with two locations in Jakarta that specializes in afternoon tea. Along with afternoon tea, they also provide a selection of main dishes, tea-flavoured sorbet, and tea leaves.

In 2018, Kompas.com recommended five tea places in Jakarta: Pantjoran Tea House, Gaia Tea & Cakes, Lewis & Carroll, Hoshino Tea Time, and

TWG. (Senja, 2018) Two of the five locations are permanently closed. In 2022, dailyhotels.id also recommended five tea houses: Pantjoran Tea House, Lewis & Carroll, TWG, House Of Tea, and Siang Ming Tea Shop. (Elvira, 2022) Pantjoran Tea House, Lewis & Carroll, and TWG are still among the top five tea house recommendations after 4 years. As a result, the establishment of Elodie's Tea house Café intends to provide a contemporary tea house option to the market.

Based on the author's personal experience dining at Pantjoran Tea House prior to the writing of this study, the tea house has a few minor drawbacks. Parking places are limited and usually busy because the restaurant is positioned on the right side of the China Town Glodok entrance. Furthermore, the structure is historic and has a typical Chinese feel. The building's side road is under construction, causing the main road to become congested. When a large vehicle passes by, it generates vibrations throughout the building. Furthermore, the tea menu is divided into six categories (white, red, green, floral, oolong, and premium), yet each variety of tea is listed in Chinese with no translation. The author hopes that through visiting Pantjoran Tea House, Elodie's Tea House Café would be able to develop an alternative tea house in Jakarta. Providing a convenient location

with spacious parking. Good atmosphere for customer to enjoy their afternoon tea, as well as an easy-to-read menu.

Typically, afternoon tea is most frequently served by luxury hotel, which create a tranquil atmosphere for guests to enjoy hot tea along with a variety of delectable sweet and savoury delicacies. The Langham (Alice), Fairmont (Peacock Lounge), InterContinental (The Lounge), and so on. On average, hotel afternoon tea costs Rp. 250.000 and above. Besides hotels, afternoon tea can also be found in pastries café such as eighteen pies in PIK. The ambiance of an afternoon tea establishment affects the experience of its patrons. Particularly, a welcoming restaurant environment may give patrons a lively and enjoyable experience (Lin & Chang, 2020).

Table 1 represent the data of total population in North Jakarta area within the year 2018 until 2020. The overall data data shows a constant increase throughout the three years. Pantai Indah Kapuk (PIK) is part of Penjaringan district where the number of population also increases. The North Jakarta population will be *Elodie's* main target, which will be further segmented in this study to fit a more specific target segment.

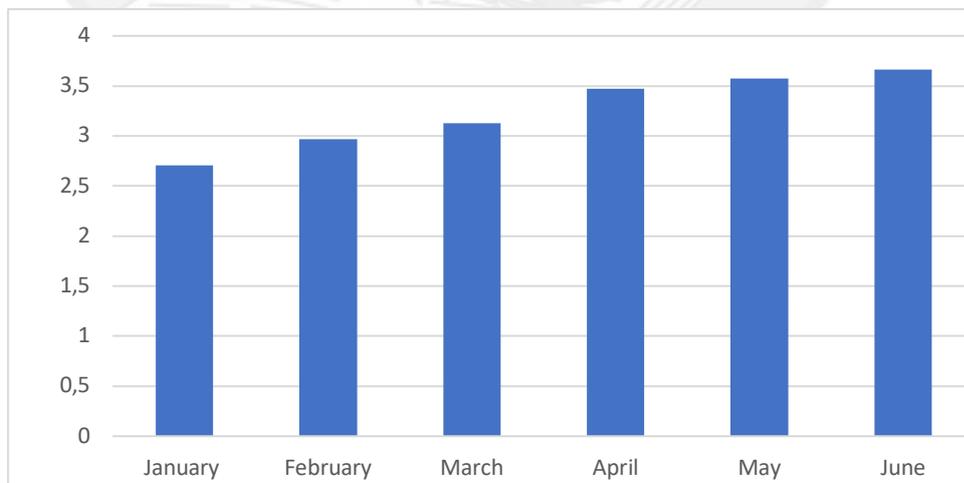
TABLE 1
Total Population in North Jakarta Area

