

**BUSINESS PLAN**  
**CANOLI RESTAURANT BANDUNG**



**Written By:**

**Billy Lesmana**

**NIM: 201621227**

**STUDY PROGRAM**  
**ACCOMMODATION AND CATERING**

**SEKOLAH TINGGI PARIWISATA**  
**BANDUNG**

**2020**

## STUDENT STATEMENT

The ones sign below:

Name : BILLY LESMANA  
Place / Birth Date : BANDUNG / 17 FEBRUARY 1999  
NIM : 201621227  
Study Program : Accommodation and Catering

With this I agree that :

1. Final Task/ Final Project/ Thesis which is titled:

“Canoli Restaurant Business Plan”

This is a result from my own research, not from having any plagiarism, statement, or drafting from other party or other things that is not corresponding with academic provision within STP Bandung and ethics within student except instruction from guidance team.

2. Inside this business plan doesn't include any other party creation or opinion which ever published except written in clear as guidance written in the reference page including the source and name of the writer.
3. This letter I make with all respect and honesty and if there is any violation regarding what stated above, I am ready to accept academic penalty which is revocation of degree as applies with STP Bandung norm.
4. Thereby this letter I make with all honesty and used as it must be.

Bandung, 16 July 2020

TERAI  
SIMPUL  
7927AAHF466576052  
5000  
RUPIAH  
BILLY LESMANA  
NIM 201621227

# VERIFICATION SHEET

FINAL PROJECT TITLE

## "Canoli Restaurant Business Plan"

NAME : Billy Lesmana  
NIM : 201621227  
STUDY PROGRAM : Studi Akomodasi dan Katering  
DEPARTMENT : Hospitality

Supervisor I,



**Dr. SUKMADI, SE., MM.**  
NIP. 19700810 200605 1 001

Sypervisor II



**Dr. Sutanto Leo, M.Ed.**  
NIP. 19560607 198203 1 005

Bandung, 20 July 2020

Acknowledging,  
Head of Academic, Administration and Student  
Affairs,

**Andar Danova L. Goeltom, S.Sos., M.Sc**  
NIP.19710506 199803 1 001

Approving,  
Director of Bandung Institute of Tourism

**Faisal, MM.Par.,CHE**  
NIP. 19730706 199503 1 001

## FOREWORD

First of all, the writer intends to express the praise to God Almighty for His abundant blessings, grace, and goodness that make the author have a chance to accomplish this Final Project with the title “**BUSINESS PLAN CANOLI RESTAURANT BANDUNG**” smoothly. This Final Project is made to fulfill one of the requirements that must be done in order to complete the Bachelor degree of Accommodation and Catering Program at Sekolah Tinggi Pariwisata Bandung.

In the process of preparing and arranging this Final Project, obviously it cannot be separated from directions and instructions from various parties. Therefore, on this occasion the writer also wants to deliver his sincere thanks and gratitude to those, especially all the professor who has given their hands to help and support the writer until this assignment is fully done. The writer completely realizes that this task is far from perfect and has many deficiencies, so he expects some suggestions to make it better. He immensely hopingli that this assignment can be accepted and utilized as a reference for further research.

Bandung, 16 July 2020

Writer,  
Billy Lesmana

## TABLE OF CONTENTS

	Pages
FOREWORD.....	i
TABLE OF CONTENTS.....	ii
LIST OF TABLES.....	iii
LIST OF FIGURES.....	iv
EXECUTIVE SUMMARY.....	1
A. Name.....	1
B. Location.....	2
CHAPTER I BUSINESS DESCRIPTION.....	3
A. Business Overview.....	3
a. Business Description.....	4
b. Logo Description.....	5
c. Business Identity.....	6
B. Vision.....	6
C. Mission.....	7
D. Model Business Overview.....	8
E. SWOT Analysis.....	9
F. Business Type.....	12

G. Legality Aspect .....	12
CHAPTER II PRODUCT AND SERVICES PLAN .....	13
A. Product List and Description .....	13
B. Product Development Plan .....	16
C. Product Superiority .....	17
D. Product Presentation and Packaging .....	17
E. Resources Analysis .....	18
F. Product Process Analysis.....	19
G. Supply Chain.....	20
CHAPTER III MARKETING PLAN .....	31
A. Sales Analysis .....	31
B. Market Research.....	33
a. Segmentation.....	33
b. Target.....	33
c. Positioning.....	34
C. Market Fit .....	34
D. Competitors Analysis .....	35
E. Marketing Program .....	38
F. Marketing Media.....	39

CHAPTER IV HUMAN RESOURCE AND OPERATIONAL ASPECT.....	40
A. Owner/Founder Identity .....	40
B. Organization Structure.....	40
C. Job Analysis and Description.....	41
D. General Service Procedure .....	43
E. Employees Manning Budget.....	44
F. Employees' Status.....	45
G. Work Hours.....	45
CHAPTER V FINANCIAL ASPECT .....	46
A. Accounting Data Collection Method.....	46
B. Capital Expenditure.....	46
C. Investment Data Collection .....	47
D. Cash Inflow Identification .....	48
E. Break Even Determination .....	49
a. Variable Cost and Fixed Cost.....	49
b. Break Even Point (BEP) .....	50
F. Investment Analysis .....	51
a. Return on Investment (ROI).....	51
b. Payback Period.....	51
REFERENCES .....	53

