

CHAPTER I

INTRODUCTION

1.1. EXECUTIVE SUMMARY

Business Culinary is a work that we all are not unfamiliar with in Indonesia. So many citizens in this country begin to start a culinary related business even though the major that they took during university are deviating from their business. Today, there are so many people competing with their culinary business that are interesting and became their primary business. Every week even every day there are still plenty of people starting their business from a restaurant, bistro until cafe or lounge.

WEBY Restaurant is a food business. This business is would be a very promising business because food is a basic human need. The cafe and restaurant business has become a trend, especially for those who live in big cities in Indonesia such as Jakarta, Bandung and Surabaya. WEBY Restaurant is a restaurant that provides various types of Indonesian cuisine, there are 68 indoor chairs, and 12 outdoor chairs. In addition to dine in, WEBY also provides take away services. The development of time will also be registered in a variety of applications ojol (Grab, Gojek). For customers who come in groups or groups, we provide reservation services.

The restaurant decoration is made very simple and comfortable, because our target market is towards the family and also the workers, so we provide accents of blue, ivory and also a little touch of green from plants to decorate our place. We deliberately design WEBY in a simple but unique way, so that consumers who eat not only enjoy food, but also a comfortable atmosphere while eating our dishes.

The menu we offer is inspired by a variety of foods in Indonesia. Customers can get food with original flavours, the menu that we offer also varies from *nasi empal*, *nasi campur sop buntut*, *rawon and others*. We also provide a variety of desserts / drinks and drinks in various price ranges. The food and dessert menu at our Restaurant will be different from other high-class restaurants in this

area. This is a strategy that we designed to provide comfort for families, workers and students so that consumers can enjoy our food comfortably.

1.2.BACKGROUND OF COMPANY

Having my own business is always been a dream for many people. To make that dream come true, I try to study well, honing talent to continue to be the best, so that makes me quite mentally in establishing a business of my own. I want to make people happy with my food, I want to make people always miss the taste of my food. That's always be my goals in the future.

We live in Indonesia, from childhood we have been given to eat Indonesian food and that's always make our tongue get used to it. Although a lot of foreign food comes in, Indonesian food cannot be resisted in our own country, we will always miss home food. That's why, finally the business that I want to open will be Indonesian Cuisine. I want to make something like home-cooked food, that all of people from children to elderly can eat.

Weby stands for *Warung Empal Bu Yudi*, the reason I chose this words mean a lot for me. Warung same meaning with something cheap, comfort food, place that we want to come, always, Empal always be my specialist food, Bu Yudi means my mom and dad names, I want to cherish their name until my business growing up.

1.3. FOODPRENEURSHIP OBJECTIVES

There are many objectives that we have to manage as foodpreneurship. But we have to know which one will be our priority. To my business, the important things to do always the quality of the food, the process have to be hygiene and well prepared according the standard that we already set such as, ingredients selection has to be fresh, the time of the cooking, and other things. Maintain the quality of our food, stocking, training staff and speed. Last but the most important thing, customer. Without customer, we cannot receive any profits. We always do our best to make our customer satisfied with our services, food, and also ambience.

1.4. THE EXPECTED OUTCOME

Even though in this area many restaurant open, we are hoping with our taste and services, we can reach our goal. Our goal will always be the same with other entrepreneurship that is making our customer happy with our food and always want to come back. Only that make our restaurant will last and developing.

1.5. THE BENEFITS OF FOOD ENTREPRENEUR

There are so many people who want to become entrepreneurs to be able to live more independently. By becoming entrepreneurs we can analyse early. One of the biggest benefits of food entrepreneurship is food are basic needs. Without food we cannot we cannot produce energy to be able to move and do everything. This reason already one of the main factors why many people rush to open a food business despite they are not in culinary basics. True, the F&B industry has been growing at an astonishing rate over the last decade and the trend seems to be going upwards only. Because we can explore any types of food, from junk food, cookies, cake, healthy food, and others. A lot of types of food that we can do.