

Business Plan of Dapur Arab Restaurant And Coffee Shop In Indonesia

Business Practice Final Project

Master of Management Program



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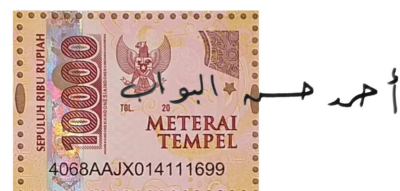
Yogyakarta

2023

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Dosen Pembimbing I

A handwritten signature in black ink, appearing to be 'Dessy Isfianadewi', is written over the name. The signature is somewhat stylized and includes a long horizontal stroke that extends to the left.

Dr. Dessy Isfianadewi, MM

Dosen Pembimbing II

A handwritten signature in blue ink, appearing to be 'Anjar Priyono', is written over the name. The signature is stylized and includes a large loop at the end.

Anjar Priyono, SE., M.Si., Ph.D.

Private Page

We thank Allah Almighty for the grace to complete this dissertation.

1. Allah Almighty, who blessed faith and Islam to the author and the Prophet Muhammad, may Allah bless him and grant him peace, and all his family, friends, followers, followers, and followers until the end of time.

2. Father, mother, wife, brothers, and sisters who always pray for me and encourage me to study.

3. Mrs. Dr. Dessy Isfiannadewe, MM., and Mr. Dr. Anjar Priyono, SE, MA, Ph.D. As Business Practice Writing Supervisor.

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Chapter I

Introduction

1.1 Background

One of the projects that are now popular and has grown popular among young people since they are among the most likely to handle it because they frequent cafes is the café project.

One of the most successful enterprises in the world is opening a coffee shop because the owner doesn't require extensive industry knowledge, can operate on a typical budget that is suitable for most people in society, and yet makes a respectable amount of money each month.

The goal of the project (Dapur Arab) is to open a coffee shop and restaurant in the Indonesian Arabic style that specializes in serving Arabic, coffee, and hot drinks in addition to cold drinks and some Indonesian dishes like Nasi Goreng with Arabic spices, chicken kebabs, beef kofta, and kuna fa with mozzarella cheese. Arabic tea and date drinks with milk will also be available. All groups, notably students in the city of Jakarta, may enjoy these beverages and dishes at low costs while receiving first-rate service at Dapur Arab.

Because it is adjacent to the city center, five universities, and a lot of student housing, Dapur Arab is distinguished by its accessible position. Regarding the project's decor, a coffee shop project will need classy decor with a beautiful and creative model. There is no question that the decorating used in such projects will draw clients in and provide them with a sense of psychological security that will encourage them to return often. Effective interior and exterior designs are crucial to the project's success.

1.2 The Business Formula contains:

The business formula for a restaurant typically includes the following key elements:

1. **Concept and Branding:** This includes identifying the type of a restaurant you want to open and developing brand identity that resonates with your target market.
2. **Location:** Choosing a location that is easily accessible, has high foot traffic, and complements the restaurant concept.
3. **Menu:** Creating a menu that offers a variety of dishes to cater to different tastes and preferences, while also ensuring consistency in quality and taste.
4. **Staffing:** Hiring and training skilled staff members, including chefs, servers, and bartenders, who can provide a high level of service to customers.
5. **Marketing and Advertising:** Promoting the restaurant through various channels such as social media, local print, and online publications, and a word of mouth.
6. **Operations and Management:** Developing efficient systems and processes to manage inventory, finances, and customer service, while also ensuring compliance with health and safety regulations.
7. **Financial Management:** Managing finances effectively by monitoring revenue, expenses, and profits, and making adjustments as needed to maximize profitability.

The business formula for a restaurant involves careful planning, attention to detail, and a focus on providing an exceptional dining experience for customers^[1].

1.3 Business Purpose in Dapur Arab

Business development objectives using the sustainable business model innovation approach ^[2]:

- An investment opportunity that aims to serve the project's vision of being the best in Arabic and Indonesian cuisine served in the restaurant in Yogyakarta.
- It serves the strategic objective of the strategic plan 2021–2025, which is to achieve an increase in profits of 20%–25% every year and to employ 20 employees by the end of the fifth year.
- Meeting the needs of the Arab customer residing in Yogyakarta and the Indonesian customer who loves Arabic food
- The first destination for Arabic food is Yogyakarta.
- Diversity, innovation, and modernity in services
- Customer care and hospitality

1.4 Business Benefits

In Dapur Arab Restaurant's business plan, business benefits refers to the positive results or advantages that Dapur Arab expects to gain from implementing its strategies and achieving its goals. Here are some examples of business benefits that Dapur Arab Restaurant may include in its business plan:

- **Increase Revenue:** Dapur Arab Restaurant expects to increase revenue by introducing new menu items or special offers or expanding its customer base through targeted marketing.
- **Cost savings:** A restaurant may expect to reduce costs by improving inventory management or negotiating better deals with suppliers.
- **Improving Customer Experience:** The restaurant looks forward to improving the customer experience by providing excellent service and creating a welcoming atmosphere.
- **Improving Brand Reputation:** The restaurant is looking to enhance its brand reputation by taking advantage of social media and participating in community events.

Chapter II

Literature review

2.1 Strategic Operations Management Decisions

Operations strategy is concerned with reconciling market requirements with operational resources, and this occurs through:

Meet market demands by setting appropriate performance targets for operations.

Make decisions about the allocation of adequate resources that affect the objectives of operations.

Decisions made in these areas determine whether the business strategy has been implemented, and the categories of operations strategy can be divided into many different types of areas that must be addressed. ^[4].

Here is a list of 10 critical decisions in operations management ^[5]:

1. Design of goods and services: The actual design of a product or service will have the greatest impact on the cost of production and the quality that can be achieved
2. Quality: How the organization will ensure that product specifications are met. This may include the use of statistical process control, total quality management, ISO, or Six Sigma.
3. Design the right procedures and capacity: Choosing the right products along with their size and variety will have a huge impact on which type of operation is chosen.
4. Location: The selection of appropriate locations is one of the crucial decisions for the success of the organization. This will be a major factor in terms of the speed of the delivery process, and the efficiency of shipping and delivery to customers.
5. Planning and strategy design: considering the status of work centers, the movement of goods, people, and information, and how materials are delivered and used.

6. Human resources and job design: decisions about employee training, and how to motivate employees for operational success.
7. Supply Chain Decisions: A key consideration is the location of suppliers and the level of cooperation with suppliers that affects cost and speed of delivery.
8. Inventory: The mechanism for using and controlling business stocks and the supply chain.
9. Scheduling: It includes how to schedule production, resources, and personnel to be efficient and meet commitments to customers.
10. Maintenance: involves maintaining equipment and machinery, as well as maintaining high quality and great stability in operations.

2.2 Business Strategy Management Decisions

2.2.1 SWOT Analysis

SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is a framework used to assess the competitive position of a company and to develop strategic planning. In a SWOT analysis, internal and external variables, as well as present and future potential, are evaluated.

[6] and [7].

- Strengths

Strengths refer to the key factors that give you an edge in your business and encourage customers to come over.

- Weaknesses

Weaknesses refer to the main factors that are not available in your coffee shop.

- Opportunities

Opportunities refer to external factors that influence the growth of your coffee shop. This is done by highlighting the financial and social trends related to existing and potential coffee shop customers to create more opportunities.

- Threats

Threats refer to the obstacles you encounter when starting a coffee shop.

2.2.2 Porter Competitive Strategy

Porter's Five Forces Framework is a tool for assessing the degree of competition in a particular sector. When launching a new company or entering a new industrial area, it is extremely helpful. The model bears the name of Harvard Business School professor Michael Porter, who developed it and published it in his 1980 book *Competitive Strategy: Techniques for Analyzing Industries and Competitors*.

This concept holds that competitors are not the only sources of competitiveness. Instead, five main factors control the level of competitiveness in a business ^[8]:

1. The possibility of new rivals
2. Supplier bargaining strength
3. The buying power of consumers
4. Threat of alternative goods or services
5. Rivalry between current rivals

Many different kinds of businesses or factories use Porter's five forces model to comprehend the variables that affect corporate profit. It can assist in making specific decisions about whether to enter a particular industry, build up capabilities there, or create competitive strategies ^[9].

- The possibility of new rivals

When a new rival joins the market, your prospects of profitability are reduced since newcomers and competitors are businesses with a new ability and desire to capture a portion of the market, particularly when the industry is lucrative and appealing to investors. Depending on the obstacles they must overcome to join the market, their danger varies in intensity.

- Supplier bargaining strength.

The capacity of a company's suppliers to increase their prices or degrade the quality of the products or services they provide, consequently diminishing your company's profit, is analyzed in terms of their negotiating power. As a result, taking suppliers into account and the

availability of substitute providers are crucial components in figuring out supplier strength. Their power and influence increase with the reduction of suppliers. When there are many suppliers, your business is in a better position.

- The buying power of consumers

This strength examines how much pressure consumers may exert on the business. Customers have a lot of power when there are few purchasers and when they have several options besides you to buy from. Customers may now become more informed and, hence, more powerful thanks to the internet. Customers may readily access deals from different businesses, compare prices online, and learn more about goods and services. As a result, your business must differentiate its goods and services in order to diminish buyer power.

- Threat of alternative goods or services.

Alternative goods and services pose a greater danger to your business because they give clients more freedom to shop around and make other choices while limiting their ability to choose your product or service.

- Rivalry between current rivals.

Internal rivalry in the industry or area This section analyzes the number of competitors and the number of items on the market to evaluate the level of current market rivalry. When there are several rivals who are roughly comparable in size and power, or when the market is expanding slowly and customers have easy access to rivals with cheaper prices, there is strong rivalry.

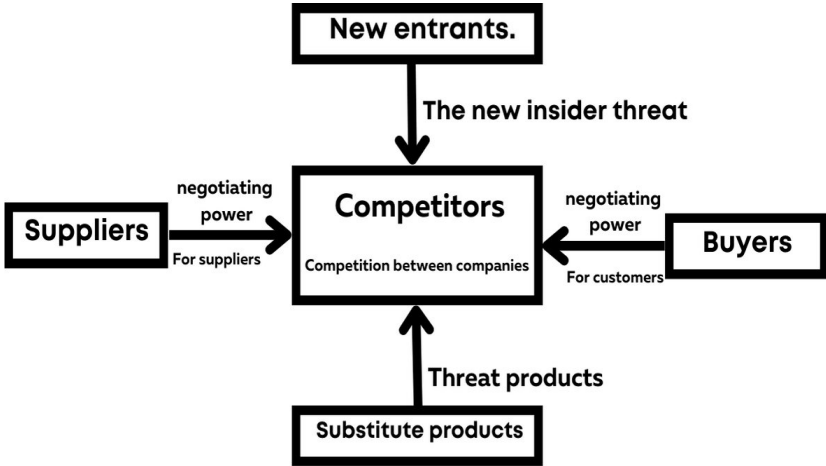


Figure 2.1 Porter Competitive Strategy

2.2.3 Business Model Canvas and analysis

A business strategy A canvas is a graphic depiction of a company model that emphasizes all important strategic elements. In other words, it provides a broad, comprehensive, and all-encompassing perspective of the business' operations, clients, sources of income, and more.

Dapur Arab Business Model Canvas

Analysis to identify business models at the Dapur Arab using a business model canvas of Osterwalder and Pigneur. Dapur Arab business model identification was conducted to obtain information in-depth description of the business run.

The nine elements of the business model canvas, then the business model at the Dapur Arab can be mapped.

