

CHAPTER I

INTRODUCTION

A. The Initial Idea

Despite the pandemic COVID-19, Indonesia's food and beverage sector will grow by 3% in 2020 (TheInsiderStories, 2020). The sector is also projected to reach a market volume of USD 3,724 million by 2025 (Statista, 2021). Therefore, the sector offers investment opportunities. Along with it, there are numerous segments that contribute to Indonesia's food industry. As well as with the development of digital technology, the food industry is expected to become more established in the future. The tourism industry being one of the leading industries in the world, has significantly contributed to the Gross Domestic Product (GDP) in many countries. Despite the halt in the industry due to COVID-19 pandemic, the industry itself is gradually recovering. The International Recommendations for Tourism Statistics (IRTS) (Nations, 2010, p. 1) define tourism as follows:

"Tourism is a social, cultural and economic phenomenon related to the movement of people to places outside their usual place of residence, pleasure being the usual motivation."

The tourism industry is commonly found in our daily activities, it does not only fulfill leisure and business needs, it also helps create job opportunities.

This resulted in more people having income and contributed to a higher living standard. Accommodation establishments, restaurants, airlines, travel agents, cruise line, and train are part of the tourism industry. In 2019, there were 16.10 million foreign visitors to Indonesia, according to the Central Bureau of Statistics of Indonesia (2020). This increase continued throughout the year. On March 11, 2020, the World Health Organization (WHO)

proclaimed the COVID-19 new coronavirus outbreak as a worldwide pandemic. As a result, it has negatively impacted the tourism industry as health regulations and travel restrictions were implemented.

From table 1, it can be seen that there is a significant decrease in the amount of foreign tourist visits to Indonesia in 2020 in comparison to the year 2019. Consequently, countries around the world are trying to contain the infection rate at the minimum by limiting physical contact and traveling. This has resulted in a downhill in the economy and employment lay-off.

TABLE 1
Foreign Tourist Visits in Year 2020

Year 2020	
Month	Number of Tourist
January	1.290.411
February	872.765
March	486.155
April	158.066
May	161.842
June	156.561
July	155.742
August	161.549
September	147.984
October	152.293
November	144.476
December	164.079
Total	4.052.923

Source: Ministry of Tourism and Creative Economy (2021)

After a year since the outbreak announcement, countries all over the world have been trying to develop and spread vaccination, in order to allow people to travel with minimum risk. It can be seen from table 2 that the amount of foreign tourist visits in Indonesia for the first 6 (six) months in 2021 has constantly decreased. The Ministry of Tourism and Creative Economy has established Clean Health Safety Environment responsibility certification (2020). Businesses can get this certification if they are able to fulfill the criteria required, creating a reassurance to the customers that the business implements the health and safety protocols to prevent the spread of the infection. In addition to that, the Indonesian government also implements quarantine regulation for people coming from abroad. It causes an increase of expenses to travel to Indonesia, hence, less foreign people are visiting.

TABLE 2
Foreign Tourist Visits in Year 2021

Year 2021	
Month	Number of Tourist
January	126.515
February	105.788
March	119.979
April	112.756
May	139.433
June	126.844
July	127.249
August	118.533
September	120.100
October	146.137

TABLE 2
Foreign Tourist Visits in Year 2021 (Continued)

Month	Number of Tourist
November	150.577
December	163.619
Total	1.557.530

Source: Ministry of Tourism and Creative Economy (2021)

From table 3, it can be seen that the tourism industry in Indonesia is gradually recovering. In 2022, it can be seen from the constant increase of foreign tourist visiting Indonesia, as the quarantine regulation has been taken down.

TABLE 3
Foreign Tourist Visits in Year 2022

Year 2022	
Month	Number of Tourist
January	143.578
February	18.455
March	40.790
April	111.057
May	212.332

Source: Central Bureau of Statistics (2022)

In table 4 it shows the data of Indonesian Gross Domestic Product (GDP) from 2015-2021. From 2015 up to 2019 a constant increase can be seen each year. However, when COVID-19 strikes in the year 2020 the GDP has slightly dropped. In 2021, the economy showed its recovery by bouncing back up to 16,970,789 Billion Rupiah.

