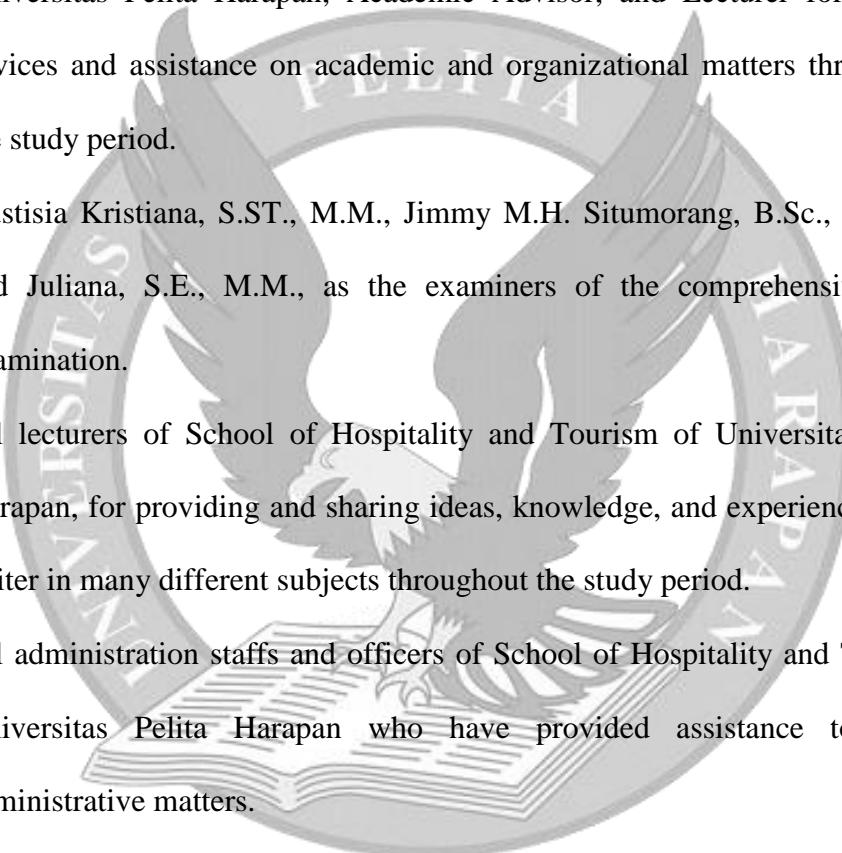


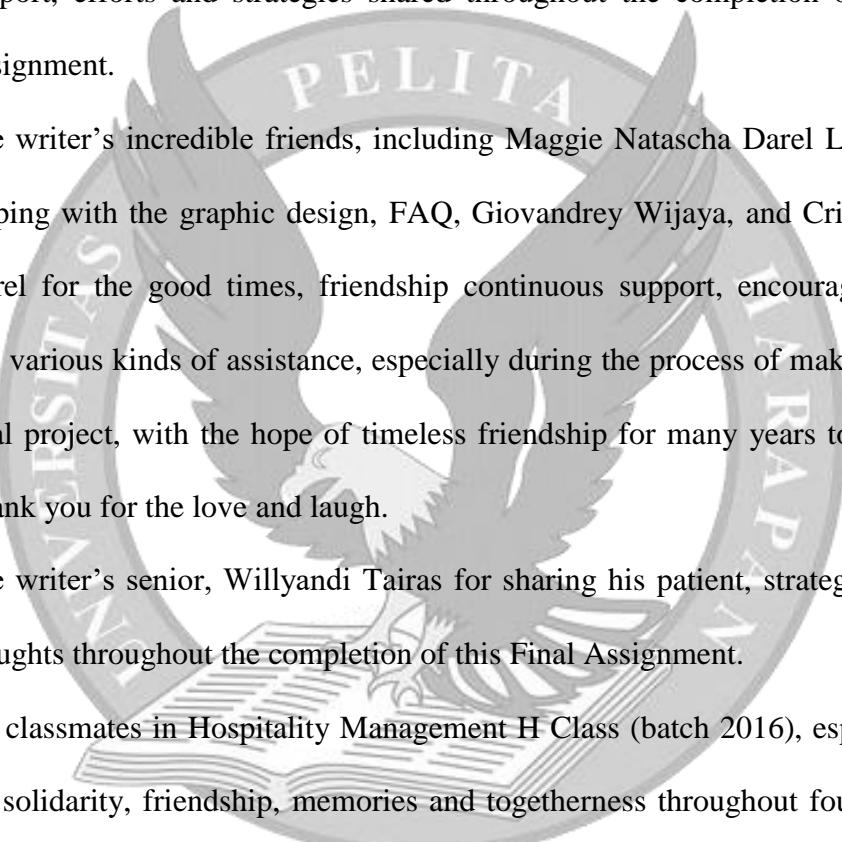
PREFACE

It is only by His Grace that the writer could complete this Final Assignment. Furthermore, the Writer feels grateful and thankful to God, who gave all the strength, courage, and patient to finish this Final Assignment with the title of **BUSINESS FEASIBILITY STUDY PROPOSAL OF CITA RASA HOT POT AT RUKO TANJUNG DUREN SQUARE IN WEST JAKARTA** on time. It is written and submitted to meet one of the academic requirements to obtain the degree of Professional Bachelor in Tourism (Sarjana Terapan Pariwisata – S.Tr.Par.) in Hospitality Management Program of Universitas Pelita Harapan – Tangerang, Banten.

The writer acknowledges that without guidance, support, advice, assistance, and prayer from many parties, the on-time completion of this Final Assignment would not have been possible. Therefore, the writer would like to express her deepest and highest gratitude to the contribution of the following parties:

1. Wulanmeiaya Wowor, S.E., M.M., as the Final Assignment Advisor and Lecturer of Principles of Management, Housekeeping and Laundry Management, and Human Resources Management, for her precious and invaluable guidance, time, as well as support throughout the Final Assignment completion process and study period.

- 
2. Dr. Diena Mutiara Lemy, A.Par., M.M., CHE. as the Dean of School of Hospitality and Tourism of Universitas Pelita Harapan and Lecturer who has remarkably shared her priceless knowledge and guidance throughout the study period.
 3. Dr. Amelda Pramezvary, A.Par., M.M., as the Department Chair of Hospitality Management Program of School of Hospitality and Tourism of Universitas Pelita Harapan, Academic Advisor, and Lecturer for all her advices and assistance on academic and organizational matters throughout the study period.
 4. Yustisia Kristiana, S.ST., M.M., Jimmy M.H. Situmorang, B.Sc., M.B.A., and Juliana, S.E., M.M., as the examiners of the comprehensive final examination.
 5. All lecturers of School of Hospitality and Tourism of Universitas Pelita Harapan, for providing and sharing ideas, knowledge, and experience to the writer in many different subjects throughout the study period.
