

CHAPTER V

CONCLUSION AND SUGGESTION

1.1 Conclusion

The six-month journey of *plēt diner* shows how a new food concept can grow and adapt in real market conditions. Starting with a soft opening in February that generated minimal revenue, the business quickly gained traction in March and April, followed by peak sales in May with Rp116.8 million after going viral on social media. Sales then stabilized at around Rp50–55 million per month in July and August, reflecting a more sustainable flow of customers.

Financially, *plēt diner* shifted from an initial loss to consistent profitability, with net profits ranging between Rp9–52 million. The results indicate that the potato bar concept is well accepted in Surabaya, supported by both dine-in and delivery platforms. Overall, the project demonstrates strong potential for growth while highlighting the importance of stable revenue and customer loyalty as the foundation for future expansion.

1.2 Problems and Solution

Across the six months of operation, *plēt diner* encountered challenges that became valuable learning points. In the first month, operations were limited to invitation only, which revealed gaps in workflow and service quality. Stock mismatches and slow kitchen–cashier communication often caused items to appear sold out even when still available. By the second and third months, demand increased, especially from online orders, and the challenge shifted to consistency and serving larger volumes. Plans to refine the menu were postponed as the team focused on handling high daily orders.

The fourth month brought peak sales after a viral TikTok review, which exposed operational weaknesses: limited seating capacity, slow microwave reheating, and insufficient beverage preparation space. These were resolved through workflow adjustments, the introduction of bain-marie for quicker

serving, and gradual layout improvements. In the fifth and sixth months, sales declined from the peak but stabilized at a sustainable level. The challenge was maintaining revenue flow while adjusting to lower but steadier customer traffic.

Overall, the problems faced—ranging from stock control and speed of service to space limitations—were gradually solved with practical adjustments in operations, equipment, and workflow. These solutions not only improved daily efficiency but also prepared *plēt diner* with a stronger foundation for future growth.

5.3 Suggestion

For the sustainability of *plēt diner*, the main focus should remain on strengthening the potato bar concept as the core identity. Maintaining a consistent menu while highlighting best-selling items as signature dishes will help build a clearer brand image.

Operationally, the limited seating capacity needs attention. A practical step is to optimize the existing layout and rely more on delivery platforms to serve customers who cannot dine in. This way, the business can continue growing without being restricted by space.

Marketing efforts should maximize GrabFood and ShopeeFood promotions, as they have proven more effective than offline events. Exclusive deals or bundled menus can help maintain stable sales even when the café is not trending.

Finally, before moving to expansion, *plēt diner* should focus on creating a loyal customer base. Small community events or collaborations can build stronger engagement and keep customers returning regularly, ensuring long-term stability.