- 1- Value Proposition
- 2- Customer segments
- 3- Distribution channels Channels
- 4- Customer relationship
- 5- Revenue Stream
- 6- Key Resources
- 7- Key Activities
- 8- Structure Costs
- 9- Key Partners

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	

Figure 2.2 Business Model Canvas and analysis

- **Customer Segments**

Customers are the source of success for any project. The added value is directed at them to achieve profits. Therefore, any project needs to divide customers according to how similar or different their needs are and also according to the difference in value proposed for each group of customers, distribution channels, and relationships with them.

The target market is:

Multi-sided markets: In this type, value is provided to more than one segment of customers interconnected together, so the value can only be provided with the presence of all customers at the same time.

- **Value propositions**

The proposed values are the cornerstone of any project, and therefore there must be a clear vision of how they contribute to addressing customers' problems or meeting their

needs. Designing these values depends mainly on the target customer segments of the project ^[11].

- Performance: Improving the performance of an idea that already exists
- Adaptation: Assigning a specific value to a specific group of customers based on their needs
- Price: Provide an existing value proposition but at a lower price
- Reducing costs
- Reducing the risks
- Ease of access

- **Channels**

Channels are how the proposed values can be communicated to the target customer segments of the project.

The role of these channels with customers can be divided into five main stages:

- Awareness:

How can customers raise awareness of the project and its products and services?

- Evaluation:

How are clients assisted in evaluating the product?

- Purchasing process:

How does the project allow customers to purchase its products?

- Delivery:

How are the value propositions communicated to customers?

- After-sales:

How is the after-sales follow-up service provided to customers?

- **Customer Relationships**

There are many types of relationships that you can establish with clients during the project; among the most important of these are:

- Personal assistance: Assisting the customer directly during or after the purchase process, which may be through a face-to-face meeting, phone calls, e-mail, and other means.
- Automated service: such as Gopay and mobile banking

- **Revenue Streams**

The most important thing is that this revenue is recurring, so customers buy from you more than once because they are convinced of the value proposition and how useful it is to them.

- **Key Resources**

Resources contribute to creating and presenting value propositions to customers, and they can be classified into four main types as follows:

- Material resources: such as machines, devices, equipment, and everything materially related to production
- Intellectual resources: such as trademarks
- Human resources: Of course, the presence of the human element may be a constant for all projects
- Financial resources: using funds as existing capital for the project

- **Key Activities**

The success of the business model depends on the implementation of a set of main activities through which the proposed values are presented to customers and the rest of the other activities that lead to the success of the project, such as maintaining relationships with customers.

The main activities can be categorized as follows:

- Productivity
- Problem-Solving: This activity is concerned with finding solutions to the problems facing customers.
- Platform: It depends on using platforms or websites as main source for project implementation.

- **Key Partnerships**

It results in a rise in the performance of the business. Partnerships can be made with suppliers to ensure the permanent supply of the resources required to implement the project and at the same time obtain them at lower prices.

- **Cost Structure**

The cost structure of the project can be established after identifying the resources, activities, and partnerships, and we can distinguish between two main categories of cost structures in the business model as follows:

- Cost-driven: This type focuses on reducing the cost whenever possible even with the expected negative impact on the quality of the value proposition in the project.
- Value-driven: This type aims to obtain the highest quality value proposition, regardless of the costs incurred in the project.

The choice between the two is made according to the suggested values. Whichever option chosen, the cost structure for the two might contain the following details:

- Fixed costs: costs that remain the same regardless of the volume of production, such as the some salaries of employees in the company.
- Variable costs: costs that change according to the change in the volume of production, such as the materials used in manufacturing, which change according to the number of units produced, or the cost of the server for platforms.

Note:

The greater the volume of production in the company, the more it will be able to reduce production costs, as it will obtain a large number of resources at wholesale prices, which contributes to reducing the cost of one unit while increasing production.

2.3 Decisions in Human Resource Management

Human resources planning is one of the important means that organizations resort to to raise their efficiency and effectiveness, and it depends mainly on the success or failure of the organization's efforts to achieve their goals of survival, stability, expansion, growth, productivity, profitability, improving services, and achieving the necessary advantage in this era full of various environmental variables.

HRM aims to create a productive and supportive work environment that enables employees to reach their full potential while achieving the organization's goals and objectives.

2.3.1 Organizational Structure

Organizational structure in human resource management (HRM) refers to the framework of roles, responsibilities, and relationships that exist within an organization. It defines how work is divided and coordinated among different departments, teams, and individuals and provides a basis for decision-making, communication, and accountability ^[12].

A well-designed organizational structure can help HR managers to:

1. Ensure that each employee knows their roles, responsibilities, and reporting relationships.
2. Facilitate the efficient flow of information and resources within the organization.
3. Promote collaboration and teamwork across different departments and functions.
4. Streamline decision-making processes and minimize conflicts.
5. Ensure that the organization's goals and objectives are aligned with the individual goals and objectives of employees.

2.3.2 Recruitment

The recruitment process is an integrated process of a group of activities such as recruitment, selection, and appointment, and conducting an ideal recruitment process. The first important element to achieve this is the presence of an efficient and qualified recruitment specialist for this sensitive process, and the recruitment specialist must be fully aware of the

company's requirements, job requirements, internal work environment, and resources. The available finances for the recruitment process, competition in the labor market, the abundance of human resources, and many other factors affect the efficiency and accuracy of the recruitment process [13].

2.3.3 Compensation

Compensation in human resource management refers to all the monetary and non-monetary rewards that an organization provides to its employees for their work. This can include a base salary, bonuses, commissions, benefits, and other perks.

The Compensation Department designs, administers, and evaluates compensation programs to ensure that they are fair and effective. It can indeed become a challenging task, as many different factors must be considered [14].

Some of these include:

- The overall business strategy of the organization
- Types of jobs and required skills
- Internal justice (how fair compensation is within the organization)
- External competitiveness (how much other organizations pay for similar jobs)

Once a compensation program is designed, it must be managed and monitored on an ongoing basis. It includes setting up payroll processes, tracking employee data, and making payments correctly [15].

2.4 Marketing Management

Kotler's definition of marketing

It is the job that seeks to determine the future goals of consumers and find the optimal ways to satisfy those needs and desires competitively and profitably. Successful marketing management relies on making appropriate efforts to achieve the exchange of its products with prospective markets ^[16].

Marketing concept

Marketing: the processes related to planning the implementation of concepts related to pricing, promotion, and distribution of ideas, goods, and services to achieve exchange processes toward satisfying individuals and meeting the objectives of the organization.

The most important element of our marketing strategy is

- The delivery of a quality product
- Attention to the good and appropriate packaging of the product to help market the business
- Targeting at the right time with the right category
- The use of social media that is used in the marketing target circle

What are the most important reasons that led to the emergence of the marketing concept?

- The decrease in the level of sales
- Sluggish growth in the market
- The change in the tastes and desires of consumers
- Increasing competition among marketers to search for available and already specified opportunities in the market

Marketing ethics

Marketing ethics are the principles and standards that must be followed in the marketing process for the performance to be acceptable to the group surrounding the organization.

Reasons for the emergence of marketing ethics:

- The prevalence of some counterproductive or undesirable acts in the marketing activity specifically and in a manner that does not conform with the objectives and policy of the organization, as is the case in the prevalence of bribery
- Many of the decisions taken by managers at various administrative levels in the organization do not often result in an adequate understanding of work ethics.
- The behavior of some departments of organizations or marketing groups within them cannot be controlled and restricted through legal legislation alone.
- Society needs to set ethical rules for the work of marketing organizations.

2.4.1 Segmentation, Target Markets, and Positioning

R-STP-MM-I-C

What is R-STP-MM-I-C?

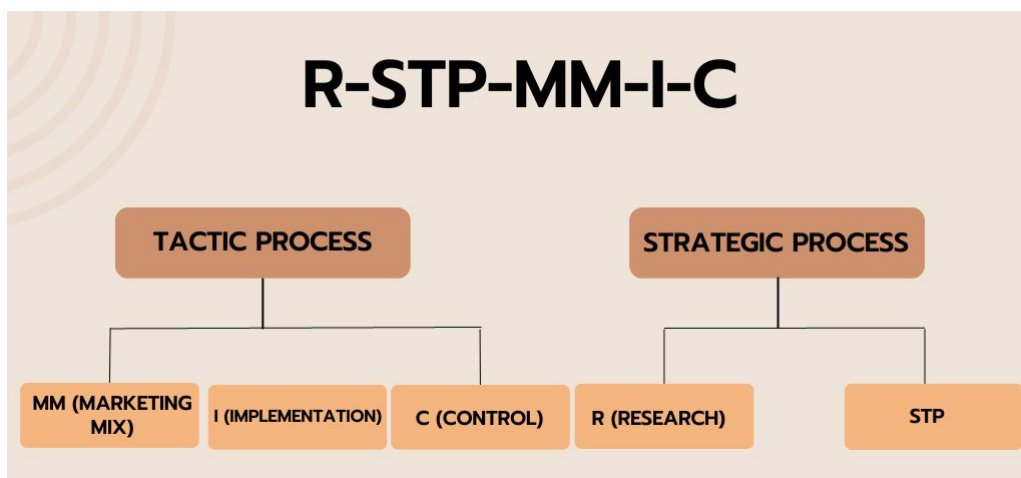


Figure 2.3 R-STP-MM-I-C

- Strategic Process
 - R (Research)
 - STP (Segmentation, Targeting, Positioning)
- Tactic Process
 - MM (Marketing Mix)
 - I (Implementation)
 - C (Control)

R (Research)

R (Research)			
PEST			
Political	Economic	Social	Technological
Tax policy	Economic growth	Population growth rate	In fracture
Labor law	Inflation rate	Age distribution	IT
Environment law	Exchange rate	Cultural aspects and health consciousness	Innovation
Trade restrictions	Interest rate	Religions	New technology
Tariffs	Consumption trend	Education	Patent
	Cost of living	Language	
	STP		
Segmentation	Targeting		Positioning

Tabel 2.1 R (Research)

Segmentation Target Positioning (STP)

A business will be more developed and able to achieve its goal if it has a good marketing strategy for targeting consumers. In order to develop a marketing strategy, three components must be clearly defined:

1. Retail or to whom I can sell the services.
2. Targeting, or who I will sell my service to.
3. Determine where or how to sell my service.

Segmentation

It stated that marketing strategy is an important part of business strategy, which gives direction to all management functions in an organization. Modern strategic marketing mainly consists of three main steps: segmentation, targeting, and positioning.

What is known is the Kotler STP. Further, in the case of segmentation, it can be done based on the following dimensions: a. geographic segmentation; b. demographic division; c. behavioral segmentation; and d. psychographic segmentation.

Target

After evaluating the different departments, decide which segment to select and how many segments to offer. In the following, targeting is the process of evaluating segmentation and focusing marketing strategies on a country, province, or group of people that have the potential to respond. Further, in determining the company's target market, it can take into account the following five patterns:

- 1) single-part concentration
- 2) selective specialization
- 3) Product specialty
- 4) Market specialty
- 5) Complete market coverage

Positioning

Determining the development strategy always begins with positioning. He stated that brand positioning is "a strategy to lead customers with credibility". He stated that positioning is a business plan for bidding and the image of the company to occupy a privileged position in

the mind of the target market. He revealed that positioning is not what you do with a product but what you do in the mind of a potential customer.

Some product positioning strategies that companies, according to Kotler, can use in marketing their products include:

1. Positioning based on product benefits
2. Positioning based on usage or application
3. User-based positioning
4. Positioning based on competitors
5. Positioning based on product categories
6. Positioning based on quality and price.

2.4.2 Marketing Mix.

It is an integrated set of detailed strategies, tactics, policies, programs, and activities directed in their entirety toward the resources owned by the company to achieve its marketing objectives.