TABLE 4
Yearly Indonesian Gross Domestic Product

Gross Domestic Product	
Year	Billion (Rp)
2015	11,526,333
2016	12,401,729
2017	13,589,826
2018	14,838,756
2019	15,832,657
2020	15,438,018
2021	16,970,789

Source: Indonesian Economic and Financial Statistics (2021)

In table 5, in 2020, the Central Bureau of Statistics (2022) has recorded that there are 5.159 medium to large scale Food and Beverage businesses in DKI Jakarta. It is declared as the province that has the most Food and Beverage business in Indonesia. Table 5 below shows the Food and Beverage industry's revenue in 2019 and 2020. The data shows a significant decrease within one year, it is due to the regulations and safety protocols that have been imposed.

TABLE 5
2019 Food and Beverage Revenue in DKI Jakarta

Category	2019	2020
	Million (Rp)	
Main Activities Revenue	26,954,566	19,692,626
Other Revenues	965,653	68,452

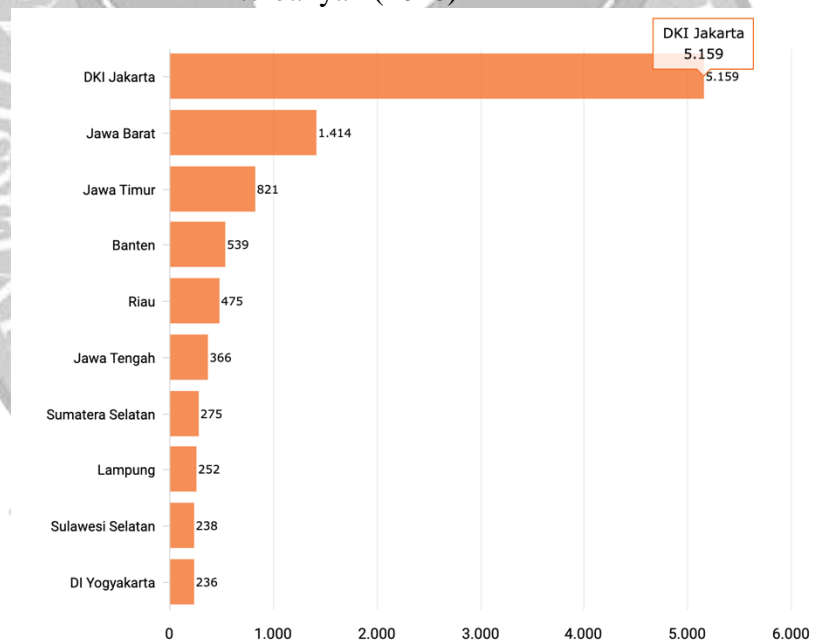
TABLE 5
2019 Food and Beverage Revenue in DKI Jakarta (Continued)

Category	2019	2020
	Millions (Rp)	
Total	27,920,219	19,761,078

Source: Central Bureau of Statistics (2020)

Based on Figure 1 below, it was mentioned by the Central Bureau of Statistics, it states that DKI Jakarta has the total amount of 5,159 medium-large-scale food and beverage providers in 2020, showing that DKI Jakarta has the highest number among other provinces in Indonesia.

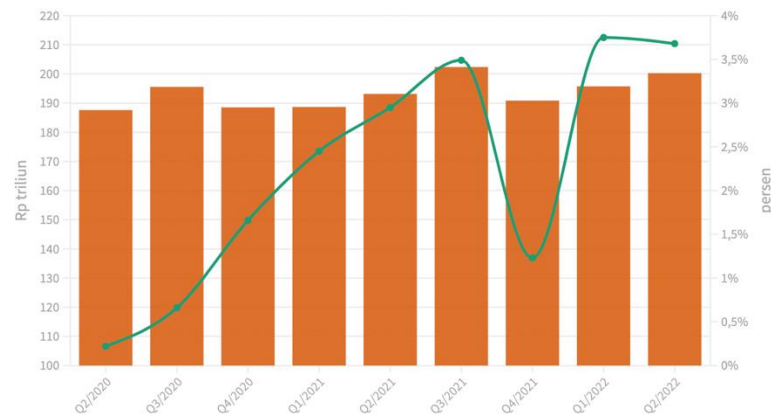
FIGURE 1
10 Provinsi dengan Jumlah Usaha Penyedia Makanan & Minuman terbanyak (2020)



Source: Central Bureau of Statistics (2020)

Then, in Figure 2 below, shows the GDP of the food and beverage industry which comes to Rp 200,26 trillion in the second quarter of the year 2022. The number shows increasement of 3.668% from the same period last year with the amount of Rp 193.16 trillion.

