

BUSINESS IMPLEMENTATION PROJECT ON HOLA! CRAB

YOGYAKARTA

A BUSINESS DESIGN AND IMPLEMENTATION



By:

LISCA ANASTASYA

Student Number: 14311163

UNIVERSITAS ISLAM INDONESIA

DEPARTMENT OF MANAGEMENT

INTERNATIONAL PROGRAM

FACULTY OF ECONOMICS

YOGYAKARTA

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Presented as Partial Fulfillment of the Requirements

To Obtain the Bachelor Degree in Management Department

Written By:

LISCA ANASTASYA

Student Number: 14311163

Approved By

Content Advisor,



Anas Hidayat, Drs MBA Phd

July 13, 2018

Language Advisor



Willy Prasetya, S.Pd., M.A.

July 13, 2018

FINAL REPORT
BUSINESS IMPLEMENTATION PROJECT ON HOLA! CRAB
YOGYAKARTA
A BACHELOR DEGREE
A BUSINESS DESIGN AND IMPLEMENTATION

By:

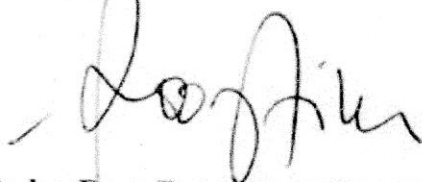
LISCA ANASTASYA

Student Number: 14311163

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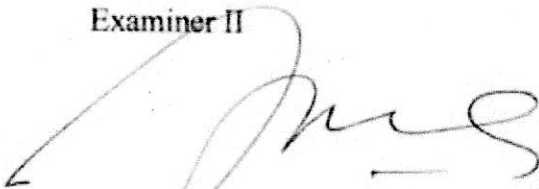
Examiner I



Raden Roro Ratna Roostika, S.E., MAC., Ph.D.

July 13, 2018

Examiner II



Drs. Anas Hidayat, MBA, Ph.D.

July 13, 2018

Yogyakarta, July 13, 2018



International Program Faculty of Economics Universitas Islam Indonesia Dean,

Jaka Sryana, Dr., S.E., M.Si., Ph.D.

DECLARATION OF AUTHENTICITY

Herein, I declare the originality of this project implementation. I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of this project.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation for its consequence.

Yogyakarta, July 13, 2018



Lisca Anastasya

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Bismillahirrahmanirrahim

Assalamu'alaikum. Wr. Wb.

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Lisca Anastasya

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CHAPTER I: INTRODUCTION

1.1. Background

Hola! Crab is a seafood restaurant that serves their consumer with various kind of delicious seafood such as Crab, Calms, Shrimp, Squid, Fish, Lobster and Crayfish. Hola! Crab served food in a special way using Louisiana Style from Louisiana, United States. Louisiana Style it self is a style of cooking seafood by boiled that seafood and poured the seafood with Cajun spice that has a really savory spices taste.

The motto of Hola! Crab is *"Let's Seafood Party on The Table"*.

Almost everyone loves seafood and seafood is known as a kind of food that has a quite expensive price, and the intention of making this business is to make all people from middle low class to middle high class can enjoy eating seafood. Hola! Crab really want to share the happiness of eating seafood to everyone around Yogyakarta. There are many student living in Yogyakarta, most of them are student that live independently, that is why the owner of Hola! Crab want to started the seafood business from Yogyakarta City.

The was inspired when the owner were in Jakarta and she ate seafood with Louisiana Style but the price was really expensive and not affordable, the seafood taste was delicious but the price was not really affordable. The idea suddenly appeared, that the owner intended to make a seafood restaurant that has a really delicious taste but with affordable price.

It is really possible to make a seafood restaurant that has affordable price and everyone can enjoy eating seafood as much as they want. At the first, Hola! Crab was just opened in a small place in front of Islamic University of Indonesia, for 4 months, then Hola! Crab moved to bigger place in Jl. Perumnas 149F, Yogyakarta.

1.2. Business Profile

Restaurant Name : Hola! Crab

Tag Line : Let's Seafood Party on The Table

Location:



Values and beliefs of Hola! Crab are :

a. Passion

Seafood passion that Hola! Crab has is a way to share the happiness with everyone who enjoy seafood.

b. Learning

In this seafood business, it can increase the knowledge of selling, taking care of product, controlling human resource, and managing money. As a management student it is a way to improve the skills of doing a business.