 6. All administration staffs and officers of School of Hospitality and Tourism Universitas Pelita Harapan who have provided assistance to settle administrative matters.
 7. All staffs of Johannes Oentoro Library, for the support given throughout the Final Assignment completion process.
 8. Beloved family and relatives, particularly writer's parents and brother: Mr. Indra, Mrs. Supiah, and Mr. Davin Felix Indrawan, for unconditional love and tremendous emotional, physical, and financial support through writer's study process and Final Assignment completion.

- 
9. Dearest boyfriend, Jesen for helping to make the interior design as well as the companion, support, ideas, enduring my emotional roller coaster, encouraging me to do my best in the Final Assignment completion.
 10. Supportive and ambitious classmates, including Elvinia Pearly, Kezia Eugenia Hartono, Evelyn Lauwreen, Ni Putu Vicky Tamara, Fidelia Hana Taslim, and Hansen Lianto for enduring friendship as well as companion, support, efforts and strategies shared throughout the completion of Final Assignment.
 11. The writer's incredible friends, including Maggie Natascha Darel Liem for helping with the graphic design, FAQ, Giovandrey Wijaya, and Cristabella Aurel for the good times, friendship continuous support, encouragement, and various kinds of assistance, especially during the process of making this final project, with the hope of timeless friendship for many years to come. Thank you for the love and laugh.
 12. The writer's senior, Willyandi Tairas for sharing his patient, strategies and thoughts throughout the completion of this Final Assignment.
 13. All classmates in Hospitality Management H Class (batch 2016), especially for solidarity, friendship, memories and togetherness throughout four years of study program in Schools of Hospitality and Tourism of Universitas Pelita Harapan.
 14. All friends from any batch and majors in Universitas Pelita Harapan for being the writer's friends during study period in Universitas Pelita Harapan.

15. All people whose name cannot be mentioned one by one, who have given their contribution in one way or another, to the completion of this Final Assignment.