FIGURE 2
PDB Industri Makanan dan Minuman



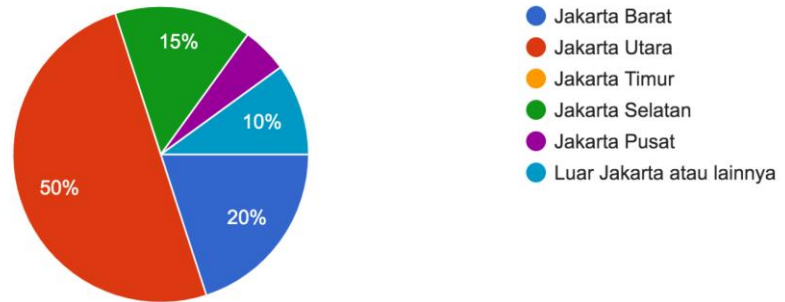
Source: Central Bureau of Statistics (2022)

By observing the trend, we can see the performance of the food and beverage industry experiences a strengthening trend after it experience a setback in the second quarter of 2020. It shows that the food and beverage industry has recovered from the impact of the COVID-19 pandemic.

With the food and beverage businesses rising within the recovery of the tourism sector, the idea of opening an Italian restaurant is supported with that data gained from collecting 40 respondents from the initial questionnaire about the market interest in the business of an Italian restaurant is as the following:

FIGURE 3
Domicile

Domisili/Tempat Tinggal
40 responses

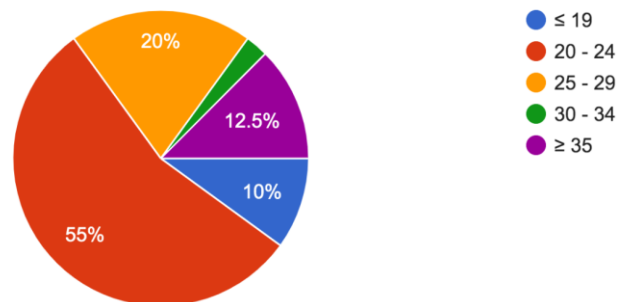


Source: Processed Data (2022)

Based on figure 1, it shows the domicile respondents with 50% lives in North Jakarta, 20% lives in West Jakarta, 15% lives in South Jakarta, and 10% lives in outer Jakarta.

FIGURE 4
Age

Usia
40 responses

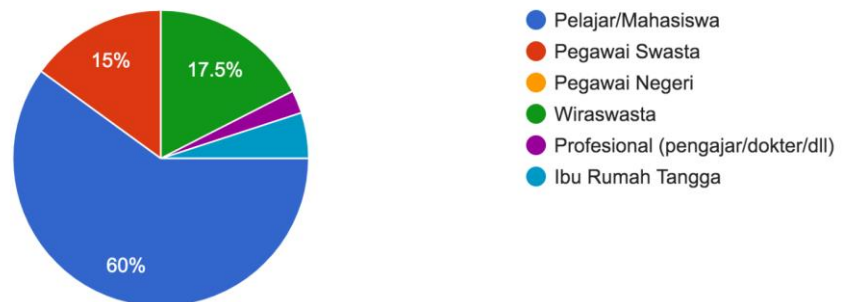


Source: Data processing results (2022)

Based on figure 2, it shows the age of respondents with the result 55% are aged 20 – 24 years old, 20% are aged 25-29 years old, 12.5% are aged 35 years old above, and 10% are aged less than 19 years old.

FIGURE 5
Profession

Pekerjaan
40 responses

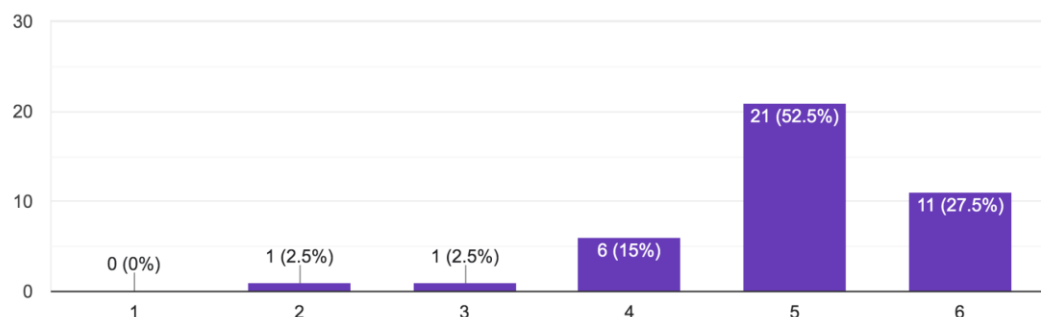


Source: Data processing results (2022)

Based on figure 3, it shows the professions of respondents with the following results, where 60% are students, 17,5% are entrepreneurs, and 15% are private employees.