1.3. Logo



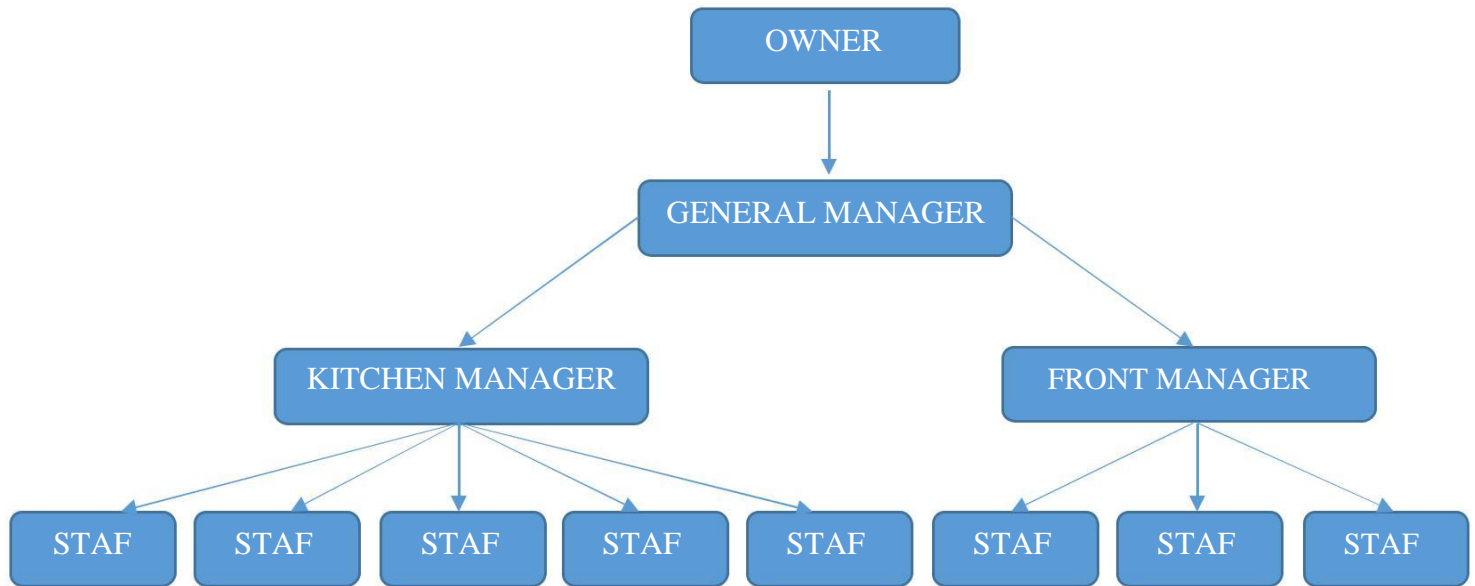
1.4. Vision

To make everyone eat fresh daily seafood with affordable price.

1.5. Mission

- Provide fresh seafood
- Create a restaurant where everyone can enjoy eating their favourite seafood with affordable price
- Get raw ingredients from local supplier
- Give job opportunity for unemployment

1.6. Organizational Structure



CHAPTER II: BUSINESS IMPLEMENTATION PROCESS

2.1. Business Performance

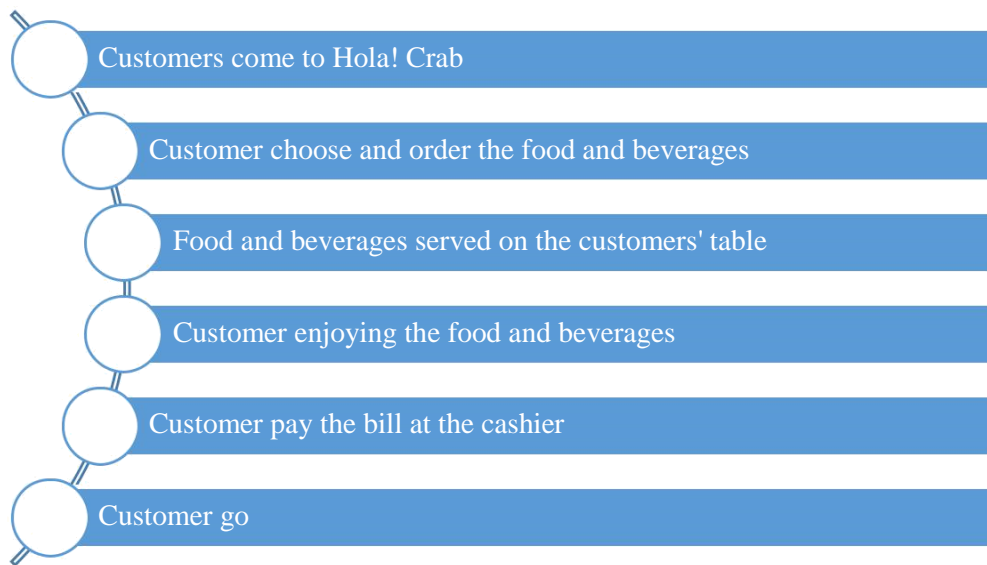
Business performance is a result after assessing or analyzing the performance of a business organization. The purpose of business performance is to maximizing the result of a business activity in all resources. Organization will always assess and analyze their business so that they can always improve the organization business performance result.

