

CHAPTER VI

CONCLUSION

a. Introduction

Leisure is increasingly being enjoyed by people, especially because it has physical, social, cultural, economic, and political characteristics into it. With the existence of COVID-19, food choice became a higher priority for many people, especially with cleanliness. Now that COVID-19 is increasingly decreasing, people are starting to go back to restaurants to eat in. The restaurant business is now not only selling food but creating excellence with a unique blend of flavours, a beautiful and pleasant environment, a way of presentation, and even the atmosphere provided by the restaurant. Considering that restaurants have become a lifestyle for urban communities, especially the increasing interest in exploring culinary flavors both in remote parts of the archipelago and in various parts of the world, Edesia is created. Edesia is a restaurant that serves Mediterranean cuisine from different countries in the Mediterranean Sea. Edesia is located in Jalan Kemang Utara, South Jakarta considering the wide market in the location. Edesia takes some of the healthy food concept by serving plant-based meals such as hummus and baba ghanoush. This business feasibility study of Edesia is done covering several aspects which are market and marketing aspect, operational aspect, organizational and human resources aspect, and financial aspect.

b. Market and Marketing Aspects

To analyze the market, the author has done a questionnaire of over 30 questions to more than 150 people. This questionnaire covers the demographic, geographic, psychographic, and behavioral segmentation. Not only that, it also covers the 8P marketing mix which are product, price, place, promotion, people, packaging, programming, and partnership. This questionnaire is focused on the people that are living in Jakarta, especially in the South Jakarta area.

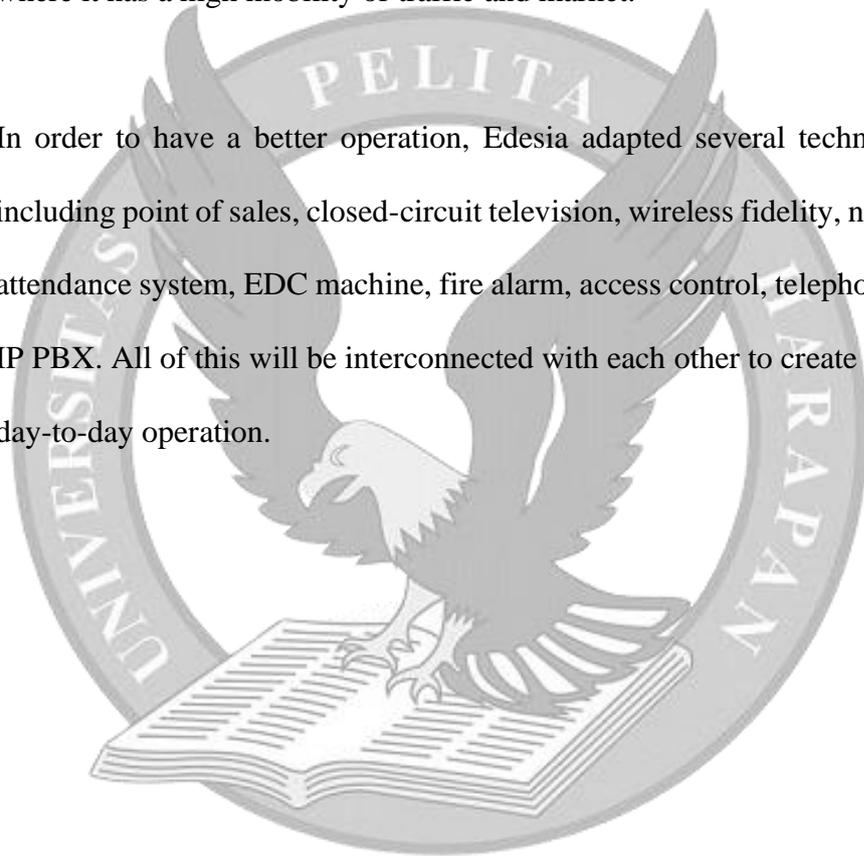
To know the market better, the author uses Porter's Five Forces analysis, SWOT analysis, and STP marketing analysis to analyze the market and learn about the market and its demand. The Porter's Five Forces analysis is used to analyze the consumers, suppliers, barriers to entry, substitute products or services, and competition in the industry. This analysis was conducted to determine the strength of the company in the food and beverage service industry. The SWOT analysis is used to analyze the strength, weakness, opportunity, and threats of the company.