FIGURE 6
Respondent's Interest Eating at an Italian Restaurant

Seberapa suka Anda makan di restoran Italia?
40 responses

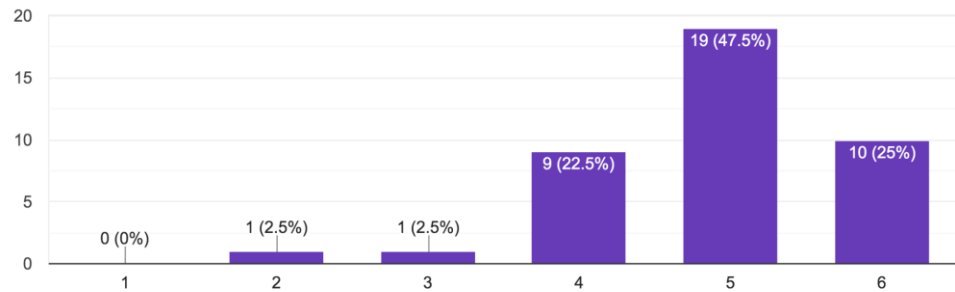


Source: Processed Data (2022)

Based on figure 4, it shows respondents' interest in eating at an Italian restaurant with the following results, where 52.5% are interested, 27.5% are very interested, 15% are slightly interested, 2.5% are slightly uninterested, and 2.5% are uninterested in eating at an Italian restaurant.

FIGURE 7
Respondent's Interest Towards Italian Restaurant with Open Kitchen Concept

Seberapa tertarik Anda makan di restoran Italia dengan konsep open kitchen?
40 responses

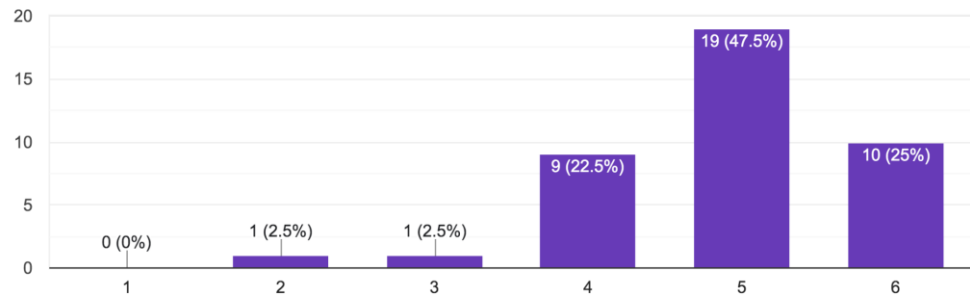


Source: Processed Data (2022)

Based on figure 5, it shows respondents' interest towards Italian restaurants with an open kitchen concept. Where it shows 47.5% are interested, 25% are very interested, 22.5% are slightly interested, 2.5% are slightly uninterested, and 2.5% are uninterested.

FIGURE 8
Respondent's Interest in Italian Cuisine Fusion With Asian Cuisine

Seberapa tertarik Anda dengan perpaduan hidangan khas Italia dengan Asia?
40 responses



Source: Data processing results (2022)

Based on figure 6, it shows the respondents' interest in Italian cuisine fusion with Asian cuisine. Where it shows 47.5% are interested, 25% are very interested, 22.5% are slightly interested, 2.5% are slightly uninterested, and 2.5% are uninterested.

In conclusion, the Indonesian economy has great potential, as it is gradually recovering from the impact of COVID-19 outbreak. This can be seen from the impact of COVID-19 outbreak. This can be seen from the GDP that is constantly rising back. Nowadays, many cuisines are available and can be found in Indonesia. With a diverse cuisine in Indonesia, Italian cuisine becomes one of the ever-rising popularity here in Jakarta. Italian food is famous for its rich flavors and pasta concoctions, the demand is very high and shows a high potential to start a food and beverage business that embarks on a culinary journey that shows a taste of Italy in every single bite. Hence, Degusto Restaurant becomes the source of motivation to provide something unique that guests have never experienced. Degusto Restaurant is the ultimate spot to dine and drink, serving a dining and drinking

experience that promises to pamper guests' senses. Located on the north side of the city of Jakarta, surrounded by lush greenery in a cozy and intimate setting, resembling the heart and soul of Italy. Degusto Restaurant is expected to be opened in Pantai Indah Kapuk, North Jakarta area with middle income to high income earners as its target market. Degusto Restaurant is a restaurant serving the best delightful Italian cuisines with an Asian twist and it's divine specialty, where we want to inspire people and delight whoever encounters us to bring in warmth through the products, service, and ambience that Degusto Restaurant has to offer. Degusto Restaurant has an open kitchen concept that enables consumers to see the cooking process as well as the process of pasta making, which will attract the interest of consumers. With that, the author hopes that Degusto Restaurant will be feasible enough to carry on.