In this seafood restaurant, Hola! Crab use business performance to control the production process of food and beverages so there will be no wasted materials and keeping the healthiness of the product, quality control of the product is also always being assess to keeping away the bad product so that the employees only served the good product to the costumers.

Good work environment is also good for the mood of the employee, so that they can work happily and giving the good vibes for the working environment at Hola! Crab. Employee good performance will increase the quality and productivity of the restaurant, employee will be really friendly to the customers and the customers will be really engaged with the restaurant.

Business performance is really important for Hola! Crab, it really helps Hola! Crab to improve all of the activities at Hola! Crab from all different aspect because Hola! Crab can always know how to work more efficient and better.

2.2. Customer Process Flow



By analyzing the customer process flow, Hola! Crab identify that the customers of Hola! Crab interested to comes to the restaurant after seeing the picture or the promotion from the social media, afer they tried the taste of the product the usually comes again to Hola! Crab. By keeping the connection between a seller and a buyer directly, Hola! Crab has a lot of loyal customer, they like the way how they eat the seafood and the taste of the product.

2.3. Employee Process Flow

The employee process at Hola! Crab work good, the employees understand what must they do at the workplace, the front employees know how to handle the customers and how to make the customers try another product of Hola! Crab, the kitchen employees know how to produce the raw materials into a delicious product.

The employees can work systematically and following the rules at Hola! Crab.



2.4. Operational Aspect

a. Production Facility

Production is a process of planning and forecasting a product at all stages in product life cycle.

The production processes at Hola! Crab work neat and tidy, the kitchen staffs always keep the tools and facility clean. The employees of Hola! Crab

need to always clean the working place often, since restaurant is a place that is easy to be dirt.

The upgrading of the tools is works slowly but surely because of the high price of the kitchen equipment. Hola! Crab use many tools that is really clean and well used in production process. The production process consists of boiled the seafood and making the various type of sauce such as Cajun sauce, Sweet & Sour sauce, Padang sauce and etc.

In producing the raw materials, kitchen staffs need about 1 hour for cleaning the raw materials, preparing it and making the sauces. Kitchen staffs usually doing preparation before Hola! Crab open, they achieve the raw materials from the supplier and clean the raw materials, after that they boiled various type of seafood that is predicted to be sold and put the boiled materials on the chiller or freezer, they also prepare all of the sauce needed, so when the customers order the food, the kitchen staff will be very quickly at cook it and the costumers do not need for a long time, because Hola! Crab can serve their food order fast.

b. Place

Hola! Crab is located in Jl. Perumnas 149F, Mundusaren, Yogyakarta. Hola! Crab restaurant is stand in +- 16x50m of area and has +- 9x25m for the parking lot. The location of Hola! Crab is really strategic:

- It is a really wide area for a restaurant,
- Hola! Crab can serve many table of customers,
- The customers can easily park their car or motorcycle at the parking areas
- It is located in the centre of many campuses such a Universitas Islam Indonesia (UII) , Universitas Pembangunan Nasional (UPN), Universitas Atma Jaya Yogyakarta (UAJY), STP AMPTA Yogyakarta and many more.



c. Production capacity

The production capacity of Hola! Crab is based on average customers daily flow track. At the weekday, the production process will be fewer than at the weekend, because the customer traffic number is higher at the weekend. At the public holiday the production capacity will be higher than at the weekend, there are many customers come to Hola! Crab on the public holiday since many families share their holiday times together.