District	Total Population		
	2018	2019	2020
Penjaringan	309 278,00	315 511,00	321 802,00
Pademangan	166 240,00	169 102,00	169 582,00
Tanjung Priok	409 572,00	418 014,00	419 795,00
Koja	335 326,00	344 186,00	348 817,00
Kelapa Gading	140 735,00	143 043,00	144 219,00
Cilincing	420 731,00	430 102,00	440 247,00
North Jakarta	1 781 882,00	1 819 958,00	1 844 462,00

Source: Central Bureau of Statistics (2020)

The chart 3 shows the inflation rate of Food and Beverage in 2022. It shows an increase in every month, this can be cause by the rise in cost of production, wage rate and raw materials. Another factor that can cause inflation is the increase in demand that effects the pricing. Nonetheless, the Food and Beverage industry in Indonesia has a potential.

CHART 3
2022 Food and Beverage Service Inflation in Indonesia



Source: Central Bureau of Statistics (2022)

Elodie's Tea House Café will locate in Rukan Paladium blok J 03, Golf Island, Pantai Indah Kapuk St, Penjaringan, Jakarta 14470. Pantai Indah Kapuk (PIK) Golf Island is part of the Giant Sea Wall Jakarta or the National Capital Integrated Coastal Development (NCICD) master plan.. It also has the task of revitalizing the coast and, most importantly, opening a vision for the future of Jakarta. Additionally, this structure offers protection against sea-level floods. As of today, the project development is still ongoing. (Golfislandpik.info, 2022)

A section of this project has been completed and currently the housing, shop houses, and supermarkets have fully operate. Moreover, since the Golf Island is opened, it has shown its success from the amount of people visiting the area. Subsequently, PIK has become a unique icon of North Jakarta, which is famous for its variety choice of food and beverages. All generations can appreciate this area's distinctiveness and qualities. The millennial generation is among those that are most familiar with PIK. The eating habits of this generation are highly distinctive and different from those of earlier ones. (Fabiola & Anggraini, 2019)

Elodie's Tea House Café decides to open in PIK mainly because the area has potential and it also covers the targeted segment. The surrounding area has

various supporting facilities such as spacious parking space, housing, schools and supermarket. Additionally, the Grandlucky supermarket will be opening soon right across the shop house. A new mall called By The Sea was also recently opened on the 26th of August 2022. With the continuous expansion of the project the area has a growth potential and market.

In conclusion, the Indonesian economy has great potential, as it is gradually recovering from the impact of COVID-19 outbreak. Specifically, the economy in Jakarta is recovering. 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. Data shows that the interest in the Food and Beverage industry is rising, many newly business open in Pantai Indah Kapuk. Therefore, *Elodie* is planning to open in Pantai Indah Kapuk to reach out to the targeted segment. With Indonesia being the eighth-largest producer of tea worldwide. It is infer that Indonesia has a substantial supply of tea. Moreover, there is the market for tea in Indonesia, both for outside and at home tea. With that, the author hopes that Elodie's Tea House Café will be feasible enough to be carry on.

B. The Objectives

In this feasibility study, there are two types of objectives that will be elaborated, namely, major objective(s) and minor objectives(s).

1. Major Objectives

The major objective of this feasibility study is to determine whether Elodie's Tea House Café is promising enough to be pursued. Elodie's Tea House Café aims to become an alternative option for afternoon tea house with good location and ambience. Offering a variety types of afternoon tea packages from different countries. Additionally, the interior will adapt a muted blue and pink floral theme design and a casual dining concept. In order to determine if the business can be pursued and will be successful there are several aspects to take into consideration such as, operations, marketing, financial, human resource management, product innovation and development, as well as service and business strategies management. Aside from the business aspect, Elodie Tea House Café would also like to contribute to the overall tea demand in Indonesia, utilizing tea resources within the country.

