**ENTREPRENEURSHIP FINAL REPORT**

**CRUDO CAFE**



**By:**

**VIVIAN JUNITA**

**074130\_94406\_2014\_0069**

**STUDY PROGRAM OF CULINARY ART**

**AKADEMI KULINER DAN PATISERI OTTIMMO INTERNATIONAL**

**SURABAYA**

**2017**

**CRUDO CAFE**

Arranged by:

VIVIAN JUNITA

Done the entrepreneurship period from August, 18-2016 until March, 20-2017 for CRUDO CAFE at Taman Gapura BB6, Citraland, Surabaya.

Approved by:

Supervisor

Vindya Tri Widayanti. STP,. MP.

NIP. 19901208 1402 014

This final report has been approved and validated as requirement to get an Academic Title of Diploma Degree, Study Program of Culinary Art

date: …………………………….

Head of Study Program Culinary Art

Akademi Kuliner Dan Patiseri Ottimmo International

Vindhya Tri Widayanti, STP., MP.

NIP. 19901208 1402 014

Director

Akademi Kuliner Dan Patiseri Ottimmo International

Zaldy Iskandar, B.Sc.

NIP. 19731025 1201 001

**LEMBARAN PENGESAHAN**

Judul Tugas Akhir/Laporan Magang : CRUDO CAFÉ

Disusun Oleh:

Vivian Junita

074130\_94406\_2014\_0069

Tugas Akhir/Laporan Magang ini telah diujikan dan dipertahankan dihadapan Tim Penguji

Pada Tanggal :

4 May 2017

Susunan Tim Penguji:

Ketua/Pembimbing Utama Penguji I Penguji II

Vindhya Tri Widatanti, STP., MSi Asri Puspita Wardhani, STP., MSc Heni Adhianata, STP., MSc

 19901218 1402B014 19891026 1402 017 19900613 1402 016

Mengetahui,

Ketua Program Studi Seni Kuliner

Vindhya Tri Widatanti, STP., MSi

19901218 1402B014

**SUMMARY**

Crudo is a healthy concept café which serves healthy food and beverages. Few examples of our menus are Chicken Teriyaki Rice, Chicken & Egg Sandwich, Overnight Oat. The menu are designed for people who are fitness but the non-fitness person can also enjoy our food. The healthy concept in Crudo is more on reduced sugar, salt, fat and home cooked with no preservatives, additives or colouring.Year by year, the number of people who are health conscious keep increasing. We can see it around us, the growth of fitness industries, healthy product been accelerating since 2014. Being healthy is so important for us because it can help us to avoid the disease and illness such as overweight, hypertension and cancer. Having a healthy body makes our life becoming more enjoyable and most important thing is the way to keep our body in good condition. There are several ways to have a healthy body is by eating healthily, exercise regularly and reducing stress.

 Eating healthy plays major roles as it is what we feed to our body. Eating healthy does not mean eating expensive food but we should choose food that has balance diet and contain very minimal amount of unhealthy fats, processed food and junk food. Many know how to be healthy when they were asked but they have difficulties in implementing it into their lifestyle.One of the reasons is ‘Time’. Due to work, they have no time to cook or prepare their food and that causing them to supplying their meal from the restaurant or food stall. In fact, the only problem that makes the food stall not healthy is because mostly are fried which high in calories, unhealthy fats. Thus, it’s unhealthy. From here, we can see the problem and Crudo will become the solution to overcome people from over-consuming unhealthy food to achieve a healthier lifestyle and as a result, Crudo has keep the revenue for range oh IDR 8,000,000 for the first 7 months.

**PREFACE**

 Praise and great gratitude to Almighty God submitted by the author to the Lord Jesus Christ My Savior for blessing and help to complete this thesis on time.

 This thesis is arranged to fulfill the requirements for obtaining Diploma in Culinarty Arts and Baking Pasty, in Ottimmo MasterGourmet Academy in Surabaya.

 On this occasion with great humility, I would like to thank you to all of those who have given me help and guidance so that this theses can be finished. Completion of writing of this theses, the author would like to thank to:

1. Chef Zaldy Iskandar.B,Sc. as the Director of Ottimmo MasterGourmet Academy in Surabaya.
2. My best gratitude to Ms. Vindhya Tri Widayanti, STP., MP as Head of Study Program Culinary Art and Supervisor in completing this thesis through the guidance and direction that are helpful for the preparation and writing of this thesis.
3. Ms. Diana as Marketing & Finance Lecturer for the help, guidance and encouragements that is very helpful for my preparation and writing of this thesis.
4. My lovely mom Tjoa So Teng as the best mom I the world for always support and company me whenever I need her, or asked for advice and my lovely dad Bete Wisanto who always pray, encouraging, giving love and compassiom, giving materials I need, working hard, always trying to do the best, to support me all the time and given a smile and happiness in my life. I can survive and have spirit to face everything until today just because of them.
5. Thank to my greatest close friends Yosua, Rico, Daniel Hasan, Natalia for always being super helpful when I faced confusion, difficulties when running Crudo. From the very beginning until now. Their input and business experiences shared has been very helpful for me to cope with Crudo. Thanks for always support and always available for me, May God Bless them all my dearest friends.

