

**BUSINESS PLAN**  
**CULINARY ARTS FINAL PROJECT**  
**“KYŪKA JAPANESE RESTAURANT”**



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## CHAPTER I

### INTRODUCTION

#### I. Establishment Background

Social media has changed a lot of people's perspectives about food. Most people go to a restaurant not just to have quality time with their family and friends, but also want to share their life on social media. One of the reasons why people love to go to restaurants and spend their money is to capture their food. People care about the food plating just for their social media. They love to take pictures of their food as aesthetic as possible and post them on their social media to be up to date. These days, the taste is not the only reason for people to come to the restaurant, making people comfortable to sit and enjoy hanging out in the restaurant is also very important. Running a restaurant with a comfortable and aesthetic place to hang out is very profitable. So, I want to make a Japanese restaurant with a different plating than the usual Japanese restaurant. A good plating can attract more people resulting in more customers and more revenue.

#### II. Objectives

To start a business, there must be a goal to keep the business running. The goal for this business is for it to become an autopilot business where it can thrive without the owner needing to show up to work in the business every day. When the business is on autopilot, it means the business is running well. Having a good restaurant image is also important in the business industry. If the restaurant has a good image then the restaurant will attract people's attention to do franchise business. Having a franchise business is a very profitable thing where we get royalties. From the franchise business, we also can maintain profits by passive income.

## CHAPTER II

### BUSINESS PLAN

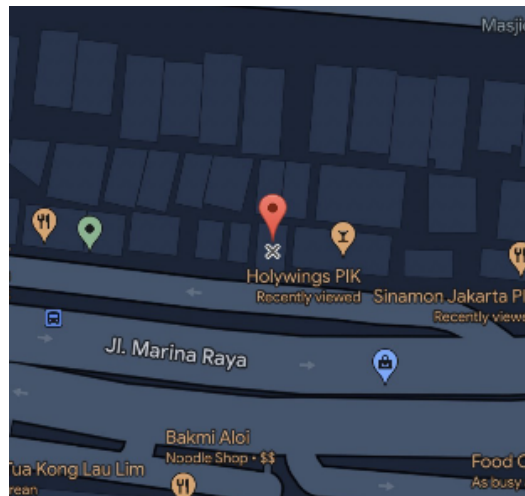
#### I. Logo and Explanation



*Picture 1. Logo of Kyūka Japanese Restaurant*

The name of the restaurant is “Kyūka” (休暇) which means taking a vacation or going on a holiday. <sup>1</sup>Kyuka can also be used to indicate taking a much-needed respite or break from work or another activity. The reason why I picked “Kyūka” as the name of the restaurant is because I want to make the customers feels comfortable when they're taking break from work and from other activities. I want to make people who come to my restaurant feel like they are on vacation. They also come to our restaurant to relax, to get the rest they needed. So after visiting our restaurant, they will be ready to resume their activities with full energy. As seen in the logo, Kyūka is a Japanese restaurant. Despite the meaning of Kyūka, the color used from the logo is warm color so that it can look comfortable when viewed. It also represents the color of bamboo which is symbolic in Japanese Culture.

## II. Establishment Overview



*Picture 2. Location of Kyūka Japanese Restaurant*

Location : Ruko Crown Golf Blok B No 38 & 39, RT.6/RW.2, Kamal Muara, Penjaringan, North Jakarta City, Jakarta 14470.

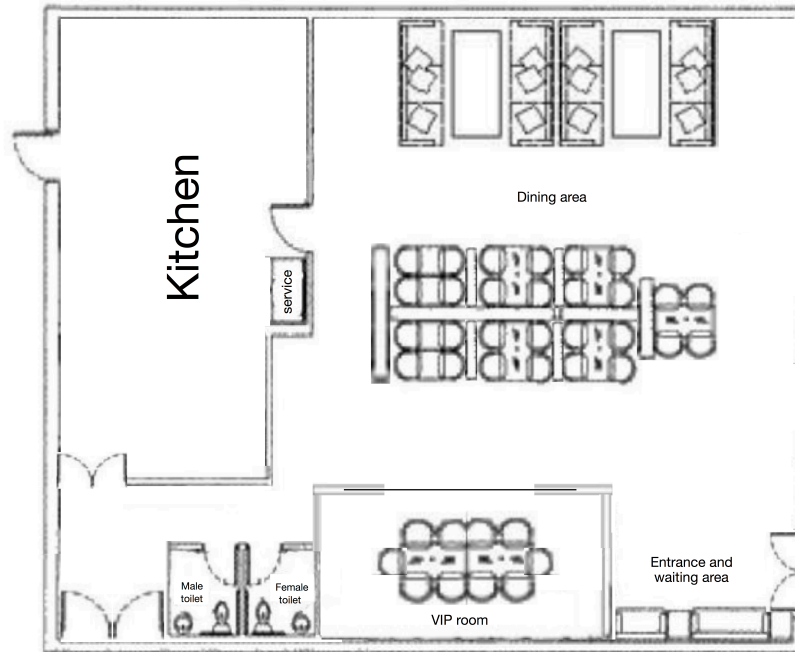
Opening Hours : 10 AM Closing Hours : 10 PM