2. Minor Objectives

- a. Create new Job opportunities. Numerous innovated concepts are created as the industry of food and beverages in Indonesia develops. As a result, the industry as a whole continues to expand and create employment vacancies.
- b. To research and evaluate the trends, preferences, and needs of the indented target market.
- c. Develop an effective strategies to be implemented, in order to be able to compete in the market.
- d. Elodie's Tea House Café aims support the Sustainable Development Goals (Nations, 2022) that was establish by the United Nations. There are a total of 3 goals that will be implemented to *Elodie's* business activities, namely:

- 1) Good Health and Wellbeing (3)

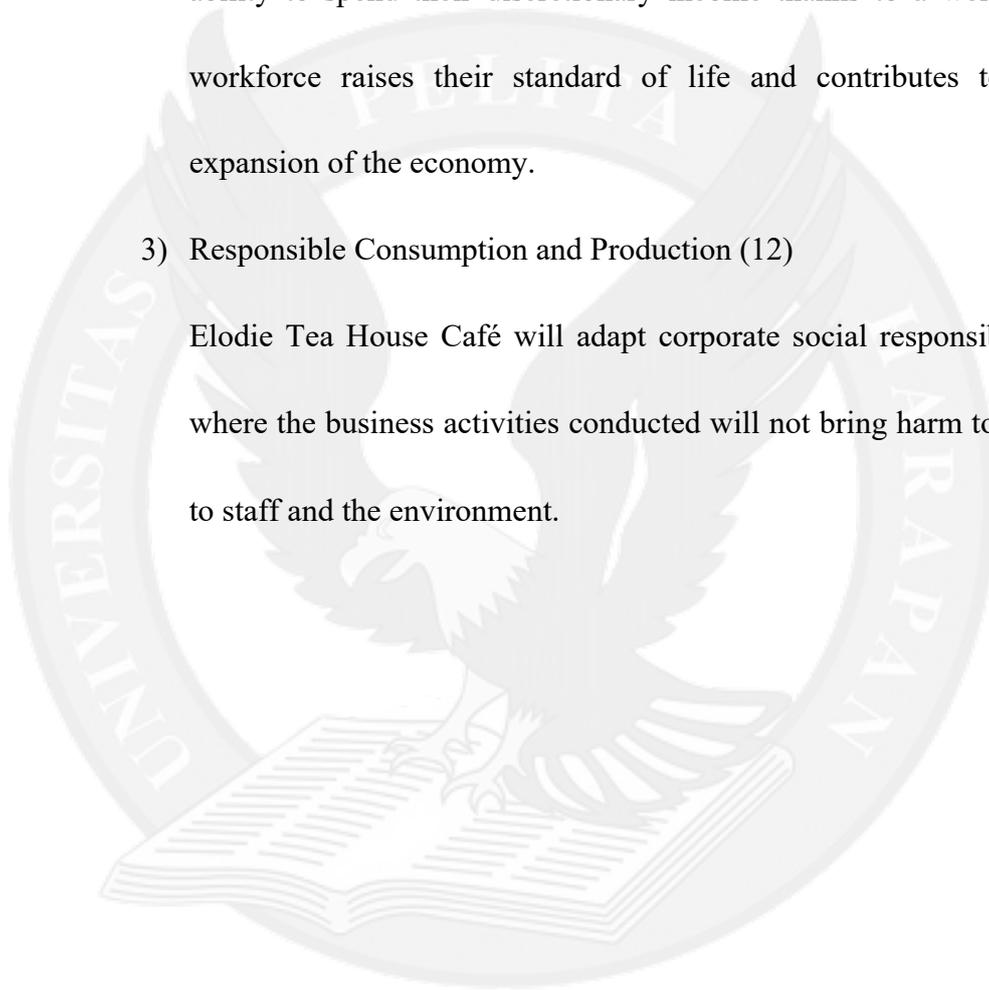
Elodie's main menu is tea, it come with many health benefits to those who consume it, as well as providing clean food. Moreover, Elodie also take into consideration our employees condition, by providing clean and safe working environment.