B. The Objectives

Degusto Restaurant has two types of objectives that will be elaborated in this feasibility study, namely, major objective(s) and minor objectives(s).

1. Major Objectives

The major objective for this feasibility study is to determine if Degusto Restaurant is feasible to operate in the market. Offering a unique range of food and beverages, with uplifting taste and innovating different kinds of ingredients, Degusto Restaurant will take considerations for the operation of its business. These considerations include marketing aspects, operational aspects,

organizational, management aspects, financial aspects as well as other supporting aspects.

a. Marketing Aspect

In the marketing aspect will include such as the following:

- 1) To analyze market supply and demand.
- 2) To analyze the segmentation, targeting and positioning of the marketing model for the business in the market.
- 3) To analyze the marketing mix consisting of the 8 P's which are product, price, place, promotion, people, packaging, programming, and partnership.
- 4) To analyze other supporting aspects such as economic, social, legal and politic, environment, and technology of Degusto Restaurant.

b. Operational Aspect

In the operational aspect, it will include such as the following:

- 1) To analyze and determine the variety of activities and facilities in supporting the business.
- 2) To analyze the functional relationship between activities and facilities.
- 3) To analyze the need for calculation of activity space and facilities by considering the location availability.

- 4) To analyze and select business locations that could be a potential and strategic for the business in the long term.
- 5) To analyze technology that is suitable for supporting business.

c. Management Aspect

In management aspect will be done:

- 1) Analyze business organization including job, business manager, and organization structure.
- 2) Analyze human resources including recruitment, selection, and orientation, compensation, training and development.
- 3) Analyze the juridical aspects including form of business entity, the identity of the business operator, the legality of the location, and the rules and regulations that must be met.

d. Financial Aspect

In the financial aspect will be done:

- 1) Analyze sources and business needs of the fund.
- 2) Analyze the estimated operating expenses and revenue.
- 3) Analyze projection of balance sheet, projection of income statement, and projection of cash flow.

- 4) Analyze break-even point, the investment appraisal, financial statement ratio and risk management.

2. Minor Objectives

The minor objectives of the Degusto Restaurant business feasibility study in order to achieve the creation of this business are:

1. To create new job opportunities for the locals.
2. To provide highest quality products with affordable prices and served with excellent service for guests. And generate profit from the business created.
3. To provide information in the critical risks and problems faced by Degusto Restaurant and to proffer likely solution to the problem.
4. To give an insight on the profitability of Degusto Restaurant.
5. To analyze the potential and possibility of Degusto Restaurant surviving to operate in the long term.

C. Research Methodology

1. Types of Research

This research will be conducted with both quantitative and qualitative research. According to Creswell (2002), noted that quantitative research as the following:

“the process of collecting, analyzing, interpreting, and writing the results of a study, while qualitative research is the approach to data collection, analysis, and report writing differing from the traditional quantitative approaches.”

Meanwhile, qualitative research refers to the type of research method with the approach of understanding individuals or groups towards a problem whether it is social or humanitarian problems. This research process includes questions and procedures in which the data being collected is made inductively, and the researcher creates an understanding or interpretation from the data that has been obtained (Creswell & Creswell, 2018). Within the type of research chosen, it will enable the author to prove the points of the research and bring the details and further understanding of the implications. In conducting the business feasibility study of Degusto Restaurant, the methods research used where both quantitative and qualitative data will be collected. The collection of qualitative data will be carried out with a literature study to gain the supporting data for the business feasibility study. Whereas, the collection of quantitative data is carried out by distributing online questionnaires through Google Form and to process data from the respondents' answers in order to know the market conditions, the suitability of business location, and the marketing mix.

2. Location and Time of Research

This research will be done from September 2022 to October 2022 around DKI Jakarta, Indonesia.

3. Population

A research of this study is conducted on a selected sample, focusing on the population of people living in JABODETABEK area, Indonesia.

