

CHAPTER II

BUSINESS PLAN

2.1 BUSINESS MODELS

2.1.1. SWOT

An analysis of our restaurant is important such as the SWOP . This image of SWOT below shows us our strength , weakness ,opportunity ,and threats as a restaurant.

Table 1. SWOT Analysis

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> -Reasonably priced -cheaply priced compared to competitor of similar product 	<ul style="list-style-type: none"> -Many competitors of similar product -Similar competitor already have recognitions from citizen
OPPORTUNITY	THREAT
<ul style="list-style-type: none"> -in a neighbourhood where it is hard to look for pork related food. -not many competitors nearby. 	<ul style="list-style-type: none"> -the majority of citizens in Indonesia is muslim , thus can't eat pork,means limited market. -inside home residence, very reliant on online food delivery platform such as grab and gofood until we open our own stand in public places.

2.2. BUSINESS OVERVIEW

2.2.1 ROLliche'S OVERVIEW

Rolliche.ID is a food business that focuses on traditional Chinese pork related dish . Rolliche.id is a restaurant that provides various types of Chinese cuisines , Rolliche provides Pre-order services through whatsapp and Tokopedia. We also recently opened grabfood restaurant with the name “kedai siobak krispi babajis” that are serving from 10 A.M to 10 P.M .

2.2.2 LOCATION

Our restaurant is located in Villa Kalijudan Indah R16-17. This is a home residence with few restaurants outside this residence that sells traditional Chinese pork dishes. We are open from :

Monday – Saturday : 10.00 A.M – 10.00 P.M

Sunday : Closed



Picture 1. Rolliche (Kedai Siobak Krispi Babajis') location

2.3. PRODUCT OVERVIEW

2.3.1 PRODUCT MANUFACTURING COST

Table 2. Menu & Production Cost

MENU	COST
Babi krispi bowl komplit salted egg	Rp18,069.20
Babi krispi bowl komplit tauco	Rp17,432.50
Babi krispi bowl original	Rp14,910.80
Babi krispi salted egg bowl	Rp15,547.50
Babi krispi matah bowl	Rp15,957.00
Babi krispi sayur asin bowl	Rp15,260.00
Siobak 250 Gr	Rp55,000.00
Siobak 500 Gr	Rp105,000.00
Siobak 1000 Gr	Rp205,000.00

2.3.2 STARTUP CAPITAL

Our starting capital for starting Kedai Siobak Krispi Babajis is around 4.000.000 rupiah.

2.4. DESIGN & LABEL

2.4.1. LOGO



Picture 2. Kedai Siobak Krispi Babajis Logo.

2.4.2. Packaging



Picture 3. Kedai Siobak Krispi Babajis' Bowl.

2.5. PRODUCT & PRICE

2.5.1. Rolliche & Kedai Siobak Krispi Babajis' Menu

Rolliche specializes in Chinese cuisines pork related which can be seen below:

- 1. Babi Krispi 250Gr/500Gr/1Kg (Rp 120.000/Rp 230.000/Rp 450.000)**



Picture 4. Babi Krispi (Crispy pork belly , ovened 2 times for maximum smokiness)

- 2. Baikut babi sayur asin 250Gr (Rp 45.000)**



Picture 5. Baikut Kuah Sayur Asin (using ribs as ingredient , pressure cooked)

3. Babi Kiu nyuk 500 Gr (Rp 190.000)



Picture 6. Babi Khu Nyuk (fried, braised, and steamed for 3 hours, served with kimcam and various mushrooms)

4. Babi krispi bowl komplet salted egg (Rp 55.000)



Picture 7. Babi Krispi Bowl Komplit Salted Egg (extra sambal, sayur asin, and sauce of choice)

5. Babi krispi bowl komplet tauco (Rp 55.600)



Picture 8. Babi Krispi bowl Komplit Tauco (extra sambal, sayur asin, and sauce of choice)

6. Babi krispi bowl original (Rp 48.000)



Picture 9. Babi Krispi bowl Original (Base of bacon,egg,rice,and crispy pork belly , with choice of sauce : Tauco)

7. Babi krispi salted egg bowl (Rp 48.000)



Picture 10. Babi Krispi bowl Salted Egg (Base of bacon,egg,rice,and crispy pork belly , with choice of sauce : Salted egg)

8. Babi krispi matah bowl (Rp 48.000)



Picture 11. Babi Krispi bowl Sambal Matah (Base of bacon,egg,rice,and crispy pork belly , with choice of condiment : sambal matah)

9. Babi krispi sayur asin bowl (Rp 48.000)



Picture 12. Babi Krispi bowl Sayur Asin (Base of bacon,egg,rice,and crispy pork belly , with choice of condiment : Sayur Asin)