There are four basic elements that any marketing strategy must include:

- 1) product
- 2) Price
- 3) Positioning Statement
- 4) Promotion Strategy

Based on Kotler 2022, the marketing mix consists of product, price, place, and promotion.

1. Product

A product is everything, both physical and non-physical, that can be offered to consumers to fulfill their wants and needs.

Product, which consists of

- Product Variety
- Quality
- Design
- Features
- Brand name
- Packaging
- Sizes
- Services
- Warranties
- Returns

2. Pricing Strategy

- List price
- Discount
- Allowances
- Payment period
- Credit terms

3. Positioning Statement

- Coverage
- Assortments
- Locations
- Inventory
- Transportation

4. Promotion Strategy

We will promote our Dapur Arab name and label almost more than the product itself because, to be successful, we have to stand for brand integrity and excellent menu offerings.

Therefore, our promotion strategy includes focusing on Instagram and all Google services.

- Sales promotions
- Advertising
- Sales force
- Public relations
- Direct marketing

2.4.3 Brand Awareness

Brand awareness is the way consumers recognize and remember your business. The more brand awareness you have, the more familiar audiences will be with your logo, messages, and products ^[17].

Brand awareness is important because it helps the audience understand, recall, and become comfortable with your brand and products. If you can build brand awareness among your target demographic, you can help your brand become top of mind when those consumers are ready to search and make a purchase.

Is brand awareness a marketing strategy?

That definition is broad, and so is brand awareness. It is an umbrella term that indicates how aware and informed people are about what your brand has to offer.

2.4.4 Integrated Marketing Communications

Integrated marketing communication means integrating all promotional tools so that they work together in harmony. According to IMC, makes orders more consistent. This reduces the risk in the buyer's mind by shortening the search process and helping to compare brands. On the other hand, communication becomes integrated by creating a sense of order. Relevant and informative customer database images can be used to accurately identify customers.

The effectiveness of IMC is that there is a synergy between the different marketing messages and a great understanding that marketing is essentially communication between a company and its potential customers. Here are the marketing communication mediums to generate revenue, increase market share, increase purchase interest, and build brand awareness, so marketers need to find ways to make things more effective by using an integrated marketing strategy as a first step:

1. Advertising (advertising), that is, promotion in the form of impersonal presentations and promotions that require costs for ideas, goods, or services produced by an obvious sponsor,
2. Sales promotion are various short-term incentives to encourage the trial purchase of products or services. Forms such as sweepstakes, prizes, samples, and more.
3. Events and experiences are company-sponsored activities and programs that are designed to create and present the company's brand to customers. Formats include arts and entertainment festivals, charity events, and more
4. Public Relations and Publicity: To obtain favorable publicity and enhance the company's reputation, this form of promotion involves developing strong relationships with various audiences within the company. Forms of this activity include donations, charities, speeches, seminars, and more.
5. Direct marketing (direct selling) is a direct relationship with each carefully targeted customer to obtain an immediate response and strengthen good relations with customers so that they are expected to last for a long time.
6. Online marketing and social media (Internet marketing and social media), that is, activities or programs designed online to engage customers or potential customers and directly raise awareness, improve image, or obtain sales of products and services, This type of marketing is similar to social media marketing (Facebook, Instagram, etc.).
7. Mobile marketing (marketing using a mobile phone), that is, marketing that is carried out with the help of a mobile phone in the form of gadgets, tablets, and mobile phones,
8. Personal selling, that is, face-to-face interaction between one or more potential buyers to make offers and answer questions in the form of personal presentations by the company's sales team to create sales transactions and build relationships with customers,

2.5 Decisions in Financial Management

The success of economic projects depends on the following scientific methods of management: Also, the fundamental success of a strategy depends on three critical factors: a firm's alignment with the external environment, a realistic internal view of its core competencies and sustainable competitive advantages, and careful implementation and monitoring.

Financial management considers a function that is a task in invested capital management to achieve possible profitability and/or the optimal use of financial resources and management to achieve the objectives of the project.

The company's dedication to survival, expansion, and profitability serves as a representation of the finance component.

Financial management has gone through some developments since the beginning of this century, when it was moved from descriptive studies to scientific studies that are subject to a standard, accurate process. It moves from the field that was interested in the search for sources of funding to a field interested in asset management and channeling financial resources to areas of better use, as well as from external analysis of the institution to focusing on the decision-making process within the organization ^[18].

The BSC (Benefits of a Balanced Scorecard) prioritizes four crucial factors to guarantee that the strategy is transformed into goals, operational activities, and financial objectives: financial factors

- employee learning and growth
- customer satisfaction
- internal business processes.

The role of financial management in the organization is a constantly evolving one that is thus in line with suitable modern ideas and methods in the areas of use.

2.5.1 Financial Analysis

The process of critical evaluation of the financial information contained in the financial statements to understand and make decisions regarding the operations of the firm is called 'Financial Statement Analysis. It is a study of the relationship among various financial facts and figures as given in a set of financial statements and the interpretation thereof to gain insight into the profitability and operational efficiency of the firm and assess its financial health and prospects.

Tools for Financial Statement Analysis

1. **Comparative Statements:** To offer an impression of the status of two or more periods, comparative statements compare the profitability and financial condition of a company for various periods.
2. **Common Size Statements:** These statements show how various financial statement items relate to one another by stating each item as a percentage of the common item.
3. **Trend analysis** is a method for examining the financial status and operational outcomes over a period of years. A trend analysis may be performed using historical data from a corporate company to track percentage changes over time in the chosen data.
4. **Ratio Analysis:** It explains the important connection between different elements on a balance sheet and a statement of a company's profit and loss.
5. **Cash Flow Analysis:** This is the study of the actual inflow and outflow of cash inside a company. Cash inflow, also known as positive cash flow, and cash outflow, sometimes known as negative cash flow, refer to the flow of money into and out of an organization, respectively.

2.5.2 Types of Financial Statements

There are several types of financial reports that used by various companies. According to four types of financial reports are often used by companies, including^[19]:

1. A balance sheet is a report on the company's wealth over a certain period of time.
2. A profit and loss report shows the operating performance of a company over a certain period and shows how far the company can carry out business activities and how efficient it is in generating profits.
3. The report on changes in capital shows how much net profit the company gets that is reinvested in the company, which affects the amount of capital as a whole.
4. Statement of Cash Flows, presenting information about the net cash flow of operating activities, funding, and investment

Chapter III

Business planning

3.1 Company Overview

3.1.1 Company History

The Café Project is one of the projects spread in the current period, which has become the trend of most young people because they are among the most likely groups to deal with this project because they spend their time at cafes.

The coffee shop project is one of the most profitable projects anywhere in the world because its owner does not need long experience in that field and has an average budget that suits most members of society, in addition to obtaining appropriate monthly profits.

The idea of the project (Dapur Arab) is to establish a coffee shop and a restaurant in an Indonesian Arabic style that specializes in providing meals, Arabic coffee, and hot drinks in addition to cold drinks and some Indonesian meals such as Nasi Goreng with Arabic spices, chicken kebabs, beef kofta, kunafa with mozzarella cheese, Arabic tea, and date drink with milk.

These drinks and foods are served in Dapur Arab with distinguished service, a suitable place, and reasonable prices for all groups, especially the students in the city of Jokjakarta.

As for the project's decor, of course, a coffee shop project will need elegant decor with an artistic and wonderful model. There is no doubt that the decoration in such projects will attract customers to enter and will give them psychological comfort that will make them flock to the place again. Good interior and exterior designs are a major factor in the success of that project.

3.1.2 Company Location

(Dapur Arab) is characterized by its convenient location as it is close to the city center, 5 universities, and many students' housing.

(Jl. Cemp. Baru, Dero, Condongcatur, Kec. Depok, Kabupaten Sleman, Daerah Istimewa Yogyakarta 55281)

3.1.3 Meaning of Logo and Tagline



Figure 3.1 Logo and Tagline

The colors red and dark yellow were chosen because of the effect of these two colors on customers.

The color red is an appetite stimulant.

The sign of the flame in red carries the meaning of hot, hot, and delicious food.

3.1.4 Vision and Mission of the Company

1) Focus on quality

- Raising the level of the general performance of the coffee shop to completely avoid the negatives so that there is no percentage of the possibility of an error occurring when carrying out the business.

2) Constant quality control

- Improving the quality of services and goods provided, to enhance the competitive position.

3) Focus on the guest experience

- Achieving customer requirements and focusing on satisfying them to the highest possible degree.

4) Attention to the staff

- Increasing the loyalty and belonging of working individuals, to spread the culture of cooperation and teamwork in the spirit of one team, in addition to the administration's reliance on a variety of motivational methods.
- Providing employees with systems, procedures, and directives that ensure the proper functioning of their work.

5) Get close to the community

- Increasing the ability to respond to environmental changes and adapt to them, which helps them to survive, continue and grow continuously.

3.1.5 Frameworks

Being able to make effective business decisions can either lead to the failure or success of a restaurant.

The typical customer journey of a restaurant involves: the customer entering the restaurant, getting seated by a waiter, looking through the menu, asking the waiter for advice, placing orders, eating, ordering and eating again, paying the bill, exiting, and visiting again if they had a good experience.

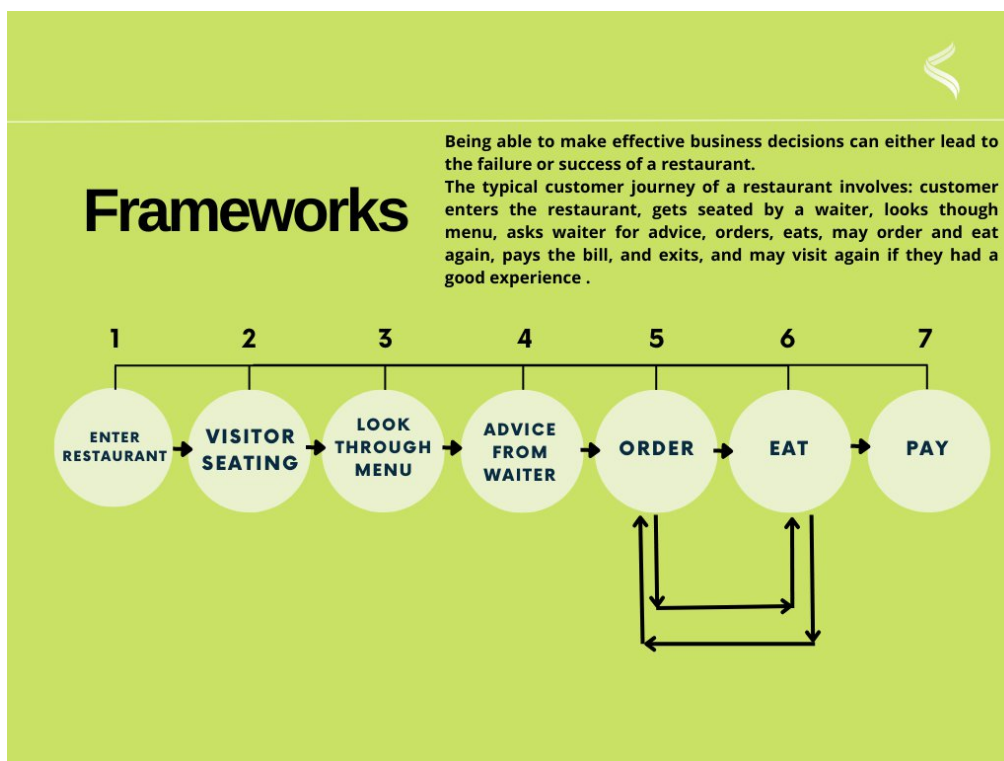


Figure 3.2 Frameworks

3.1.6 Business Model Canvas

Key Partners	Key Activities	Value	Customer	Customer
Food Raw Material Supplier	Food and drinks Production	Proposition Quality local coffee	Relationships The personal service	Segments Coffee Lover
Furniture supplier to support the needs of tables and chairs	Selling food and drinks High-quality service. Marketing	Quality Arabic food such as Kebab Ayam Indonesian food but with an Arabic flavor as Nasi Goreng Indonesians love Arabic sweets such as kunafa with mozzarella cheese	Social media Community	Arabic food lover Who loves Indonesian food but with an Arabic flavor Lover of Arabic spices
	Key Resources Financial Resources buildings, equipment, human resources, and raw materials Cashier accounts and inventory management	The uniqueness of the place of service and comfortable atmosphere	Channels Direct sales Instagram Go food application Grab food application	Lover of Arabic sweets

	<p>software</p> <p>CCTV program</p> <p>Internet service</p> <p>The electricity that bears the devices</p> <p>The brand name</p>			
<p align="center">Cost Structure</p> <p>Preparing the place to suit the service provided in terms of painting, decoration, lighting, and division</p> <p>Purchase of raw materials</p> <p>Operating costs</p> <p>Salary labor</p> <p>marketing costs for an opening promotion</p>		<p align="center">Revenue Streams</p> <p>Selling food and drinks</p>		

Tabel 3.1 Business Model Canvas

3.2 Operational Aspects

3.2.1 Product Design

The product design section of a business plan is critical for outlining the product's key features and advantages, as well as providing a roadmap for its development, launch, and ongoing success.