Production capacity is really adjusted with the flow track so that there will be no wasted of raw ingredients.

d. Supply Chain

1. Order raw ingredients from supplier
2. Supplier send the raw ingredients
3. Employees accept the raw ingredients
4. Employees checking the weight of raw materials from supplier
5. Employees stock the raw ingredients
6. Employees clean the raw ingredients

7. Employees boil the raw ingredients
8. Employees stock the product
9. Restaurant sell the food product
10. Repeat order to the supplier

2.5. Human Resource Aspect

2.5.1. Recruitment Process

Recruitment is the process of determining and attracting the applicants who are capable of working in a business (Zainal et al, 2015). The recruitment process is held when Hola! Crab needs additional employees, for example when Hola! Crab's employee resigns or get fired. Hola! Crab will post the job advertising for job seeker, then the new employee will be interviewed with the general manager and the owner itself. According to Snell and Bohlander (2013), selection is the process of choosing individuals who have relevant qualifications to fill existing or projected job vacancy.

The Hola! Crab management will choose the best position for the job seeker to work in Hola! Crab.

Selection Process at Hola Crab

Selection process is a process of choosing the right candidate of employee to become the part of the organization.

1. Apply the curriculum vitae to Hola! Crab. It can be offline (give the CV to the restaurant) or online (send the CV to e-mail or Whatsapp)
2. The candidate will be interviewed by the management. In this step the management will talk formally about the CV that the candidate sent and also talk about the wages, rules, obligations, rights and etc. In this process management will choose the best candidate to fill the position.

3. The last step is acceptance decisions. The candidate will be inform about the acceptance of them to work at Hola! Crab.

The recruitment process of Hola! Crab is using job advertising on OLX, Facebook and Instagram. Hola! Crab has 1 General Manager, 1 Kitchen Manager, 1 Front Manager and 7 staffs. The number of employee is really optimal for the shift working hours, not many but not less. All employee can work maximum, they can work shift, long shift and has a day off.

2.5.2. Performance Evaluation Process

Performance evaluation process is a process of evaluate or assess the work performance of the employee at the work place. By evaluate and assess the performance evaluation of employees, organization can decide the next action that organization need to do, keep them being in the organization or fired them.

In this process, Hola! Crab using field observation method, it will evaluate the performance evaluation based on control from the management and the feedback from the customer of Hola! Crab. Management sees the performance of employees at the workplace and give advice if the employees need to increase their job performance. Customers usually give feedback through social media or Whatsapp if there are any comment or feedback for Hola! Crab, so that Hola! Crab can be informing quickly if there are any problems at the restaurant.



Individual assessment is a process of giving reward to the employee based on the result of the employees help the company to achieve the organization goal. This method is also used in Hola! Crab, employees will get reward if the turnover is far higher than usual, the employee will get reward directly.

2.5.3. Wages Management

Wages management is the process of giving some money to an employee as the award of employee work result.

The wages management of Hola! Crab is that all of the employees will get salary once in a month on every 1st day of the month. Bonus will be given based on the work performance.

2.6. Marketing Aspect

2.6.1. Market Formation

Hola! Crab is a seafood restaurant that sells many variant of seafood product such as Crab, Lobster, Clams, Squid, Shrimp and Fish. Hola! Crab

serve their seafood with a unique Louisiana style, which makes everyone enjoy to eat the seafood product. Hola! Crab also offer an affordable price for the customers, customers can eat seafood with no worries.

Hola! Crab is located in Jl. Perumnas 149F, Mundusaren, Yogyakarta. The location has the potential to grow and quite crowd is really near to many campuses, such as UPN, UNRIO, YKPN and also not too far from Islamic University of Indonesia.

The road in front of Hola! Crab is really crowd Perumnas street it is Crab is really crowd and it gives a benefit for Hola! Crab to attract more customers. Since there are many campuses, there are also many boarding house for the students, no wonder many students often buy seafood at Hola! Crab. the location is also near to many house resident, families also often go to Hola! Crab , especially at the weekend.

Yogyakarta is a tourism city, Yogyakarta has many beautiful heritages places and It makes many people from another city of Indonesia and even from another country visit Yogyakarta for holiday often.