The writer realizes that this Final Assignment has not perfect yet and may still contain some mistakes and errors due to limitation of time, knowledge, and experience. Hence, any constructive feedbacks and suggestions from readers are very much welcomed and appreciated to be kept as personal references in the future. Lastly, it is in writer's hope that this Final Assignment would be beneficial and useful for the readers. Thank you so much for your kind attention and may the blessings of the Lord Almighty always be with you all.

Tangerang, 12 February 2020

Valen Valerie Indrawan

TABLE OF CONTENT

	Page
COVER PAGE	
PERNYATAAN TENTANG TUGAS AKHIR DAN PENYERAHAN HAK	
NONEKSKLUSIF TANPA ROYALTI	
FINAL ASSIGNMENT ADVISOR'S STATEMENT OF AGREEMENT	
BOARD OF FINAL ASSIGNMENT EXAMINERS' STATEMENT OF	
AGREEMENT	
PREFACE	v
TABLE OF CONTENT	ix
LIST OF TABLE	xii
LIST OF FIGURE	xiv
LIST OF FORMULA	xv
LIST OF APPENDIX	xvi
CHAPTER I INTRODUCTION	
A. The Initial Idea	1
B. The Objectives	8
C. Research Method	9
D. Theoretical Conceptual Overview	15
CHAPTER II MARKET AND MARKETING ASPECT	
A. Demand Analysis	30
B. Supply Analysis	47

C. Segmentation, Targeting, and Positioning	66
D. Marketing Mix	71
E. Economic, Social, Legal and Politic, Environment and Technology	92

CHAPTER III OPERATIONAL ASPECT

A. Types of Activities and Facilities	100
B. Relationship Analysis between Activities Functional and Facilities	110
C. The Calculation of Space Needed for the Facilities.....	113
D. Location Selection	113
E. Technology Used	116

CHAPTER IV THE ORGANIZATION & HRD ASPECT

A. Organization.....	119
B. Human Resources	127
C. Legal Aspect	146

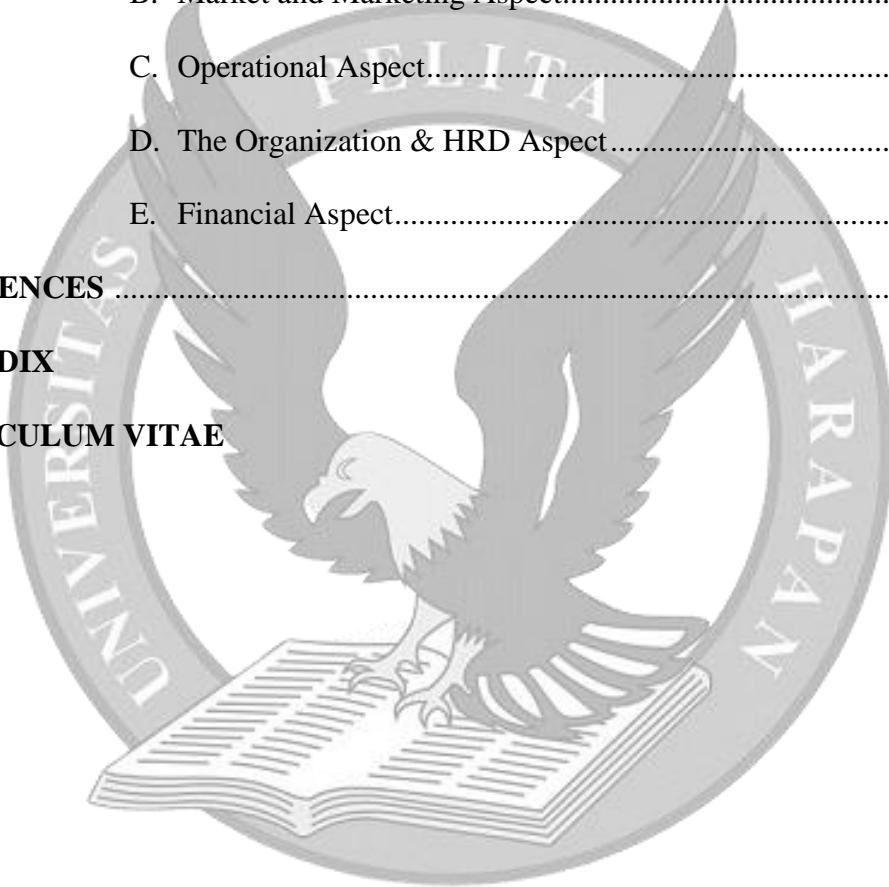
CHAPTER V FINANCIAL ASPECT

A. Sources and Needs of Fund.....	161
B. The Projection of Operation Expenses	164
C. The Projection of Revenues	168
D. The Projection of Balance Sheet	170
E. The Projection of Income Statement	172
F. The Projection of Cash Flow	172
G. Break-even Point Analysis	173

