

TABLE OF CONTENTS

Page

COVER TITLE	
STATEMENT OF AUTHENTICITY	
ADVISOR'S STATEMENT OF AGREEMENT	
PERSETUJUAN TIM PENGUJI TUGAS AKHIR	
ABSTRACT	vi
ABSTRAK	vii
PREFACE	viii
TABLE OF CONTENTS.....	xi
LIST OF FIGURES	xiii
LIST OF TABLES.....	xiv
LIST OF APPENDICES.....	xvii
CHAPTER I INTRODUCTION	1
A. The Initial Idea	1
B. The Objectives of the Feasibility Study	9
C. Methodology	12
D. Theoretical Conceptual Review.....	15
CHAPTER II MARKET AND MARKETING ASPECTS.....	26
A. Demand Analysis	26
B. Supply Analysis	59
C. Business Segmentation, Target, and Positioning in the Market	77
D. Marketing Mix	89
E. Economic, Social, Legal & Political, Environmental, and Technological Aspects.....	107
CHAPTER III OPERATIONAL ASPECT	115
A. Aspects of Types of Activities and Facilities.....	115
B. Analysis of the Functional Relationship between Activities and Facilities	141
C. Calculation of Facility Space Requirements	145
D. Location Selection	147
E. Technology Utilized.....	155

CHAPTER IV ORGANIZATIONAL AND HUMAN RESOURCES ASPECT	160
A. Organization.....	160
B. Human Resource Development	181
C. Legal Aspect.....	196
CHAPTER V FINANCIAL ASPECT	212
A. Needs and Sources of Funds.....	212
B. Estimated Operating Costs	216
C. Estimated Business Income	221
D. Balance Sheet Projection	224
E. Profit and Loss Projection	227
F. Cash Flow Projection.....	228
G. Break Even Point Analysis	229
H. Investment Assessment	230
I. Financial Statement Ratio Analysis	234
J. Risk Management	245
CHAPTER VI CONCLUSION	250
A. Introduction.....	250
B. Market and Marketing Aspect.....	251
C. Operational Aspect.....	254
D. Organizational and Human Resources Aspect.....	255
E. Financial Aspect	257
BIBLIOGRAPHY	258
APPENDIXES.....	260
CURRICULUM VITAE.....	352

