

EXECUTIVE SUMARRY

The increasing needs of professional and modern Indonesian restaurant, rooted from the shifting of Jakarta upper middle class eating activities from fulfillment of basic needs to become a lifestyle, drive PT Panca Warna Nusantara to build a restaurant namely Aloen-aloen Jawa.

Aloen-aloen Jawa serves executives and entrepreneurs with family, upper middle class, have modern lifestyle (30-60 years old), live in Jakarta, who are needed comfortable Java restaurant for refreshing. Aloen-aloen Jawa Restaurant provides an authentic recipe from “Java keraton” which inherited from generation to generation. The authentic Java food is accompanied with the best level of service which builds by adopting ISO 9001-2008.

The restaurant manages all activities by the standard operating procedure to ensure the service excellence towards its production and service processes. Working schedules, supplier, quality control, inventory, capacity, facility, and waste are also well managed to deliver maximum satisfaction in meal experience to the customers.

Human Resources Management is very important in delivering the service excellence. Recruitment to compensation are in order to support the generic strategy of Aloen-aloen Jawa, which is differentiation. Aloen-aloen Jawa gives comprehensive and continuous training for employees to give the best service for customers.

To finance Aloen-aloen Jawa operation, IDR 15.000.000.000 (PT licence, capex, initial operating investment, six months working capital), 60% will be funded by founder and 40% will be funded by angel investors. Next investment will be funded by internal cash. Cost of equity uses WACC, where cost of equity is 19,5% and cost of debt is 13%. Aloen-aloen Jawa is feasible to conduct supported by the positive NPV,

above cost of capital expected IRR, and less than five years payback period for most likely and optimist scenario.

