

TABLE OF CONTENTS

FORM FOR STATEMENT OF AUTHENTICITY AND APPROVAL TO UPLOAD FINAL PROJECT.....	i
FINAL PROJECT ADVISORS' STATEMENT OF APPROVAL.....	ii
BOARD OF FINAL ASSIGNMENT EXAMINERS' STATEMENT OF AGREEMENT.....	iv
ABSTRACT	v
PREFACE	vii
TABLE OF CONTENTS	ix
LIST OF TABLES	xi
LIST OF FIGURES.....	xiii
LIST OF FORMULAS	xiv
CHAPTER I INTRODUCTION.....	1
A. The Initial Idea	1
B. Objectives of the Feasibility Study.....	6
C. Methodology	8
D. Theoretical Conceptual Review.....	11
CHAPTER II MARKET AND MARKETING ASPECT.....	21
A. Demand Analysis	21
B. Supply Analysis.....	45
C. Business Segmentation, Target and Position in the Market	66
D. Marketing Mix	74
E. Economic, Social, Legal and Politics, Environment and Technology.....	89
CHAPTER III OPERATIONAL ASPECT.....	95
A. Types of Activities and Facilities.....	95
B. Analysis of the Functional Relationship between Activities and Facilities.....	109
C. Calculation of Facility Space Requirements	111
D. Location Selection.....	113
E. Technology Utilised	119
CHAPTER IV ORGANISATIONAL AND HUMAN RESOURCES ASPECTS.....	125
A. Organisation	125
B. Human Resource Development.....	138

C. Legal Aspects	148
CHAPTER V FINANCIAL ASPECT	155
A. Funding Needs and Sources	155
B. Estimated Operational Costs	160
C. Estimated Business Revenue	165
D. Balance Sheet Projections	167
E. Profit and Loss Projections.....	169
F. Projected Cash Flow.....	170
G. Break-Even Point (BEP) Analysis.....	171
H. Investment Evaluation.....	172
I. Financial Statement Ratio Analysis	176
J. Risk Management.....	186
CHAPTER VI CONCLUSION.....	190
A. Introduction.....	190
B. Market and Marketing Aspect	192
C. Operational Aspect	193
D. Organisational and Human Resources Aspect	195
E. Financial Aspect	196
REFERENCES	
CURRICULUM VITAE	

LIST OF TABLES

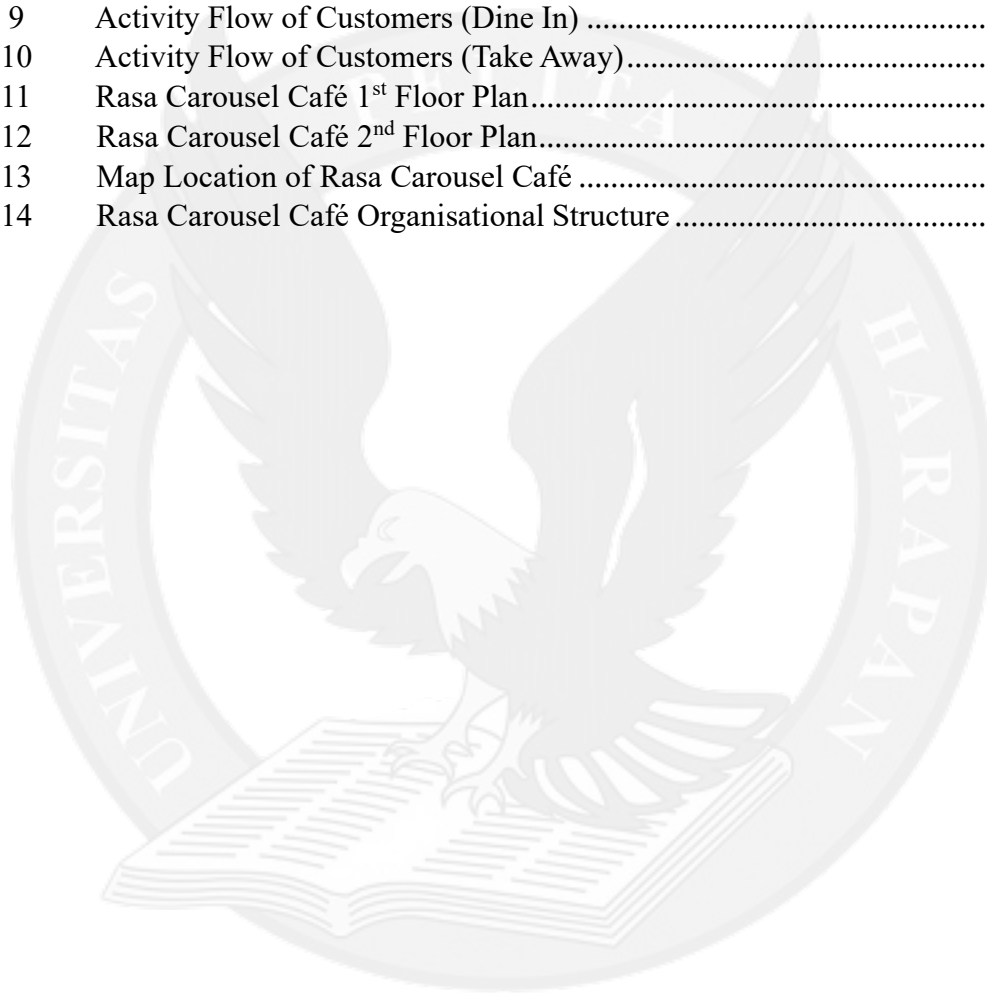
No.	Description	Page
1	Total Population by Age Group and Gender in Tangerang City 2023	22
2	Questionnaire Results of Respondent Profile	25
3	Questionnaire Results of Market Conditions	28
4	Questionnaire Results of Marketing Mix (Product).....	32
5	Questionnaire Results of Marketing Mix (Price)	34
6	Questionnaire Results of Marketing Mix (Place).....	36
7	Questionnaire Results of Marketing Mix (Promotion)	38
8	Questionnaire Results of Marketing Mix (People)	39
9	Questionnaire Results of Marketing Mix (Packaging).....	41
10	Questionnaire Results of Marketing Mix (Programming)	42
11	Questionnaire Results of Marketing Mix (Partnership)	44
12	Direct Competition of Rasa Carousel Café.....	49
13	Indirect Competition of Rasa Carousel Café	49
14	SWOT Analysis Matrix of Rasa Carousel Café.....	64
15	Rasa Carousel Menu	74
16	Rasa Carousel Café Menu Price.....	80
17	Packaged Menus of Rasa Carousel Café.....	87
18	Inflation of Food and Beverage in Kota Tangerang 2024.....	90
19	Gross Domestic Product (GDP) in Indonesia	91
20	Charity Organisations in Indonesia.....	92
21	Functional Analysis Relationship between Front of the House Activities and Facilities at Rasa Carousel Café	110
22	Functional Analysis Relationship between Back of the House Activities (Production) and Facilities at Rasa Carousel Café	110
23	Functional Analysis Relationship between Customer Activities (Dine In) and Facilities at Rasa Carousel Café	111
24	Functional Analysis Relationship between Customer Activities (Take Away) and Facilities at Rasa Carousel Café	111
25	Calculation of Facility Space Requirements for Rasa Carousel Café.....	111
26	Location Selection Factor Analysis for Rasa Carousel Café	114
27	Technology Costs for Rasa Carousel Café.....	123
28	Number of Employees at Rasa Carousel Café	129
29	Employee Work Hour Division at Rasa Carousel Café	130
30	Employee Work Schedule at Rasa Carousel Café.....	130
31	Job Analysis of Rasa Carousel Café	131
32	Rasa Carousel Café Employee Salaries	136
33	Rasa Carousel Café Employee Salary and Allowance	142
34	Insurance Costs for Rasa Carousel Café	145
35	Costs of Training and Development Programs	148
36	Shareholder Structure of PT. Awan Loka Sejahtera	151
37	Rasa Carousel Café Initial Investment.....	156
38	Rasa Carousel Café Pre-Operating Expenses	158
39	Funding Sources for Rasa Carousel Café	159

