

TABLE OF CONTENTS

COVER PAGE

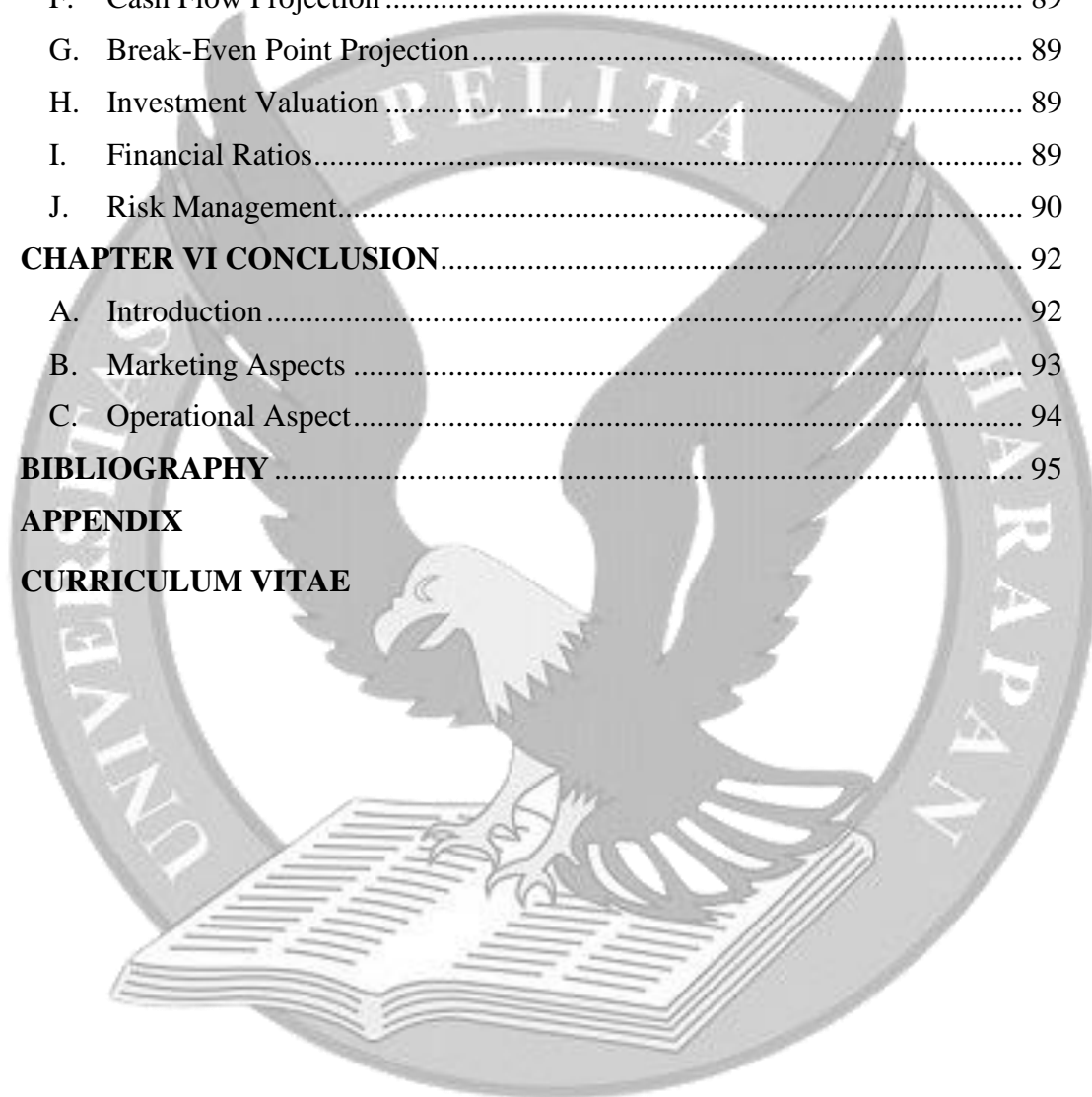
FINAL PROJECT STATEMENT AND UPLOAD AGREEMENT