2.6.2. Measurement and Demand Prediction

The market size of Hola! Crab is really wide, since Yogyakarta city will give opportunity to develop this business. Many people in Yogyakarta have not known about Hola! Crab and it is a chance for Hola! Crab to gain more customers. Hola! Crab will also open franchise for people who wants to open a seafood business using Hola! Crab name.

2.6.3. Prediction of Future Demand

Indonesia is located between Pacific Ocean and Indian Ocean which makes Indonesia as a maritime country. With the vast sea territory and 17.000

islands in Indonesia, makes 2/3 area of Indonesia is all ocean. No wonder there are a lot of abundant sea production, such as Crab, Lobster, Fish, Squid, Shrimp, etc.

Eventually in Indonesia, the price of seafood is quiet expensive. This the demand number of seafood is high but the product number that sell to the market is low. Hola! Crab believe that in the future eating seafood will not expensive as now, so everyone can enjoy eating seafood same as they enjoy eating chicken. The development of supplying seafood to the market will be increasing as the time goes by and Hola! Crab believes that in the future the demand number of seafood will be increasing and Hola! Crab can provide it for the customers.

2.6.4. Segmentation, Targeting and Positioning in The Market

1) Segmentation

Market segmentation is a process of grouping the customers similarity based on their preferences and buying habit. The market segmentation of Hola! Crab at the first was University students but after the business ran, many different segments come to Hola! Crab and be a loyal customer of Hola! Crab, another segment that come to the restaurant are high school students, office workers and many families.

- **Demographic**

The market is divided into groups on the basis of age, economic ound, and educational level. The group and the frequencies customer that come to Hola! Crab is between 18-50, male and female, from middle low class to middle high class and the customer that usually educational level is from high school student to office workers.

- **Geographic**

In geographic segmentation, the areas that are viewed as potential and profitable will be the target of the company's operations. For now, Hola! Crab focus on marketing product in Yogyakarta but soon will be wider to another city.

2) Targeting

Hola! Crab target more people from many different segments and it makes Hola! Crab get more loyal customer and increasing the sales. The target market are all people from every different segment of ages, works background and classes.

3) Positioning

Hola! Crab is a seafood restaurant that serves fresh daily seafood with affordable price, which make Hola! Crab is a preference for everyone who enjoy seafood. Hola! Crab will be a favourite seafood restaurant for everyone.

2.6.5. Competition Analysis

1) SWOT Analysis

- Strength:
 - i. Hola! Crab food is served with a unique style which makes everyone interest to buy the product,
 - ii. Hola! Crab serve a fresh daily seafood so it will make the food really tasty and juicy, and
 - iii. Hola! Crab offer an affordable price for the product.
- Weakness:
 - i. Raw seafood ingredients such as crab and lobster are easy to die,
the employee need to take extra care to the living product.
- Opportunity:
 - i. Hola! Crab is a developing business,

- ii. It can be franchised to the new area of Yogyakarta or to the other city.
- Threat:
 - i. There are also some businesses that have same branding with Hola Crab so Hola! Crab needs to compete with the other businesses smartly and creatively.

2) 5 Porter Forces

a) Bargaining power of buyers

Bargaining power of buyers relates to the business that provides a higher quality of a product, better services and lower prices.

This product can be consumed by both young and old people, both male and female, everyone can enjoy seafood as long as they like it and are not allergic to it. Hola! Crab will win at bargaining power of buyers by serving the delicious taste with an affordable price that makes consumers interested to buy this product. b) Bargaining power of suppliers

Bargaining supplier power relates to the pressure of suppliers on business by lowering the quality and raising the price of the product.

The supplier of seafood at Hola! Crab sometimes cannot provide seafood as what Hola! Crab orders because of the lack of the material, but with a good cooperation between two parties, that problem can be solved. Hola! Crab can order the raw ingredients daily as long as Hola! Crab needs because the supplier informs the stock that they have, and before the supplier runs out of stock, the supplier will inform Hola! Crab. The supplier will send the raw ingredients in about maximum 24 hours. The supplier contacts daily with Hola! Crab to control the raw ingredients quality.

As a restaurant seafood and being a part of suppliers, Holal Crab will not lowering the quality of product, Hola! Crab will always serves the best product of them. Raising the price of the product at Hola! Crab is only when the price of the crab from supplier is higher, sometimes when the season is not good, crab will be really rare, that is the time when Hola! Crab increasing the price and it is only seasonal.

c) Threat of new entrants

Threat of new entrants is a threat from new competitor to the business.

