

TABLE OF CONTENTS

TITLE PAGE	i
PERNYATAAN DAN PERSETUJUAN UNGGAH TUGAS AKHIR	ii
FINAL ASSIGNMENT ADVISOR’S STATEMENT OF AGREEMENT	iii
FINAL ASSIGNMENT BOARD OF EXAMINERS’ STATEMENT OF AGREEMENT	iv
PREFACE	v
TABLE OF CONTENTS	vii
LIST OF FIGURES	ix
LIST OF TABLES	x
LIST OF APPENDIXES	xiii
CHAPTER I	1
A. The Initial Idea	1
B. The Objectives.....	20
C. Research Methodology.....	23
D. Theoretical Conceptual Review	35
CHAPTER II	48
A. Demand Analysis	48
B. Supply Analysis.....	71
C. Market Segmentation, Targeting, and Positioning.....	98
D. Marketing Mix.....	107
E. Economic, Social, Legal and Politic, Environment and Technology.....	127
CHAPTER III	132
A. Types of Activities & Facilities	132
B. Functional Relationship Analysis Between Activities and Facilities.....	157
C. The Calculation of Space Needed for The Facilities.....	159

D. Location Selection.....	162
E. Technology Used.....	169
CHAPTER IV	175
A. Organization	175
B. Human Resources.....	192
C. Legal Aspect.....	207
CHAPTER V	220
A. Sources and Needs of Funds	220
B. The Projection of Cost of Goods Sold and Operating Expenses.....	224
C. The Projection of Revenues	228
D. The Projection of Balance Sheet	230
E. The Projection of Income Statement.....	231
F. The Projection of Cash Flow.....	232
G. Break-Even Point Analysis	232
H. The Investment Valuation	233
I. Financial Ratios.....	236
J. Risk Management.....	249
CHAPTER VI	253
A. Market and Marketing Aspects	254
B. Operational Aspects	256
C. Management and Human Resources Aspects	257
D. Financial Aspects	259
BIBLIOGRAPHY	261
APPENDIXES	
CURRICULUM VITAE	

LIST OF FIGURES

No.	Title	Page Number
1	Five Forces Porter of Taco – Yaki	88
2	Business Model Canvas of Taco - Yaki	97
3	Positioning Map of Taco - Yaki.....	105
4	Logo of Taco - Yaki.....	113
5	Front of the House Service Flow of Taco - Yaki	139
6	Back of the House Service Flow of Taco - Yaki	143
7	Customer Process Flow of Taco – Yaki (Dine-in).....	145
8	Customer Process Flow of Taco – Yaki (Take Away)	147
9	Customer Process of Taco – Yaki (Online Delivery)	148
10	Parking Area of Taco - Yaki	159
11	Dining Area of Taco - Yaki	150
12	Bar Area of Taco - Yaki.....	151
13	Waiting Area of Taco - Yaki.....	152
14	Photo Area of Taco - Yaki	152
15	Restroom of Taco - Yaki.....	153
16	Cashier of Taco - Yaki	154
17	Kitchen of Taco - Yaki.....	154
18	Locker of Taco – Yaki	155
19	Office of Taco - Yaki	156
20	Storage Room of Taco - Yaki	157
21	Taco – Yaki Restaurant Layout - First, Second, and Third Floor.....	160
22	Taco – Yaki Restaurant Layout - Fourth Floor	161
23	Taco – Yaki Restaurant Exterior.....	161
24	Organizational Structure of Taco - Yaki.....	186