Occupancy : 50 peoples

Kyūka is located at Ruko Crown Golf Blok B No 38 & 39, RT.6/RW.2, Kamal Muara, Penjaringan, North Jakarta City, Jakarta 14470. Kyūka is located in the Pantai Indah Kapuk area which is located near the PIK Avenue Mall. Kyūka opens at 10 AM and closes at 10 PM. Before the restaurant opens, the workers have to prepare the ingredients and clean the restaurant so that it is ready for customers to visit. Usually at 10 PM people don't go out for a walk anymore. So 10 PM is the right time for the restaurant to close.

Kyūka can host up to approximately 50 guests and is perfect to celebrate birthday parties and have private occasion. Kyūka have 1 VIP rooms that can be filled up to 10 peoples. Kyūka have 7 tables that can be occupied for 4 guests each table and 2 tables that can be occupied for 6 guests each table.

### III. Dining Area Floor Plan

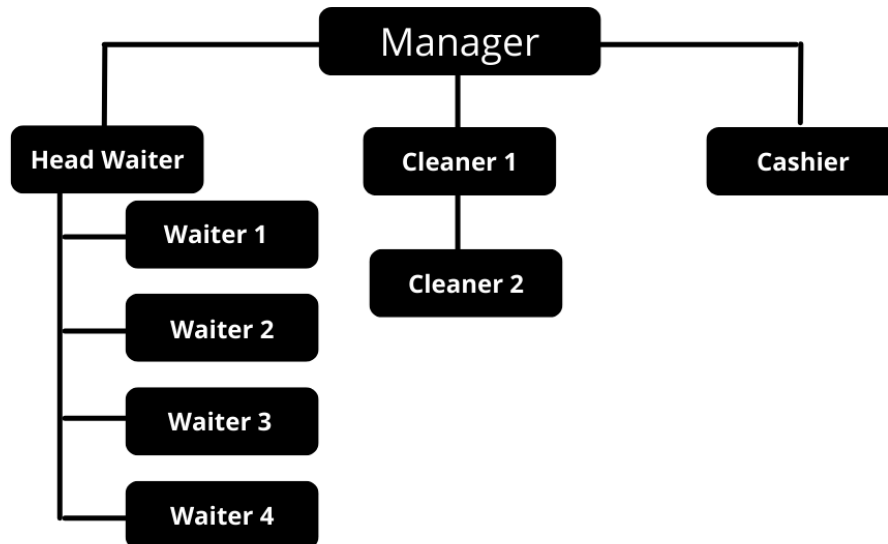


*Picture 3. Dining Area Floor Plan of Kyūka Japanese Restaurant*

There are a total of 50 seats in the restaurant. 2 tables above that can be filled by 6 people at each table for a total of 12 people, 7 middle tables that can be filled by 4 people at each table for a total of 28 people, and 2 tables in the VIP room that can be filled by 8 to 10 people. There are one entrance door on the right, 1 back door in the kitchen for the employee and 1 side door. There are 2 toilets in the restaurant, 1 for male and 1 for female. There are 2 access door from the kitchen to the dining area. 1 is for the employee to serve food and 1 is for the employee to enter the kitchen. There will be seats right in front of the entrance for people who are waiting for a seat if the restaurant is full or for people who want to order takeaway food. Right in front of the entrance, there will be Kyūka Japanese Restaurant's logo.

#### IV. Service Brigade and Job Description

### Service Brigade



*Picture 4. Service Brigade of Kyūka Japanese Restaurant*

Manager:

- Restaurant Managers take on many responsibilities, including effectively recruiting and managing employees, overseeing operations, handling customer complaints, generating financial reports, and to ensure health and safety regulations.

Head Waiter:

- Head Waiters are senior members of the food service team and are responsible for training junior staff, evaluating customer satisfaction, promoting special menu items, monitoring waiters, assigning tasks, and solving customer complaints.