LIST OF FIGURES

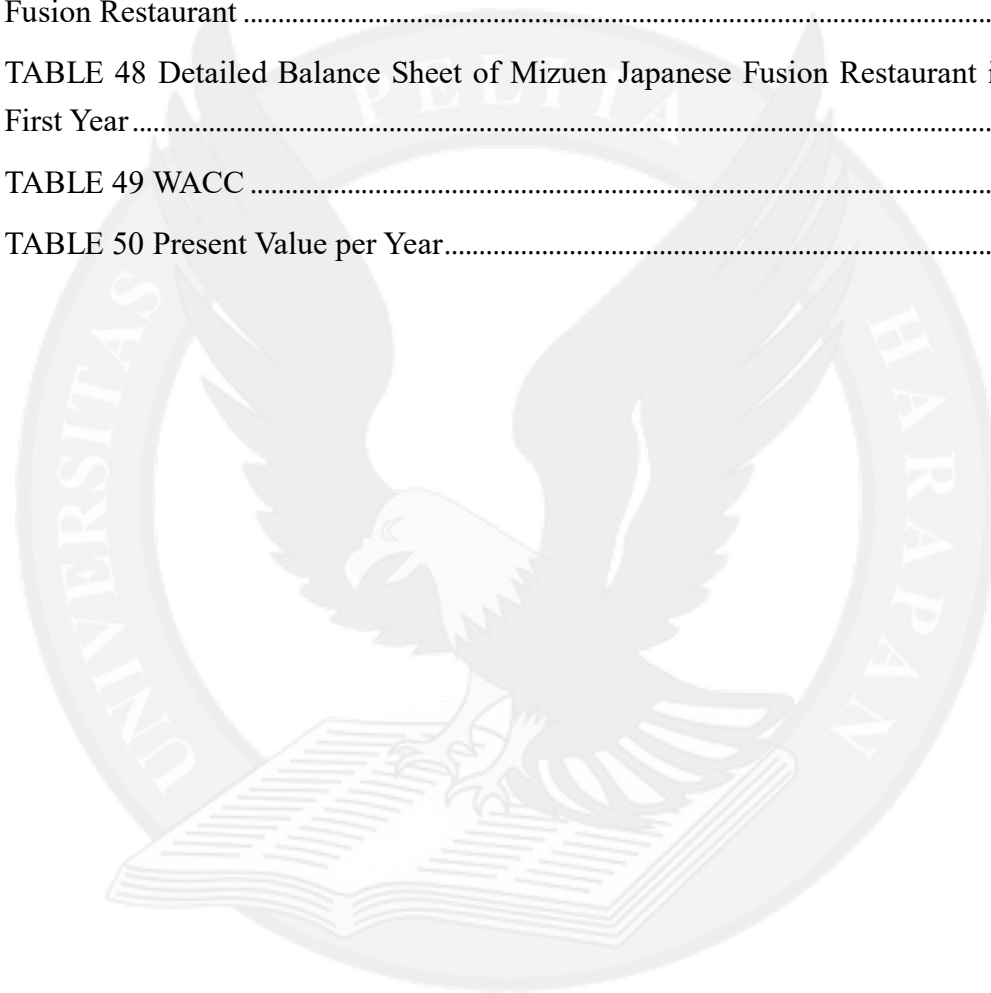
FIGURE 01 Porter's Five Forces of Mizuen Japanese Fusion Restaurant	74
FIGURE 02 Business Model Canvas Supplier Segment.....	75
FIGURE03 Size of Market for Mizuen Japanese Fusion Restaurant.....	80
FIGURE 04 Mizuen Japanese Fusion Restaurant Logo	92
FIGURE 05 Front of House Employee Activity Flow	116
FIGURE 06 Back of House Employee Activity Flow (Production).....	123
FIGURE 07 Back of House Employee Activity Flow (Administration)	128
FIGURE 08 Activity Flow for Customers Dining in at Mizuen Japanese Fusion Restaurant	131
FIGURE 09 Activity Flow for Take Away Customers at Mizuen Japanese Fusion Restaurant	134
FIGURE 10 Activity Flow for Online Delivery Customers at Mizuen Japanese Fusion Restaurant	136
FIGURE 11 Floor Plan of Mizuen Japanese Fusion Restaurant.....	146
FIGURE12 Map Location of Mizuen Japanese Fusion Restaurant.....	152
FIGURE 13 Planned Location for Mizuen Japanese Fusion Restaurant	154
FIGURE 14 Organizational Structure of Mizuen Japanese Fusion Restaurant.....	163

LIST OF TABLES

TABLE 01 List of Top Rated Restaurants in Candikuning, Bedugul Area	3
TABLE 02 Number of Foreign Visitors to Bali	6
TABLE 03 Total population by Age Groups and Gender in Tabanan Regency 2023 (In Thousand Figures)	28
TABLE 04 Questionnaire Results of Respondent Profile.....	29
TABLE 05 Questionnaire Results of Market Conditions	32
TABLE 06 Questionnaire Results of Facility Location	35
TABLE 07 Questionnaire Results of Marketing Mix (Product).....	38
TABLE 08 Questionnaire Results of Marketing Mix (Price).....	42
TABLE 09 Questionnaire Results of Marketing Mix (Place)	45
TABLE 10 Questionnaire Results of Marketing Mix (Promotion).....	47
TABLE 11 Questionnaire Results of Marketing Mix (People).....	49
TABLE 12 Questionnaire Results of Marketing Mix (Packaging)	52
TABLE 13 Questionnaire Results of Marketing Mix (Programming)	55
TABLE 14 Questionnaire Results of Marketing Mix (Partnership)	57
TABLE 15 Direct Competition of Mizuen Japanese Fusion Restaurant	60
TABLE 16 Indirect Competition of Mizuen Japanese Fusion Restaurant.....	61
TABLE 17 SWOT Analysis and Strategy Matrix	66
FIGURE 03 Size of Market for Mizuen Japanese Fusion Restaurant	81
TABLE 18 Mizuen Japanese Fusion Restaurant Menu	90
TABLE 19 Mizuen Japanese Fusion Restaurant Menu Price.....	95
TABLE 20 Packaged Menus of Mizuen Japanese Fusion Restaurant.....	103
TABLE 21 Inflation of Food and Beverage in Bali Province 2024	108
TABLE 22 Functional Analysis Relationship Between Front of House Activities and Facilities at Mizuen Japanese Fusion Restaurant	142
TABLE 23 Functional Analysis Relationship Between Production Activities and	