FINAL PROJECT ADVISOR'S STATEMENT OF AGREEMENT

FINAL PROJECT BOARD OF EXAMINERS' STATEMENT OF AGREEMENT

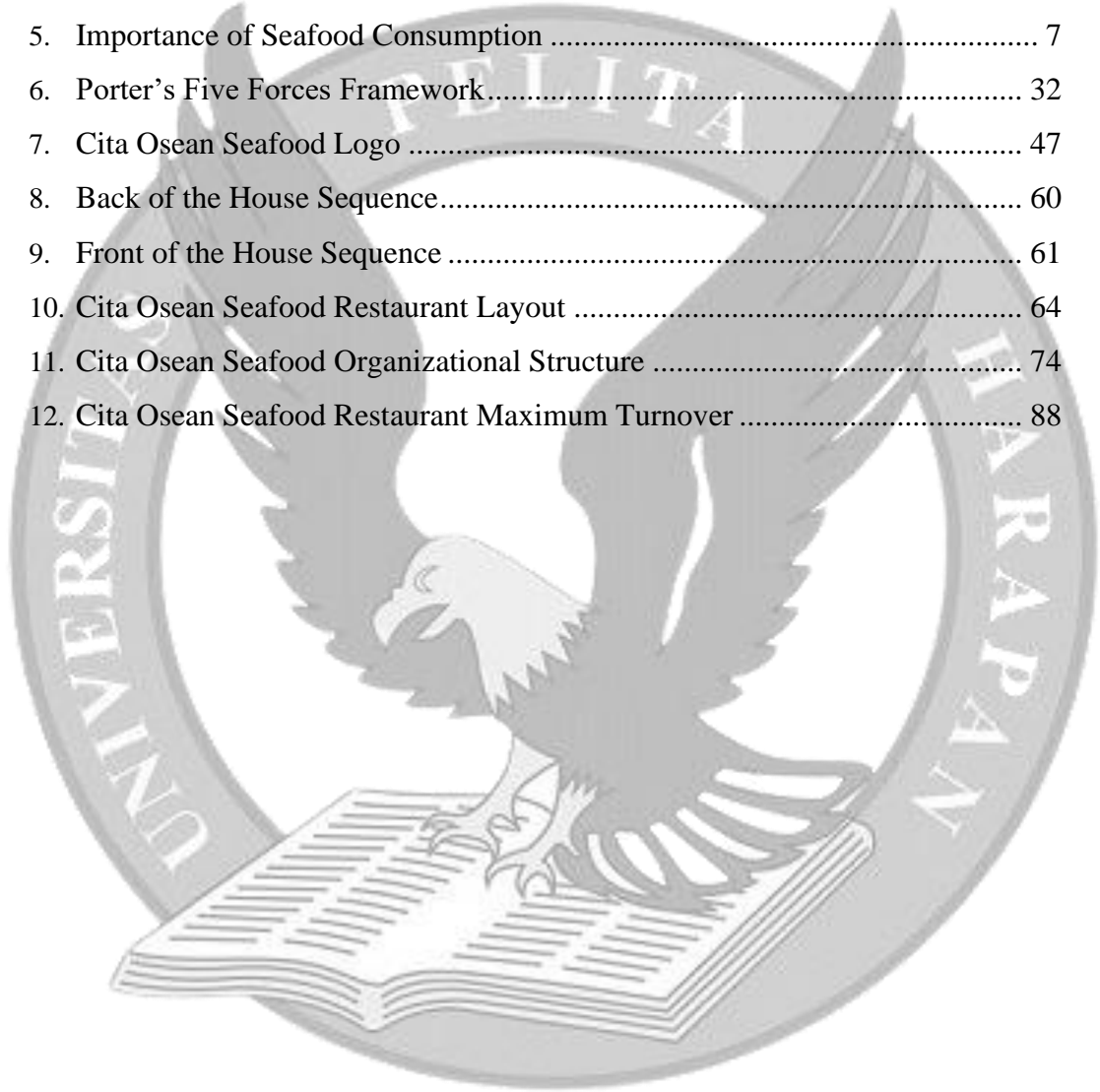
PREFACE	v
TABLE OF CONTENTS	vii
LIST OF FIGURES	ix
LIST OF TABLES	x
LIST OF APPENDICES	xi
CHAPTER I INTRODUCTION	1
A. Initial Idea	1
B. Objectives.....	12
C. Methodology	13
D. Theoretical Conceptual Overview.....	16
CHAPTER II MARKET ANALYSIS	21
A. Demand Analysis	21
B. Supply Analysis	31
C. Segmentation, Targeting, And Positioning	40
D. Marketing Mix	44
E. Economic, Social, Legal and Politic, Environment and Technology Aspects 55	
CHAPTER III OPERATIONAL ASPECTS	59
A. Activities and Facilities.....	59
B. Functional Relation of Activities and Facilities.....	63
C. Facility Calculation	63
D. Location.....	64
E. Technology.....	65
CHAPTER IV ORGANIZATIONAL AND HUMAN RESOURCES	68
A. Organization.....	68
B. Human Resources Management.....	75
C. Juridical Aspect.....	81

