

## RINGKASAN EKSEKUTIF

*Noodle Fever!* merupakan sebuah tempat makan yang menjual mi dengan bahan baku alami dan memberikan kesempatan bagi konsumen untuk menciptakan 365 kombinasi porsi. Variasi menu dari *Noodle Fever!* adalah 4 jenis mi, yaitu Mi Telur (kuning), Mi Merah (buah bit), Mi Hijau (sawi), dan Mi Oranye (wortel), dengan 3 jenis kuah, yaitu Kaldu Ayam, Miso, dan Tom Yum, serta 11 pilihan macam isi. *Noodle Fever!* melibatkan konsumen dalam proses pembuatan makanan serta memberikan kesempatan untuk membentuk hidangannya sendiri. Walaupun begitu *Noodle Fever!* menawarkan harga yang terjangkau sesuai dengan kemampuan dan kemauan konsumen. Target pasar *Noodle Fever!* adalah laki-laki dan perempuan dengan usia 18-35 tahun di kawasan Jakarta Barat, khususnya Kemanggisan dan sekitarnya, serta secara psikografis merupakan *Experiencers*.

*Noodle Fever!* menawarkan diferensiasi berupa makanan sehat dengan beragam variasi. Edukasi konsumen mengenai produk dengan bahan baku natural menggunakan media sosial dan brosur, yang merupakan alternatif pemasaran yang sangat sesuai dengan kondisi daerah dan konsumen di Kemanggisan.

Dalam periode Maret-Mei, *Noodle Fever!* telah berhasil menjual lebih dari 3.000 porsi dengan total penjualan Rp68.577.500,00. Popularitas *Noodle Fever!* telah menyebar diantara konsumen dan memiliki ciri khas sebagai “tempat makan pilih-pilih sendiri”. Melihat potensi bisnis yang besar, *Noodle Fever!* dapat dikatakan sebagai bisnis yang berprospek untuk dikembangkan.

## EXECUTIVE SUMMARY

*Noodle Fever!* is an eatery selling noodles with natural ingredients and giving customers a chance to create 365 different combinations of servings. *Noodle Fever!* has 4 types of noodle, Egg Noodle (yellow), Beet Noodle (red), Collards Noodle (green), and Carrot Noodle (orange), with 3 kinds of soup, Chicken Soup, Miso Soup, and Tom Yum, and also 11 kinds of toppings. *Noodle Fever!* also involves customers in cooking process as well as providing a chance in menu innovation. Even though, *Noodle Fever!* still gives affordable price that suit with the ability and willingness of customers. The main target market for *Noodle Fever!* is men and women with range of age between 18 to 35 years in area of West Jakarta, especially Kemanggisan and surrounding areas, and psychologically classified as experiencers.

*Noodle Fever!* proposes differentiation in form of healthy food with wide variety. Customer education regarding products with natural ingredients is delivered by social media and brochures which are suitable marketing efforts in Kemanggisan.

Within March to May 2016, *Noodle Fever!* successfully sold more than 3,000 portions of noodle with total sales of Rp68,577,500. In addition, *Noodle Fever!*'s popularity has spread among students of Bina Nusantara University and described with a specific characteristic as "self-picking eatery". Seeing this huge potential, *Noodle Fever!* can be described as a prospected business which can be developed.