Facilities at Mizuen Japanese Fusion Restaurant	143
TABLE 24 Functional Analysis Relationship Between Administration Management Activities and Facilities at Mizuen Japanese Fusion Restaurant	143
TABLE 25 Functional Analysis Relationship Between Dine-In Customer Activities and Facilities at Mizuen Japanese Fusion Restaurant	144
TABLE 26 Functional Analysis Relationship Between Take Away Customer Activities and Facilities at Mizuen Japanese Fusion Restaurant	144
TABLE 27 Functional Analysis Relationship Between Online Delivery Customer Activities and Facilities at Mizuen Japanese Fusion Restaurant	144
TABLE 28 Calculation of Facility Space Requirements for Mizuen Japanese Fusion Restaurant	145
TABLE 29 Comparative Location Analysis for Mizuen Japanese Fusion Restaurant	148
FIGURE 13 Map Location of Mizuen Japanese Fusion Restaurant.....	153
TABLE 30 Technology Costs for Mizuen Japanese Fusion Restaurant.....	158
TABLE 31 Amount of Employees at Mizuen Japanese Fusion Restaurant	166
TABLE 32 Distribution of Working Hours in Mizuen Japanese Fusion Restaurant	168
TABLE 33 Mizuen Japanese Fusion Restaurant Associate Working Schedule	169
TABLE 34 Job Analysis of Mizuen Japanese Fusion Restaurant.....	170
TABLE 35 Mizuen Japanese Fusion Restaurant Salary Amount	179
TABLE 36 Mizuen Japanese Fusion Restaurant Employee Salary and Allowance	188
TABLE 37 Total Social Security Contributions Paid by the Company	193
TABLE 38 Costs of Training and Development Programs.....	196
TABLE 39 Shareholder Identities of PT. Saikou Boga.....	201
TABLE 40 Initial Investment.....	212
TABLE 41 Details of Pre-Operating Expenses for Mizuen Japanese Fusion Restaurant	215
TABLE 42 Details of Funding Sources for Mizuen Japanese Fusion Restaurant	216
TABLE 43 Breakdown of Operational Costs for Mizuen Japanese Fusion	

Restaurant	217
TABLE 44 Breakdown of Employee Compensation at Mizuen Japanese Fusion Restaurant	218
TABLE 45 Details of Utility Costs for Mizuen Japanese Fusion Restaurant	219
TABLE 46 Total Maximum Customers of Mizuen Japanese Fusion Restaurant	222
TABEL 47 Breakdown of First-Year Sales Assumptions for Mizuen Japanese Fusion Restaurant	224
TABLE 48 Detailed Balance Sheet of Mizuen Japanese Fusion Restaurant in the First Year	226
TABLE 49 WACC	231
TABLE 50 Present Value per Year	232



LIST OF APPENDICES

APPENDIX A	QUESTIONNAIRE	A
APPENDIX B	GRAPHIC DESIGN	B
APPENDIX C	SUPPLIERS	C
APPENDIX D	FOOD COST	D
APPENDIX E	FINANCIAL PROJECTION	E
APPENDIX F	BUSINESS MODEL CANVAS	F

