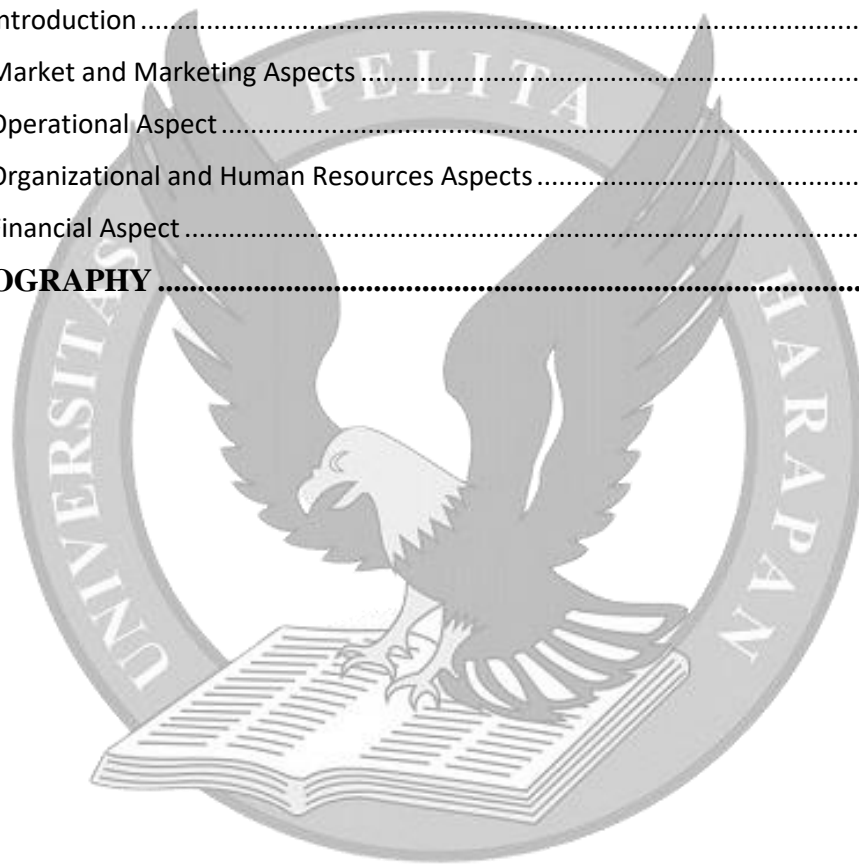


TABLE OF CONTENT

FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT.....	i
FINAL ASSIGNMENT ADVISOR'S STATEMENT OF AGREEMENT.....	iii
BOARD OF FINAL ASSIGNMENT EXAMINERS STATEMENT OF AGREEMENT	iv
PREFACE.....	iv
TABLE OF CONTENT.....	vii
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER I INTRODUCTION.....	1
a. The Initial Idea	1
b. Purpose of the Feasibility Study	7
c. Research Methodology.....	9
d. Theoretical Conceptual Review	15
CHAPTER II MARKET AND MARKETING ASPECT	20
a. Demand Analysis	20
b. Supply Analysis	44
c. Segmentation, Targeting, Positioning in the Market	61
d. Marketing Mix.....	64
e. Economic, Social, Legal and Political Aspects, Environment and Technology	75
CHAPTER III OPERATIONAL ASPECT	77
a. Aspects of Activities and Facilities	77
b. Analysis of Functional Relationship Between Activities and Facilities	85
c. Calculation of Facility Space Requirements.....	87
d. Location Selection.....	88
e. Technology Used	89
CHAPTER IV OPERATIONAL AND HUMAN RESOURCES ASPECT ..	93
a. Organization	93
b. Human Resources	101
c. Legal Aspect.....	109
CHAPTER V FINANCIAL ASPECT.....	121
A. Needs and Source of Fund.....	121
B. Operational Expense Estimation	123

C. Estimated Business Income	126
D. Balance Projection	128
E. Profit and Loss Projection	128
F. Cash Flow Projection	129
G. Break-even Point Analysis	129
H. Investment Valuation	130
I. Financial Report Ratio Analysis.....	134
J. Risk Management	145
CHAPTER VI CONCLUSION.....	147
a. Introduction	147
b. Market and Marketing Aspects	148
c. Operational Aspect	149
d. Organizational and Human Resources Aspects	150
e. Financial Aspect	151
BIBLIOGRAPHY	153



LIST OF TABLES

Table 1 Total Population by Generation and Age in DKI Jakarta Province in 2020	4
Table 2 Total Restaurant in DKI Jakarta in 2020	5
Table 3 Respondent Profile	20
Table 4 Respondent Profile (cont.).....	21
Table 5 Consumer Behavior	24
Table 6 Marketing Mix (Product).....	28
Table 7 Marketing Mix (Price).....	30
Table 8 Marketing Mix (Place).....	32
Table 9 Marketing Mix (Promotion)	34
Table 10 Marketing Mix (People)	36
Table 11 Marketing Mix (Packaging).....	39
Table 12 Marketing Mix (Programming)	40
Table 13 Marketing Mix (Partnership).....	42
Table 14 SWOT Matrix	53
Table 15 Direct Competitors	59
Table 16 Indirect Competitors	60
Table 17 Menu.....	68
Table 18 Customer Process Flow	85
Table 19 Service Sequence Flow.....	86
Table 20 Food and Beverage Production Flow	87
Table 21 Calculation of Facility Space Requirements	88
Table 22 List of Job Positions, Description, and Specification.....	94
Table 23 List of Job Positions, Description, and Specification (cont.)	95
Table 24 List of Job Positions, Description, and Specification (cont.)	96
Table 25 List of Job Positions, Description, and Specification (cont.)	97
Table 26 List of Job Positions, Description, and Specification (cont.)	98
Table 27 List of Salary	104
Table 28 Annual Leave Period	107
Table 29 Training and Development Schedule	108
Table 30 List of Shareholders.....	111
Table 31 Initial Investment.....	121
Table 32 Pre-Operating Expense Details.....	122
Table 33 Operational Expense Estimation Details	123
Table 34 Utility Cost Details.....	125
Table 35 Sales Assumption	127
Table 36 Payback Period Calculation.....	131
Table 37 Accumulated Payback Period.....	131
Table 38 IRR Calculation	132
Table 39 Risk Management.....	145
Table 40 Risk Management (cont.)	146

LIST OF FIGURES

Figure 1 Porter's Five Forces.....	50
Figure 2 Business Model Canvas	58
Figure 3 Logo	67
Figure 4 Organizational Structure	100

