RESTAURANT BUSINESS PLAN

“PIZZALERIA”

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CHAPTER I

INTRODUCTION

A. Background

Today many people who want to make an event or activity is by simple and efficient way. For example in terms of food preparation and dish. Most of them usually prefer to buy fast food than to make it them self by reason of considerations of time and effort even though it is a rather more expensive. From this thought we had the idea to make a business as Pizzaleria. In starting a business on any line, it first needs to know is the market opportunity and how to have the great order. How is the market opportunity that we wanted to enter in our business and how to obtain the order. The second is that we must be able to analyze the strengths and weaknesses of our competitors and the extent of our ability to compete with them in terms of price, service and quality. The third is the mental preparation and courage to start entrepreneurship to remove the psychological barriers of shame, fear of failure and the inner war between desire and doubt.

B. Name of Agency

Pizzaleria, it is the abbreviation name from two words, that is Pizza and Galeria (gallery). We chose these words because we have an expectation for our business will be a great resto in future and get the best quality gallery pizza in our city. We hope our customers who visit this gallery will enjoy it and satisfied with the services that we provide.

C. Enterprise Vision

" Promoting the best quality of Pizza product and be loved by the public. Also lifting local products to the general public in order to be more familiar " .

D. Business Mission

1. Increase of new products that utilize local materials.

2. Improving the quality of products so that the products can be known by the public .

3. Provide the best service to consumers.

4. Produce a variety of pizza that have a best quality and quality-assured .

5. Making this effort as a business opportunity that provides benefits or the best advantages

E. Aim

The purpose of the establishment of Pizzaleria resto is :

1. Obtaining profits

2. Introducing food Italy in Yogyakarta

3. Diversifying the type of food in Yogyakarta

4. It absorbs more labor

CHAPTER II

ANALYSIS OF PRODUCT

A. Place

The plan of Pizzaleria Resto location will be placed in an area that meets the following requirements:

1. The location is close by the office and education such as university, high school, or vocational school.

2. The location is in the center of the crowd.

3. The location is in the middle area residents

The location that we prioritize is in 27, Diponegoro Street (SMA N 1 Amlapura) with the following considerations:

a. The location is close to several universities

b. In the vicinity there are several schools, among others SHS 1 Amlapura, JHS 1 Amlapura and SHS of Parisada.

c. The location was around the office complex government agencies.

d. The location is near a residential population.

B. SWOT Analysis

In each activity to start a business, then it should be done first is to measure the ability of the author to the environment or competitors . That is the way through the SWOT analysis :

1. Strength

a. The price is quite affordable

b. Can be consumed for all community

c. The method to make it’s easy

d. Free from preservatives and artificial sweeteners

e. Have plenty of nutrients

2. Weakness

a. Product easily imitated

b. Can not durable

3. Opportunity

a. Strategically place

b. Not much to produce this product

c. The price offered to the public affordable

4. Threat

The presence of competitors who sell products at a cheaper price than the price that the authors have to offer

C. Marketing

a). Target Markets

The target market is key to note. It was customary that the effort Resto working order. Production activities began when the order has been received. Who work throughout the year or during the life of the business is marketing, finance and administration. Our target market is the entire community both students, and office workers who want time and energy-efficiency in obtaining food.

b). Products and Pricing

To set a price we need to do research and compare it with other Resto pricing strategies. Not infrequently the price of similar products are too expensive because of the production system is wrong and ineffective. This is what we should avoid. For that, we need to find a supplier capable of supplying the raw materials we use at a more affordable price but still save the quality, so we can produce products at a more affordable cost. In addition, we also need to do the experiment many times to find a formula that fits and can compete with other Resto.

The food menu Price Per-Portion

No

Name of Pizza

Price

1

Bolognise Pizza

Rp 12,000

2

Pizza Marinara

Rp 12,000

3

Royale Pizza

Rp 17,000

4

Garlic Lover Pizza

Rp 17,000

5

Pizza Sausage

Rp 17,000

6

Margaretha Pizza

Rp 20,000

7

Red Pizza

Rp 20,000

8

Pizza Hot Balad

Rp 22,000

9

Crispy Pizza

Rp 22,000

10

Go Popizza

Rp 25,000

11

Marathon Pizza

Rp 25,000

12

Couple Sweet Pizza

Rp. 30.000

13

All Juice

Rp. 10.000

14

Cappuccino

Rp. 10.000

c). Marketing Concepts

The marketing concept consists of 3P (Price, Place, Promotion). For products, we must surveyed the our competitors. For example, determining the 10 most popular menu for Resto in our place. Well, specifically to 10 menu, we absolutely mastered. The next step, ask ourselves to go one step further. For example, to innovate. For example, how to make our products look different and more unique.

d). Distribution and Promotion

Resto business is a business of trust and "taste". The purpose of the promotion is to make the public aware that we founded Resto. For that, promotion is one of the most important key in running our business Resto. The way of promotion is :

1) Spread the brochure

This brochure is distributed to schools, offices, households, etc.

2) Through advertising on the radio

By advertising on the radio, we hope that the public can know Resto Pizzaleria that we founded.

3) Through Advertising in cyberspace

We use social networks Facebook and Twitter to promote the products of our Resto. In addition we also have a blog that we use to promote our new menu menu, in addition to familiarizing us with loyal customers.