H. The Investment Valuation.....	174
I. Financial Report Ratio Analysis	179
J. Risk Management	197
CHAPTER VI CONCLUSION	
A. Introduction.....	203
B. Market and Marketing Aspect.....	204
C. Operational Aspect.....	205
D. The Organization & HRD Aspect.....	206
E. Financial Aspect.....	207
REFERENCES	209

APPENDIX

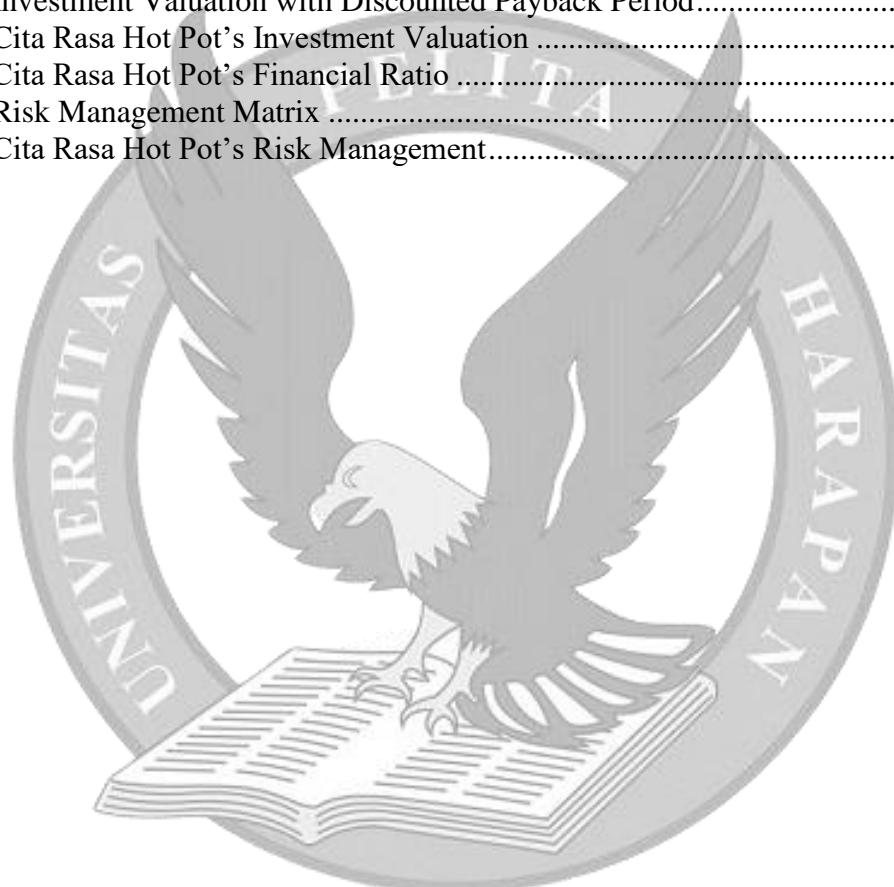
CURRICULUM VITAE



LIST OF TABLE

No.	Description	Page
1.	Population of DKI Jakarta by District 2014-2018	2
2.	Gross Regional Domestic Product of DKI Jakarta at 2010 Constant Market by Industry (Billion Rupiah), 2014-2018	4
3.	Types of Hot Pot Restaurant in DKI Jakarta	6
4.	The Number of Population by Age Groups in West Jakarta, 2014-2018	31
5.	Questionnaire Results on Respondent's Profile and Consumer Behavior	35
6.	Validity Test Result	38
7.	Marketing Mix Reliability Test Result	42
8.	Questionnaire Result on Products	42
9.	Questionnaire Result on Pricing	43
10.	Questionnaire Result on Place	44
11.	Questionnaire Result on Promotion	45
12.	Questionnaire Result on People	45
13.	Questionnaire Result on Packaging	46
14.	Questionnaire Result on Programming	46
15.	Questionnaire Result on Partnership.....	47
16.	SWOT Analysis Matrix	53
17.	Direct Competitors of Cita Rasa Hot Pot.....	64
18.	Indirect Competitors of Cita Rasa Hot Pot	65
19.	Menu	71
20.	Package Menu of Cita Rasa Hot Pot.....	89
21.	Inflation Rate (%) of DKI Jakarta by Month, 2014-2018.....	94
22.	Loan Interest Rate	96
23.	Detailed Budget of Corporate Social Responsibility Program	97
24.	Employees' and Customers' Activities.....	100
25.	Relationship between Food Production and Beverage Production Activities and Establishment's Facilities.....	111
26.	Relationship between Service Sequence Activities and Establishment's Facilities	111
27.	Relationship between Customer Activities and Establishment's Facilities ..	112
28.	Cita Rasa Hot Pot Space Calculation.....	113
29.	Location Comparison	115
30.	Cost of Rent	117
31.	The Number of Employees in Cita Rasa Hot Pot	125
32.	Shift Division	126
33.	Employee Work Shift	127
34.	Employee Recruitment Expenses	132
35.	Job Evaluation and Weight Factor on Compensation.....	135
36.	Salary and Compensation Expenses	136
37.	Social Security Program Expense	141
38.	Training and Development Program.....	144

