PREFACE

Praise to the Lord for His abundant blessings and love given to the writer to be able to complete this Final Assignment. This Final Assignment with the title of BUSINESS FEASIBILITY STUDY PROPOSAL OF FLUFFY GROOVY PET CAFÉ AT CITRA GARDEN CITY WEST JAKARTA, is written and submitted to fulfill a part of academic requirements to obtain the degree of Professional Bachelor in Tourism (Sarjana Terapan Pariwisata – S.Tr.Par.) in the Hospitality Management Program, School of Hospitality and Tourism, Universitas Pelita Harapan – Tangerang, Banten.

The writer acknowledges that without the guidance, support, advice, assistance, and prayer from many parties, the completion of Final Assignment would not have been possible. Therefore, the writer would like to express her utmost gratitude to the contributed in the completion of this Final Assignment:

- 1. Dr. Diena Mutiara Lemy, A.Par., M.M., CHE., as the Dean of School of Hospitality and Tourism who has been very patient in providing advices for the writer during the study period and the completion of this final project.
- Dr. Amelda Pramezwary, A.Par., M.M., as the Department Chair of Hospitality Management and also as Academic Advisor.
- Sandra Maleachi, S.Pd., M.A, as the Final Assignment Advisor and Lecturer
 of English Communication and Professional English, for her guidance, time
 and support from the beginning until this Final Assignment was finished and
 study period.

- 4. Yustisia Kristiana, S.S.T., M.M., Jimmy M. H. Situmorang, B.Sc., M.B.A., and Rosdiana Sianipar, S.ST.Par., M.M., as the examiners of the comprehensive final examination.
- 5. Dr. Rudyanto, S.E., M.M., for the guidance in supporting the revision of Chapter V of this Final Assignment.
- 6. All lecturers in School of Hospitality and Tourism Management for providing and sharing knowledge, experience, and understanding to the writer during her study period from the first until the last semester.
- 7. All administration staffs and officers of School of Hospitality and Tourism, who have provided assistance in settling administration matters.
- 8. All staffs of Johannes Oentoro Library Pelita Harapan University for the kindness and support given throughout the Final Assignment completion process.
- 9. All family members of the writer: Mr. Rijanto, Mrs. Ainah, Ms. Marcelli Young, and Ms. Marvina Young for the unconditional love and support throughout the writer's study process and Final Assignment completion. Also to the writer's cousins and relatives for the support.
- 10. Close friends including Mr. Edward Widjaja for the endless support and companion as well as direct contribution in brainstorming, solving problems, and collecting data for Final Assignment purposes.
- 11. Thanks to Mr. Hendy and Mr. Velix A. for the assistance in envisioning and realizing the floor plan, interior design and graphic design from scratch.
- 12. All classmates in Hospitality Management H class (batch 2016), for the friendship and unforgettable memories throughout the three and half years of

study program in Pelita Harapan University.

- 13. All friends from all majors and cohorts in UPH for being friends of the writer.
- 14. Fellow intern at Sofitel Bali Nusa Dua, especially Mr. Yasa and Mr. Putu Wirawan
- 15. All people whose name cannot be mentioned one by one for the help, support, prayer, time, and advices regarding this Final Assignment.

Due to time, knowledge, and experience limitation, this Final Assignment may still contain some imperfection including mistakes and errors. Hence, any constructive criticism and suggestions are very much welcomed and appreciated to be kept it as personal references in the future. The writer also wish that this Final Assignment will be useful for the readers. Thank you and may the blessings of the Lord always be with you all.

Karawaci, 18 February 2020

Marcella Young

TABLE OF CONTENT

	TABLE OF CONTENT	Page
COVER PAGE		
STATEMENT (OF FINAL PROJECT AUTHENTICITY	
FINAL PROJEC	CT ADVISOR'S STATEMENT OF AGREEMENT	
BOARD OF FIN AGREEMENT	NAL ASSIGNMENT EXAMINERS' STATEMENT OF	
PREFACE		v
TABLE OF CO	NTENT	viii
	ES	
.00	RES	X1
		xii
LIST OF APPE	NDIX	xiii
CHAPTER I	INTRODUCTION	
	A. The Initial Idea	1
	B. The Objectives	
	C. Research Method D. Theoretical Conceptual Review	6
	D. Theoretical Conceptual Review	9
CHAPTER II	MARKET AND MARKETING ASPECT	
Ć.	A. Demand Analysis	18
	B. Supply Analysis	33
	C. Segmentation, Targeting, and Positioning	48
	D. Marketing Mix	54
	E. Economic, Social, Legal and Politic, Environmental, and	
	Technology	74
CHAPTER III	OPERATIONAL ASPECT	
	A. Type of Activities & Facilities B. Relationship Analysis Between Activities Functional Facilities	

C. The Calculation of Space Needed for the Facilities......93

	D.	Location Selection	94
	E.	Technology Used	97
CHAPTER IV	TH	E ORGANIZATION & HRD ASPECT	
	A.	Organization	101
	B.	Human Resources	115
	C.	Legal Aspect	133
CHAPTER V	FI	NANCIAL ASPECT	
	A.	Sources and Needs of Fund	145
	B.	The Projection of Operating Expenses	
	C,	The Projection of Revenues	151
	D.	The Projection of Balance Sheet	153
	E.	The Projection of Income Statement	156
	F.	The Projection of Cash Flow	156
	G.	Break-even Point Analysis	157
	H.	The Investment Valuation	158
	I.	Financial Ratio	
	J.	Risk Management	178
CHAPTER VI	C	ONCLUSION	183
REFERENCE L	IST		(\exists)
APPENDIX	W.		
CURRICULUM VITAE			