Waiter:

- The duties and responsibilities of a waiter include welcoming and seating guests, taking guest orders, communicating them effectively to the kitchen and in addition, memorizing the menu and offering recommendations to up-sell appetizers or drinks.

Cleaner:

- A Cleaner ensures the workplace is always clean and sanitary by dusting or mopping and sweeping floors. They also make sure restrooms and common areas stay fresh every day.

Cashier:

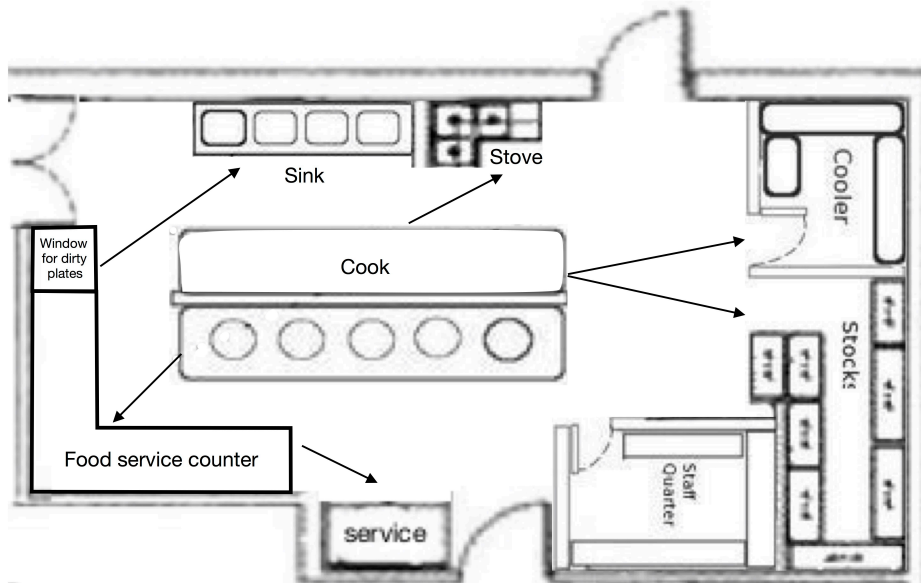
- A restaurant cashier operates a cash register, communicates with customers, and assists other restaurant staff as needed. This include processing credit card payments, accepting cash payments and making change, and using a point of sale (POS) system for transactions.