LIST OF TABLES

No.	Title	Page Number
1	Gross Domestic Product of DKI Jakarta Province by Industry, 2018 - 2021 (Million Rupiah)	2
2	Restaurant Growth in Indonesia, 2018 - 2021	3
3	Accommodation and Food & Beverage Industry's Contribution to Gross Regional Domestic Product of DKI Jakarta (Billion Rupiah), 2018 - 2021	4
4	Population DKI Jakarta in 2018 – 2021	5
5	Total Population by Sub-district in North Jakarta, 2018 - 2020	6
6	Number of Restaurant by Sub-district in North Jakarta, 2018 - 2019	7
7	Mexican Restaurants in Jakarta.....	8
8	A Non-Mexican Themed Restaurant That Sells Tacos in Jakarta	10
9	Japanese Restaurants in Jakarta	12
10	Fusion Restaurants in Jakarta.....	14
11	Questionnaire Results for Respondent Profile	50
12	Questionnaire Results for Market Condition / Customer Behavior	52
13	Questionnaire Results for Restaurant Facilities	56
14	Questionnaire Results for Marketing Mix - Product.....	58
15	Questionnaire Results for Marketing Mix - Price	60
16	Questionnaire Results for Marketing Mix - Place	62
17	Questionnaire Results for Marketing Mix - Promotion	63
18	Questionnaire Results for Marketing Mix - People	65
19	Questionnaire Results for Marketing Mix - Packaging	67
20	Questionnaire Results for Marketing Mix - Programming	69
21	Questionnaire Results for Marketing Mix - Partnership	70
22	List of Direct Competitors of Taco - Yaki	73
23	List of Indirect Competitors of Taco - Yaki.....	74
24	Matrix and SWOT Strategy of Taco - Yaki	95
25	Questionnaire Results for Geographic Segmentation	98
26	Questionnaire Results for Demographic Segmentation	99

27	Questionnaire Results for Psychographic Segmentation	100
28	Questionnaire Results for Behavioral Segmentation	101
29	List Menu at Taco - Yaki	108
30	List of Menu Prices at Taco - Yaki	115
31	List of Packaging.....	124
32	Inflation Rates in Indonesia (January 2022 – August 2022).....	127
33	Functional Relationship Analysis between Front of the House Activities with Taco – Yaki’s Facilities	158
34	Functional Relationship Analysis between Back of the House Activities with Taco – Yaki’s Facilities	158
35	Functional Relationship Analysis between Customer Process (Dine-in) Activities with Taco – Yaki’s Facilities.....	158
36	Functional Relationship Analysis between Customer Process (Take Away) Activities with Taco – Yaki’s Facilities.....	159
37	Functional Relationship Analysis between Customer Process (Online Delivery) Activities with Taco – Yaki’s Facilities	159
38	Calculation of Space Needed for Facilities of Taco - Yaki	160
39	Comparison of Three Locations.....	166
40	Pricing Details for Point of Sales System	170
41	Pricing Details for Wi-Fi.....	170
42	Pricing Details for Sound System	171
43	Pricing Details for Fingerprint Machine	171
44	Pricing Details for CCTV.....	172
45	Pricing Details for Computers and Printers	172
46	Pricing Details for Air Conditioner.....	173
47	Total Expenses for Technology Used	173
48	Total Investment for Building and Technology	174
49	Job Description and Job Specification of Taco - Yaki.....	176
50	Number of Staff Needed for Kitchen Area	187
51	Number of Staff Needed for Dining Area.....	187
52	Number of Employees Needed in Taco - Yaki	188

53	Working Shift in Taco - Yaki.....	189
54	Working Schedule for Taco – Yaki’s Employee	191
55	Recruitment Expenses of Taco - Yaki	194
56	Taco – Yaki’s Employee Salary.....	199
57	Total <i>Tunjangan Hari Raya Keagamaan</i> for Employee	200
58	Total Direct Compensation of Taco - Yaki.....	201
59	Social Security Program Expenses of Taco - Yaki	204
60	Training and Development Programs for Taco – Yaki’s Employee.....	205
61	Identity of Commissioner and Director of PT. Tacoyaki Indonesia	211
62	Juridical Aspect Cost of Taco - Yaki	219
63	Initial Investment Capital of Taco - Yaki	220
64	Renovation Expense of Taco - Yaki	221
65	Equipment Expense of Taco - Yaki	222
66	Supplies Expense of Taco - Yaki	222
67	Pre-operating Expenses of Taco - Yaki	223
68	Source of Investment Funds of Taco - Yaki	224
69	The Projection of COGS and Operating Expenses of Taco - Yaki.....	225
70	Utilities Expenses of Taco - Yaki	227
71	Dine In, Delivery, and Take Away Customer Assumption of Taco - Yaki ..	229
72	Sales Assumptions for the First Year of Taco - Yaki	230
73	Taco – Yaki’s Payback Period	234

LIST OF APPENDIXES

No.	Title	Page Number
1	Pre-Test Questionnaire.....	A-1
2	Questionnaire	B-1
3	List of Competitors	C-1
4	List of Suppliers	D-1
5	Graphic Design.....	E-1
6	Food Cost	F-1
7	Financial Statements	G-1

