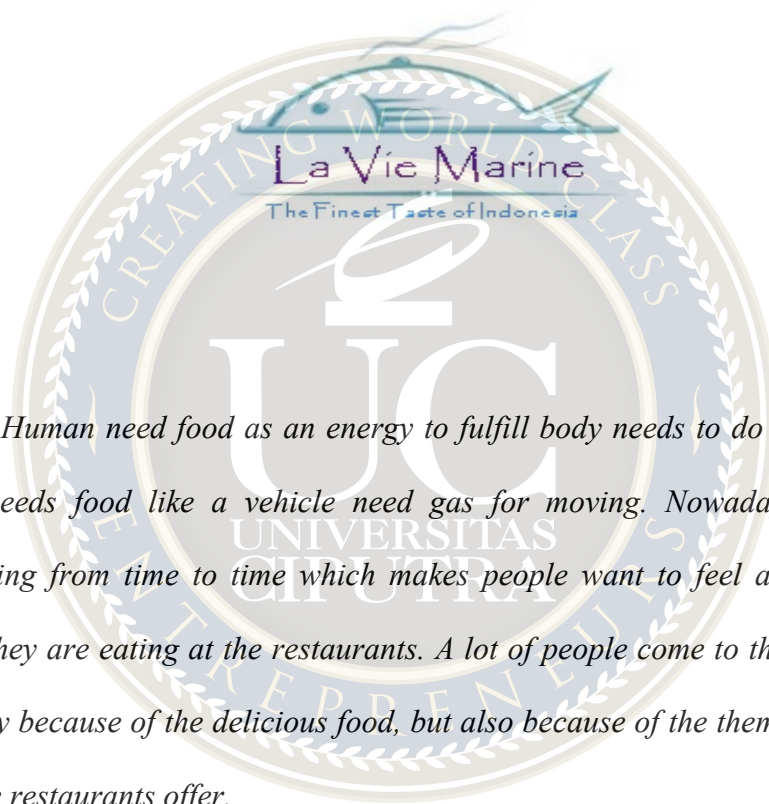


## ***EXECUTIVE SUMMARY***

***Business description :***

***Name : La Vie Marine***

***Logo :***



*Human need food as an energy to fulfill body needs to do daily exercise. They need food like a vehicle need gas for moving. Nowadays, lifestyle is improving from time to time which makes people want to feel a unique theme while they are eating at the restaurants. A lot of people come to the restaurant is not only because of the delicious food, but also because of the theme and prestige that the restaurants offer.*

*One of the restaurant types that fulfill a lifestyle is fine dining restaurant. Fine dining is not a restaurant where people can eat together with crowded situation. There is a formal need starting from dress code, table set, and the service. La Vie Marine wants to give a new theme with fine dining concept restaurant that uses ingredients from Indonesia seafood. Because the seafood*

*resources in Indonesia have not been used in maximum, that is why La Vie Marine wants to use ingredients from Indonesia seafood so that the local tourist and foreign tourist can know more about Indonesian seafood.*

***Vision***

*To become a fine dining restaurant by using Indonesian seafood ingredient from Indonesia sea that concern more on the quality, taste, and service.*

***Mision***

- 1. To become the high class fine dining restaurant that gives the finest service to the customer*
- 2. To give new menu by using Indonesian seafood ingredient with the finest quality*
- 3. To give a new design theme restaurant with comfortable situation.*

***Short-Term Business Goals***

- 1. To give new nuance enjoying seafood in the high class fine dining restaurant.*
- 2. To be the place of choice for the customers to enjoy a romantic dinner.*
- 3. Indonesia can lift its navigation menu with international quality.*
- 4. To achieve BEP (Break Even Point)*

***Long Term Business Goals***

- 1. To expand in big cities in Indonesia*
- 2. To be one of the dining destinations for foreign tourists.*

3. *To be iconic fine dining Indonesian seafood restaurant in Surabaya.*

### ***Competitive Advantage***

*To present fine-dining restaurant with the first underwater theme in Surabaya. Most of the seafood restaurants in Surabaya are like family restaurants with minimalist theme. La Vie Marine would like to offer a new lifestyle to enjoy a meal with the sea life theme.*

*To provide the best service. La Vie Marine will try to serve the customer like a fine dining restaurant where they will be served by the best waiter with friendly smile.*

*Dishes are prepared and presented with attractive appearance. The dishes from La Vie Marine will be processed by a chef who has been reliable in the field, so that the quality of taste is not doubtful . La Vie Marine will use the basic Indonesian seafood ingredients that are clean and have good quality. The materials will be processed and stored until serving time.*

### ***Competitors***

*Here are the competitors La Vie Marine :*

#### *1. Platinum Grill (Direct Competitors)*

*Use the golf course as a place to have dinner with friends, a place to sit and eat comfortably. It provide free photos to pair along with dolls and bucket. Platinum Grill is located in one of the elite residential location in west Surabaya Graha Family, exactly on block S. It is hard to reach the location, because it is*

*located to far inside the residence. It is also surrounded by the golf view that provide tranquil atmosphere while enjoying the food.*