Final words, the author say thank you very much indeed for all those I cannot mentions the names. Hopefully the thesis can be useful for us and become the input for the parties in need.

**TABLE OF CONTENT**

**COVER**……………………………………………………………….……i

**SIGNATURE PAGE**....................................................................ii

**LEMBARAN PENGESAHAN** ……………………………………………iii

**SUMMARY**........................................................................iv

**PREFACE**..........................................................................v

**TABLE OF CONTENT**……………………………………………………....vii

**LIST OF TABLE**……………………………………………………...………viii

**LIST OF FIGURE** ..........................................................................................viii-x

**LIST OF APPENDIX** ..........................................................................................xi

**LIST OF TABLE**………………………………………………………vi

Table 1 - Comparison between Healthy food & Regular food ………………….9

Table 2 – Comparison With Competitor ……………………………….......10-11

**LIST OF FIGURE** .................................................................................................v

Figure 1 – Operational Hours ..............................................................................................4

Figure 2 – Crudo’s Menu Book (Front) ...........................................................................5

Figure 3 – Crudo’s Menu Book (Back) ............................................................5

Figure 4 – Rice Cooker .............................................................................. 5

Figure 5 – Microwave Oven .............................................................................6

Figure 6 – Chest Freezer .......................................................................................6

Figure 7 – Customized Menu, Chicken Breast ..............................................................8

Figure 8 – Customized Menu, Vegetables .....................................................................8

Figure 9 – Customized Menu, Brown Rice ........................................................................8

Figure 10 – Healthy Wedges (Closed Up) ..............................................................9

Figure 11 – Healthy Wedges (Top View) ...........................................................................9

Figure 12 – Ideal Balance Diet ................................................................................10

Figure 13 – Logo, RealFit Cathering ............................................................................10

Figure 14 – Logo, Healthy Cook ..................................................................................10

Figure 15 – Logo, Crudo ................................................................................................10

Figure 16 – HR Department Graph .....................................................................12

Figure 17 – Physical Environment, Cafe Rendering (Top View) ...................................15

Figure 18 – Physical Environment, Cafe Rendering (Side View) .................................15

Figure 19 – Promotion, Soft Opening Brochure ...............................................................16

Figure 20 – Promotion, Grand Opening Brochure ..................................................16

Figure 21 – Promotion, Ciputra World H3 Bazaar Photo ..............................................17

Figure 22 – Promotion, Ciputra World H3 Bazaar Menu Promo ..................................17

Figure 23 – Promotion, Ciputra World H3 Bazaar Instagram Post ..............................17

Figure 24 – Promotion, SBO Interview Cameraman ..............................................17

Figure 25 – Promotion, SBO Interview Discussion ...............................................17

Figure 26 – Promotion, SBO Interview Product Briefing ..........................................17

Figure 27 – Productivity & Quality, Cafe Map (Top View) ..........................................18

Figure 28 – Cafe Rendering Top View Towards Bar ....................................................18

Figure 29 – Cafe Rendering Top View Opposite Bar ..................................................18

Figure 30 – Cafe Rendering Front View Of Bar ...........................................................18

Figure 31 – Productivity & Quality, SOP Menu ....................................................20

Figure 32 – Crudo’s Capital Investment Analysist ...............................................22

Figure 33 – Crudo’s Salary .............................................................................22

Figure 34 – Cash Flow ..............................................................................................23

Figure 35 – Balance Sheets .........................................................................24

Figure 36 – Balance Sheets............................................................................................24

Figure 37 – Profit & Loss Calculation, Month 1 (October 2016) ................................25

Figure 38 – Profit & Loss Calculation, Month 2 (November 2016) ................................25

Figure 39 – Profit & Loss Calculation, Month 3 (December 2016) ............................26

Figure 40 – Profit & Loss Calculation, Month 4 (January 2017) ..............................26

Figure 41 – Profit & Loss Calculation, Month 5 (February 2017) ................................27

Figure 42 – Profit & Loss Calculation, Month 6 (Maret 2017) ..........................27

Figure 43 – Profit & Loss Calculation, Month 7 (April 2017) .....................................28

Figure 44 – Product Description, Chicken Teriyaki Rice .............................................31

Figure 45 – Product Description, Beef Steak Bites ........................................31

Figure 46 – Product Description, Zucchini Lasagna .......................................................32

Figure 47 – Product Description, Overningt Oat (Closed Up) ..........................................32