## LIST OF TABLES

TABLE	Page
1. SWOT Analysis .....	19
2. Strategy Detailed .....	22
3. Resources Analysis .....	28
4. Supply Chain.....	30
5. Projected Sales Months 1-5. ....	31
6. Projected Sales Months 6-10 .....	31
7. Projected Sales Months 11-12 & Total Revenue .....	32
8. Positioning Strategy .....	34
9. SWOT of First Competitors.....	36
10. SWOT of Second Competitors .....	37
11. Organization Structure.....	40
12. Job Description .....	41
13. SOP.....	43
14. Total Employees Required .....	44
15. Employees Manning Budget.....	44
16. Employees Shift .....	45
17. Employees Work Hours.....	45
18. Total Tangible Investment .....	46



19. Total Intangible Investment .....	47
20. Investment Source .....	47
21. Income Statement .....	48
22. Cash Flow Projection .....	49
23. Total Variable Cost & Fixed Cost.....	49
24. Cumulative Cash Flow .....	51

## LIST OF PICTURES

Pictures	Page
1. Front Side of Canoli Restaurant.....	13
2. Inner part of Canoli Restaurant.....	14
3. Business Logo.....	16
4. SWOT Analysis Diagram.....	21
5. First Part of Canoli Restaurant's Menu.....	23
6. Second Part of Canoli Restaurant's Menu.....	24
7. Third Part of Canoli Restaurant's Menu.....	25
8. Currently New-Added Menu.....	26
9. Dine-In and Take Away Product's Presentation.....	27
10. Front Side and Inner Part of Dapoer Pandan Wangi.....	36
11. Front Side and Inner Part of Warung Nasi Ampera.....	38

## **EXECUTIVE SUMMARY**

### **A. NAME**

Canoli Restaurant, also known as *Warunk Canoli* is a restaurant that provides the vibe of the modernized Sundanese restaurant. The purpose of this business is to give the customers a way to enjoy their favorite Sundanese food even when they require to concern about appearance. The food itself is not much different from the standard traditional restaurant but the things that made Canoli a unique restaurant are how the modern atmosphere are felt compared to the standard Sundanese restaurant. Canoli provides a semi-casual atmosphere that would give the customer the chance to eat Sundanese food without feeling reserved by how a Sundanese food usually consumed using hand in a proper manner while eating some traditional food.

Canoli Restaurant is a tangible form of the writer's idea that was discovered around 2015. The business started using the name "*Lekoh*" which in Sundanese language will translate as a thick taste that gives a strong taste impression of the food. In 2016, the name "*Lekoh*" get a subpoena by another company of the same name which makes the name "*Lekoh*" needs to be changed. As a result of the incident, this restaurant's name is eventually shifted to be Canoli that simply means chef. It symbolizes that the products offered by Canoli are produced by several chefs who have certainly passed the qualifications so that the products they sell are always protected from all aspects, in terms of cleanliness, hygiene, taste, price, quality, and quantity.

Canoli Restaurant itself will offer high-quality Sundanese food that has a modern and traditional atmosphere for a broad range of corporate and individual clients throughout Bandung. This restaurant will be known for being imaginative and creative, whether it's for a common eat place, a small intimate celebration, or a large corporate event. Canoli will commit to keep providing amazing food with an incredible presentation. Canoli also owns a dedicated team that always comes up with new and innovative concepts, inspired by the tastes of our customers or clients.

## **B. LOCATION**

Canoli Restaurant is located at Jl. Sriwijaya No. 65, Cigereleng, Regol, Bandung, West Java, Indonesia. Being on the edge of a busy highway people passing by and easily accessible so that it will make it easier for customers who want to visit.

Canoli was built in Bandung because the owner is basically domiciled in Bandung. To simplify control and operations, the owner chooses a place that is easily accessible by him. In addition, the owner can certainly understand the conditions around if the place is close to his residence. It also allows the founder to choose the right location details, which would benefit his business.

Besides, Bandung is one of the cities in Indonesia that is extremely beautiful and filled with many tourist destinations, so this city certainly has many visitors, both Indonesian people, and foreigners. This has been proven because Canoli itself has been approached several times by foreigners. The fact makes the owner assume that a business built in Bandung will be very promising. Furthermore, the food that Canoli offers is Sundanese-related, so Bandung is the most suitable place for this restaurant to be built.

Fig. 1 Front side of Canoli Restaurant



## REFERENCES

- Chang, Wen-Long. "Online training for business plan writing through the World Café method: the roles of leadership and trust." *Universal Access in the Information Society* 16.2 (2017): 313-324
- Dharmmesta, B. S. (2018). *RENCANA BISNIS RESTORAN ANEKA DURIAN KUTIP DUDURENAN KUTIP DI TANGERANG SELATAN* (Doctoral dissertation, Universitas Gadjah Mada).
- Fullen, Sharon L. *Opening a Restaurant or Other Food Business Starter Kit: How to Prepare a Restaurant Business Plan & Feasibility Study: with Companion CD-ROM*. Atlantic Publishing Company, 2005.
- Geovany, G. (2019). *BUSINESS PLAN MINAHASA SPECIALITY RESTAURANT DI MINAHASA UTARA*.
- Gunawan, Vincentius Hendra. "BUSINESS PLAN: delicious." *CALYPTRA* 5.1 (2016): 1-23.
- Lombardi, Dennis J. "Chain-restaurant strategic planning." *Cornell Hotel and Restaurant Administration Quarterly* 35.3 (1994): 38-40.
- Pinson, Linda. *Anatomy of a Business Plan: A Step-by-step Guide to Building the Business and Securing Your Company's Future*. aka associates, 2008.
- Pratiwi, Y. (2020). *BUSINESS PLAN "ORAW RESORT HOSTEL DI LEMBAH HARAU"*.
- Rangkuti, F. (2000). *Business plan: teknik membuat perencanaan bisnis dan analisis kasus*. Gramedia Pustaka Utama.