# **BAB II**

# **BUSINESS PLAN**

## **2.1 Market Potential**

2.1.1 Company Form

Our product form is a daily food business, So we choose to open our food cart in district foods in Sampit; Why? The reason’s because many people go to the district food.

**Figure 1. Core Value**

CORE VALUE

***Kedai Yako***

**TRUST**

Make people trust our product

**INTEGRITY**

We Work Honestly with each other

**RESPECT**

We will treat our people fairly

**INOVATION**

Support continuous growth & improvement

**VISION**

**MISION**

**VALUE**

**Vision**

Become a food cart that interests many people, and can provide best service to customers

**Mission**

Get an impression that exceeds customer expectations

**Value**

We respect and care for our customers by offering the highest in quality products and service

2.1.2 Segmentation

Yako shop collects data segmentation on the number of purchases, people's favorite menus, and their satisfaction. From the data, Yako can determine the number of products and materials that must be prepared for sale.

2.1.3 Targeting

Yako shop's target market is determined by adjusting the price and the place we provide, most of the customers we target are middle to lower class. We also target young children to adults with families, because our place is not only comfortable to hang out but also comfortable to eat with family.

2.1.3 Positioning

One of the services we provide is that you can place orders from afar for the normal menu or additional side dishes on the grilled rice menu.

## **2.2 Location**

Kedai Yako located on Kapten Mulyono Street, No. 83/01. For the food preparation kitchen, its ****located at my house, which is quite close to the sales location.

**Figure 2. Cooking Process**

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**Figure 3. Kedai Yako**

**Figure 4. Kedai Yako**

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## **2.3 Product & Price**

2.3.1 Roasted Rice

There are 2 type of grilled rice served by the yako shop, namely tuna grilled rice and chicken grilled rice

**Figure 5. Nasi Bakar**



**Figure 6. Nasi Bakar**

2.3.2 Satay Menus

For the satay menu and side dishes there are chicken wings, intestines, gravel, tofu, tempeh, pentol, quail eggs, liver.

**Figure 7. Nasi Bakar**



**Figure 8. Yako Satay**

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**Figure 9. Yako Satay**

2.3.3 Drinks

Beverage variants, namely iced tea, milk coffee, ginger wedang milk, ginger wedang, etc

## **2.4 Sales Projection**

for selling grilled rice per day we prepare 25 packs of grilled rice per day as well as side dishes and drinks, where per day we can get sales approaching maximum capacity and sometimes exceeding.

## **2.5 Marketing Strategies**

2.5.1 Promotion

Yako shop does a buy 2 get 1 promotion for the grilled rice menu and promotes our location and place to make it easier for people to find.

2.5.2 Marketing

2.5.2.1 Social Media

Social media is a good tool to promote the food, location, and place of a business, yako shop has been doing promotions on social media so that it can achieve sales targets every day.

## **2.6 SWOT analysis**

2.6.1 Strength

Food we serve includes daily food that can be enjoyed by various people, and has an affordable price for the surrounding community

* + 1. Weakness

It's a new brand, so there are still many people who don't know about Yako, and it has several competitors around

* + 1. Opportunity

Because Kedai Yako is a new brand, an interesting promotion is needed to attract customers

* + 1. Threat

There are many competitors who have been selling for a long time in the surrounding area