- **Product Description:**

Our restaurant specializes in Arabic food and offers a variety of Arabic sweets. Our focus is on serving fresh, high-quality food in a relaxed and welcoming atmosphere.

- **Market analysis:**

Our target market is food lovers who are interested in Arabic and fresh food. We will market to the residents of the surrounding neighborhoods as well as to visitors to the area, such as the guests in the neighboring hotels.

- **Competitive Analysis:**

Our restaurant will distinguish itself from competitors by providing high-quality ingredients and an original Arabic taste.

- **Development plan:**

We will develop relationships with suppliers. We will test and improve recipes to ensure quality food and beverages.

- **Sales and marketing plan:**

We will make use of social media to promote our restaurant as well as local ads in our print and online publications. We will run promotions and special offers to attract new customers and keep existing customers coming back.

3.2.2 Production process and product specifications

The model shown in Figure 3.3 covers all the requirements of the proposed management system, which includes four main processes:

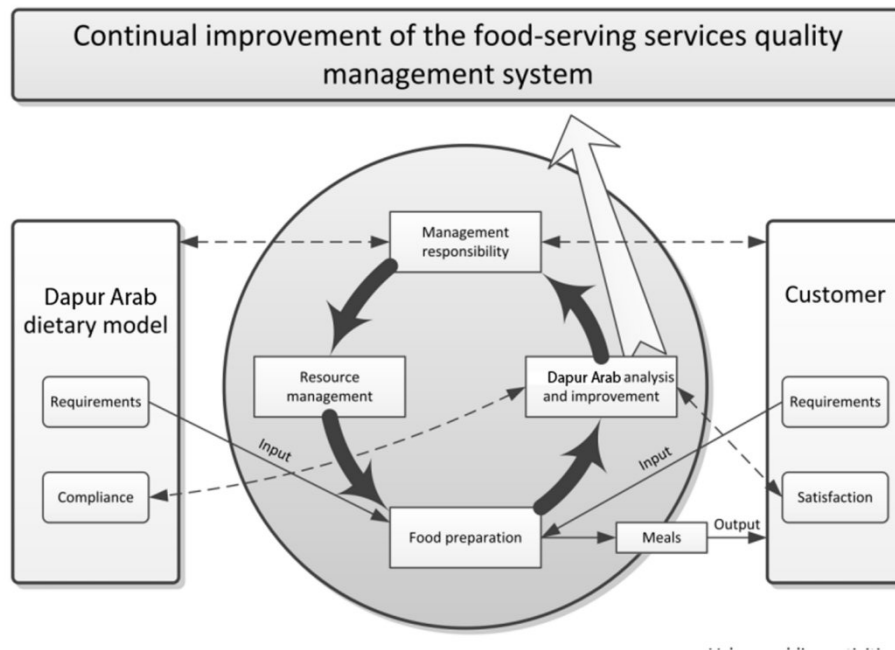


Figure 3.3 Production process and product specifications

1. Management responsibility: covers all sub-processes that concern the managerial aspects of the system, from the commitment to the stated food quality policy to the focus on the customer.

The responsibility and authority of the personnel in the frame of the proposed system should be defined, reported in the quality manual, and communicated within the business organization.

- Design the production processes with safety considerations in mind.
- Organize and carry out each step of the manufacturing process properly.
- Operate under the rules that ensure food safety at every stage of the production process.
- Propose to the management alternative methods that may bring better results.

2. Resource management: covers all the sub-processes that relate to the provision of resources, either human resources or the working environment.

The business management should offer all the resources necessary for the accomplishment of the business objectives. Usually, resources refer to the human resources and the infrastructure. the buildings, workspace, and associated utilities, the process equipment (both hardware and software), the supporting services (such as transport or communication), and the working environment (ISO, 2008).

3. Food preparation: covers all the sub-processes that relate to the preparation of food, from the compilation of the menu and the supply of provisions to the cooking and serving of meals.
4. Measurement analysis and improvement: covers all the sub-processes that, through monitoring and measurement, analysis of data, and control of non-conformance to the standard, lead to overall system improvement.

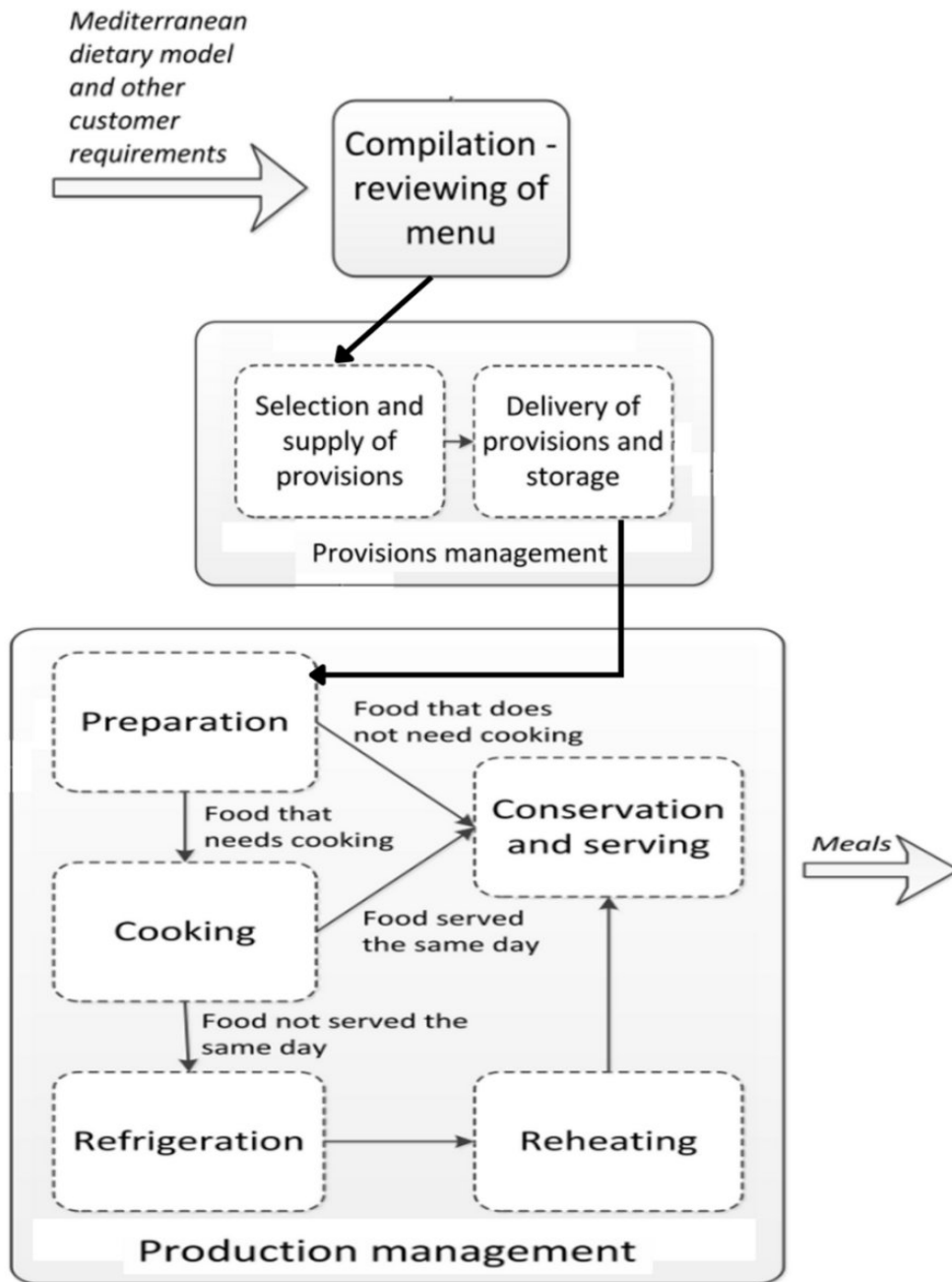


Figure 3.4 Production management

3.3 Strategic Aspects

3.3.1 Porter's five Force Analysis

Porter's Competitive Strategy (Dapur Arab)

1) The possibility of new rivals

The newcomers are considered a threat to the market, due to the increase in the number of Arabs who want to open Arab restaurants, and the Indonesians are trying to open Arab restaurants and learn Arabic cooking.

2) Supplier bargaining strength

One of the most difficult challenges, due to the fluctuation in prices at times, after the corona virus

3) The buying power of consumers

With the Internet, it became easier for buyers to know the prices, and intense competition was created between restaurants.

4) Threat of alternative goods or services

With the presence of many alternatives on the same path and the ease of offering them by the consumer, it is considered easy for consumers to go to alternative restaurants based on the prices of meals and offers.

5) Rivalry between current rivals

Another problem in the restaurant market is that some commodities cannot be stored for a long time, so if they are not sold in a short time, it is considered an irreparable loss. This leads to a price war and competition to sell destinations that are about to expire.

3.3.2 Risks faced

The risk section of a business plan usually includes a list of potential risks and how the restaurant plans to mitigate them. Some of the common types of risks we may encounter include:

- **Market risks:** The restaurant may face risks related to changes in the local market, such as the entry of new competitors into the market or a decrease in customer turnover.
- **Financial Risks:** Restaurants operate with slim profit margins, and unforeseen expenses or periods of slow sales can lead to financial hardship. To counter these risks, the business plan may include cash flow management strategies.
- **Operational Risk:** The restaurant is subject to operational risks, such as equipment failure or employee turnover. To address these risks, the business plan may include strategies to mitigate operational risks, such as investing in high-quality equipment.
- **Legal and regulatory risks:** The restaurant is subject to a range of regulations related to food safety and labor laws. To address these risks, the business plan may include strategies for staying in compliance with all relevant regulations, such as hiring a consultant to guide legal compliance.
- **Reputation risk:** Reputation is key, and negative reviews or social media posts can have an impact on a restaurant's success. To counter these risks, a business plan may include strategies for building and maintaining a positive reputation, such as investing in high-quality ingredients and monitoring communications.