Pizzaleria Amlapura

@PizzaAmp

www.pizzaleriaamlapura.blogspot.com

D. Expected Results

The expected outcome of this Pizzaleria Resto:

1. Menus are served are made from the best quality ingredients, still fresh and healthy.

2. Can present our best menus in accordance with the expected consumer.

3. Businesses can develop and may open branches in other areas.

4. Our products are well received by the public.

5. Can absorb more labor.

CHAPTER III

BUDGETING

A. Cost of Capital

On the financial aspects of this, we got a Resto capital of Rp 30.000.000 from personal investation

B. Expending

1). Operational Cost

No

Description

Quantity

Unit Price

Total

1

Dining table

8

Rp 100,000

Rp 800,000

2

Table cashier

1

Rp 1,200,000

Rp 1,200,000

3

Chairs

32

Rp 50,000

Rp 1,600,000

4

Wi-Fi transmitter

1

Rp 700,000

Rp 700,000

5

Oven Gas

1

Rp 5,000,000

Rp 5,000,000

6

Stove

1

Rp 2,000,000

Rp 2,000,000

7

Juicer

2

Rp 200,000

Rp 400,000

8

TV

1

Rp 3,000,000

Rp 3,000,000

9

Computer

1

Rp 3,000,000

Rp 3,000,000

10

CCTV

2

Rp 500,000

Rp 1,000,000

11

Plates

100

Rp 12,000

Rp 1,200,000

12

Glass

50

Rp 6,000

Rp 300,000

13

Blades

100

Rp 1,000

Rp 100,000

14

Fork

100

Rp 1,000

Rp 100,000

15

Etc

-

-

Rp 100,000

TOTAL

Rp 21,000,000

2). Basic Material Cost

Ingredients

Volume

Unit

Price (Rp)

Total

Wheat Flour

25

Kg

8.000

200.000

Meat

10

Kg

30.000

300.000

Salt

5

Pcs

4.000

20.000

Yeast

50

Pcs

500

25.000

Vegetable Oil

10

Kg

5.000

50.000

Butter

2

Pcs

5.000

10.000

Cheese

10

Pcs

17.000

170.000

Sausage

2

Kg

40.000

80.000

Sauce

5

Bottle

5.000

25.000

Peanut

0,5

Kg

15.000

7.500

Corn

1

Kg

5.000

5.000

Strawberry jam

1

Bottle

15.000

15.000

Annona jam

1

Bottle

15.000

15.000

Durian

2

Fruit

15.000

30.000

Sweet milk

5

Tin

7.000

35.000

Gas

2

Tube

15.000

30.000

Case

20

Box

1.000

20.000

Jumlah

1.037.500

3). Supporting Cost

Analysis Cost

Volume

Unit

Price (Rp)

Total per month

Place Rent

1

Year

5.000.000

5.000.000

Employee salary

4

Man

700.000

2.400.000

Electricity + water cost

1

Month

80.000

80.000

Other cost

-

-

-

500.000

Total

7.980.000

4). Cost Analysis of All

No.

Cost Analysis

Total (Rp)

1.

Basic Material Cost

1.037.500

2.

Operational Cost

21.000,000

3.

Supporting Cost

7.980.000

Total

30.017.500

C. Income

No

Name of Pizza

Price

Quantity

per month

Price

per month

1

Bolognise Pizza

Rp 12,000

50

600.000

2

Pizza Marinara

Rp 12,000

50

600.000

3

Royale Pizza

Rp 17,000

50

850.000

4

Garlic Lover Pizza

Rp 17,000

50

850.000

5

Pizza Sausage

Rp 17,000

50

850.000

6

Margaretha Pizza

Rp 20,000

50

1.000.000

7

Red Pizza

Rp 20,000

50

1.000.000

8

Pizza Hot Balad

Rp 22,000

50

1.100.000

9

Crispy Pizza

Rp 22,000

50

1.100.000

10

Go Popizza

Rp 25,000

50

1.250.000

11

Marathon Pizza

Rp 25,000

60

1.500.00

12

Couple Sweet Pizza

Rp. 30.000

45

1.350.000

13

All Juice

Rp. 10.000

300

3.000.000

14

Cappuccino or Mocca

Rp. 10.000

200

2.000.000

Total pizza production per month

320

17.050.000

Total income per month : 17.050.000

Total income per year : 17.050.000 x 12 = 204.000.000

.

Analysis of Profit and Break Event Point

Capital : Rp.30.000.000

Income : Rp.17.050.000

Gross Profit Rp.47.050.000

Expending : Rp.30.017.500

Net Profit : Rp.17.032.500

BEP : Income

Net Profit

: Rp.17.050.000

: Rp.17.032.500

: 1,01

CHAPTER IV

CLOSING

As a good entrepreneur, we will not let this business run horizontally. We will continue to try to innovate and improve the quality of our performance, so that enthusiasts and consumers satisfied with the products we offer. Because if we do not our product quality is likely to increase this effort will not run properly even threatened with bankruptcy.

We hope this business can thrive and achieve success. We are confident that this effort will go forward and continue to grow even more so if accompanied by an increase in the quality of our services and products. We are aware, these efforts will not direct the rapidly growing but we will continue to strive to develop our business Pizzaleria Resto