

CHAPTER I

BUSINESS DESCRIPTION

A. BUSINESS OVERVIEW

a. Business Description

Canoli Restaurant can accommodate up to 150 people. It will be useful when many customers are accidentally present at one time. With the large capacity, customers can still enjoy the place and food without having to queue or wait, considering the long queue will disappoint customers and become a minus point for this restaurant. A spacious place like this can also help when there are customers who want to rent a place for an event such as, a birthday or other celebrations. With this, customers can invite lots of acquaintances and do not have to worry about a narrow space.



Fig. 1.1 Inner Part of Canoli Restaurant

The layout design of this restaurant is a unique one with a lot of paintings including a 3D painting on the wall. These unique paintings and decorations can make a good first impression for customers because definitely, this restaurant looks beautiful and comfortable to look at. The 3D

design that is applied also makes Canoli attract the eyes of people who are unintentionally passing by and it will make people eager to visit this restaurant because of the appearance of Canoli that looks like an anti-mainstream place and deserves to be visited.

Moreover, in this sophisticated era, there are a lot of young people, teenagers, and parents who like to share their moments on social media. Therefore, this eye-catching design will provide additional value for restaurants because the customers are most likely going to take a photograph and upload the images in their own social media. It makes people who have never visited or do not know about this restaurant give a little attention when seeing the design that is not boring.

Canoli Restaurant provides customers with services that have an anti-mainstream vision and superb taste. The food, products, and services will be fairly priced, yet a high-value proposition still always exists. The writer believes that good communication with both customers and employees is one of the keys to success.

Canoli was founded and run by a management team full of passion for the culinary sphere. Their financial knowledge, background in business, and enthusiasm, along with their fresh unique ideas will serve them well as they develop this business. Before this business is running, the owner has done several important things such as substantial research into the demand, viability, and need as well as the operational challenges and opportunities for a catering business of this type. So, surely that this business has been well thought out from several aspects so it is clear that the quality of canoli can be guaranteed.

The owner recognizes there is keen competition in the culinary market business. He believes that stay attentive to the business plan, focus on

aggressive marketing, and execute on its competitive edge will lead to success. This business plan serves as a guideline to follow for the successful execution of goals and objectives. Moreover, the document is a strong tool for renters and investors who may be contemplating a transaction with the company and would like to perform an analysis.

b. Logo Description

The chili and tomato picture on the logo indicate that Canoli Restaurant uses good quality spices that can make the product more delicious. Then, the selection of green color is merely to make the logo look more eye-catching because the green and red colors of the chili look contrasting to attract the customer's attention. Next, the wheat image is chosen to decorate the logo so it does not look boring and ordinary. The words "Citarasa Sunda Asli" is displayed as a characteristic of Canoli Restaurant, considering this business is providing mostly Sundanese food. This logo was designed and chosen purely by the founder.



Fig. 1.2 Business Logo

c. Business Identity

- Address : Jl. Sriwijaya No. 65, Cigereleng, Bandung, Indonesia
- Phone : (022) 5212378
- WhatsApp : 089654776107
- Instagram : @warunkcanoli
- Twitter : @warunkcanoli
- Facebook : @warunkcanoli

B. VISION

Canoli Restaurant is expected to preserve Sundanese traditional food which some millennials have begun to forget. With the combination of traditional and modern atmosphere, the owner hopes that the food can still be enjoyed by all people so that its existence is not extinct and just easily forgotten. Canoli is also present to make people who have never tasted traditional Sundanese food, like foreigners or others, able to realize that the dish is as good as foreign food which is now more admired by millennials.

Besides, Canoli Restaurant is a business that will keep up with the times. Therefore, this restaurant will continue to adjust with the surroundings so that there are still many people who are interested in this restaurant, considering when times goes by, certainly, there will be a transformation in terms of taste, decoration choices, and the food itself. That is why the owner will try to always keep up with every change. With this principle, it can be believed that this business will be able to run smoothly because the owner will not give up on developing this restaurant according to the preferences of the customers.

