

## RINGKASAN EKSEKUTIF

Misua merupakan salah satu jenis mi yang terbuat dari tepung terigu. Secara tradisional, misua biasa dikonsumsi oleh kalangan etnis Tionghoa pada hari ulang tahun dikarenakan menurut kebudayaan Tionghoa, misua sendiri melambangkan umur yang panjang. Di Indonesia, misua biasanya dikonsumsi hanya pada saat perayaan tahun baru imlek sehingga jumlah penyedia misua siap saji masih minim di Indonesia. Misua yang biasanya ditemukan memiliki konsep produk yang tradisional dengan penyajian menggunakan kaldu ayam, telur, udang, serta sayur oyong, dimana penyajian seperti ini selalu ada pada saat ulang tahun, imlek, atau di saat sakit.

Melihat bahwa produk makanan misua siap saji sangat jarang ditemukan di pasaran dan penyajian produk yang masih tradisional, Kiong Hee hadir dengan konsep restoran misua yang menawarkan *value* siap saji, personal, dan juga konsep modern. Dengan 3 produk utama yaitu Original Soup Mee Sua, Brown Soup Mee Sua, dan Stir-fried Mee Sua dengan pilihan *topping* daging babi maupun daging ayam. Kiong Hee telah membuka *outlet* pertamanya di Ruko Mendrisio 2 Gading Serpong dan menyasar pria dan wanita (berumur 18-29 tahun) *non-Muslim* yang berdomisili di Tangerang Selatan dengan SES A2, A3, dan B yang pernah mengonsumsi misua dan gemar untuk mencoba hal baru khususnya dalam hal makanan. Kiong Hee berharap kehadirannya dapat menjadi salah satu pilihan masyarakat ketika ingin menyantap makanan misua siap saji.

Dimulai dari proses *Hatching* pada semester 7, Kiong Hee terus menerus melakukan pengembangan dan penyempurnaan produk hingga berhasil melakukan *grand opening* pada 16 Maret 2020. Melalui penerapan strategi yang tepat dan kerjasama pada setiap divisi, diharapkan bisnis ini bisa berkembang dan semakin maju ke depannya.

Kata Kunci	:	Misua, modern, siap saji, restoran
Bidang Usaha	:	Makanan dan Minuman

## EXECUTIVE SUMMARY

Mee Sua, kinds of noodle which is mainly made from wheat flour, often symbolizes long life according to the Chinese culture. Traditionally, mee sua is often consumed by the Chinese on birthday celebrations. In Indonesia, mee sua is consumed only during Chinese New Year which makes the number of people selling ready-to-eat mee sua still very rare and often found with a traditional concept which is served with chicken broth, eggs, shrimp, and luffa gourds. This version of mee sua is always featured on birthday celebrations, Chinese New Year, or as option for ill people.

Looking at the fact that a ready-to-eat mee sua is still very rare to be found in the market, supported by the commonly found traditionally served mee sua, Kiong Hee exists with the concept that offers a ready-to-eat, personal, and modern mee sua as its core values, while also offering 3 main products: Original Soup Mee Sua, Brown Soup Mee Sua, and Stir-fried Mee Sua complemented with choice of topping varies from pork to chicken. The first outlet of Kiong Hee is located in Ruko Mendrisio 2 Gading Serpong, targets male and female (18-29 years old), non-Moslem, domicile in South Tangerang with socioeconomic status ranging between A2, A3, and B, who happens to have consumed mee sua and is eager to try new things especially in terms of foods. With its existence in the market, Kiong Hee hopes to become one of the first choices when it comes to consuming a ready-to-eat mee sua.

Starting from the Hatching process back in the 7th semester, Kiong Hee continuously developed its product until it succeeded in the Grand Opening on March 16th, 2020. Through the implementation of its profound strategy and good cooperation between divisions, the business is expected to develop further on its progress in the future.

Key word	:	Mee Sua, modern, ready-to-eat, restaurant
Industry	:	Food and beverage