BUSINESS PLAN OF YATAI

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain
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EXECUTIVE SUMMARY

Yatai is a business engaged in food and beverage industry. Yatai provides a variety of typical Japanese food products, which consist of Takoyaki, Shifudoyaki, Oden and Beef Teriyaki. Yatai is dedicated to consistently selling delicious food using good quality and fresh ingredients, selling prices that are relatively cheap, providing good service to customers, and providing customers with a comfortable place to dine-in.

Yatai's vision is to establish itself as the ultimate go-to destination for comfort food, positioning itself at the forefront of the customer's mind. To achieve that, Yatai offering a selection of high-quality Japanese food, all at affordable and reasonable prices. In line with its mission, Yatai is highly committed to maintaining food quality and providing excellent customer service, with a focus on sustaining the authentic flavors of its dishes. Additionally, Yatai strives to create a welcoming and comfortable ambiance, fostering an atmosphere that customers will genuinely appreciate and enjoy. Furthermore, Yatai try to build a warm and comfortable ambiance, so that customers can enjoy their dishes at our place. Through these core principles, Yatai aims to become a beloved establishment where people satisfy in delightful Japanese food and a memorable dining experience.

Yatai faces a high threat of new entrants due to the ease of replicating its concept with low capital requirements, leading to potential competition with lower-priced similar products. The threat of substitutes is also high, as numerous alternative snacks exist, though not necessarily Japanese snacks. To counter this, Yatai focuses on maintaining food quality and unique flavors. Moreover, customers wield significant bargaining power, emphasizing the need for Yatai to create a special appeal by offering competitive prices, quality, and a comfortable atmosphere. However, the bargaining power of suppliers is low, granting Yatai flexibility in sourcing materials from multiple suppliers at favorable prices. Lastly, rivalry among competitors is high, mainly driven

by price competition, prompting Yatai to strengthen its brand, maintain food quality, and prioritize exceptional service to stand out.

Yatai is classed as a small enterprise. Yatai targets children to adult who enjoy Japanese food. The restaurant uses fresh ingredients, offers a variety of food, and uses attractive packaging. Yatai reaches & building strong customer relationships by connecting directly though social media (Instagram), participates in culinary festivals, and distributes flyers to increase awareness. Revenue comes primarily from sales and plans to expand. Key resources include human resources, tenants, recipes, and raw material processing. Key partners include suppliers, packaging, beverages, and tenant management.

The success and sustainability of Yatai, a business in the food and beverage sector, are influenced by various factors. Politically, the government's policy to simplify license requirements and support UMKM through Undang-Undang Nomor 11 Tahun 2020 has provided opportunities for growth. Economically, the culinary industry's significant contribution to GDP presents favorable prospects. Socially, the trend of eating out and socializing creates an opportunity for Yatai to offer a dine-in facility. Embracing technology, especially Instagram, can help Yatai reach a wider audience and promote its products effectively. Legally, following the regulation and obtaining the Nomor Induk Berusaha (NIB) is crucial. Lastly, considering environmental concerns, Yatai incorporates eco-friendly practices like using paper food trays for packaging to reduce its impact on the environment. By carefully considering and adapting to these factors, Yatai can position itself for success in the competitive market.

The capital needed by Yatai is Rp100.000.000. The budget will be used for for the rental place, production costs (equipment and raw materials), marketing expense, salary of employee, furnished & renovations of the store.

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