4. Sample

According to Sugiyono (2016), the sample is part of the population that have certain characteristics. There are several ways of selecting samples of sampling techniques, namely technique of taking probability sampling which means members of the population have the same opportunity to be representative of the population (sample) and non-probability sampling which means no members of the population have the same opportunity, must meet certain conditions to be a sample. Due to the impossibility of investigating the entire population, a sample needs to be chosen to proceed with the sampling. Within this study, the sample gathered will be people who visit and live in DKI Jakarta and Tangerang, Indonesia. The number of samples will use the theory (Hair et al., 2014),

“The sample size be 100 or greater. Generally, the minimum sample size is at least five times more many of the number question items to be analysed, and the sample size will be more acceptable if it has a ratio of 10:1”

Based on the theory of Hair, the amount of respondents or sample that will answer is 10 (ten) times the amount of questions that is in the questionnaire with the topic in relation with the marketing of Degusto Restaurant.

5. Types of Data

In this feasibility study primary and secondary data will be used in carrying out the research plan, which are primary, and secondary data.

a. Primary Data

According to Ajayi (2017), primary data is as the following:

“real-time data where it is collected for addressing the problem at hand. Primary data sources include surveys, observations, experiments, questionnaires, personal interviews, etc.”

In this research, the primary data that will be used by the author is surveys, observations and questionnaires. For example, the primary data in this research is required in regards of whether people has interest in the business concept that is being proposed, marketing mix as well as the business operations.

b. Secondary Data

According to Ajayi (2017), secondary data is as the following:

“The data which relates to the past that is collected for purposes other than the problem at hand. On the other hand, the secondary data collection process is rapid and easy. Secondary data collection sources are government publications, websites, books, journal articles, internal records, etc.”

In order to further support the study of this research, the data collection will be collected using secondary data that will enable a stronger support and understanding of what is being researched.

6. Data Collection Instrument

a. Primary Data Collection Instrument

1) Questionnaire

As stated by Ajayi (2017), questionnaire is referred as the following:

“Questionnaire as one of the primary sources of data is an observational technique which comprises a series of items presented to a respondent in a written form, in which the individual is expected to respond in writing.”

The questionnaire will be done through online, where respondents are asked regarding their demographic information, preferences that are relevant to the 8P's of marketing.

2) Observation

The primary data collection will be conducted through observations as it is:

“A technique for obtaining information involves measuring variables or gathering of data necessary for measuring the variable under investigation. Observation is defined as accurate watching and noting of phenomena as they occur in nature with regards to cause and effect relation.”

In this study, the observations will be conducted through visiting different establishments focusing on Italian cuisine while observing and gaining information regarding the preferences or the behavior of potential customers. Moreover, knowing how the restaurant operates as well as their standard operating procedure (SOP).

3) Interview

According to Ary (2010), the interview is one of the most widely used and basic methods for obtaining qualitative data as it is:

“Interviews are used to gather data from people about their opinions, beliefs, and feelings about situations in their own words. Interviews involve some form of direct contact between the people in the sample group and the interviewer (the researcher or someone trained by the researcher), who presents the questions to each person in the sample group and records their response.”

Interviews will be conducted with relevant resources such as potential consumers and several people around the business location with the aim of obtaining information required for the business.

b. Secondary Data Collection Instrument

The research will be conducted using secondary sources that are collected by a party. The sources of secondary data are government publications websites, books, journal articles, internal records, and the internet.

7. Data Collection Technique

a. Primary Data Collection

1) Online Questionnaires

With technological advancement, online and electronic questionnaires are commonly used for researchers to gather data information with ease. The online questionnaire will consist of a series of

questions specifically structured to gather information about a target audience or group of people conducted online. It will be done through the internet using Google forms which allows people to directly reach people to collect their personal data, lifestyle, preference, and opinions on different choices. So to know the attitudes and perceptions of respondents. The measurement scale used to measure the research variable is the Likert scale. Likert scale is a type of scale used to measure research variables such as attitudes, opinions, and perceptions of a person or group of people. In the answer to each instrument item has a weight value as shown in the following table:

TABLE 3
Likert Scale

No	Statement	Score
1	Strongly Agree	6
2	Agree	5
3	Slightly Agree	4
4	Slightly Disagree	3

TABLE 4
Likert Scale (Continued)

5	Disagree	2
6	Strongly Disagree	1

Source: Processing Data (2022)

With a Likert scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for compiling instrument items which can be in the form of statements or questions. Then the statement will be processed to produce a conclusion.