New entrants will not give many effect to Hola! Crab, since Hola! Crab is committed to the service quality, food quality and the price quality of the product.

d) Threat of substitutes

Threat of substitutes occurs when a business is forced to compete with a new substitutes.

Threat of substitutes does not really give affect to Hola! Crab, since Hola! Crab serves an innovative product that can be compete with another product from other competitor, Hola! Crab also serves product that has an affordable price. e) Rivalry among existing player

Rivalry among existing player is a competition between some business in the same industry.

Yogyakarta is a students city, there are a lot people open culinary business everyday because there are a lot of students from another city living in Yogyakarta, they are compete to open a culinary business with really affordable price. Culinary business competition in Yogyakarta is really tight, many culinary business open but there are also many culinary business closed because cannot compete with another culinary business.

The competitor of this business in Yogyakarta are Bang Ja'l and The Crabby's. To be better than competitor, Hola! Crab need to always increase the product quality, product taste, employee quality and the cheaper price from the other competitor. So that Hola! Crab can keep up with another competitor and be better from another competitor.

2.6.6. Marketing Mix

1) Product

Hola! Crab is a profitable product and really worth to buy product, with the delicious taste, Hola! Crab serve the consumer with many variant product of seafood, and many customers will addicted to Hola! Crab.

Hola! Crab serve variant of seafood, they are crabs, lobsters, scallops, shrimps, squids and fishes. Hola! Crab has different type of sauces for the seafood, the most favourite is Cajun Sauce and Padang Sauce, they have a rally delicious taste which is really fit to combine with the seafood, it creates a perfect combination.



2) Price

Hola! Crab try to always give a really affordable price for food, so that seafood lovers happily enjoying Hola! Crab product. Hola! Crab wants everyone to enjoy eating seafood, eith from middle low class or from middle up class.

The price of Hola! Crab is really affordable because the price cheaper than the other price of seafood restaurant in Yogyakarta There are many seafood restaurants in Yogyakarta sell their seafood with a really expensive price.



3) Place

The strategic location of Hola! Crab helps customers to find Hola! Crab easily, it also helps Hola! Crab get more new customers. Hola! Crab has a big place for dine in, many tables for customers, and Hola! Crab has a big parking lot.

4) Promotion

Hola! Crab usually uses promotion through social media such as Instagram. Hola! Crab usually show the promotion of the product such as discount in social media, Hola! Crab also often offer quiz or games that will give free food as the prize.



holacrabjogja



515

posts

9056

followers

12

following

Follow



Hola! Crab

Restaurant

"FRESH DAILY SEAFOOD"

 DOCK 1 (jl.perumnas 149f) Jogja

: 1.00 pm-11.00 pm

: 08122990739

Let's Seafood Party on The Table

Jl. Perumnas 149F , Mundusaren, Yogyakarta

2.7. Financial Aspect

Financial Aspect This aspect is the process of managing Hola! Crab money. There are initial outlays, source of funds, cash flow entry, and investment feasibility assessment.

There are variants price for the product of Hola! Crab, since there are a la carte price and package price. Consumer can choose freely which type of seafood do they want, since it has different prices. The price at Hola! Crab is cheap compared to another seafood restaurant in Yogyakarta. Hola! Crab is using direct selling to the consumer through promotion from social media.

a. Initial Outlays

Initial Outlays		
Fix Cost		
Furniture (Table, Chairs)	Rp10,000,000	
Computer	Rp3,500,000	
Tab and Cashier Machine	Rp2,000,000	
Absent Machine	Rp2,000,000	
Kitchen Equipment	Rp35,000,000	
Total Fix Cost		Rp52,500,000
Variable Cost		
Crab	Rp1,500,000	
Squid	Rp300,000	
Shrimp	Rp300,000	
Scallops	Rp200,000	
Vegetables	Rp75,000	
Ingredients	Rp350,000	
Rice	Rp275,000	
Soap	Rp50,000	
Plastic Package	Rp150,000	
Cup and Straw	Rp50,000	
Total Variable Cost		Rp3,250,000
Expenses		
Rent Expenses	Rp5,800,000	
Labor	Rp13,500,000	
Electricity	Rp1,600,000	
Total Expenses		Rp20,900,000
Total Invesment		Rp76,650,000

b. Source of Fund

The source of fund at Hola! Crab comes from the owner. The investment number of money is quite high price but the kitchen tools can be resold again, and for the place of Hola! Crab is only rent. c. Income Statement