2) Decent Work and Economic Growth (8)

The business opening will create more job opportunities. Employed staff will be paid accordingly and the working environment will adhere to the policies set out by the Indonesian government. The ability to spend their discretionary income thanks to a well-paid workforce raises their standard of life and contributes to the expansion of the economy.

3) Responsible Consumption and Production (12)

Elodie Tea House Café will adapt corporate social responsibility, where the business activities conducted will not bring harm to both to staff and the environment.



C. Research Methodology

This feasibility study will implement business research method to determine whether Elodie Tea House Café is pursuable. Sekaran & Bougie (2016, p. 2) has define a business research as a project is an organized, systematic, data-driven, critical, objective inquiry or investigation into a specific problem with the goal of finding answers or solutions.

1. Types of research

The type of research that will be use in this study are qualitative and descriptive research. Descriptive research intends to characterize a phenomena and its features. This study is primarily concerned with what happened than how or why it happened. As a result, observation and survey technologies are frequently utilized to collect data (Manjunatha.N, 2019). Qualitative research is an exploratory and unstructured research strategy where it examines complicated phenomena that quantitative research is unable to describe. This research method offers an understanding and insights to the problem context (Ahmad et al., 2019, p. 2829).

The data obtained qualitatively in qualitative research can also be examined numerically. This occurs when the researcher extensively

analyses the qualitative data to identify important themes and ideas before converting them to numerical data for further comparison and assessment. (Nassaji, 2015) This method can help analyse customer's behaviour towards the business's operation, product and service quality, as well as interior design and atmosphere of a afternoon tea café.

Feasibility analysis will be implemented in this study. The following are the three main categories:

a. Marketing Analysis

Reaching out to customers through the presence in social media such as: Instagram, TikTok, Whatsapp, and online delivery and ordering platform. It aims to create engagement with customers and build their loyalty. Moreover, establishing a marketing budget and allocate it effectively. The result will be shown from the increase in sales, brand awareness and market share.

b. Operations Analysis

The business activity SOP will follow the Corporate Social responsibility (CSR). Ensuing all employees are well trained and able to deliver high quality product and services. Elodie will also create a clean and safe environment for the employees to work on.

c. Financial Analysis

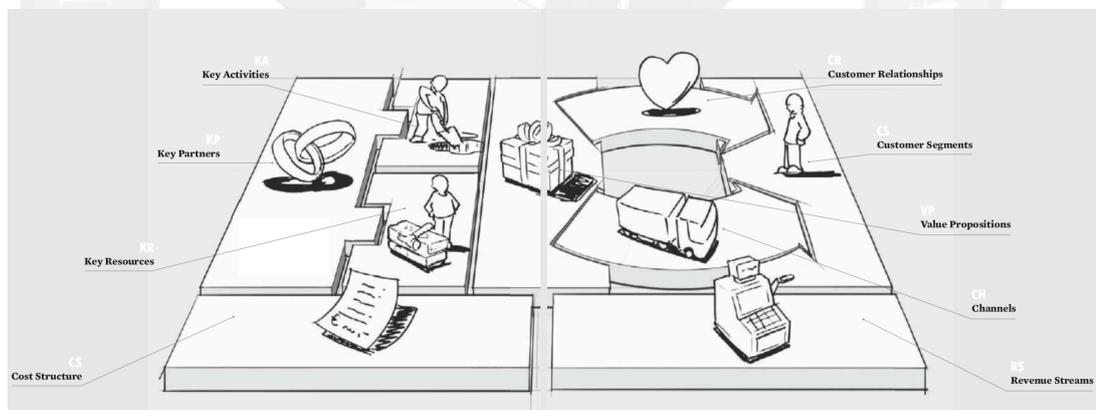
Maintaining profitability, liquidity efficiency and stability of the business are the main financial goal.

