



**BUSINESS PLAN OF IT'S TAICHAN**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Administrasi Bisnis**

**By:**

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**FACULTY OF BUSINESS  
BUSINESS ADMINISTRATION STUDY PROGRAM**

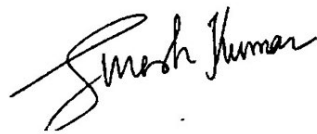
**CIKARANG  
AUGUST 2023**

## **BUSINESS PLAN ADVISOR RECOMMENDATION LETTER**

This Business Plan entitled “It’s Taichan” prepared and submitted by **Michelle Anastasia Agnes** in partial fulfilment of the requirements for the degree of **Business Administration – Bachelor** in the Faculty of **Business** has been reviewed and found to have satisfied the requirements for a Business Plan fit to be examined. I therefore recommend this Business Plan for Oral Defense.

Cikarang, Indonesia, August 28<sup>th</sup>, 2023

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**Suresh Kumar, S.T., M.Si.**

**Head,  
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Recommended by,



**Felix Goenadhi, S. Psi., M. Par.**

**Advisor**

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The Panel of Examiner declare that the business plan entitled “It’s Taichan” that was submitted by **Michelle Anastasia** majoring in Business Administration from the Faculty of Business was assessed and approved to have passed the Oral Examinations on August 28<sup>th</sup> 2023.



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Thesis author : Michelle Anastasia

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Name : Michelle Anastasia  
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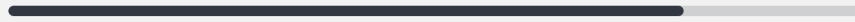
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Name:	Michelle Anastasia Agnes
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Cikarang, August 28<sup>th</sup>, 2023



**Michelle Anastasia Agnes**

## EXECUTIVE SUMMARY

It's Taichan is a business engaged in food and beverage industry that has been running for a year. It's Taichan's provides taichan satay, the menu consist of Sate Ayam, Sate Kulit, Chicken Wings, Indomie Taichan. It's Taichan is dedicated to consistently selling tasty food using good quality and fresh ingredients, we sell a good value of portion with standard selling price of taichan satay. It's Taichan is classified as a small enterprise. It's Taichan targets teenager to adult who enjoy taichan satay. We use fresh ingredients, offers variety of foods. It's taichan reaches & building strong customer relationships by connecting directly through social media.

It's Taichan's vision is to make It's Taichan a well-known food place and company for its best quality, portion and taste that is enjoyable by Indonesian people. To achieve that, It's Taichan offers a high quality food, all with a good value of portion and reasonable prices. In line with its mission, It's Taichan is highly committed to maintaining food quality and providing excellent customer service, with a focus on sustaining the authentic flavor of its dishes.

For now, our top priority is to run and develop the current outlet. Later, our efforts will be the further development of more outlets in the surrounding area. With capital IDR 94,275,000, the first year profit is IDR 69,359,648. The second year is expected to benefit around IDR 84,531,256. Then the third year is estimated to reach Rp 119,819,980 by expanding sales along with the increase of promotional activities. With this prediction, It's Taichan in the future, which is the years 4 - 6 will develop physically which has a great opportunity to grow other franchise partners to bring the taste and feel of food.

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