

## CHAPTER VI

### CONCLUSION

#### A. Introduction

As part of the tourism industry, the restaurant business had been impacted by the pandemic. It is challenging for restaurants to operate during these times because of the regulations that are implemented. Eventually, we must adapt with the conditions. As optimism along with adaptation occurs, businesses started to come back as well as the restaurant business. Restaurants have been available since the dawn of time. Restaurants is a great potential business as it provides the crucial needs of people, food, and beverage. Once a tavern, restaurants have evolved to meet people's certain needs.

One of the restaurants that is demand is the seafood restaurant. Seafood has been consumed by humans since long ago and is one of the sources of food. Seafood as not only provide health benefits, but people also love them because of their texture and taste. With the potential sea, Indonesia has an abundant source of seafood. The government of Indonesia had also push the *gemarikan* movement to encourage the public to eat more fish. Yet, it is inevitable that as a source, seafood has high prices but not without a reason. Demands, cost of transportation, and a hard to obtain resource is some of the reasons behind it. Despite the prices, there are still demands for seafood.

## **B. Marketing Aspects**

In doing market analysis, we can do demand and supply analysis. The purpose of these analysis is help us find the right strategy to market our brand and product to the targeted segment. Demand analysis is the analysis of our prospective market and to see whether our ideas will work with the targeted segment. For the restaurant business, writers can use the marketing mix strategy to find out the right combination of their 8ps. Specifically for Cita Osean Seafood Restaurant, it is found that the ideas that were presented about the 8ps worked. Most of the respondents supported the idea of the 8ps that were offered, and the idea of the business itself. It truly is crucial to do the demand analysis.

In the supply analysis, there are porter's five forces and SWOT analysis. Porter's five forces is useful for us to find out about the threats of entrants, threats of substitution, rivalry amongst competitors, bargaining power of suppliers, and bargaining power of buyers. As in the SWOT analysis, we can find out the strengths, weaknesses, opportunities, and the threats that our business have. Through these analysis Cita Osean Seafood Restaurant had found that the business is possible to happen, but the threats of substitutes and new entrants are high. In addition, seafood restaurant business is not a new business thus resources are easily obtained.

### **C. Operational Aspect**

Operational aspect is also one of the important aspects that needs to be looked at because it is the way we can deliver our product to the respective customers. Cita Osean Seafood restaurant must apply certain standard of procedure and maintain its consistency in delivering its services. There must be an organization in the businesses operational. To support the operation, facility calculation is also important. The facility helps to support the operation to run smoothly. The operation is supported by the restaurant premises, interior, and technologies.