## CHAPTER III

### KITCHEN AND MENU OVERVIEW

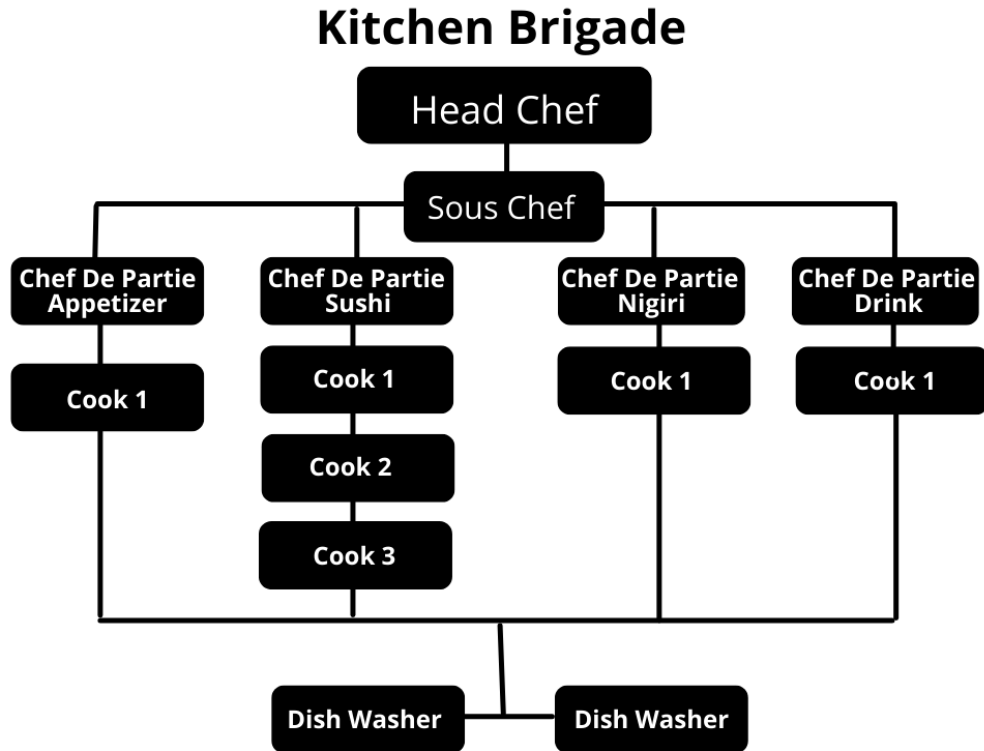
#### I. Kitchen Area Floor Plan



*Picture 5. Kitchen Area Floor Plan of Kyūka Japanese Restaurant*

This is an Island type of kitchen where we cook our food in the middle of the kitchen. The back door is for the employee or staff to enter the restaurant. The staff quarter is where the employee put their bags and belonging. Staff quarter is also the place for the employee to eat or take a break. On the right side of the kitchen is the cooler and the stocks where we put all of the ingredients that we need for the restaurant. Behind the cooking station, there are stove for cooking and sink. The door on the left and the window for the dirty plates is near the sink so it will be easy for the dishwasher to take and wash the plates. After the food has been cooked, it will be taken to the food service counter which is on the bottom left. After checking, the food will be served to the customers through the door near the service area.

## II. Kitchen Brigade and Job Description



*Picture 6. Kitchen Brigade of Kyūka Japanese Restaurant*

Head chef:

- Controlling and directing the food preparation process and any other relative activities. Approving and “polishing” dishes before they reach the customer.

Sous chef:

- Sous chef is a professional responsible for ensuring that nothing goes wrong in the kitchen. From ordering ingredients to keeping an accurate inventory list, maintaining the order and cleanliness of the kitchen, and keeping all of the cooks on task. Sous chef will also fill in for the head chef when they are off, as well as a chef de partie when needed.

Chef De Partie:

- Chef De Partie is responsible for preparing, cooking and presenting high quality dishes within the speciality section.

Cooks:

- Cooks is responsible for preparing ingredients at an establishment that serves food, processing customer orders, producing meals and cleaning their workspace throughout the day to follow health and safety guidelines.

Dishwasher:

- Dishwasher ensures that the kitchen stays clean and organized. They spend their time washing all pans or utensils that come into contact with food, and scraping identifiers off everything.

### III. Menu Design

# 休暇 KYŪKA

JAPANESE RESTAURANT

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<p><b>TOKYO</b> <i>80k</i> Tuna salad sushi roll topped with salmon slices and mentai sauce</p> 	<p><b>INAGI</b> <i>85k</i> Eel sushi roll topped with avocado, tempura, and tobiko</p> 
<p><b>KYOTO</b> <i>70k</i> Spicy fish roll stuffed with crab stick, avocado, and cucumber</p> 	<p><b>NAGOYA</b> <i>80k</i> Salmon cheese roll stuffed with crab stick and cucumber</p> 
<p><b>OSAKA</b> <i>70k</i> Crunchy spicy tuna roll stuffed with shrimp tempura, and cucumber</p> 	<p><b>OTSUKI</b> <i>70k</i> Crunchy tempura roll topped with salmon and tobiko</p> 
<p><b>FUJI</b> <i>45k</i> Salmon, crab stick and tamago sushi roll</p> 	<p><b>EBINO</b> <i>75k</i> Ebi tempura with salmon volcano and spicy mayo</p> 
<p><b>HOKKAIDO</b> <i>65k</i> Spicy Tuna roll topped with Tuna slices</p> 	<p><b>NAGATO</b> <i>75k</i> Salmon volcano with spicy tuna salad and spicy mayo</p> 

