

Ringkasan Eksekutif (Bahasa Indonesia)

MATANG adalah sebuah perusahaan yang bergerak di bidang kuliner yang mengangkat daging lidah sapi sebagai bahan utama dari hidangannya. Produk yang akan ditawarkan kepada konsumen adalah variasi masakan olahan daging lidah sapi yang dikombinasikan dengan saus khas dan variasi nasi. Matang akan menyajikan cita rasa yang unik dengan resep khusus yang sudah diciptakan sendiri. Pelanggan juga diberikan kebebasan dalam menyesuaikan ukuran dari porsi yang diinginkan, agar sesuai dengan selera masing-masing.

Perusahaan ini memiliki dua *value* utama yaitu *affordable* dan *express*. Semua *value* yang diterapkan ditujukan untuk menyelesaikan masalah yang selama ini ada di masyarakat. Diharapkan dengan menawarkan produk ini, masyarakat bisa merasakan olahan daging lidah sapi yang berkualitas namun dengan harga yang terjangkau. Nilai *express* kami tekankan agar pelanggan tidak perlu menunggu lama dalam pemesanan makanan.

Dengan semua rencana dan *value* yang dipaparkan, diharapkan bisnis ini dapat mencapai target kesuksesan dan dapat bertahan dalam jangka waktu yang panjang. Kami sebagai pihak yang menjalankan yakin bahwa produk yang ditawarkan benar-benar bisa menjadi solusi bagi permasalahan yang dihadapi oleh masyarakat.

Executive Summary (Bahasa Inggris)

MATANG is a business that operates in the food and beverages industry, specializing in beef tongue dishes. We offer a variety of products containing beef tongue as the main component of our dishes, topped with various sauces as well. We are focusing on the authenticity of our dishes to compete in this industry. What makes us different than others in this industry is that we offer our customers the ability to make their own MATANG dish, based on their own likings. As our research data show (data are in the next chapters), our customers like to have their own preferences in choosing what to eat.

Therefore, we are giving our customers the freedom to fully personalize what they want eat, in terms of the portion of the food and the contents of their personalized dish. There are two main values that we emphasize in this business, which are affordable and express. These two values are adjusted to fully match customers' needs and also solve the problems that occur to them when dealing with beef tongue dishes. Affordable is one of the value that we emphasize because based on our research, it is not easy to find a considerably cheap beef tongue dish in Jakarta. Hence, we are focusing on that particular value. The next value that we focus on is express. As we found out, the majority of beef tongue dishes that already exist takes quite a long time to serve, and we use the value "express" to solve this kind of problem.

With all the concept and business values that has been explained above, we have high expectations to execute this business successfully and also continue sustainably in this industry. We are confident that this business idea is the best solution to solve the problems that occur in the market especially when it comes to beef tongue dishes.