

EXECUTIVE SUMMARY

Because the human need for food is increasing in combination with the country's population growth, there is an opportunity to enter the food industry. For instance, customer service is the cornerstone of a great restaurant experience. Additionally, the interest in the application of technology is increasing, with the fact that it shows a promise of reducing operational costs. Seeing that potential, Foodture comes as a brand to serve the food and beverage industry with a twist of experience.

The service offered by Foodture is a futuristic dining experience with the use of technology that helps shape the intimacy and the personalization of the service that is unique to each customer. The intimacy was created by minimizing contact with other human-being, therefore we use robot servers to help customers throughout their dining adventure. The personalization of the service can be executed with the help of Artificial Intelligence to know the preference of our customers, and to design the food and service arrangements accordingly.

Foodture restaurant targets the people who live in Jabodetabek Area. Demographically, they are categorized as the millennial generation (in 2022, aged 26 to 42), both men and women who are in the SES A category based on Nielsen's SES classification. Our target market are people whose lifestyle habits are hedonistic, which based on Wandira (2022), they seek to entertain themselves by having different kinds of experience to stimulate their sensory and fantasy. They also seek social recognition for getting the entertainment that they get.

Foodture customers are those with the psychographic profile experiencers according to VALS. Experiencers are motivated by self-expression, which can be done through physical exercise and social activities. Foodture customers are also those that are not hesitant to pay a high price on food and entertainment. These groups of people are also first in trend adoption.

To keep the business running, the menu is created based on research that has been done to the targeted segmentation. The initial investment capital is Rp 7.500.000.000,-, that is used to fund 1 store in a standalone building in the beginning of this business. Then, in year 3, Foodture will expand to build its first branch.

Financial results have shown that the Net Present Value of Foodture is Rp 46,722,880,226.47 with an Internal Rate of Return of 73.11 % and a Weighted Average Cost of Capital that has been calculated at 12.26%. Foodture will be able to achieve its payback period in 2.82 Years.