April	
Revenue	Rp122,000,000
HPPP	Rp75,500,000
Gross Profit	Rp46,500,000
Operational Cost	Rp20,900,000
Profit Before Tax	Rp25,600,000
Tax Cost	Rp12,200,000
Net Profit	Rp13,300,000

May	
Revenue	Rp136,000,000
HPPP	Rp83,000,000
Gross Profit	Rp53,000,000
Operational Cost	Rp20,900,000
Profit Before Tax	Rp32,100,000
Tax Cost	Rp13,600,000
Net Profit	Rp18,500,000

June	
Revenue	Rp147,000,000
HPPP	Rp88,000,000
Gross Profit	Rp59,000,000
Operational Cost	Rp20,900,000
Profit Before Tax	Rp38,100,000
Tax Cost	Rp14,700,000

Net Profit	Rp23,400,000
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CHAPTER III: GAP-ANALYSIS AND IMPLEMENTATION

3.1. Gap-Analysis

3.1.1. Operational Aspect

a. Controlling

Controlling the raw material is not easy. Since if the way how treating crabs are wrong, the meat of the crab will be shrink, and they will die fast. So, it really need extra careful to taking care of crabs, Lobsters are also easy to die, because the sea lobster need sea water for living.



3.1.2. Human Resource Aspect

a. Skills

The skills that the employees have give various result of work performance, for example there are one person that is really good at service but usually comes late at work, there are also one person that really good at the job but really sensitive.

3.1.3. Marketing Aspect

a. Promotions

People nowadays, promote their product to social media through Foodgram (a person who promote some food product to Instagram) at Instagram, and the price for promoting our product to social media is not cheap.

3.1.4. Financial Aspect

a. Price

The price of the vegetables and raw material is not stable; it is following the market demand. Sometimes the price is on the average, but sometimes the price is really expensive.

3.2. Theoretical Review

3.2.1. Operational Aspect

a. Controlling

The positive assessment of the food safety management system performance also was due to proper supplier selection and to outsourcing of basic steps of food preparation. Proper supplier selection (according to microbiological specifications and auditing) results in the delivery of high-quality food products, thus putting less pressure on the food safety management system of a food service operation (37).

High-quality raw materials are less likely to have undesirably high initial contamination levels or allow growth or survival of pathogens; therefore, they contribute to a low-risk environment. Microbiological Performance of a Food Safety.

3.2.2. Human Resource Aspect

a. Skills

The success of nearly any operational initiative lies in its ability to motivate employees into action or sometimes to change long-standing habits. Follow the golden rules of communication, the first of which is being concise. Trying to say too much can ultimately hurt your communication effort. As you add more and more to any one message, the amount of information becomes daunting. At the same time, the odds of people actually reading and remembering the message decrease.

Another highly effective way to elevate your program's importance to employees is to require documentation of program activities. As you plan the initial launch of your program, consider how you will determine that each employee has received information and understands the desired actions.

3.2.3. Marketing Aspect

a. Promotion

As social media continues to grow and gain popularity, knowledgeable equine professionals may benefit from its use, yet it is unclear how horse professionals feel about harnessing the power of social media. According to the American Horse Council (2005) equine ownership, recreational use, and competitive showing is a large industry

contributing approximately \$39 billion in direct economic impact to the U.S. economy each year.

Marketing schemes to promote this multi-billion-dollar industry need to be better understood. Therefore, the objective of the current study was to provide insight into the use of social media and other marketing strategies of equine businesses in the horse show industry.

3.2.4. Financial Aspect

a. Price

There's no doubt about it. Escalating and extremely volatile raw material prices are challenging manufacturers in their struggle to rein in costs and improve profitability. While it's a challenge companies would prefer not to face, they are implementing procurement strategies to mitigate those cost increases and level out the peaks and valleys. Alternative materials also are being scrutinized.

3.3. Problem Solving

3.3.1. Operational Aspect

a. Raw Materials

Hola! Crab find another supplier that also has the low price for the raw material but with the good quality of product, so there will be no more misunderstanding because of the different amount number of raw materials.

b. Controlling

Hola! Crab educated the back employees to control the raw material with the right way, so the crab and lobster will not easy to die. There are some ways to take care of the crab for example by putting them in the same position and give them drink so they will keep dehydrated, and

after the crab is killed, the crab must be boiled directly so the meat of the crab will stay fresh.