2. Types of Tools Used

a. Business Model Canvas

According to Alexander Osterwalder and Yves Pigneur (Osterwalder et al., 2010, p. 14) the business canvas model outlines how a company produces, delivers, and collects value.

FIGURE 2
Business Model Canvas



Source: Business Model Generation (2010)

The business model canvas will be a tool to help elaborate each chapter analysis respectively. It is divided into nine section namely, customer relationship, customer segment, channels, value

proposition, key activities, key partners, key resources, cost structure and revenue streams.

b. SWOT Analysis

SWOT analysis is a type of strategic analysis that identifies and analyses the key internal strengths and weaknesses, as well as external opportunities and threats, that will affect the business's future direction and performance. SWOT analysis should be used as a management tool for developing future plans. (Stimpson & Farquharson, 2015, p. 544)

c. Porter's Five Forces

Porter's Five Forces are defined as the five forces that essentially influence the type and amount of rivalry in a sector and, ultimately, the profit potential of that business (Enz, 2009, p. 60).

The Porter's Five Forces model has five dimensions: Threat of New Entrants, Rivalry Among Existing Firms, Bargaining Power Of Customers and Bargaining Power of Suppliers. The Porter Five Forces model was developed to gain a competitive advantage. This model may be used to understand the industrial context in which the organization works. Furthermore, by

analysing current marketplaces in which a company works, choices such as whether to continue competing in the market if additional competitors exist and how to reduce competition in the market to enhance profitability may be made. With the information acquired and the power of competing forces, the company may devise tactics to better their own competitive position, such as product differentiation, buying out numerous competitors, focusing on a new segment, and colluding with competitors. (Stimpson & Farquharson, 2015, p. 551)

d. 8Ps of Marketing Mix

Marketing involves a variety of actions. To start, an organization may decide on its target customer group to be served. Once the target group has been determined, the product must be introduced to the market by offering the proper product, pricing, distribution, and promotional activities. These must be merged or mixed in an acceptable proportion to meet the marketing objective. The term “Marketing Mix” refers to the combination of product, pricing, distribution, and promotional activities. “Marketing Mix” is defined by Philip Kotler as the collection of controllable factors

that the company may utilize to affect the buyer's response.

(James, 2012, p. 102)

e. TAM SAM SOM

TAM, SAM, and SOM are three subdivisions of a company's market: total addressable market (TAM), serviceable available market (SAM), and serviceable achievable market (SOM) (SOM).

Start-ups utilize these important measures to assess the feasibility of their business model in order to raise funds, while established organizations use them to evaluate new company concepts. TAM, SAM, and SOM could also assist start-ups and investors in determining the potential rewards and dangers of an investment opportunity. (MasterClass, 2022)

3. Location and Time of Research

This research will be conducted in similar businesses around DKI Jakarta area starting from September 2022 until November 2022.

4. Types of Data

In this feasibility study primary and secondary data will be use to carry out the research plan.

a. Primary Data

According to Sekaran & Bougie (2016, p. 38), primary data are first hand data that researchers gather themselves specifically for the need of their study. Researchers can obtain primary data from methods such as interviews, questionnaires, observation and experiment. For instance, in this research the primary data that is necessary to be obtain is whether people are interested in the business concept, the marketing mix and existing business operations.

b. Secondary Data

According to Sekaran & Bougie (2016, p. 37), secondary data are existing data that can be made public, hence many people have access to it. This type of data is specifically collected for different purposes. From the collection of secondary data it will give an information background and existing theory regarding the proposed business idea. Secondary data can be obtain through internet browsing, books, journals, government publications as well as the national Badan Pusat Statistik (BPS).

5. Data Collection Technique

a. Primary Data Collection

1) Observation

According to Sekaran & Bougie (2016, p. 127) The planned watching, recording, analyzing, and interpreting of behaviour, actions, or events is referred to as observation. In this study the researcher will visit afternoon tea establishments in Jakarta as a customer to observe and take note of customers behaviour. Moreover, knowing how the café operates as well as their standard operating procedure (SOP).

b. Secondary Data Collection

1) Literature reviews

The secondary data will be obtain by the researcher through published books, journal and article. The data collected will revolve around the topic of tourism, restaurant operation, afternoon tea, etc.