3.3.3 SWOT analysis

Internal factors	
Strengths	Weaknesses
<p>Demand for Arabic food in the city</p> <p>The experience and love of the project owner for the idea</p> <p>Knowing the owner of the project with Arab customers</p> <p>An excellent relationship with suppliers</p> <p>Service and hospitality.</p> <p>Competitive prices for the services provided.</p> <p>A new project that combines Arabic and Indonesian food in one restaurant</p>	<p>A new project that combines Arabic and Indonesian food in one restaurant.</p> <p>Funding is weak.</p> <p>The location is not strategic with no view</p>
External factors	
Opportunities	Threats
<p>Provide internet and discussion rooms in my coffee shop</p> <p>Going to the online market</p> <p>A good relationship with customers</p> <p>The government's tendency to support</p>	<p>Decreased purchasing power because covid.</p> <p>Many giant Arabic cafes and restaurants appeared in the market in Yogyakarta</p>

small projects	
The growth of the Arab food and products market in the Indonesian market	
The Indonesian people love Arabic food and the Arab heritage	

Tabel 3.2 SWOT analysis

3.4 Aspects of Human Resources

3.4.1 Organizational Structure

The organizational structure of the restaurant's human resources management depends on the type of food served and the number of employees. However, some roles and departments in a restaurant's organizational structure include:

- **Manager:** responsible for overseeing the overall operations of the restaurant, including managing finances, setting goals, and ensuring customer satisfaction.
- **Chef/Kitchen Manager:** responsible for food preparation, menu planning, inventory management, and training kitchen staff.
- **Waitstaff:** responsible for taking orders, serving food, and ensuring customers have an enjoyable dining experience.
- **Bartenders:** responsible for preparing and serving drinks, managing the bar area, and ensuring customers have an enjoyable bar experience.
- **Dishwashers:** They are responsible for cleaning dishes, utensils, and kitchen equipment.

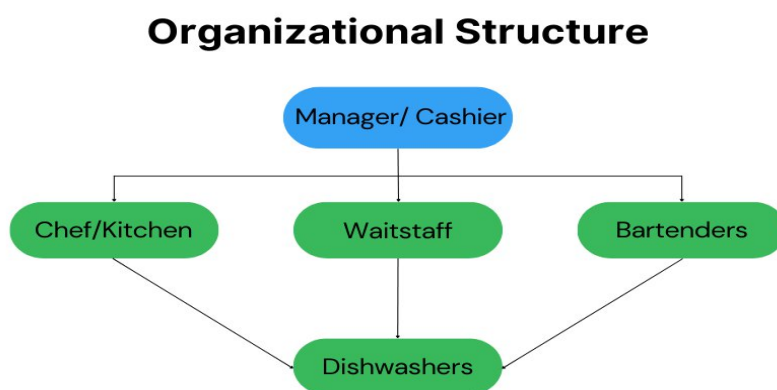


Figure 3.5 Organizational Structure

3.4.2 Job Descriptions

1. The job description of a manager in a restaurant typically includes the following responsibilities:
 - **Staff Management:** Recruit, train, and schedule all employees.
 - **Financial Management:** The manager is responsible for overseeing the financial condition of the restaurant.
 - **Marketing and Promotion:** Develop and implement marketing strategies to attract new customers and retain existing ones.
 - **Operational Management:** Oversee all aspects of restaurant operations, including inventory, purchasing, and maintaining a clean and safe environment.
 - **Menu Planning:** Work with the chef to create new and innovative menu items that appeal to customers.
 - **Sales Management:** Develop and implement sales strategies to increase revenue, including promotions and special events.

2. The job description of a chef in a restaurant has the following responsibilities:
 - **Menu planning and development:** developing and updating the menu, including creating new dishes.
 - **Preparing and Cooking Food:** Overseeing the preparation and cooking of all food items, ensuring they are of high quality and comply with restaurant standards.
 - **Ingredient sourcing and stock management:** sourcing high-quality ingredients and managing stock levels to ensure the kitchen is well stocked and can meet demand.
 - **Kitchen Management:** Overseeing the daily operations of the kitchen.
 - **Health and Safety Compliance:** Ensure that the kitchen complies with all health and safety regulations, including food safety and sanitation.
 - **Creativity and Innovation:** Developing New and Innovative Dishes

3. A restaurant waitstaff job description typically includes the following responsibilities:

- Welcoming customers: welcoming customers to the restaurant, placing them at their table, and providing menus.
- Taking orders: taking food and beverage orders making sure all orders are noted
- Serving Food and Beverages: Providing food and beverages to customers in a timely and professional manner.
- Up-selling: Suggest additional menu items or special offers to customers to increase sales.
- Clean and reset tables.
- Customer Service: Provide excellent customer service, promptly address any complaints or problems, and ensure customers have a positive experience.
- Menu knowledge: good knowledge of the menu, including ingredients and preparation methods

4. The job description of bartenders in the restaurant has the following responsibilities:

- Preparing and serving a variety of drinks
- Keeping the bar area clean and well stocked, washing glasses and cleaning the bar area.

5. The restaurant dishwasher job description has the following responsibilities:

- Clean dishes: Wash dishes, utensils, and other kitchen equipment quickly and efficiently.
- Maintaining cleanliness: keeping the dishwashing area and kitchen clean and well maintained, including wiping down counters.
- Organizing and storing dishes
- Follow safety procedures.

3.4.3 Compensation System

No	Job title	Basic salary	Commission
1	Manager	One-third of net income	There is no Commission
2	Chef/Kitchen	1,500,000 Rp	2000Rp for each kunafa dish sold
3	Waitstaff	1,500,000 Rp	
4	Bartenders	1,500,000 Rp	

Tabel 3.3 Compensation System

3.5 Marketing Aspect

3.5.1 Market Potential

The market potential can be a useful tool for Dapur Arab to evaluate the feasibility of entering a new market or launching a new product. By understanding the market potential, companies can make informed decisions about resource allocation, marketing strategies, and other factors that can impact their ability to capture a share of the market.

3.5.2 Market Aspect

Dapur Arab Restaurant is a small restaurant, and applying the market side can be particularly important to ensure the success of the restaurant. Here are some ways to apply market principles to a restaurant:

- Identify your niche. As a small restaurant, I may not be able to compete with larger, more established restaurants in terms of location or variety.

The focus has been on providing a unique menu or experience that suits a specific market segment. For example, Palestinian kunafa and Maamoul with dates

- Know Your Customers: Understanding your target market is crucial for a small restaurant like Dapur Arab.
- Cost Management: Control costs to maintain profitability, negotiate with suppliers, improve inventory management, and control labor costs through efficient employee scheduling.
- Leveraging Technology: Technology is a cost-effective way to streamline operations, improve customer experience, and expand reach. You can use social media and online marketing to promote your restaurant and make online deliveries to expand your customer base.
- Building relationships with the community: Building relationships with customers, suppliers, and other restaurants is important.

3.5.3 Marketing Plan

R-STP-MM-I-C

Strategic Process

1. R (Research)

These questions were asked to the visitors of the restaurant

How often do you visit a coffee shop for a coffee or a quick meal?

What are the factors to consider when choosing a coffee shop?

What are your favorite types of coffee?

What are your favorite meal options?

After collecting some data and asking the restaurant visitors some questions, the following were concluded:

- People visit coffee shops frequently to have coffee and fast food.
- They prioritize speed, efficiency, and service quality.
- Many prefer specialty coffee and healthy meal options.
- They usually have limited time to take a coffee break or grab a quick meal.

Based on these ideas, a marketing strategy was developed that focused on convenience, speed and quality of service. You can also offer specialty coffee options and healthy meals that suit this target market.

Accordingly, the focus was on the following:

- Making an adjustment in some prices for some food and drinks in the menu
- Cancellation of some meals that were not liked by many customers
- Focus on raising the quality of some of the logs
- Focusing on Maamoul and kebab while making paid ads on Instagram

2. STP (Segmentation, Targeting and Positioning)

1. Segmentation:

Apply market segmentation to tailor its offerings and marketing strategies for different customer segments.

- Market Research:

Conduct surveys and collect data on customer demographics

KELOMPOK UMUR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
0-4	84,132	85,351	86,584	87,883	89,017	89,566	90,043	90,486	90,874	91,143	91,304
5-9	81,980	82,465	82,823	83,219	83,839	85,102	86,451	87,803	89,236	90,481	91,116
10-14	76,319	76,097	76,550	77,354	78,274	79,130	79,689	80,121	80,606	81,286	82,574
15-19	98,449	97,318	95,670	93,777	92,099	91,030	90,833	91,430	92,465	93,631	94,702
20-24	121,552	124,036	125,845	126,810	126,953	126,306	124,980	122,971	120,648	118,559	117,223
25-29	97,321	98,757	100,626	102,913	105,453	108,110	110,387	112,078	113,048	113,268	112,766
30-34	89,581	89,990	90,749	91,647	92,662	93,560	95,006	96,865	99,147	101,655	104,266
35-39	85,652	85,706	85,664	85,750	85,958	86,590	87,056	87,861	88,815	89,862	90,776
40-44	79,901	80,505	80,898	81,102	81,161	81,139	81,271	81,308	81,474	81,741	82,393
45-49	69,100	70,428	71,748	72,984	74,042	74,870	75,517	75,962	76,242	76,367	76,399
50-54	58,732	60,874	62,771	64,492	66,131	67,783	69,175	70,557	71,865	72,982	73,858
55-59	45,090	47,255	49,580	51,941	54,182	56,204	58,343	60,248	61,998	63,655	65,313
60-64	33,627	34,643	35,991	37,627	39,492	41,544	43,613	45,837	48,107	50,261	52,202
65-69	27,489	27,705	27,958	28,342	28,966	29,910	30,882	32,145	33,668	35,394	37,285
70-74	23,076	23,023	22,925	22,773	22,565	22,311	22,551	22,820	23,196	23,762	24,575
75+	31,533	32,031	32,561	33,119	33,707	34,326	34,682	35,020	35,325	35,593	35,846
JUMLAH	1,103,534	1,116,184	1,128,943	1,141,733	1,154,501	1,167,481	1,180,479	1,193,512	1,206,714	1,219,640	1,232,598

Figure 3.6 Segmentation Age

Accordingly, the target age for the restaurant site is from 20 to 34

- Segmentation Variables:

Young adults, dining preferences (vegetarian, meat lovers, and Arabic food lovers), dining occasions (casual, special occasions), and budget (affordable).

- Segmentation Process:

The students who prefer quick food and Arabic food

- Segment-Specific Strategies:

The students and young adults

Menu: Offer daily special quick-service options like salads, sandwiches, and Arabic food with an emphasis on freshness and efficiency.

Pricing: Provide competitive pricing for lunch specials to accommodate budget-conscious professionals.

Promotions: Run a loyalty program for repeat customers, offering discounts or free items after a certain number of visits.

Atmosphere and Experience: Create a comfortable and efficient atmosphere with quick service to accommodate their short breaks.

- Validation and Testing:

Monitor customer feedback, sales data, and engagement levels.

- Continuous Review and Refinement:

Review the effectiveness of each segment strategy and adjust as needed based on customer feedback and changing trends.

2. Targeting

- Use social media ads to promote special offers or promotions during peak hours to your target segment.
- Use targeted advertising to reach customers within the geographic segment, such as by placing ads on social media.

By directing its marketing efforts towards its primary target segment, a coffee shop can increase its chances of attracting customers.

3. position

Based on the segmentation and targeting examples provided earlier, a coffee shop can:

- Develop a unique brand identity that conveys the café's values and mission and promotes its commitment to sustainability on social media.
- Use visual elements such as logos, color schemes, and interior design to create a unique and memorable atmosphere that matches your target audience.
- Create a menu that focuses on quality and meets the preferences of your target segment.
- Promote offers and the unique atmosphere of the café through social media platforms.