2) Observation

Observation refers to the collection of data including observing, analysing, recording, and interpreting the behaviour of people within a given setting. The research will also be conducted using observation in the establishment of Degusto's business feasibility study, where observing the participant within the research is studied. It will be done by the author by viewing the business location directly to see the state of the environment and the surrounding market. And will visit different establishment restaurants in detail from its menu items, decor, ambience, staffing, service, unique selling points, etc.

3) Interview

Within this study, the research will also be conducted through interviewing participants to get a further insight on their opinion and preferences that is relevant for the business.

b. Secondary Data Collection

1) Literature Review

Literature review refers to available documents in which contains related information and ideas as well as evidence of the particular perspective in order to reach the objectives of the topic that is being discussed, and it should be analysed and investigated, as well as the evaluation of the document with the research that is being carried out. The collection of data that is being carried out according to topic research is for collecting useful information. The secondary data collection will consist of published information such as journals, articles, theses, reports and books that are related to the subject area. Degusto Restaurant will source secondary data such as books, newspapers, and journals in regards to tourism restaurants, and other theories related to obtain the information and complete the preparation of Degusto Restaurant's business feasibility study.

2) Internet Browsing

The researcher will further research through the internet in recruiting information related to the study.

With the internet, the researcher is able to collect the required data in regards of an article, journal, manuscript, book, or various documents that is published by various companies. In the process of preparing Degusto Restaurant's business feasibility study, the researcher also uses data from other sources through trust4d and reliable sites such as the Central Bureau of Statistics and Ministry of Tourism and Creative Economy.

8. Data Processing Techniques

a. Quantitative Data Processing

According to Creswell (2007), quantitative data processing is *"a systematic process of both collecting and evaluating measurable and verifiable data. It contains a statistical mechanism of assessing or analyzing quantitative data."*

b. Qualitative Data Processing

Whereas qualitative data processing is one of the most important steps in the qualitative research process (Leech & Onwuegbuzie, 2007) because it assists researchers to make sense of their qualitative data.

D. Theoretical Conceptual Review

1. Definition of Restaurant

Restaurant is one part of people's lifestyle that is important for everyone because humans need food and drink when they travel or socialize outside. The restaurant is a place for people to enjoy their time apart from activities by relaxing with their closest people with the aim of restoring all energy before doing the next activity (Becker et al., 2015)

2. Types of Restaurants

According to Wiley (2014), there are various kinds and characteristics of restaurants in the business.

- a. Chain restaurant: basically, they are a type of restaurant chain which are related to each other restaurants but different locations that are rather under shared corporate ownership.
- b. Franchise restaurant: it is a type of restaurant, which has contractual agreements. The importance of franchise relationships between each other. Share values, mission, ways of doing business There are some advantages and disadvantages in the franchise restaurant. For example, the advantage of recognition in the marketplace, greater advertising clout, sophisticated systems development and discounted purchasing.

- c. Independent restaurant: it is a kind of restaurant which they do not associate with a chain restaurant and it has an independent owner. The advantages are relatively easy to open, restaurateur can do their own thing, plenty of room in certain locations, buy out by larger companies, acquire financing for expansion.
- d. Quick-service: it is a kind of service or restaurant which focuses on giving service quickly. Maybe sometimes customers do not have time to wait long. So, they are looking for quick customers.
- e. Fast/quick casual: it is a type of F&B business that is the concept in this restaurant dining. It is a blend of fast food dining and casual dining. It usually uses of high –quality ingredient and also have healthy options.
- f. Family Restaurant: it is a kind of large format dining and served on large platters. The characteristics grew out of coffee shop style restaurants and located in easy. In the informal it has a simple menu and service it is kind of designed for family and most of the beverages are non-alcoholic.
- g. Casual restaurants: it is a type of restaurant which emphasizes a relaxed atmosphere. A casual restaurant has table service which means the server takes the order while you are seated at a table. The characteristics of it fit the trend

of a relaxed lifestyle. Creative bar menus or enhanced wine service and it usually should be comfortable.

h. Fine dining: it is a type of restaurant which are full service restaurants with meal courses and features with higher quality materials. The characteristics it is usually expensive and leisurely and with low table turnover.

i. Steakhouses: it is a kind of restaurant that specializes in steak and the menu caters to a well identified market. High food costs and the majority of customers are men.

j. Theme restaurants: it is kind restaurant which build around emphasizing fun and fantasy.

k. Coffee shop: it is a type of restaurant which usually sells coffee, tea, cake and pastry, and also sometimes sandwiches and light meals. The characteristics should be a good name and location.

