



BUSINESS PLAN OF IT'S TAICHAN

UNDERGRADUATE THESIS

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

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BUSINESS PLAN OF IT'S TAICHAN

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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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