Tactic Process

1. MM (Marketing Mix)

a) product

- **Menu:** A restaurant's menu is its core product; this includes high-quality ingredients and the development of attractive, tasty dishes.
- **Service:** In addition to food, restaurant service is also a product that can affect a customer's experience. Provide prompt service, and create a welcoming atmosphere to create a positive product experience for customers.
- **Ambiance:** The ambiance of a restaurant is also a product, as it can influence how customers perceive food and service quality. This includes the decor, lighting, music, and general atmosphere of the restaurant.
- **Drinks:** In addition to food, the restaurant also serves a variety of drinks, such as (Susu Kurma and Arabic Tea) high quality.

b) Price

Menu Pricing: Prices are strategically set for different items on the menu. For example, the Palestinian Nabulsi kunafa, the Arabic kebab, and the nasi goreng

c) Positioning Statement

Our restaurant is the go-to destination for Arab food lovers looking for a unique and delicious experience with a welcoming atmosphere.

clarification:

- Target audience: Arab food lovers
- Unique Selling Proposition: The restaurant offers locally sourced ingredients that are fresh and delicious.
- Competitive advantage: By focusing on unique and new foods that are not found in any other restaurant, such as Maamoul and Kunafa
- Benefits for customers: Customers can expect delicious, high-quality food and a unique dining experience in a relaxed and welcoming atmosphere.

d) Promotion Strategy

- Social Media Marketing: The restaurant uses social media platforms such as Facebook and Instagram to promote special menu items, share photos of their dishes, and engage with their followers.
- Influencer Marketing: The restaurant partners with local food bloggers and Instagram influencers.

2. I (Implementation)

The restaurant has developed a marketing plan to increase sales by 20% over the next six months. Some of the strategies and tactics included in the plan are:

- Launch a new menu.
- Partner with a local food blogger to promote the restaurant.
- Host a charity event to raise awareness on Friday.

3. C (Control)

The control stage of the marketing plan is essential to ensuring that marketing strategies and methods achieve the desired results.

The restaurants have launched a marketing campaign to increase sales by 20% over the next six months. The campaign includes several tactics, such as launching a new menu, partnering with a local food blogger, and hosting a charity event.

Steps during the control phase of the marketing plan:

- **Establish metrics:** The restaurant establishes metrics to measure the success of the campaign, such as the number of new customers, the number of repeat customers, and the increase in sales revenue.
- **Data collection:** The restaurant generates data on the metrics identified in the previous step. For example, the number of new customers who sign up to host a charity event to raise awareness on Friday.
- **Results Analysis:** The restaurant analyzes the collected data and compares it to the desired results. For example, if the goal is to increase sales by 20%, the actual sales growth will be compared to the target growth rate.
- **Take Corrective Action:** Based on the analysis of the results, the restaurant will take corrective action if necessary. If a charity event doesn't generate as much as expected, they might adjust the promotion strategy.
- **Monitoring Progress:** The restaurant monitors the results of marketing efforts and makes further adjustments as necessary. Such as following up on customer feedback to identify areas for improvement in their menu or service.

3.6 Financial Aspects

3.6.1 Capital Requirement

Capital items	Price
Rent	30.000.000
Preliminary cooking equipment	14.000.000
Kunafa cooker	14.200.000
Special Arab coffee stove	3.500.000
The espresso coffee machine	4.000.000
GLASS FREEZER	7.500.000
8 Tables	3.500.000
32 Chairs	3.500.000
Shop design	5.000.000
The store signs	3.000.000
System Cashier	3.000.000
PC	2.000.000
CCTV	1.000.000
Light	1.000.000
Writing pad	1.000.000
Microwave	4.000.000
8 Coffee boxes	800.000
Grinder Electric Coffee Maker	600.000
coffee equipment in the store	1.000.000
20 Coffee cups	400.000
Catering dishes	2.000.000

Ingredients	15.000.000
Marketing budget for the first year	12,000,000
Total	132.000.000

Tabel 3.4 Capital Requirement

3.6.2 Depreciation (Depreciation)

NO	ASSET NAME	NUMBER OF UNITS	COST	ECONOMIC AGE	salvage	DEPRECIATION (per year)				
						2021	2022	2023	2024	2025
1	Preliminary cooking equipment	1	14,000,000	5	4,666,667	1,866,667	1,866,667	1,866,667	1,866,667	1,866,667
2	Kunafa cooker	1	14,200,000	5	4,733,333	1,893,333	1,893,333	1,893,333	1,893,333	1,893,333
3	Special Arab coffee stove	1	3,500,000	3	1,166,667	777,778	777,778	777,778	777,778	777,778
4	The espresso coffee	1	4,000,000	5	1,333,333	533,333	533,333	533,333	533,333	533,333
5	GLASS FREEZER	1	7,500,000	5	2,500,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
6	Tables	8	3,500,000	5	1,166,667	466,667	466,667	466,667	466,667	466,667
7	Chairs	32	3,500,000	5	1,166,667	466,667	466,667	466,667	466,667	466,667
8	Shop design	1	5,000,000	5	1,666,667	666,667	666,667	666,667	666,667	666,667
9	The store signs	1	3,000,000	5	1,000,000	400,000	400,000	400,000	400,000	400,000
10	System Cashier	1	3,000,000	5	1,000,000	400,000	400,000	400,000	400,000	400,000
11	PC	1	2,000,000	5	666,667	266,667	266,667	266,667	266,667	266,667
12	CCTV	1	1,000,000	5	333,333	133,333	133,333	133,333	133,333	133,333

13	Writing pad	1	1,000,000	5	333,333	133,333	133,333	133,333	133,333	133,333
14	Microwave	1	4,000,000	5	1,333,333	533,333	533,333	533,333	533,333	533,333
15	8 Coffee boxes	8	800,000	5	266,667	106,667	106,667	106,667	106,667	106,667
16	Grinder Electric Coffee Maker	1	600,000	5	200,000	80,000	80,000	80,000	80,000	80,000
17	Light	10	1,000,000	5	333,333	133,333	133,333	133,333	133,333	133,333
18	coffee equipment in the store	20	1,000,000	5	333,333	133,333	133,333	133,333	133,333	133,333
19	Coffee cups	20	400,000	5	133,333	53,333	53,333	53,333	53,333	53,333
20	Catering dishes	20	2,000,000	5	666,667	266,667	266,667	266,667	266,667	266,667
	Total		75,000,000	98	25,000,000	10,311,111	10,311,111	10,311,111	10,311,111	10,311,111
			0	0	0	1	1	1	1	1

Tabel 3.5 Depreciation

3.6.3 Revenue Projection

Information	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Sales percentage	20%	22%	25%	27%	30%
Percentage of increase in sales	0%	-7%	-1%	7%	5%
Sales revenue	182,000,000	170,000,000	168,000,000	180,000,000	190,000,000
Tabel 3.6 Revenue Projection					

3.6.4 Profit and Loss Projection

Information	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Income					
Sales revenue	182,000,000	170,000,000	168,000,000	180,000,000	190,000,000
Cost					
Rent	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000
Preliminary cooking equipment	14,000,000	14,000,000	14,000,000	14,000,000	14,000,000
Kunafa cooker	14,200,000	14,200,000	14,200,000	14,200,000	14,200,000
Special Arab coffee stove	3,500,000	3,500,000	3,500,000	3,500,000	3,500,000
The espresso coffee machine	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000
Freezer	7,500,000	7,500,000	7,500,000	7,500,000	7,500,000
8 Tables	3,500,000	3,500,000	3,500,000	3,500,000	3,500,000
32 Chairs	3,500,000	3,500,000	3,500,000	3,500,000	3,500,000
Shop design	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
The store signs	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000
System Cashier	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000
PC	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
CCTV	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Light	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Writing pad	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Microwave	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000
8 Coffee boxes	800,000	800,000	800,000	800,000	800,000
Grinder	600,000	600,000	600,000	600,000	600,000
Electric Coffee Maker					
coffee equipment in the store	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000

20 Coffee cups	400,000	400,000	400,000	400,000	400,000
Catering dishes	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Ingredients	15,000,000	15,000,000	15,000,000	15,000,000	15,000,000
Marketing budget for the first year	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000
Total cost	132,000,000	132,000,000	132,000,000	132,000,000	132,000,000
Net profit	50,000,000	38,000,000	36,000,000	48,000,000	58,000,000

Tabel 3.7 Profit and Loss Projection

3.6.5 Projection of Cash Flows

Information	YEAR 0	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Cash in						
Own Capital	132,000,000					
Net Profit + Depresiasi		60,311,111	48,311,111	46,311,111	58,311,111	68,311,111
Total Cash In		60,311,111	48,311,111	46,311,111	58,311,111	68,311,111
Investment cash flow						
Preliminary cooking equipment	14,000,000					
Kunafa cooker	14,200,000					
Special Arab coffee stove	3,500,000					
The espresso coffee machine	4,000,000					
GLASS FREEZER	7,500,000					
8 Tables	3,500,000					
32 Chairs	3,500,000					
Shop design	5,000,000					
The store signs	3,000,000					
PC	2,000,000					
CCTV	1,000,000					
Light	1,000,000					
Writing pad	1,000,000					
Microwave	4,000,000					
8 Coffee boxes	800,000					

Grinder Electric Coffee Maker	600,000					
coffee equipment in the store	1,000,000					
20 Coffee cups	400,000					
Catering dishes	2,000,000					
Ingredients	15,000,000					
Total production costs:	87,000,000					
Operating cash flow						
System Cashier	3,000,000		3,000,000	3,000,000	3,000,000	3,000,000
Digital Marketing	16,420,000		16,420,000	16,420,000	16,420,000	16,420,000
Promote on Instagram	1,000,000		1,000,000	1,000,000	1,000,000	1,000,000
The first hundred Kanafah dishes are free for the first 50 2.000.000	2,000,000		2,000,000	2,000,000	2,000,000	2,000,000
1000Rp for each dish sold for charity	780,000		780,000	780,000	780,000	780,000
Total operating cash flow	22,420,000		23,200,000	23,200,000	23,200,000	23,200,000
Financing cash flow						
Rent	20,000,000		20,000,000	20,000,000	20,000,000	20,000,000
Electricity	1,800,000		1,800,000	1,800,000	1,800,000	1,800,000
Total financing cash flow	21,800,000		21,800,000	21,800,000	21,800,000	21,800,000
Total Cash Out	131,220,000		45,000,000	45,000,000	45,000,000	45,000,000
(Net Cash In Flow)-(Out Flow)		60,311,111	3,311,111	1,311,111	13,311,111	23,311,111
Cash Balance Beginning			60,311,111	63,622,222	64,933,333	78,244,444
Cash Balance End		60,311,111	63,622,222	64,933,333	78,244,444	101,555,555

Tabel 3.8 Projection of Cash Flows

3.6.6 Balance Sheet Projection

Information	YEAR 0	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
ASSET						
Current Assets						
Cash	132,000,000	60,311,111	48,311,111	46,311,111	58,311,111	68,311,111
Investment cash flow						
Preliminary cooking equipment	14,000,000	14,000,000	14,000,000	14,000,000	14,000,000	14,000,000
Kunafa cooker	14,200,000	14,200,000	14,200,000	14,200,000	14,200,000	14,200,000
Special Arab coffee stove	3,500,000	3,500,000	3,500,000	3,500,000	3,500,000	3,500,000
The espresso coffee machine	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000
GLASS FREEZER	7,500,000	7,500,000	7,500,000	7,500,000	7,500,000	7,500,000
8 Tables	3,500,000	3,500,000	3,500,000	3,500,000	3,500,000	3,500,000
32 Chairs	3,500,000	3,500,000	3,500,000	3,500,000	3,500,000	3,500,000
Shop design	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
The store signs	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000
PC	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
CCTV	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Light	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Writing pad	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Microwave	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000
8 Coffee boxes	800,000	800,000	800,000	800,000	800,000	800,000
Grinder Electric Coffee Maker	600,000	600,000	600,000	600,000	600,000	600,000
coffee equipment in the store	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
20 Coffee cups	400,000	400,000	400,000	400,000	400,000	400,000
Catering dishes	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000

