

# TABLE OF CONTENT

Page number

<b>TITLE PAGE</b>	
<b>STATEMENT AND APPROVAL TO UPLOAD THE FINAL PROJECT</b>	
<b>SUPERVISOR’S STATEMENT</b>	
<b>FINAL PROJECT TEST TEAM APPROVAL</b>	
<b>PREFACE.....</b>	<b>ii</b>
<b>TABLE OF CONTENT.....</b>	<b>iv</b>
<b>LIST OF FIGURES .....</b>	<b>vi</b>
<b>LIST OF TABLES .....</b>	<b>vii</b>
<b>LIST OF FORMULA .....</b>	<b>ix</b>
<b>LIST OF APPENDIX .....</b>	<b>x</b>
<b>CHAPTER I PRELIMINARY .....</b>	<b>1</b>
A. Initial Idea.....	1
B. Feasibility Study Objectives.....	14
C. Methodology.....	16
D. Conceptual Overview.....	21
<b>CHAPTER II MARKETING ASPECT.....</b>	<b>37</b>
A. Demand Analysis.....	37
B. Supply Analysis.....	55
C. Segmentation, Target, Business Position in the Market.....	76
D. Marketing Mix.....	80
E. Economic, Social, Legal and Political Aspects, Environment and Technology .....	96
<b>CHAPTER III OPERATIONAL ASPECT .....</b>	<b>99</b>
A. Aspects of Activities and Facilities .....	99
B. Analysis of Functional Relationships between Activities and Facilities.....	109
C. Calculation of Facility Space Requirements .....	111
D. Location Selection .....	112
E. Technology Used.....	114

<b>CHAPTER IV ORGANIZATION ASPECT.....</b>	<b>118</b>
A. Organization .....	118
B. Human Resources .....	130
C. Legal Aspect.....	140
<b>CHAPTER V FINANCIAL ASPECT .....</b>	<b>140</b>
A. Source and Needs of Fund.....	153
B. The Projection of Operating Expenses and Cost of Goods Sold	155
C. The Projection of Revenues.....	159
D. The Projection of Balance Sheet .....	160
E. The Projection of Income Statement .....	162
F. The Projection of Cash Flow .....	163
G. Break-Even Point Analysis.....	164
H. The Investment Valuation .....	165
I. Financial Report Ratio Analysis.....	167
J. Risk Management .....	175
<b>CHAPTER VI CONCLUSION.....</b>	<b>178</b>
A. Introduction .....	178
B. Market and Marketing Aspect .....	181
C. Operational Aspect .....	183
D. Organization Aspect .....	184
E. Financial Aspect .....	185
<b>BIBLIOGRAPHY .....</b>	<b>187</b>
<b>APPENDIX</b>	
<b>CURRICULUM VITAE</b>	

## LIST OF FIGURES

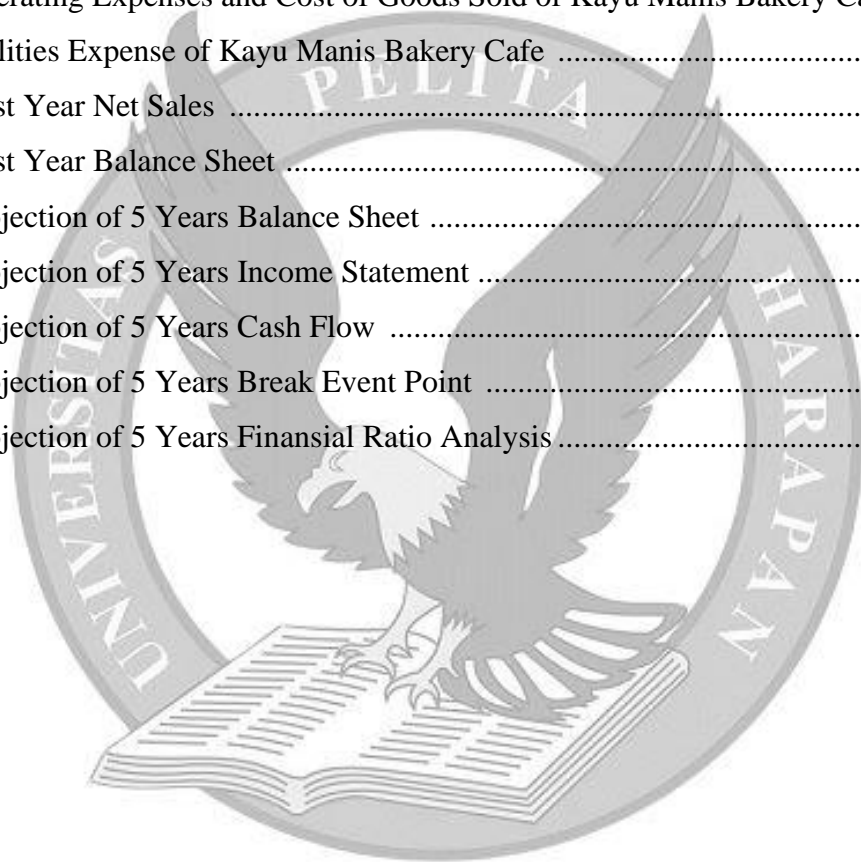
No.	Title	Page number
1.	Tourism Sector Contribution to 2017-2021 GDP .....	2
2.	Kayu Manis Bakery Cafe Five Forces Analysis Matrix .....	66
3.	Kayu Manis Bakery Cafe Logo .....	85
4.	Kayu Manis Bakery Cafe Activity Flow.....	100
5.	Organizational Structure of Kayu Manis Bakery Cafe .....	127