40	Rasa Carousel Café Operational Expenses	160
41	Rasa Carousel Café Compensation Expenses	161
42	Rasa Carousel Café Utilities Expense.....	163
43	Total Maximum Customers in Rasa Carousel Café	166
44	Rasa Carousel Café Sales Assumption.....	167
45	Rasa Carousel Café Balance Sheet	168
46	Rasa Carousel Café Investment Evaluation	172
47	Present Value per Year.....	175



LIST OF FIGURES

No.	Description	Page
1	Business Model Canvas	45
2	Indonesian Fusion Dessert (Klepon Cake).....	46
3	Dessert Conveyor Belt	47
4	Porter's Five Forces of Rasa Carousel Café	59
5	Size of Market for Rasa Carousel Café.....	69
6	Rasa Carousel Café Logo.....	77
7	Front of The House Employee Activity Flow	95
8	Production Activity Flow	100
9	Activity Flow of Customers (Dine In)	103
10	Activity Flow of Customers (Take Away).....	105
11	Rasa Carousel Café 1 st Floor Plan.....	112
12	Rasa Carousel Café 2 nd Floor Plan.....	113
13	Map Location of Rasa Carousel Café	118
14	Rasa Carousel Café Organisational Structure	127



LIST OF FORMULAS

No.	Description	Page
1	Maximum Turnover in Rasa Carousel Café.....	165
2	Balance Sheet.....	167
3	Income Statement.....	169
4	Cash Flow Statement.....	170
5	Rasa Carousel Café Break-Even Point (BEP).....	171
6	Rasa Carousel Café Weighted Average Cost of Capital (WACC).....	172
7	Rasa Carousel Café Payback Period	173
8	Rasa Carousel Café Internal Rate of Return (IRR).....	174
9	Rasa Carousel Café Net Present Value (NPV)	175
10	Rasa Carousel Café Profitability Index (PI).....	176
11	Rasa Carousel Café Current Ratio	177
12	Rasa Carousel Café Operating Cash Flow Ratio	177
13	Rasa Carousel Café Debt to Equity Ratio	178
14	Rasa Carousel Café Debt to Asset Ratio	179
15	Rasa Carousel Café Equity Ratio	179
16	Rasa Carousel Café Debt Service Coverage Ratio (DSCR)	180
17	Rasa Carousel Café Gross Profit Margin	181
18	Rasa Carousel Café Net Profit Margin.....	181
19	Rasa Carousel Café Return on Assets (ROA)	182
20	Rasa Carousel Café Return on Equity (ROE).....	182
21	Rasa Carousel Café Return on Investment (ROI).....	183
22	Food and Beverage Cost Ratio.....	184
23	Labour Cost Ratio	185
24	Average Spend per Head	185