Ingredients	15,000,000	15,000,000	15,000,000	15,000,000	15,000,000	15,000,000
Total investment cash flow	87,000,000	87,000,000	87,000,000	87,000,000	87,000,000	87,000,000
Accumulated Depreciation		10,311,111	10,311,111	10,311,111	10,311,111	10,311,111
Total fixed assets	87,000,000	76,688,889	76,688,889	76,688,889	76,688,889	76,688,889
Total assets	219,000,000	137,000,000	125,000,000	123,000,000	135,000,000	145,000,000
liabilities and capital						
liability / debt						
capital	132,000,000	132,000,000	132,000,000	132,000,000	132,000,000	132,000,000
labia of the current year						
Total liabilities and capital	132,000,000	132,000,000	132,000,000	132,000,000	132,000,000	132,000,000

Tabel 3.9 Balance Sheet Projection

Capital change report

Information	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
capital	132,000,000	132,000,000	132,000,000	132,000,000	132,000,000
Earnings After Taxes (EAT)	60,311,111	63,622,222	64,933,333	78,244,444	101,555,555
Final capital	192,311,111	195,622,222	196,933,333	210,244,444	233,555,555

Tabel 3.10 Capital change report

3.6.7 Break Event Points

Fixed cost	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Production cost	60,311,111	48,311,111	46,311,111	58,311,111	68,311,111
Fixed Asset Depreciation Cost	10,311,111	10,311,111	10,311,111	10,311,111	10,311,111
Operating costs	23,200,000	23,200,000	23,200,000	23,200,000	23,200,000
Total Fixed Cost	70,622,222	58,622,222	56,622,222	68,622,222	78,622,222
Variabel Cost					
Marketing Costs	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000

Information	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Sale	182,000,000	170,000,000	168,000,000	180,000,000	190,000,000
Fixed Cost	70,622,222	58,622,222	56,622,222	68,622,222	78,622,222
Variabel Cost	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000
Contribution margin (Sale - Variabel)	111,377,778	111,377,778	111,377,778	111,377,778	111,377,778
Break Even Sales Points Fixed Costs ÷ Contribution Margin	0.634078209	0.526336789	0.508379885	0.616121306	0.705905823

Tabel 3.10 Break Event Points

3.6.8 Payback Period

$$\text{Proceeds} = \text{EAT} + \text{Depresiasi}$$

YEAR	EAT	DEPRESIASI	Processed
1	60,311,111	10,311,111	70,622,222
2	63,622,222	10,311,111	73,933,333
3	64,933,333	10,311,111	75,244,444
4	78,244,444	10,311,111	88,555,555
5	101,555,555	10,311,111	111,866,666
	Complete investment		132,000,000
	Process 1 Year		70,622,222
	Uncovered investment (After the end of year 1)		61,377,778

Tabel 3.11 Payback Period

Proceeds for the 2nd year of Rp.

$$\frac{\text{Uncovered investment (After the end of year 1)}}{\text{Process 2 Year}} * 12 \text{ months}$$

$$61,377,778 / 70,622,222 = 0.869100069$$

$$0.869100069 * 12 = 10.42920083$$

So the investment is expected to return within 1 year and 10 months.

3.6.9 Net Present Value and Profitability Index

With an estimated interest (r) of 15% based on bank interest rates

NET PRESENT VALUE			
Year	Proceeds	DF(Discount Factor) 15%	PV for Proceeds
1	70,622,222	0.87	61,410,628
2	73,933,333	0.76	55,904,222
3	75,244,444	0.66	49,474,443
4	88,555,555	0.57	50,631,926
5	111,866,666	0.50	55,617,504
TOTAL PV of Proceeds			273,038,722
PV of Outlays			132,000,000
NET PRESENT VALUE			141,038,722

Tabel 3.12 Net Present Value and Profitability Index

Profitability Index (PI)

$$PI = PV \text{ of Proceeds} / PV \text{ of Outlays} = 2.1$$

To make a decision on an investment proposal, if $PI > 1$, then the result is good or acceptable. Conversely, if $PI < 1$, then the proposal is rejected. Based on the calculation results, it is known that the Profitability Index (PI) is 2.12, so the investment proposal is accepted.

3.6.10 Internal Rate of Return

Year	PROCEEDS	DF 17%		DF 18%	
		DF	PV for Proceeds	DF	PV for Proceeds
1	70,622,222	0.85	60,360,874	0.85	59,849,341
2	73,933,333	0.73	54,009,302	0.72	53,097,769
3	75,244,444	0.62	46,980,415	0.61	45,796,092
4	88,555,555	0.53	47,257,676	0.52	45,675,970
5	111,866,666	0.46	51,023,634	0.44	48,897,951
Total PV of Proceeds			259,631,901		253,317,122
PV of Outlays			132,000,000		132,000,000
SELISIH			127,631,901		121,317,122

For IRR calculation:

Difference in interest	Difference in PV	Difference in PV of revenue and PV of Expenditure
17%	259,631,901	259,631,901
18%	253,317,122	132000000.00
1%	6,314,779	127,631,901

Tabel 3.13 Internal Rate of Return

$$\text{IRR} = 17\% + (\text{Rp}127,631,901 / \text{Rp} 6,314,779) \times 1\%$$

$$\text{IRR} = 17\% + 20.21161814 \times 1\% = 0.37$$

$$\text{IRR} = 37\%$$

If the IRR is higher than the Rate of Return or Cost of Capital, then the investment is accepted. Conversely, if the IRR is lower than the Rate of Return or Cost of Capital, then the investment is rejected. Based on the results of the calculation of the IRR of 37% and the required Rate of Return of 15%, the investment proposal is accepted.

3.6.11 Results of Capital Budgeting Analysis

Metode	Analysis Results	Business Unit Standards	Information
PB (Payback Periode)	1 year and 10 months	Max 5 years	Worth it
NPV (Net Present Value)	141,038,722	NPV > 0	Worth it
PI	2.1	PI > 1	Worth it
IRR	0.37	Disc Factor 15%	Worth it

Tabel 3.14 Results of Capital Budgeting Analysis

Chapter IV

Analysis of Business Practices

4.1 Company Profile

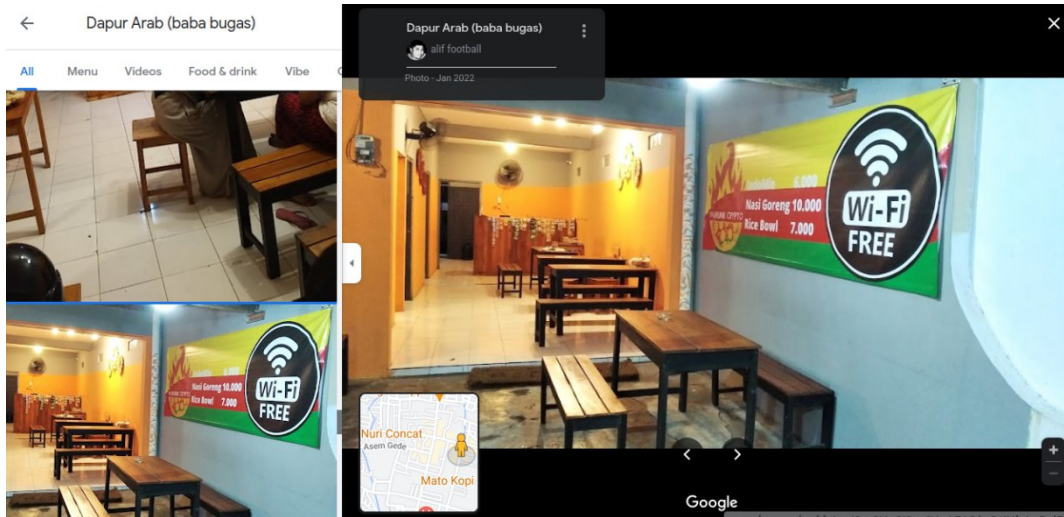


Figure 4.1 Company Profile

4.1.1 Realization of Incandescent Business



Figure 4.2 Realization of Incandescent Business

Dapur_Arab ▾ ⊕ ≡



46
Posts

1,197
Followers

491
Following

Dapur Arab

Food & Drink

wasap.at/dL1G1P

Professional dashboard
New tools are now available.

Edit profile

Share profile

Contact

Story highlights ▾

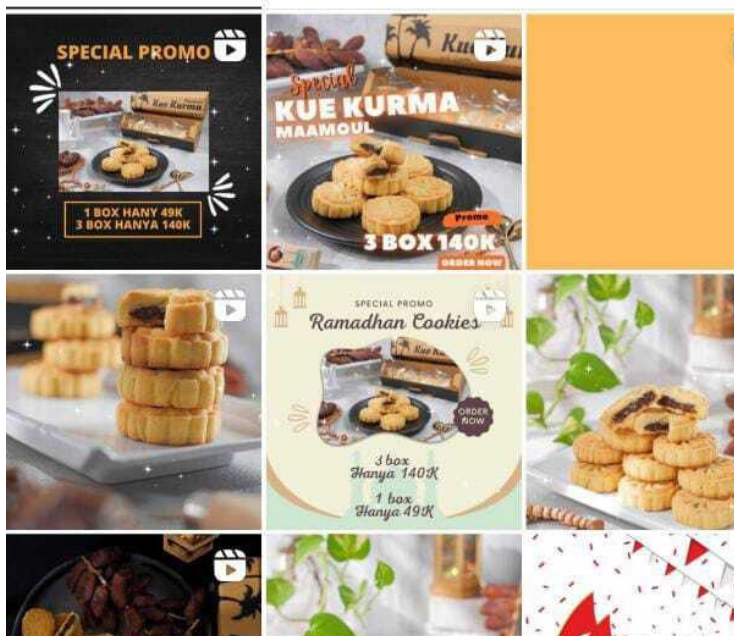


Figure 4.3 Realization of Incandescent Business

4.1.2 Company Location



Figure 4.4 Company Location

4.1.3 Meaning of Logo and Tagline



Figure 4.5 Meaning of Logo and Tagline

4.1.4 Business Model Canvas

Key Partners	Key Activities	Value	Customer	Customer
<p>Food Raw Material Supplier</p> <p>Furniture supplier to support the needs of tables and chairs</p>	<p>Food and drinks Production</p> <p>Selling food and drinks</p> <p>High quality service.</p> <p>Marketing</p>	<p>Proposition</p> <p>Quality local coffee</p> <p>Quality arabic food as Kebab Ayam</p> <p>Indonesian food but with an Arabic flavor as Nasi Goreng</p> <p>Indonesians love Arabic sweets such</p>	<p>Relationships</p> <p>The personal service</p> <p>Instagram</p> <p>Community</p>	<p>Segments</p> <p>Coffee Lover</p> <p>Arabic food lover</p> <p>Who loves Indonesian food but with an Arabic flavor</p> <p>Lover of Arabic spices</p>
	<p>Key Resources</p> <p>Financial Resources</p> <p>buildings, equipment, human resources and raw materials</p> <p>Cashier and Account</p> <p>CCTV program</p>	<p>as kunafa with mozzarella cheese</p> <p>The uniqueness of the place of service and comfortable atmosphere</p>	<p>Channels</p> <p>Direct sales</p> <p>Instagram</p> <p>Go food application</p>	<p>Lover of Arabic sweets</p>

	internet service			
	Electricity that bears the devices			
	The brand name			
Cost Structure		Revenue Streams		
Preparing the place to suit the service provided in terms of painting, decoration, lighting and division Purchase of raw materials Operating costs Salary labour marketing costs for an opening promotion		Selling food and drinks		