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<p><b>APPETIZER</b></p> <table border="0" style="width: 100%;"> <tr> <td><i>Takoyaki</i></td> <td style="text-align: right;"><i>8k</i></td> </tr> <tr> <td><i>Tamagoyaki</i></td> <td style="text-align: right;"><i>15k</i></td> </tr> <tr> <td><i>Chuka Wakame</i></td> <td style="text-align: right;"><i>35k</i></td> </tr> <tr> <td><i>Fried Salmon Skin</i></td> <td style="text-align: right;"><i>45k</i></td> </tr> <tr> <td><i>Nori Tempura</i></td> <td style="text-align: right;"><i>15k</i></td> </tr> </table>	<i>Takoyaki</i>	<i>8k</i>	<i>Tamagoyaki</i>	<i>15k</i>	<i>Chuka Wakame</i>	<i>35k</i>	<i>Fried Salmon Skin</i>	<i>45k</i>	<i>Nori Tempura</i>	<i>15k</i>	<p><b>DRINK</b></p> <table border="0" style="width: 100%;"> <tr> <td><i>Ocha (Hot/Cold)</i></td> <td style="text-align: right;"><i>8k</i></td> </tr> <tr> <td><i>Lemon Tea (Hot/Cold)</i></td> <td style="text-align: right;"><i>15k</i></td> </tr> <tr> <td><i>Milk Tea (Hot/ Cold)</i></td> <td style="text-align: right;"><i>15k</i></td> </tr> <tr> <td><i>Hot/Iced Tea</i></td> <td style="text-align: right;"><i>12k</i></td> </tr> <tr> <td><i>Mineral Water</i></td> <td style="text-align: right;"><i>10k</i></td> </tr> </table>	<i>Ocha (Hot/Cold)</i>	<i>8k</i>	<i>Lemon Tea (Hot/Cold)</i>	<i>15k</i>	<i>Milk Tea (Hot/ Cold)</i>	<i>15k</i>	<i>Hot/Iced Tea</i>	<i>12k</i>	<i>Mineral Water</i>	<i>10k</i>
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Picture 7.1. Menu of Kyūka Japanese Restaurant

休暇 **KYŪKA**  
JAPANESE RESTAURANT

**NIGIRI SUSHI**



**TAMAGO**  
15k  
Omelette



**SALMON**  
22k



**MAGURO**  
24k  
Tuna



**UNAGI**  
45k  
Eel



**KANI**  
20k  
Crab stick



**EBI**  
20k  
Cooked prawn



**SALMON MENTAI**  
26k  
Half broiled salmon with  
mentaï sauce



**SALMON BELLY**  
24k



**ABURI HOTATE**  
32k  
Scallop

*Picture 7.2. Menu of Kyūka Japanese Restaurant*

## CHAPTER IV

### CLOSING STATEMENT

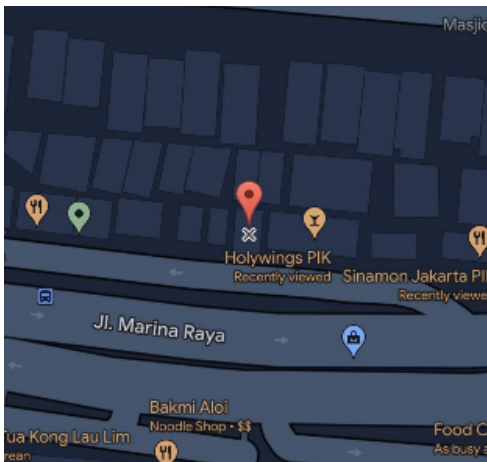
Kyūka Japanese Restaurant is a restaurant that focused on taste, plating, and comfortable places for the customers. Kyūka Japanese Restaurant is located in a strategic location, namely in PIK where we know that PIK is an area that has many famous restaurants in Jakarta which will help Kyūka Japanese Restaurant to gain popularity and customers easily. Although Kyūka Japanese Restaurant is located in an area that are full of restaurant, Kyūka can still compete with other similar restaurant located in PIK as well. Kyūka Japanese Restaurant will provide the best food and services according to the customers' wants, needs, and desire. Kyūka Japanese Restaurant will focused on achieving our goals which are making it into an autopilot restaurant and franchise business. We hope that we will be able to build a good loyal customers base in every year.

## APPENDICES

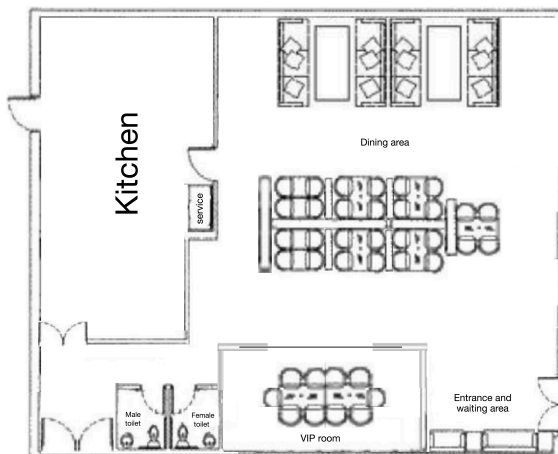
Appendix 1: Logo of Kyūka Japanese Restaurant



