

ABSTRACT

ERICK

1501020338

THE EFFICIENCY IN FOOD AND BEVERAGES INDUSTRY: CASE STUDY AT MINISTRO CAFÉ MEDAN

(xiii+73 pages; 2 figures; 20 tables; 2 appendixes)

In the Era of Globalization and the free market today, people are encouraged to compete in gaining a decent life. Competition between food service industries is increasingly rapid in accordance with the demands, following the tastes or pleasures and way of life of a person.

In economic theory there are two types of efficiency, namely economic efficiency and technical efficiency. Economic efficiency has a macroeconomic picture, while technical efficiency has a microeconomic picture.

This study uses SWOT analysis. SWOT analysis is a strategic planning method used to evaluate Strengths, Weakness, Opportunities, and Threats in a business project or business. This involves determining the purpose of the business or project and identifying good and profitable internal and external factors to achieve that goal. This research is a qualitative research. Data were collected by using interview and observation. In analyzing to solve the problem the researcher also provides a data collective for the calculation to support them solve future matters.

The research location is at Ministro Cafe has a vision of becoming a cafe that is favored by consumers and accepted by all circles and plans to expand. The strategy that has been applied is one that enhances the taste of food that is most important, the second is the service for guests, and three entertainments. This research is expected to be a reference for Ministro Café in formulating future strategic management and planning analysis of raw material supplies in terms of financial terms to improve efficiency at the Ministro Café.

Keywords: SWOT Analysis, Ministro Café, Qualitative Research

References: 27