

TABLE OF CONTENTS

Page Number

COVER PAGE

AUTHENTICITY AND APPROVAL TO UPLOAD FINAL PROJECT

FINAL ASSIGNMENT ADVISOR'S STATEMENT OF AGREEMENT

FINAL ASSIGNMENT EXAMINER'S STATEMENT OF AGREEMENT

ABSTRAK	v
ABSTRACT	vi
PREFACE	vii
TABLE OF CONTENTS	x
LIST OF TABLE	xii
LIST OF FIGURES	xiv
LIST OF APPENDIX.....	xv

CHAPTER I INTRODUCTION

A. The Initial Idea	1
B. The Objectives	12
C. Research Methodology.....	15
D. Theoretical Conceptual Overview.....	30

CHAPTER II MARKET AND MARKETING ASPECT

A. Demand Analysis	37
B. Supply Analysis.....	50
C. Segmentation, Targeting and Positioning in the Market	86
D. Marketing Mix	94

CHAPTER III OPERATIONAL ASPECT

A. Activities and Facilities.....	124
B. Analysis of Functional Relationships between Activities and Facilities	132
C. Facility Space Requirements.....	145
D. Location.....	148

E. Technology	154
---------------------	-----

CHAPTER IV ORGANISATION AND HUMAN RESOURCES ASPECT

A. Organizational	157
B. Human Resource Development.....	169
C. Legal Aspects	184

CHAPTER V FINANCIAL ASPECT

A. Initial Investment	196
B. Operational Cost.....	200
C. Sales Assumption	204
D. Balance Sheet	207
E. Income Statement.....	209
F. Cash Flow Analysis.....	210
G. Break Even Point.....	211
H. Investment Appraisal.....	211
I. Financial Ratio Analysis	215
J. Risk Management.....	224

CHAPTER VI CONCLUSION

A. Introduction	228
B. Market and Marketing Aspect.....	229
C. Operational Aspect	231
D. Organization and Human Resources Aspect	232
E. Financial Aspect.....	233

REFERENCE	235
------------------------	------------

APPENDIX

CURRICULUM VITAE

LIST OF TABLE

No	Description	Page Number
1.	Gross Regional Domestic Product (GRDP) In 2010 Constant Price and Current Price by Industry Year 2021 - 2023	1
2.	Number of Medium and Large-Scale Food and Beverage Service Activities by Province and Business Type In 2022.....	2
3.	Number of Population by Regency / City in DKI Jakarta Year 2022 – 2023.....	4
4.	Percentage of Food Booked at Medium and Large Scale of Food and Beverage Service Activities by Province and Consumption Year 2022	6
5.	Preliminary Survey Result	7
6.	Preliminary Survey Result	10
7.	Preliminary Survey Result	12
8.	Population by Age Group and Gender in DKI Jakarta in 2023	37
9.	Results of Processed Respondent Profile Data	41
10.	Results of Processed Market Conditions Data	43
11.	Result of Processed Facilities Data	47
12.	Food and Beverage Menu	51
13.	Direct Competitors	62
14.	Indirect Competitors.....	62
15.	Price of Food and Beverage Menu.....	64
16.	SWOT Matrix Analysis.....	76
17.	Result of Processed Product Data	95
18.	Result of Processed Price Data	98
19.	Result of Processed Place Data	101
20.	Result of Processed Promotion Data.....	104
21.	Result of Processed People Data.....	107
22.	Result of Processed Packaging Data	110
23.	Result of Processed Programming Data.....	113
24.	Result of Processed Partnership Data	116
25.	Gross Regional Domestic Product (GRDP) At 2010 Constant Price and Current Price by Industry Year 2021 - 2023	118
26.	The functional relationship between Employee Activities Back of The House with Guilela Dessert Café facilities	133
27.	The functional relationship between Employee Activities Front of The House with Guilela Dessert Café facilities	133
28.	The functional relationship Customer Activities with Guilela Dessert Café facilities	134
29.	Dining Area Equipment and Tools	135
30.	Kitchen Area Equipment and Tools	137

31.	Janitor /Cleaning Equipment and Tools	140
32.	Main Entrance /Parking Area Equipment and Tools.....	140
33.	Cashier / Counter Area Equipment and Tools.....	141
34.	Office Area Equipment and Tools	143
35.	Employee Area Equipment and Tools.....	143
36.	Guest's bathroom Area Equipment and Tools.....	144
37.	The Facility Space Requirements for Guilela Dessert Café.....	145
38.	Weight of Each Factor.....	150
39.	Score of Each Location	151
40.	Weighted Score of Each Location.....	152
41.	Detailed Pricing of Guilela Dessert Café Technology	155
42.	Number of Employees at Guilela Dessert Café.	160
43.	Guilela Dessert Café Working Hours.....	161
44.	Guilela Dessert Café Employee Work Schedule.....	162
45.	Guilela Dessert Café Job Analysis	163
46.	Salary and Incentives of Guilela Dessert Café.....	176
47.	Social and Health Insurance Cost of Guilela Dessert Café.....	179
48.	Training and Development Program.....	180
49.	Data of the two shareholders of Guilela Dessert Café	188
50.	Legal Costs of Guilela Dessert Café	194
51.	Initial Investment of Guilela Dessert Café.....	197
52.	Pre-Operating Expense of Guilela Dessert Café	199
53.	Operational Cost of Guilela Dessert Café.....	201
54.	Customer Turnover of Guilela Dessert Café.....	205
55.	Total Maximum Customer of Guilela Dessert Café.....	206
56.	Sales Assumption of Guilela Dessert Café.....	207
57.	Balance Sheet of Guilela Dessert Café	209
58.	Formula of WACC	212
59.	Formula of Payback Period.....	213
60.	Formula of IRR	213
61.	Formula of Net Present Value	214
62.	Formula of Profitability Index	214
63.	Investment Appraisal of Guilela Dessert Café.....	215

LIST OF FIGURES

No	Description	Page Number
1.	Map Location of Senopati, South Jakarta	8
2.	Trend and Demand for Sugar-Free Desserts	39
3.	Business Model Canvas	50
4.	Guilela Dessert Café Logo	56
5.	Porter’s Five Forces Analysis.....	85
6.	Size of Market “Guilela Dessert Café “	89
7.	Brand Positioning Perceptual Map.....	93
8.	Employee Activities Back of the House Flowchart	126
9.	Employee Activities Front of the House Flowchart	129
10.	Customer Activities Customer Process Flowchart	131
11.	Layout of Guilela Dessert Café (First Floor)	147
12.	Organizational Structure Guilela Dessert Café	159
13.	Cost Structure and Revenue Streams (BMC)	196

LIST OF APPENDIX

No	Description	Page Number
1.	Questionnaires & Results.....	A
2.	Food & Beverage Cost.....	B
3.	Supplies & Equipment	C
4.	Design	D
5.	Financial Report.....	E