39.	Legal Expenses	160
40.	Estimation of Initial Investment Fund of Cita Rasa Hot Pot	161
41.	Cita Rasa Hot Pot's Renovation Expenses	162
42.	Cita Rasa Hot Pot's Pre-Operating Expenses	163
43.	Cita Rasa Hot Pot's Sources of Fund.....	163
44.	Cita Rasa Hot Pot's Operating Expenses.....	164
45.	Cita Rasa Hot Pot's Promotion and Programming Expenses	166
46.	Cita Rasa Hot Pot's Printing and Stationery Expenses.....	166
47.	Cita Rasa Hot Pot's Repair and Maintenance Expenses.....	167
48.	Cita Rasa Hot Pot's Utilities Expenses	168
49.	Investment Valuation with Discounted Payback Period.....	176
50.	Cita Rasa Hot Pot's Investment Valuation	179
51.	Cita Rasa Hot Pot's Financial Ratio	196
52.	Risk Management Matrix	200
53.	Cita Rasa Hot Pot's Risk Management.....	201



LIST OF FIGURE

No.	Description	Page
1.	Porter's Five-Forces Matrix	63
2.	Cita Rasa Hot Pot's Logo	77
3.	The Flow of Activities in Cita Rasa Hot Pot	101
4.	Organizational Structure of Cita Rasa Hot Pot	123
5.	Recruitment, Selection, and Orientation Process of Cita Rasa Hot Pot' Employees	133



LIST OF FORMULA

No.	Description	Page
1.	Maximum Turnover	169
2.	Balance Sheet	170
3.	Income Statement	172
4.	Break—Even Point Analysis	173
5.	Weighted Average Cost of Capital (WACC).....	174
6.	Payback Period	175
7.	Net Present Value (NPV)	177
8.	Internal Rate of Return (IRR)	178
9.	Profitability Index (PI)	178
10.	Current Ratio	180
11.	Quick (Acid Test Ratio)	180
12.	Inventory to Net Working Capital	181
13.	Cash Ratio	181
14.	Operating Cash Flow Ratio	182
15.	Debt to Asset Ratio	183
16.	Debt to Equity Ratio	183
17.	Long Term Debt to Capital Structure	184
18.	Time Interest Earned	184
19.	Current Liabilities to Equity	185
20.	Gross Profit Margin	186
21.	Net Profit Margin	186
22.	Return on Assets	187
23.	Return on Equity (ROE) or Return on Investment (ROI)	187
24.	Earnings per Share	188
25.	Fixed Asset Turnover	189
26.	Total Asset Turnover	189
27.	Inventory Turnover	190
28.	Day of Inventory	191
29.	Net Working Capital Turnover	191
30.	Food Cost Percentage	192
31.	Beverage Cost Percentage	193
32.	Labor Cost Percentage	193
33.	Revenue per Employee Hour Worked	194
34.	Cover per Employee Hour Worked	194
35.	Seat Turnover	195
36.	Average Spend per Head	195
37.	Revenue Yield per Seat	196

LIST OF APPENDIX

No.	Description	Page
A.	Research Questionnaire	A-1
B.	FBC – 9	B-1
C.	COGS and Sales.....	C-1
D.	Supplies and Equipment	D-1
E.	Expenses	E-1
F.	Financial Statement	F-1
G.	Floor Plan and Interior Design	G-1
H.	Graphic Design	H-1
I.	Questionnaire Result	I-1
J.	Job Analysis	J-1
K.	Data Support List	K-1

