**FOOD PRENEUR PROGRAM**

**KEDAI YAKO**

****

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**OTTIMMO INTERNATIONAL MASTER GOURMET ACADEMY SURABAYA CULINARY ARTS PROGRAM STUDY**

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Surabaya, August 10 2021

Vigo Andesta Sinaga

**PLAGIARISM STATEMENT**

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**EXECUTIVE SUMMARY**

In today’s era, business competition is increasingly tighter. In the culinary business, we can observe business that does various ways to overcome competition (Competitive advantage), including making products that are more attractive, charging low prices etc.

 Competitive advantage can be defined by how companies carry out business innovations in accordance with the needs of the times and the desires and needs of consumers.

 We serve a menu of grilled rice and several variations of satay, where grilled rice is afood that is commonly consumed by the public and can be enjoyed while eating a variety of satays that we sell. Some of the satay menus that we sell include kikil satay, liver, wings, quail eggs, pentol, skin, intestines etc.

 Kedai Yako is a Food Cart that is focused on Grilled rice menu, which is combined with satay, as well as additional side dishes to complement the grilled rice. Kedai Yako has 2 types of Grilled rice menu, including shredded chicken rice and shredded fish rice.

 Kedai Yako uses woven stick plates so that it gives an impression that matches their expectations when enjoying the food that we serve.