Based on the analysis, the respondents are mostly private employees in the age of 21-25 years old with a monthly income of Rp. 4.500.000 to 7.999.999.

c. Operational Aspect

In the operational aspect, Edesia has three activities which are customer process flow, service sequence flow, dan food and beverage production flow. These three activities are supported with 10 facilities which are customer waiting area, cashier, dining area, locker, office, restroom, janitor, kitchen, storage, and parking area. Edesia is located in Jalan Kemang Utara where it has a high mobility of traffic and market.

In order to have a better operation, Edesia adapted several technologies including point of sales, closed-circuit television, wireless fidelity, network, attendance system, EDC machine, fire alarm, access control, telephone, and IP PBX. All of this will be interconnected with each other to create a better day-to-day operation.



d. Organizational and Human Resources Aspects

In the organizational and human resources aspect, there are several positions that are offered by Edesia, these are restaurant manager, marketing manager, administration and finance staff, head chef, cook, cashier, and server. Based on the analysis, the business will run with 25 staff members with 1 being restaurant manager, 1 marketing manager, 1 administration and finance staff, 2 head chef, 6 cook, 2 cashier, and 10 waiters. Most of the staff member will be divided into 2 shifts.

As regulated, the staff member will work 8 hours a day with 1 hour for break. They will work 5 times per week with a total of 40 hours per week. The restaurant will operate from 10 am to 10 pm every day. There will be 2 shift per day, the first shift will start from 8 am to 4 pm, the second shift will start from 4 pm to 12 am. The staff are required to come 30 minutes before their shift starts.

Edesia is an LLC or Perseroan Terbatas (PT) under the name of PT. Edesia Boga Sejahtera. In building the LLC, documents that needs to be processed are The Limited Liability Company Name Submission, The Limited Liability Company Deed of Establishment, Taxpayer Registration Number, Certificate of Company Domicile, Registered Certificate, Taxable Employer Confirmation Letter, Business Identification Number, Tourism Business License, Company Name and Logo Trademarks, and Alcoholic Drink Trading Business License.

e. Financial Aspect

Edesia invested a total of IDR 3.184.438.799 with 40% from the Owner's Equity with a total of IDR 1.273.775.520, and 60% from bank loan with a total of IDR1.910.663.279. To operate, Edesia requires IDR 4.062.896.728 to fulfil all operational costs.

In the first year, Edesia set a 13% sales assumption with an assumption of 48.968 customers in the first year and earning of IDR 6.784.004.968. The total asset that is owned by Edesia in the first year is IDR 3.451.189.701 with a total liability of IDR 2.089.913.839 and total equity of IDR 1.361.275.862.

In the first year, Edesia had a total cash inflow of IDR 6.784.004.968 and a total cash outflow of IDR 5.897.203.960 and generated a net cash flow value of IDR 886.801.007 which indicates that the business earns more revenue than its expenses.

The risk aspects of Edesia are studied based on several aspects, namely physical, operational, human resource, legal, and market aspects. An assessment of each aspect is carried out to determine possible risks that may occur, and the method to prevent it from happening.

Lastly, on the assessment of the values and aspects above, it can be concluded that Edesia is a profitable and feasible business to run. The breakeven point of the business is IDR 6.032.120.898 (89%) calculated from sales in the first year of IDR 6.784.004.968, therefore the payback period value of the business is 2 years 11 month 8 days. The NPV value owned by the business is IDR 12.825.380.579 which indicates that this value is a positive value.