Figure 48 – Product Description, Overninght Oat Packaging ..................................32

Figure 49 – Product Description, Chicken & Egg Sandwich ..................................33

Figure 50 – Product Description, Healthy Wedges .....................................................33

Figure 51 – Product Description, Chia Pudding ..............................................34

Figure 52 – Product Description, Hot Chocolate .....................................................34

Figure 53 – Material & Equipments, Refrigerator ....................................................36

Figure 54 – Material & Equipments, Water Dispenser ...............................................36

Figure 55 – Material & Equipments, Display Chiller .....................................37

Figure 56 – Material & Equipments, Heavy Duty Blender .........................................37

Figure 57 – Material & Equipments, Mixing Bowl ....................................................37

Figure 58 – Material & Equipment, Mixing Bowl ............................................37

Figure 59 – Material & Equipments, Chinaware (Big) ...............................................37

Figure 60 – Material & Equipments, Chinaware (Small) ...............................................38

Figure 61 – Material & Equipments, Chopping Board ................................................39

Figure 62 – Material & Equipments, Knife .............................................................39

Figure 63 – Material & Equipments, Spatula ...................................................40

Figure 64 – Material & Equipments, Fork & Spoon .................................................40

Figure 65 – Material & Equipments. Peeler & Bottler Opener ..............................41

Figure 66 – Material & Equipments, Grinder ...................................................41

Figure 67 – Material & Equipments, Glasses (Green) .........................................42

Figure 68 – Material & Equipments,Glasses Transparent ...............................42

Figure 69 – Material & Equipments, Plastic Rubish Bin ............................................42

Figure 70 – Material & Equipments, Air Conditioning .................................................43

Figure 71 – Material & Equipments, Television .....................................................43

Figure 72 – Strategy Marketing, Smoothies ......................................................46

Figure 73 – Promotion, Handmade Styrofoam Accesories ......................................47

Figure 74 – Promotion, Crudo 1st Giveaway (Oat) ..............................................48

Figure 75 – Promotion, Crudo 1st Giveaway (Thumbler) ............................................48

Figure 76 – Promotion, Crudo 1st Giveaway Winners on Instagram ............................48

Figure 77 – Promotion, Crudo Discount Voucher .............................................48

Figure 78 – Promotion, IDN Creative Bazaar Post ...............................................49

Figure 79 – Promotion, IDN Creative Bazaar Photo on Instagram..................................49

Figure 80 – Promotion, Black Friday Promo ...............................................................49

Figure 81 – HPP, Chicken Teriyaki Rice ........................................................................50

Figure 82 – HPP, Zucchini Lasagna ............................................................................50

Figure 83– HPP, Chicken & Egg Sandwich ........................................................50

Figure 84 – HPP, Overnight Oat ..........................................................................51

Figure 85 – HPP, Chia Pudding ............................................................................51

Figure 86 – HPP, Hot Chocolate ...............................................................51

Figure 87 – HPP, Crudo’s Classic Signature & Post Workout .........................................51

Figure 88 – HPP, Chocolate-to-the-Protein & Wheytermelon ........................................51

Figure 89 – HPP, Mango Lover & Wondermelon ...................................................51

Figure 90 – HPP, Immunity & Energizer ...........................................................52

Figure 91 – HPP, Tropical Pineapple ................................................................52

Figure 92 – HPP, Rejuvinated ..................................................................................52

**REFERENCE** .....................................................................................................31

**LIST OF APPENDIX**

1. Product Descriptions …………………………………………………...31
2. Pricelist of Crudo Food & Beverages ……………………………….35
3. Materials & Equipment …………………………………………….36
4. Production Methods ………………………………………………..43
5. Strategic Marketing .....................................................................46
6. Promotions ……………………………………………………..47
7. Food & Beverages Cost ………………………………………..50

**CHAPTER I INTRODUCTION** 1

1.1 Background 1

1.2 Objective 1

1.3 Significance 2

1.4 Time and Place 3

**CHAPTER II RESULT AND DISCUSSION** 4

2.1 Production Aspect 4

 A. Product Description 4

 B. Materials and Equipment 5

 C. Production Method 7

2.2 Strategic Marketing 8

 A. Product .8

 B. Price 10

 C. Place 11

 D. People 12

 E. Process 15

 F. Physical Environment 15

 G. Promotion 16

 H. Productivity and Quality 18

2.3 Financial Aspect 22

 A. Capital/Early Investation 22

 B. Fixed Cost ……………………………………………………………...23

 C. Food/Beverage Cost ……………………………………………………23

 D. Break Event Point (BEP) ………………………………………………23

 E. Profit/Loss Calculation …………………………………………………24

**CHAPTER III CONCLUSION AND SUGGESTION** ………………………29

A. Conclusion ……………………………………………………………………29

B. Suggestion ……………………………………………………………………29