Canoli also provides top quality food and amazing presentations at affordable prices. This can make customers gain the advantage and will constantly visit the restaurant because they feel like they have benefited. Whatever the business is, it is

clear the above aspects are what everyone is looking for. Therefore, Canoli tries to apply these principles so that this restaurant can be a choice for the customers. In addition, Canoli provides affordable, accessible, and professional services to the client-based target market. They believe that the most important part of customers' rating is the service of the restaurant. That is why Canoli always strives as hard as possible to provide the best and satisfying service for the customers. By the principles that Canoli applies, pleasant service will be one of the keys to the success of this culinary business.

C. MISSION

One of the missions of Canoli Restaurant is to exceed the customer's expectations in every sense by providing ambiance for every sensory perception. The atmosphere and food will please the customers hearing, taste, smell, touch, and sight, and provide an exciting creative environment. The employees will be trained with exceptional customer services and will be empowered to make decisions based on the business philosophies.

Canoli Restaurant is committed to its product and employees which they believe is the recipe and keys for market success. This business mission is also to provide the customer with the finest services. Canoli exists to attract and maintain customers. When they adhere to this maxim, everything else will fall into place. The writer believes that the services will exceed the expectations of our customers. In addition, Canoli is also present to introduce the definition and meaning of food itself. Definitely, there will be some people who do not know very well about how to shape and model some traditional or modern foods. In this case, Canoli can explain to them because the dishes offered are a combination of both aspects.

Canoli provides high-quality services and strives to ensure its longevity through repeat customers and referrals. It will ensure customer satisfaction in all areas including timeliness, attention to detail and service. Furthermore, this restaurant will maintain

the highest levels of professionalism, honesty, and fairness in relation to its customers, associates, and suppliers.

D. MODEL BUSINESS OVERVIEW

1. Key Partners: Grab Food, Go-Food, Suppliers Mainly, Taruna Jaya, PT Pintu 3 Raharaja, CV Bagus Jaya
2. Key Activities: Selling a modernized Sundanese food in a modern atmosphere, acquiring funding for development, enhancing positive, reducing negative network effects
3. Key Resources: Land, Capital, Strong alliances, Collaborative support, Manufacturing facilities, Manufacturing specialists
4. Value Propositions: providing traditional Sundanese food in a modernized manner, accompanied by a gorgeous and unique painting, Semiformal vibe to enjoy, lots of products variety, Satisfying service, Affordable price
5. Customer Relations: Managing company image, frequent communication using social media or mobile apps, Word of mouth generation, Joining an organization
6. Customer Segments: People that have interests in something new, Worker, Passers-by, Middle-income people
7. Channels: Mobile app, Social media marketing, Digital app, Offline promotion
8. Cost Structure: Labor or manufacture, raw materials, capex, tax, salaries, sales and marketing, restaurant and facilities development
9. Revenue Streams: Profit price, Sales of food, snack, and beverages

E. SWOT ANALYSIS

In figuring out which strategies are right to be applied in a business, it takes an analysis like the one below, so we are able to know where the business position is and how to control its marketing.

Table 1.1 Swot Analysis

No.	SWOT	Factor	Integrity	Rating	Score
1.	Strength	Dedicated and well-experienced employees	1	3	3
2.		Cozy, comfortable, and big space	2	4.5	9
3.		Top-quality of service, food, and unique atmosphere	2	5	10
4.		Appealing interior design	2	4	8
5.		Provide various traditional and western food	1	3	3
6.		Has a lot of kinds of seating table	1	3	3
7.		Apply a simple order system	1	3	3
Total			10		39
8.	Weakness	There are only some social media and website is still not available	2	2.5	5
9.		The opening hours are only 11 hours	4	3	12
10.		Prices that are considered expensive by some of the customers	4	3	12
Total			10		29
11.	Opportunity	A lot of supplier choices	1	3	3
12.		Growth of interest towards the unique and anti-mainstream atmosphere	1	3	3
13.		Demand for products increases on holidays or weekend	3	4	12
14.		Culinary and archipelago menu that continues to develop	2	3	6
15.		Strategic location	3	3	9
Total			10		33

16.	Threat	Changes in consumer demand and taste	3	3	9
17.		Competitors that have more interesting marketing techniques	4	4.5	18
18.		Competitors of similar products that increased perpetually	3	3.5	10
Total			10		37

To find out the quadrant position of the business strategy, the calculation below is done in order to get the coordinate point that will be used for SWOT diagram analysis.