2) Internet browsing

The researcher will obtain data through internet browsing as well. That includes e-book, governmental and non-governmental publications online. Moreover, data from the Central Bureau of Statistics or Badan Pusat Statistik (BPS), etc.

6. Data Analysis

It is essential to analyse the data once it has been gathered. Sekaran & Bougie (2016, p. 24) describes the collected data is statistically analyzed in the Data Processing step to determine whether the generated hypotheses were supported. The qualitative data gathered will be analyse using the three steps according to Sekaran & Bougie (2016, p. 333) namely, data reduction, data display and the drawing of conclusions. The process of selecting, coding, and categorizing data is referred to as data reduction. Data display refers to various methods of presenting data... Data coding can help you develop ideas for how to display the data while also drawing some preliminary conclusions.

D. Theoretical Conceptual Review

1. Tea House

Tea originated in China. Chinese people are claimed to have started drinking tea at least 4,700 years ago during the Shennong Era. Tea culture emerged as a result of an active entry into the world of Confucianism, which absorbed the essence of Confucianism, Buddhism, and Taoism. Buddhism stresses "Zen tea blends into one," with tea to aid Zen and tea to worship Buddha, not only from the bitter quiet of the tea but also from the injection of Buddhist philosophy and Zen. The Taoist doctrine incorporates the philosophical concept of "harmony between nature and man" into the tea ceremony, which not only establishes the soul of the tea ceremony, but also incorporates the aesthetic concept of advocating nature, truth, and simplicity, as well as the thoughts of rebirth, precious life, and health preservation.

With the growth of the market economy in the 1990s, the teahouse as a location for cultural life and business dialogue inevitably reappeared. Teahouses have emerged as one of the most significant leisure options. Teahouses now have three basic functioning characteristics:

a. Traditional Tea House

Additionally, these teahouses serve as performance spaces. In front of the teahouse, there is frequently a spacious area with an opera stage. There are other local specific refreshments than tea. Typically, traditional folk arts including opera, acrobatics, and qigong are performed.

b. Modern Tea House

These teahouses are mostly used for professional development and business meetings. Internal rooms offer multipurpose halls with a bigger area where a variety of events may be held, including tea parties, cocktail parties, dancing classes, and training sessions. There are also several private rooms decorated in various Chinese, European, Japanese, and Chinese and Western combinations for business meetings, social gatherings, and romantic conversations. This is the type of tea house that Elodie aims to create.

c. All kinds of exotic Tea House

In general, the area is modest, such as in a Japanese tea ceremony hall or a Korean tea ceremony hall. People learn about the features of different ethnic cultures.

2. Types of Services

Elodie Tea House Café will implement an American service. American service is a type of service in which food is prepared or portioned on a plate. One of the waiters who is frequently utilized in hotels at this time is American service. The following are the table setup settings utilized in American service:

- a. The service is straightforward, casual, and quick.
- b. The food is ready to be placed on a platter.
- c. Guests are served from the left.
- d. From the right, dirty dishes are raised.

3. Types of Menus

According to Lillicrap & Cousins (2018, p. 92), there are two types of menu namely:

a. Table d'hôte menu

Table d'hôte menu consist of a fixed amount of courses served. Hence within each course the options are limited. Moreover, this type of menu usually has a specific hour in serving the food. The restaurant will use a fix selling price in charging the guests.

b. À la carte menu

An À la carte menu has more variety choice of food and beverages. Every product in the menu has their own individual pricing. Due to the fact that some meals are prepared or finished according to customer's order, hence, waiting periods may vary.