CHAPTER V FINANCIAL ASPECTS	86
A. Needs and Sources of Funds	86
B. Operational Expenses Projection	87
C. Revenue Projection	87
D. Balance Sheet Projection.....	88
E. Income Statement Projection	88
F. Cash Flow Projection	89
G. Break-Even Point Projection.....	89
H. Investment Valuation	89
I. Financial Ratios.....	89
J. Risk Management.....	90
CHAPTER VI CONCLUSION	92
A. Introduction	92
B. Marketing Aspects	93
C. Operational Aspect.....	94
BIBLIOGRAPHY	95
APPENDIX	
CURRICULUM VITAE	



LIST OF FIGURES

No	Title	Page
1.	GDP Growth in Several Business Fields	1
2.	Statistic of Foreign Tourist Visit July 2022	2
3.	Graphic of Seafood Consumers	6
4.	Motivation for Seafood Consumption.....	6
5.	Importance of Seafood Consumption	7
6.	Porter's Five Forces Framework.....	32
7.	Cita Osean Seafood Logo	47
8.	Back of the House Sequence.....	60
9.	Front of the House Sequence	61
10.	Cita Osean Seafood Restaurant Layout	64
11.	Cita Osean Seafood Organizational Structure	74
12.	Cita Osean Seafood Restaurant Maximum Turnover	88



LIST OF TABLES

No	Title	Page
1.	Domestic Tourist Visit to Bali 2019-2022.....	3
2.	Additional Net Promotor Score Questions and Score.....	8
3.	10 Seafood Restaurants in North Jakarta	10
4.	10 Provinces with the Most Food and Beverage Business (2020).....	11
5.	Population by Municipality in DKI Jakarta Province (2020-2021)	11
6.	Population Growth Rate By Subdistrict in North Jakarta.....	12
7.	Respondent's Profile	22
8.	Consumer Behavior.....	23
9.	SWOT Matrix	39
10.	Cita Osean Seafood Menu.....	45
11.	Cita Osean Seafood Packages	54
12.	Cita Osean Seafood Program	54
13.	Functional Relation of Activities and Facilities.....	63
14.	Job Description and Job Qualification	71
15.	Cita Osean Seafood Employee Compensation.....	78
16.	Cita Osean Seafood Training Program	80
17.	Cita Osean Seafood Business Executive Information.....	83
18.	Cita Osean Seafood Source of Funds.....	86
19.	Cita Osean Seafood Restaurant Expenditures.....	86
20.	Cita Osean Seafood Restaurant Operational Expenses.....	87
21.	Maximum Customer	88

LIST OF APPENDICES

No	Title	Page
1.	Interior Design.....	A-1
2.	Schedule.....	B-1
3.	Financial.....	C-1