Tabel 4.1 Business Model Canvas

Value Proposition

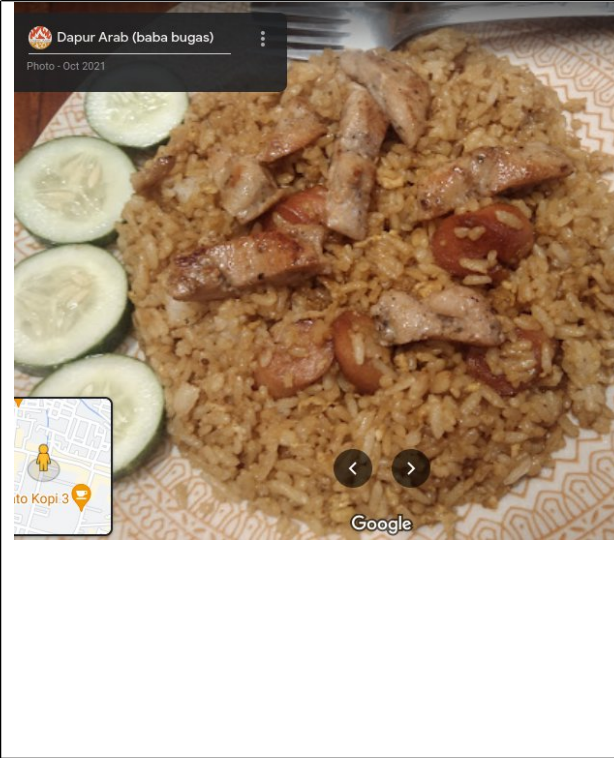




Figure 4.6 Value Proposition

4.2 Strategic Aspects

Porter's Competitive Strategy (Dapur Arab)

1. Threat of newcomers.

Many large Arab restaurants were opened, which affected the Dapur Arab restaurant

2. The bargaining power of suppliers.

There has been no fluctuation in prices since the opening of Dapur Arab

3. Buyers' bargaining power.

This was in favor of Dapur Arab because the prices in Dapur Arab were the best

4. The threat of substitute products or services.

The presence of many alternatives on the same path and the ease of offering them by the consumer, and it is considered easy for consumers to go to alternative restaurants based on the prices of meals and offers.

5. Rivalry between existing competitors.

Dapur Arab has focused on foods that can be stored for a long period in order to avoid loss and competition between competitors.

4.3 Aspects of Human Resources

4.3.1 Organizational Structure

- **Manager and Chef/Kitchen Manager:** Responsible for overseeing the general operations of the restaurant, including managing finances, setting goals, and ensuring customer satisfaction. Responsible for food preparation, menu planning, inventory management, and training of kitchen staff.
- **Waitstaff and Bartenders and Dishwashers:** Responsible for taking orders, serving food and ensuring customers have an enjoyable dining experience and responsible for preparing and serving drinks, managing the bar area, and ensuring customers have an enjoyable bar experience and responsible for cleaning dishes, utensils, and kitchen equipment.

4.3.2 Functional Requirements

Academic qualifications, skills and experience required for a restaurant manager

- **Academic Qualifications:**
 1. A bachelor's degree in hospitality, hotel management, or a related field is often preferred.
 2. A high school diploma or equivalent is usually the minimum requirement.
- **Skills:**
 1. Excellent communication and interpersonal skills to deal with customers, employees, and suppliers.
 2. Leadership skills to manage and motivate a team of employees.
 3. Problem-solving skills to handle unexpected situations that may arise.
 4. Sales skills to promote the restaurant and increase revenue.

4.3.3 Compensation System

No	Job title	Basic salary	Commission
1	Manager and Chef/Kitchen	2,000,000	There is no commission
2	Waitstaff and Bartenders	1,500,000 Rp	2000Rp for each kunafa dish sold

Tabel 4.2 Compensation System

4.4 Market Aspect

4.4.1 Market Aspect

These are some of the opinions and evaluations of customers about the food and the restaurant

 **hot papa**
Local Guide · 21 reviews

★★★★★ 11 months ago


Super ramah. Kita pesen nasgor, kunafe dan kofta = Yummi. Harga juga terjangkau.

[See translation](#)

 Like  Share


Response from the owner 11 months ago
Thank you ❤️❤️❤️❤️

Translated by Google · [See original \(Indonesian\)](#)


 **Osama Jakopy**
Local Guide · 60 reviews

★★★★★ a year ago

Perfect place for serving the original Palestinian shawerama, with other Egyptian meals




The image contains two photographs. The left photo shows a glass of tea on a wooden table next to a menu. The right photo shows a plate of food, likely a shawerama, on a white plate with a spoon.

 **Zaky A. Rivai**
12 reviews

★★★★★ a year ago

It feels authentic. The price is relatively cheap for Arabic food.

Translated by Google · [See original \(Malay\)](#)



A close-up photograph of a plate of food, possibly a shawerama, with a fork and knife.

 **Dee Shetya**
Local Guide · 3 reviews

★★★★★ 2 years ago

Amazing kunafa from Palestine...!!

Translated by Google · [See original \(Swahili\)](#)



The image contains two photographs. The left photo shows a plate of kunafa on a white plate with a cup of coffee. The right photo shows a person in a black hoodie eating a piece of kunafa.

M Melia Majid
1 review

★★★★★ 10 months ago

ENAK BUAAAAANGET, kebab ayamnya full daging, pastinya juga toppppp. Istimewa pokoknya. Bakal kesini lagi!!! 😊😊

I Ida Duta
7 reviews

★★★★★ a year ago

Makanan ala timur tengah, enakkkk buangeeett dan murahh... Kebab daging banyak n keju banyak enakkk banget cuma harga 13 RB, pokoknya makanannya enak dan yg punya Ramah banget dan orang timur tengah asli, jadi di jamin makanannya enaakkkkk 😍😍😍😍😍😍😍😍😍😍

Service

Dine in

Meal type

Dinner

[See translation](#)

K Kevin A
9 reviews


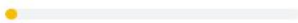
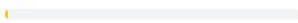
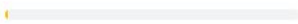
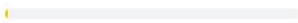
★★★★★ 11 months ago

Pemiliknya baik sekali, kemarin malam saya ke sini, saya merasakan kehangatan dan keramahan mereka. Kunafe lezat. Dikasih bonus juga untuk merasakan menu baru mereka...semoga sukses selalu

[See translation](#)

← Dapur Arab (baba bugas) 🔍 ✕

Overview **Reviews** About

5  **5.0**
4 
3 
2 
1 

★★★★★
63 reviews

Figure 4.7 Market Aspect

4.4.2 Marketing Plan

STP (Segmentation, Targeting, Positioning)

Segmentation: The first step is to segment the market based on factors such as location and age.

- Geographical division: students and neighboring residents
- Demographic division: Students from 20 to 35 years of age work in the Sleman area

Targeting and Positioning





Figure 4.8 Targeting and Positioning

Tactic Process

MM (Marketing Mix)

Dapur Arab Ala Timur Tengah




MAKANAN

Indomie Goreng / Rebus	6.000
Indomie Jumbo Goreng	8.000
Nasi Goreng	10.000
Nasi Goreng + Telur	13.000
Nasi Goreng + Ayam	15.000
Nasi Goreng (Telur + Ayam)	18.000
Roce Bowl Ayam	9.500
Rice bowl Ayam + Telur	12.000
Topping Keju / Mix veggie	3.000
Topping Ayam	5.000



ARABIC KEBAB AYAM

Kebab Reguler	8.000
Kebab Reguler Keju	11.000
Kebab Large	16.000
Kebab Large Keju	19.000



PASTA BECHMEL

pasta
10.000

Toppings

Keju	3.000
Mix Veg	3.000
Ayam	5.000



KOFTA DAGING SAPI

Kofta Reguler	10.000
Kofta Reguler Keju	13.000
Kofta Large	19.000
Kofta Large Keju	22.000



SNACK CEMILAN MANIS ARAB

Kunafe Palestina Reguler	22.000
Kunafe Palestina Large	44.000
Om Ali	20.000
(Pastry + Susu + Kacang)	



NASI ARAB PO 5 PORSI

Nasi Terbalik / Qidra Sayur	80.000
Nasi Terbalik / Qidra Ayam	140.000
Nasi Terbalik / Qidra Sapi	200.000



SNACK CEMILAN

French Fries	10.000
Roti bakar Keju / Coklat	8.000
Roti bakar Keju + Coklat	12.000

Dapur Arab

Ala Timur Tengah



COFFE BASED

Kopi Tubruk (Arabica)	6.000
Kopi Susu (Arabica)	8.000
V60 (Arabica Gayo)	15.000
French Press	15.000
Vietnam Drip	15.000
Americano	15.000
Long Black	15.000



MILK TEA

BlueBerry	8.000
Chocolate	10.000
StrawBerry	10.000
Green Tea	12.000
Cappucino	12.000
Vanilla Blue Velvet	10.000
Thai Tea	8.000



ARABIC DRINKS

Susu Kurma	10.000
Arabic Tea	12.000



MINUMAN

Tea	3.000
Nutri Sari	4.000
Tea Tariq Mixtea	6.000
Kopi Tariq Malaka	6.000
Tirabika Cappucino	6.000
Good day Cappucino	6.000
Good Day (Small)	5.000
Good Day Freeze	6.000
Chocolatos Coklat / Gtean tea	6.000
Energen	5.000
Milo	6.000
Susu Kental Manis	5.000

Figure 4.9 Marketing Mix

VI.Chapter 5

Cover contains

5.1 Conclusion

Based on the business practices that were implemented from March 2021 to January 2023 with the action plans that were established, it can be concluded that Dapur Arab is a brand that aims to increase consumer behavior to consume local products and learn about Arab food and drinks and increase consumer awareness of Arab products.

Therefore, the decision was taken to focus on Maamoul in particular, due to the strong demand and strong love of the Indonesians for this product. Development is now underway to create a factory for the manufacture of Maamoul, with the selection of a suitable brand name, taking into account the good design and good packaging. Make Maamoul flavored with dates, chocolate, honey and raisins.

This Dapur Arab has been established by first conducting research and development to determine what type of business is appropriate for the community. Then, an analysis is done using SWOT analysis, determining the competitive strategy to be used, Five Porter model analysis, and business model analysis which consists of nine main blocks around the business. Dapur Arab business needs to carry out business development, so business development is carried out using the business model innovation concept approach that applies sustainability. The analysis of the financial statements must be conducted periodically to see if this business is still viable to continue or not.

5.2 Commercial Effects

Implementing the 10 Strategic Management Decisions becomes a standard for how to run a business. Applying a business model, SWOT analysis, and Porter's competitive strategy can help determine which strategy will be used to know all the changes in technology, times, and behavior such as the Covid-19 pandemic situation. Financial data analysis is needed to find out the viability of the business. Development requires a company or company to be able to innovate and change dramatically and unnoticed. Thus, the nine concepts of business model innovation can be used as a blueprint for what a company can do. currently. The driving force behind sustainable business model innovation can be used as a reference for sustainable concepts that can be implemented by a company and can be planned in a BMC analysis.

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