## LIST OF TABLES

No.	Title	Page number
1.	Kayu DKI Jakarta Population Growth Rate in 2018-2021 .....	3
2.	Regional Gross Domestik Product by Field of Business at Basic Prices Applicable in DKI Jakarta (Billion IDR) 2018-2021.....	4
3.	Number of Food and Beverage Provision Business in 2018-2020 .....	5
4.	Consumption Participation Rate by Prepared Food and Beverage in North Jakarta .....	8
5.	Number of Population in North Jakarta City in 2018-2021 .....	38
6.	Number of Population in North Jakarta City by Gender in 2019-2021 .....	38
7.	Questionnaires of Respondent Data .....	40
8.	Questionnaires of Market Condition .....	42
9.	Product-Related Marketing Mix Questionnaire Result .....	43
10.	Price-Related Marketing Mix Questionnaire Result .....	48
11.	Place-Related Marketing Mix Questionnaire Result .....	49
12.	Promotion-Related Marketing Mix Questionnaire Result .....	50
13.	People-Related Marketing Mix Questionnaire Result .....	51
14.	Program-Related Marketing Mix Questionnaire Result .....	53
15.	Package-Related Marketing Mix Questionnaire Result .....	53
16.	Partnership-Related Marketing Mix Questionnaire Result .....	55
17.	List of Direct Competitors of Kayu Manis Bakery Cafe .....	56
18.	List of Alternative Competitors of Kayu Manis Bakery Cafe .....	57
19.	Kayu Manis Bakery Cafe SWOT Matrix Analysis .....	74
20.	Food and Beverages Menu.....	83
21.	Functional Relationship Employee Activities with Facilities.....	109
22.	Functional Relationship Employee Activities with Facilities.....	110
23.	Functional Relationship Employee Activities with Facilities.....	110
24.	Kayu Manis Bakery Cafe Facility Room Requirements Details .....	111
25.	Kayu Manis Bakery Cafe Rennovation Cost .....	112
26.	Kayu Manis Bakery Cafe Technology Expenditure Details.....	117
27.	Job Analysis Kayu Manis Bakery Cafe .....	120

28. Number of Employee at Kayu Manis Bakery Cafe .....	125
29. Employee's Work Time Distribution Schedule .....	129
30. Employee's Work Schedule .....	129
31. Kayu Manis Bakery Cafe Employee's Salaries .....	135
32. Kayu Manis Bakery Cafe Employee's Compensation.....	138
33. Identity of the Shareholder of PT Kayu Manis Stefani Gunawan .....	142
34. Emp Business Licence Expense for Kayu Manis Bakery Cafe .....	151
35. Estimated Initial Investment of Kayu Manis Bakery Cafe .....	153
36. Operating Expenses and Cost of Goods Sold of Kayu Manis Bakery Cafe	155
37. Utilities Expense of Kayu Manis Bakery Cafe .....	157
38. First Year Net Sales .....	160
39. First Year Balance Sheet .....	162
40. Projection of 5 Years Balance Sheet .....	162
41. Projection of 5 Years Income Statement .....	163
42. Projection of 5 Years Cash Flow .....	164
43. Projection of 5 Years Break Event Point .....	165
44. Projection of 5 Years Finansial Ratio Analysis.....	175



## LIST OF FORMULA

No.	Title	Page number
1.	Maximum Cafe Turnover.....	159
2.	Balance Sheet .....	161
3.	Income Statement.....	162
4.	Cash Flow Statement .....	163
5.	Break Event Point Analysis .....	164
6.	Weighted Average Cost of Capital (WACC) .....	165
7.	Profitability Index .....	167
8.	Current Ratio.....	168
9.	Quick Ratio .....	168
10.	Debit to Asset Ratio .....	169
11.	Debit to Equity Ratio .....	169
12.	Time Interest Earned Ratio .....	170
13.	Gross Profit Margin .....	170
14.	Net Profit Margin.....	171
15.	Return to Asset.....	171
16.	Return to Equity .....	171
17.	Fixed Asset Turnover.....	172
18.	Total Asset Turnover .....	172
19.	Inventory Turnover .....	173
20.	Food Cost Percentage .....	173
21.	Beverages Cost Percentages.....	174
22.	Beverages Cost Percentages.....	174

## LIST OF APPENDIX

No.	Title	Page number
1.	Research Questionairre .....	A-1
2.	List of Competitor .....	B-1
3.	Food and Beverages Costing .....	C-1
4.	List of Supplier .....	D-1
5.	Graphic Design .....	E-1
6.	Financial Projections.....	F-1