Elodie Tea House Café will uses the à la carte menu giving customer

4. High Tea vs. Afternoon Tea

Charles II's marriage to the Portuguese princess Catherine of Braganza marks the beginning of the history of afternoon tea. Her influence allowed tea to become fashionable, and by the eighteenth century, tea had become a national obsession and turning it into a social event. A procedure later was then establish as follows: amazing meals included teas in exquisite

china pots and sandwiches and cakes served on silver platters. (*Afternoon Tea Report*, 2011)

Afternoon tea is enjoying delectable pastries, and drinking hot tea providing a break from the hustle and bustle of city life. This way of living first appeared in Victorian Britain in the 19th century. In the past, afternoon tea was often served on modest tables in the middle of the day. It is linked to lace, manners, and delicate meals. Afternoon tea has traditionally been associated with women and is still more frequently consumed by women than by males. High tea, on the other hand, was a working-class dinner that was served on a “high” table at the conclusion of the workday and consisted of a robust feast of savoury items like meat pies, fish like pickled salmon, baked vegetables, and cheesy casseroles. Afternoon tea has developed into a well-known tea culture at this time. The combination of afternoon tea with certain sweets, music, and discussion has evolved into a custom appropriate for particular parties, and many consumers have come to appreciate the ambiance provided by afternoon tea. (Lin & Chang, 2020)

FIGURE 3

Afternoon Tea Example



Source: Tea Time Magazine

An afternoon tea's distinguishing features include an exquisitely decorated table with scones, tea sandwiches, and sweets served on a three-tiered tray.

As many people believe, high tea is not a fancy tea. Afternoon tea, which is served in the middle of the afternoon, is distinguished by delectable scones, tea sandwiches, and cakes. A high tea, on the other hand, is served in the early evening and contains considerably more substantial meal, such as meat, fish, and egg dishes, as well as breads and sweets. Consider it a small meal served with tea.

Afternoon tea, often known as "low tea," is typically served at a low table, such as a coffee table in the sitting room next to a warm fire. (Of course, it may be served at a dining table as well.) High tea takes its name from the fact that it is typically served at the end of the workday at a high table, such as a dining table or high counter. (Brown, 2021)

5. Definition of Elodie

Elodie originates from French and Greek and is considered as a feminine name. The Greek word "Alodia," which implies foreign wealth, is where the word's French pronunciation originates.

6. Business Concept

Elodie Tea House Café will locate in one of the shop houses in Pantai Indah Kapuk, with four floors building. The first two floors will be customers dining area, whilst the third will be the kitchen and office area. Lastly, the top floor will be used for employee area. Elodie Tea House Café concept is modern minimalist café that offers afternoon tea packages and ala carte. The main colour that will be use in the interior are white, muted blue, muted pink as well as gold. The colour theme will be completed with floral decorations which will create an overall cute ambience. Since the business wants to save energy, huge glass windows

will be install to allow natural lighting to brighten up the room. Elodie's Tea House Café targeted segment are people of age 17 and above who likes to visit cafés. Specifically, those people who fancies drinking tea and would like to experience afternoon tea with a more casual dining setting.

In the operational aspects, Elodie' Tea House Café will be categorize as a casual dining restaurant, with American service, serving À la carte menu. The café operating hours will be between 08.00AM to 08.00PM. The café serves both sweet and savoury menu choices from different countries, such as cakes, pies, scones, quiche, sandwich, etc. As the dishes are served with a small portion it will be arrange on a tiered rack complemented with a choice of tea set. In addition to afternoon tea menu, Elodie Tea House Café also offers breakfast and all day menu for customers to choose from.

Aside from the menu served, Elodie's Tea House Café highly values the service provided. The wait staff are expected to be welcoming and enthusiastic to the guests. They are required to establish a good relationship with the guests, in order to create loyal guests.

Elodie's Tea House Café will offer take-out afternoon tea packages in addition to serving dine-in customers. Take away afternoon tea packages

will be offered for customers to enjoy at home. There will also be a long display counter where guests are able to view the different types of menu offered. Elodie's will collaborate with a range of online ordering and delivery platforms in order to connect with customers who want to have their tea packages delivered. Namely, GO-Food, Grab Food, Traveloka Eats, and Shopee Food are the platforms.

