

RENCANA BISNIS: RUMAH MAKAN INDOSOTO

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This following business plan aim to create a food and beverage company. Indonesia has abundant cultural and traditional food, one of them is soto. We should be able to utilize this traditional food as one of the identity of our nation. In a modern society, a restaurant is pretty much a primary need. Jakarta city is the busiest city in Indonesia. Every year more people come and work in Jakarta, this make cooking homemade food pretty much impossible. This make the demand for restaurant increase. With utilizing social media as a way to promote the brand, the restaurant will be able to compete with rival companies.

Using SWOT analysis, Competitive Advantage Theory, Human Resource Theory, Market Analysis, Environmental Analysis, and Investment Feasibility Analysis to analyze this Business Plan, it proves that this Business Plan is a potential Business to do. From the financial analysis that the result of the payback period is 2 year 9 month, that is a highly reasonable time frame for an investment.

Keywords: Food and beverage, traditional food, restaurant, social media, Jakarta city.