3.3.2. Human Resource Aspect

a. Skills

The different skills that employees have can be improved, the bad habit that employees have can be removed. With the good control from the management, it will really help organization to improve the employees' skills, so that the employees can work better at the workplace.



3.3.3. Marketing Aspect

a. Promotion

For promoting the product through Instagram, Hola! Crab can use the package promotion from the Foodgramers, Hola! Crab will get the cheaper price for the package. Hola! Crab can also use promotion using Facebook Ads, which is more affordable and will help Hola! Crab to gain more customers from different and wider segment.

3.3.4. Financial Aspect

a. Price

The price can be controlled by stocking the raw material and has its' own supplier for the vegetables or the raw seafood material. The HPP of the product must also in between the average, so if the price is high then it will not loss to Hola! Crab.

CHAPTER IV: CONCLUSIONS AND RECOMMENDATIONS

4.1. Conclusions

Hola! Crab is a seafood restaurant that sells a variety of crabs, lobsters, squids, scallops, shrimps and fishes. The special dining style of Hola! Crab makes the customers love Hola! Crab. Hola! Crab also provides an exciting experience for them by eating the seafood using Louisiana style. Hola! Crab has a special spices flavor, a delicious taste that Hola! Crab has is adjusted to the tongue of the Indonesian. With the special taste of spices that is given by Hola! Crab, fresh taste of seafood a combined with a unique style of eating, make Hola! Crab has many customers.

With an affordable price for dining at Hola! Crab, it is greatly helps the sale of Hola! Crab's products, as people are interested in tasting delicious seafood dishes with a really affordable prices. It is a fact that Hola! Crab has a cheaper price compared to other seafood restaurants in Yogyakarta. Even with the cheap prices that Hola! Crab has, but Hola! Crab still provides delicious, healthy and nutritious dishes

Hola! Crab location is very strategic because it is in the middle of the crowd. Hola! Crab is located between many campuses and lots of residences, the roadway in front of Hola! Crab are also really crowded, many vehicles past the roadway. Hola! Crab's strategic location allows customers to find their location easily, customers can also find the location of Hola! Crab through Google Maps. As we know Yogyakarta has many tourists because Yogyakarta is a tourism city, many tourists visit Hola! Crab to taste the delicious taste of Hola! Crab.

Hola! Crab has 11 employees and they are working in shifts. 6 employees are responsible in the kitchen position, 4 employees are responsible on the front position, and 1 manager is responsible in the whole section of position. By the reason of shifting job in Hola! Crab makes all employees must be able to learn how to be part of the kitchen position or become the part of the front position. So the employees can be work flexible when there is a lack of employee in front position or kitchen

position. Working system in Hola! Crab is kinship, so there is no gap between one to another and everyone must respect each other.

Hola! Crab marketing system is using social media, Hola! Crab informs the latest products and latest promotions on Hola! Crab's social media accounts. Hola! Crab communicates with customers through social media directly, so the customers can instantly update messages, impressions and suggestions for Hola! Crab. Social media is very helpful in promoting a product because everyone uses social media to find the latest information.

4.2. Recommendations

Hola! Crab is a thriving restaurant business, Hola! Crab must always learn to gain more knowledge about how to manage a restaurant and develop a restaurant, so that Hola! Crab can be able to develop themselves, raise the restaurant business, and get a lot of customers. By developing the business, Hola! Crab can help the people around by reducing unemployment and giving more charity to the less fortunate.

Hola! Crab ways to become better known are by:

1. Learn deeper about digital marketing, so it can be easier to introduce Hola! Crab products to everyone with more easily and quickly, making the customer interest to taste the delicious products of Hola! Crab
2. Make a lot of brochures or flyers and distributed it to offices, campuses, school, residences, and various other agencies

Consuming Indonesian marine products is highly recommended for the entire population of Indonesia, we should appreciate the plenty seafood that Allah gives and the efforts of fishermen in getting seafood by consuming seafood. Restaurant business is a promising business because everyone is eating everyday, seafood is also a healthy product with many nutritious in it. Hola! Crab trust that there will be more people in Yogyakarta interest to taste and enjoy seafood in Hola! Crab, as well as tourists who come to Yogyakarta.

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APPENDIX