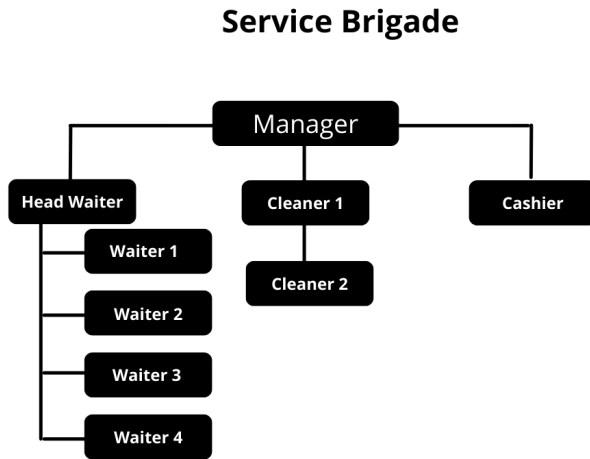
Appendix 2: Location of Kyūka Japanese Restaurant



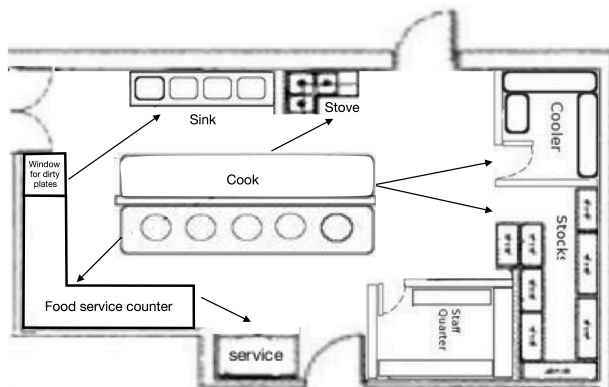
Appendix 3: Dining Area Floor Plan of Kyūka Japanese Restaurant



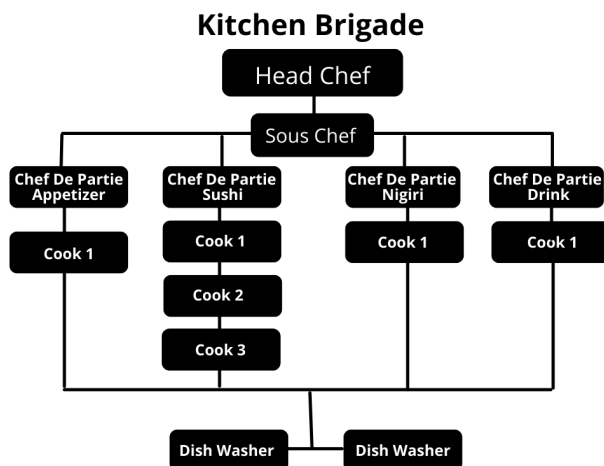
Appendix 4: Service Brigade of Kyūka Japanese Restaurant



Appendix 5: Kitchen Area Floor Plan of Kyūka Japanese Restaurant



Appendix 6: Kitchen Brigade of Kyūka Japanese Restaurant





## Appendix 7.1: Menu of Kyūka Japanese Restaurant



**休 暇 KYŪKA**  
JAPANESE RESTAURANT

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<p><b>TOKYO</b> 80k Tuna salad sushi roll topped with salmon slices and mentai sauce</p>		<p><b>INAGI</b> 85k Eel sushi roll topped with avocado, tempura, and tobiko</p>	
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<b>APPETIZER</b>		<b>DRINK</b>	
<i>Takoyaki</i>	8k	<i>Ocha (Hot/Cold)</i>	8k
<i>Tamagoyaki</i>	15k	<i>Lemon Tea (Hot/Cold)</i>	15k
<i>Chuka Wakame</i>	35k	<i>Milk Tea (Hot/ Cold)</i>	15k
<i>Fried Salmon Skin</i>	45k	<i>Hot/Iced Tea</i>	12k
<i>Nori Tempura</i>	15k	<i>Mineral Water</i>	10k

## Appendix 7.2: Menu of Kyūka Japanese Restaurant



**休 暇 KYŪKA**  
JAPANESE RESTAURANT

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**NIGIRI SUSHI**

 <b>TAMAGO</b> 15k Omelette	 <b>SALMON</b> 22k	 <b>MAGURO</b> 24k Tuna
 <b>UNAGI</b> 45k Eel	 <b>KANI</b> 20k Crab stick	 <b>EBI</b> 20k Cooked prawn
 <b>SALMON MENTAI</b> 26k Half broiled salmon with mentai sauce	 <b>SALMON BELLY</b> 24k	 <b>ABURI HOTATE</b> 32k Scallop