LIST OF TABLES

No.	Description	Page
1.	Total Population in West Jakarta City	19
2.	Validity Analysis	22
3.	Questionnaire Results on Market Trends	23
4.	Product Questionnaire Result	27
5.	Price Questionnaire Result	28
6.	Place Questionnaire Result	28
7.	Promotion Questionnaire Result	29
8.	People Questionnaire Result	29
9.	Programming Questionnaire Result	30
10.	Packaging Questionnaire Result	30
11.	Partnership Questionnaire Result	31
12.	Marketing Mix Reliability Test	32
13.	Overall Questionnaire Reliability Test	32
14.	Substitutes Competitor	34
15.	SWOT Analysis Matrix	40
16.	Fluffy Groovy Pet Café Menu	55
17.	Open Unemployment Rate February 2018 – February 2019	75
18.	Commodity Donations According to Expenditure Groups	76
19.	Deposit Interest Rate	77
20.	Employee and Customer Activities	87
21.	Fluffy Groovy Pet Café Facilities	88
22.	Relationship Between Customer Activities and Facilities	92
23.	Relationship Between Service Sequence Activities and Facilities.	93
24.	Food and Beverage Provision Activities and Facilities	93
25.	Fluffy Groovy Pet Café Space Calculation	94
26.	Location	95
27.	Technology Annual Expenditure	99
28.	Technology Initial Expenditure	99
29.	Fluffy Groovy Pet Café's Job Descriptions Based on the Position.	102
30.	Fluffy Groovy Pet Café's Job Specifications	108
31.	The Number of Employees in Fluffy Groovy Pet Café	113
32.	Fluffy Groovy Pet Café Working Hour	113
33.	Fluffy Groovy Pet Café Employee Shift	114
34.	The Schedule of Fluffy Groovy Pet Café Employees	115
35.	Job Evaluation and Weight Factor on Compensation	123
36.	Total Salary of Fluffy Groovy Pet Café Employees	124
37.	Overtime Calculation	125
38.	Initial Investment of Fluffy Groovy Pet Café	145
39.	Fluffy Groovy Pet Café's Source of Fund	147
40.	Fluffy Groovy Pet Café Operating Expenses	147
41.	Event or Discount Program.	149
42.	Investment Valuation with Discounted Payback Period	159
43.	Fluffy Groovy Pet Café's Investment Valuation	162
44.	Risk Management Matrix	181
45.	Fluffy Groovy Pet Café's Risk Management.	182

LIST OF FIGURES

No.	Description	Page
	Graphs the Role of Subcategories on the Added-value of	
1.	Category Provision of Accommodation and Food Service	1
	Activities	
2.	Five Forces Porter Analysis	48
3.	Fluffy Groovy Pet Café Logo	59
4.	Food and Beverage Service Model	81
5.	Service Flow at Fluffy Groovy Pet Café	86
6.	Fluffy Groovy Pet Café Organization Structure	112
7	Recruitment Selection and Orientation Process	121



LIST OF FORMULA

No.	Description	Page
1.	Maximum Turnover	152
2.	Balance Sheet	153
3.	Income Statement	156
4.	Break-Even Point (BEP)	157
5.	Weighted-Average Cost of Capital (WACC)	158
6.	Payback Period	159
7.	Net Present Value (NPV)	160
8.	Internal Rate of Return (IRR)	161
9.	Profitability Index (PI)	161
10.	Current Ratio	163
11.	Quick Ratio	163
12.	Inventory to Net Working Capital	164
13.	Cash Ratio	164
14.	Operating Cash Flow Ratio	165
15.	Debt to Asset Ratio	166
16.	Debt to Equity Ratio	166
17.	Time Interest Earned (TIE)	167
18.	Long Term Debt to Capital Structure	167
19.	Current Liabilities to Equity	168
20.	Gross Profit Margin	168
21.	Net Profit Margin.	169
22.	Return on Total Assets	170
23.	Return on Total Equity	170
24.	Earnings per Share	171
25.	Fixed Asset Turnover	172
26.	Total Asset Turnover Inventory Turnover	172
27.	Inventory Turnover	173
28.	Day of Inventory	173
29.	Food Cost Percentage	174
30.	Beverage Cost Percentage	175
31.	Labor Cost Percentage	175
32.	Revenue per Employee Hour Worked	176
33.	Cover per Employee Hour Worked	176
34.	Seat Turnover	177
35.	Average Spend per Head	177
36.	Revenue Vield per Seat	177

LIST OF APPENDIX

No.	Description	Appendix
1.	Pre-test	A
2.	Questionnaire	В
3.	Questionnaire Result	C
4.	Costing	D
	COGS and Sales.	
6.	Supplies and Equipment	F
7.	Financial Statement	G
8.	Floor Plan and Interior Design	Н
9	Graphic Design	Ţ