$(x), (y)$

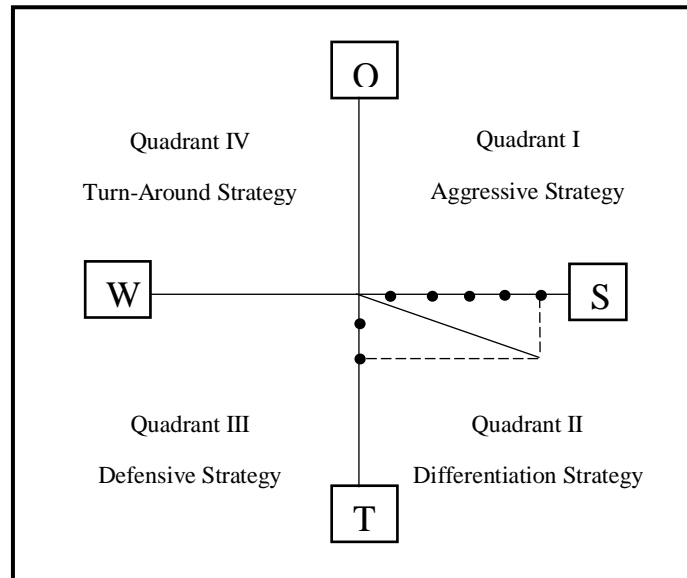
$$\left(\frac{\text{Strength} - \text{Weakness}}{2}\right), \left(\frac{\text{Opportunity} - \text{Threat}}{2}\right)$$

$$\left(\frac{39 - 29}{2}\right), \left(\frac{33 - 37}{2}\right)$$

$$\left(\frac{10}{2}\right), \left(\frac{-4}{2}\right)$$

$$(5), (-2)$$

Fig. 1.3 SWOT Analysis Diagram



From the analysis of the diagram above, it can be seen that the most appropriate strategy to be applied by Canoli Restaurant is the Differentiation Strategy, a strategy in which a business must use all its strengths to avoid all threats. One of them is by giving a characteristic or being different from competitors so that there are differences in this restaurant. The following table is a detailed strategy of Canoli Restaurant based on the analysis and calculations that have been carried out above.

Table 1.2 Strategy Detailed

No.	Internal		External	
1.	Strength	To maintain the strength: <ul style="list-style-type: none"> ▪ Maintain customer trust ▪ Keep the quality of products and services. 	Opportunity	To fully utilize the opportunity: <ul style="list-style-type: none"> ▪ Develop the interior design ▪ Build and maintain a good relationship with both customers and suppliers
2.	Weakness	To reduce or resolve the weakness: <ul style="list-style-type: none"> ▪ Control the food portion so it will meet the customer and supplier's price 	Threat	To face the threat: <ul style="list-style-type: none"> ▪ Always adjust the concept and taste according to the customer's demand ▪ Improve marketing techniques

		<ul style="list-style-type: none"> ▪ Keep updated with the market price 		<ul style="list-style-type: none"> ▪ Accentuate Canoli's hallmark
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F. BUSINESS TYPE

This business belongs to a private company because Canoli is a firm that is privately owned. The owner is also fully responsible for all activities including business risks.

G. LEGALITY ASPECT

Canoli is a restaurant that has been running for five years since 2015. The security, eligibility, and legality of this restaurant must have been maintained, considering the last few years there are no problems related to business legality. The only problem that has ever bothered is the case of brand or name and that also has been properly resolved. Thus, Canoli can be said to be a legal restaurant or business because Canoli has been equipped with NPWP, SIUP, SKDP, and several permits and other information.