



**UNIVERSITAS TARUMANAGARA**

**FAKULTAS EKONOMI**

**JAKARTA**

**SKRIPSI**

**PERENCANAAN USAHA**

**“SIR CHICK”**

**SATE LILIT KHAS BALI**

**DIAJUKAN OLEH:**

**NAMA : SELLY**

**NIM : 115130249**

**UNTUK MEMENUHI SEBAGIAN DARI SYARAT-SYARAT**

**GUNA MENCAPAI GELAR**

**SARJANA EKONOMI**

**2017**

**UNIVERSITAS TARUMANAGARA**

**FAKULTAS EKONOMI**

**JAKARTA**

**TANDA PESETUJUAN SKRIPSI**

NAMA : SELLY  
NO. MAHASISWA : 115130249  
PROGRAM / JURUSAN : S1 / MANAJEMEN  
BIDANG KONSENTRASI : KEWIRAUSAHAAN  
JUDUL SKRIPSI : PERENCANAAN USAHA “SIR CHICK”  
SATE LILIT KHAS BALI

Jakarta, 16 Januari 2017

Pembimbing,



(Franky Slamet, S.E., M.M.)

**UNIVERSITAS TARUMANAGARA**  
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**SETELAH LULUS UJIAN SKRIPSI / KOMPREHENSIF**

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Tanggal: 23 Januari 2017

Ketua Penguji

  
(RR. Kartika Nuringsih, S.E., M.Si.)


Tanggal: 23 Januari 2017

Anggota Penguji

  
(Franky Slamet, S.E., M.M.)

Tanggal: 23 Januari 2017

Anggota Penguji

  
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## ABSTRAK

UNIVERSITAS TARUMANAGARA

FAKULTAS EKONOMI

JAKARTA

(A) SELLY (115130249)

(B) PERENCANAAN USAHA “SIR CHICK”

SATE LILIT KHAS BALI

(C) xv + 71 halaman, 2017, tabel 15, gambar 8, lampiran 3.

(D) KEWIRAUSAHAAN

(E) ***Abstract:** Sir Chick is engaged in the culinary business that located in Jakarta. Our store at TSS raya street and open from Monday to Saturday from 9 am to 5 pm. The presence of Sir Chick triggered by the urban modern lifestyle, especially in Jakarta. This business main menu is sate lilit with a choice of sauce. Sate lilit is a satay variant from Balinese cuisine. Sir Chick is a new innovation of sate lilit because, Sir Chick offers a different selection of sauces which is original sauce (chili sauce) and salted egg sauce. Sir Chick intends to cater to bulk of children, teenagers and adults in Jakarta at the age group from 9 to 60 years old for an upper middle class. Sir Chick will use advertising in social media channels such as website, Path, Facebook, and Instagram to increase customer awareness of Sir Chick. Sir Chick provides delivery service to increase sales. As we go further, Sir Chick is planning to open a new store in nearby shopping mall.*

(F) Daftar acuan 38 (2003-2016)

(G) Franky Slamet, S.E., M.M.