3. Types of Menu

According to Wiley (2014), the menu is the main selling tool of restaurants and for the customers, it classifies the available items which are offered by the restaurant, it shows the prices and any charges, and describes the food. There are two main types of food menus “à la carte” and the “table d’hôte”.

a. “À la carte”

This menu is the most popular form of the menu overall styles of food and drinks service methods. It means a free selection or choice from the items on the menu by the customers preference. À la carte menu has a broader array of choices than a “table d’hôte menu”. Traditionally these menus offer very large numbers of starters, main courses, and desserts. In the menu each dish is made and prepared for order and each dish is individually priced and offers daily special food.

b. “Table d’hôte”

It means food from the hosts’ table and typically offers a smaller choice from a set menu of two or three courses at a set price”. They can be identified by: limited menu, the small number of dishes, usually three or four courses, limited choice in each dish, fixed price, all dishes are ready to go. A fixed time. This type of menu usually contains more popular and controllable dishes, fixed prices are fixed for the customer’s choice or fixed according to the main course selected and sometimes additional items are offered with an additional price. In many restaurants, an à la carte menu is offered to customers at the same time as the a la carte menu. So this menu offers four starters, four main, and four desserts at a fixed amount for either two or three courses. This menu

offers four starters, four mains, and four desserts at a set price for either two or three dishes.

4. Explanation on Degusto

The word “Degusto” originated from the term ‘Degust’. Merriam-Webster dictionary (n.d) defines degust as follows: which *“taste or savor carefully or appreciatively”*.

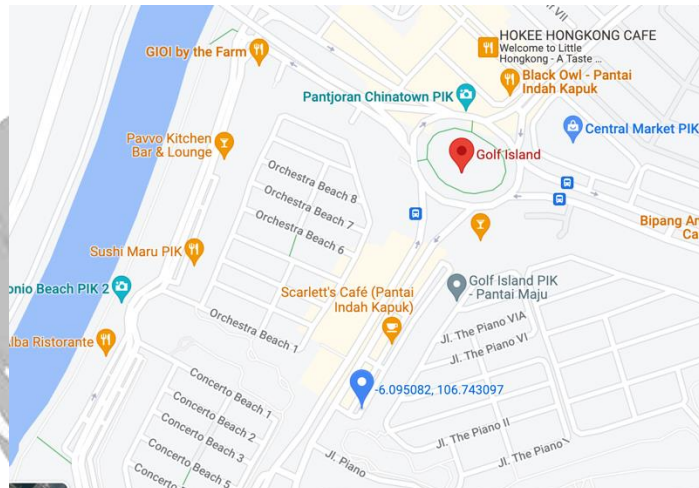
Degusto is an Italian-Asian Restaurant aims to serve high quality food and beverage that makes guests able to taste with care or relish. The letter ‘O’ after the word ‘Degust’ has its own symbol which stands for perfection. With innovative technique in producing the products, Degusto Restaurant aims to give a unique dining experience that gives a memorable time where customers can enjoy and savor the tastes. The restaurant is also determined to perfect the ultimate taste of Italian Cuisine using Italian and Indonesian sourced ingredients. The restaurant offers an À la carte menu of Italian cuisine with an Asian twist. Guests are able to find Indonesian cuisine as well as other cuisine as it is fused together.

5. Operations

In the operational aspects, Degusto Restaurant will be categorized as a casual dining restaurant, with table service, serving À la carte menu. It will implement an Italian style restaurant. The restaurant operating hours will be between 10.00 AM to 22.00 PM. The restaurant serves both sweet and savory menu choices, such as pasta, lasagna, pizza, tiramisu, panna cotta, etc. Degusto Restaurant

will be working together with online delivery and ordering platforms to reach out a wider range of customer and to ease the buying of the goods offered as well as for those that want for it to be delivered, such as GrabFood, GoFood, and ShopeeFood.

FIGURE 9
Business Location



Source: Google Maps (2022)

Aside from the menu, Degusto Restaurant 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. Degusto Restaurant will adapt a modern beige and Italian style interior concept. Offering a guest, a choice of outdoor, indoor and private dining area.

Degusto Restaurant will implement an open kitchen concept, where consumers are able to see the cooking process and the pasta making process that enables the attraction of the customer to visit the restaurant. Degusto Restaurant will also adapt an Asian fusion using

staple Indonesian ingredients as well as the finest Italian sourced ingredients.