*2. Kuningan Seafood International Restaurant (Direct Competitors)*

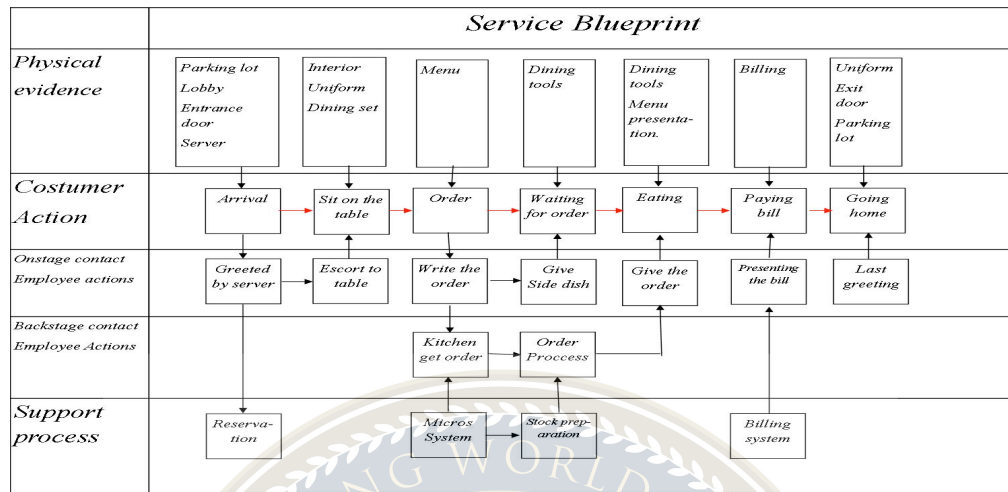
*It is located at Borneo street 14, and this region is a bustling area that is one way for the vehicles to come from the center of Eastern city of Surabaya and which becomes one of the strategic locations*

*3. Layar*

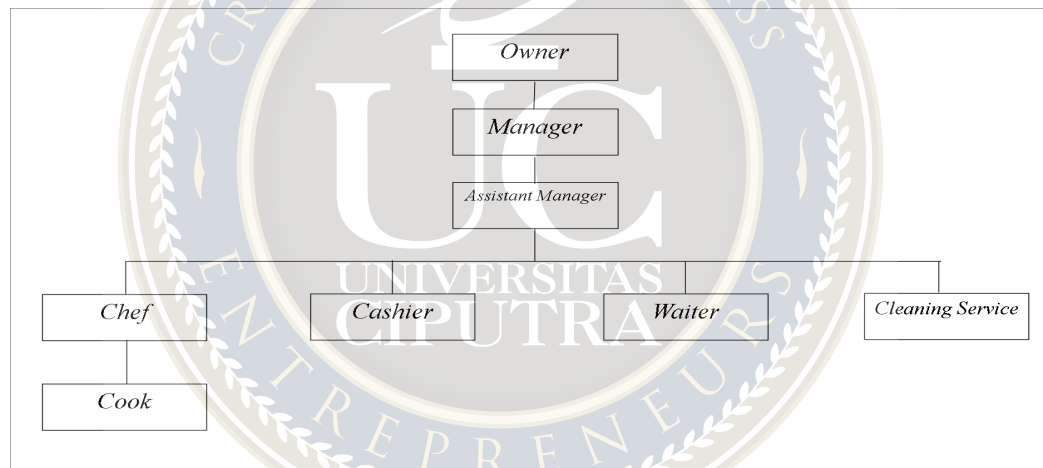
*Has two branches in Surabaya, that is West and East parts of Surabaya. In West Surabaya, it is located at Highway Bukit Mas 109, whereas in East Surabaya, it is located at Jln. Manyar Kertoarjo no. 62.*

*La Vie Marine puts itself as a fine dining restaurant that provides a unique theme and service in accordance with the five-star hotel. La Vie Marine wants to provide luxurious and high class lifestyle while enjoying dinner entree. The slogan of La Vie Marine is The Finest Taste of Indonesia, and the meaning of the slogan is that La Vie Marine wants to show the taste of luxurious and high class Indonesian seafood ingredients*

## Process



## Organization chart



## Development plan

The establishment of La Vie Marine business is still relatively new and has not had brand image and brand awareness yet in the community. The writer has some plans and target that next year La Vie Marine can continue to grow. La Vie Marine will continue to increase the quality of service, provide additional facilities, renovate and open branches in major cities in Indonesia.

### ***The capital***

*The assumption of initial investment of La Vie Marine is that :*

<b><i>No</i></b>	<b><i>Initial Investment</i></b>	<b><i>Nominal (Rp)</i></b>
1	<i>Service utility</i>	123.836.000
2	<i>Kitchen utility</i>	94.979.800
3	<i>Building</i>	4.500.000.000
4	<i>Operational cost</i>	650.880.000
5	<i>Office utility</i>	10.400.000
6	<i>Uniform cost</i>	2.250.000
7	<i>Training cost</i>	3.000.000
<b><i>Total</i></b>		<b>5.385.345.800</b>
8	<i>Working Capital</i>	114.654.200
<b><i>Total Initial Investment</i></b>		<b>5.500.000.000</b>

*The initial capital invested La Vie Marine is Rp. 5.5 billion which is used to buy buildings, equipment, supplies, decoration, promotion, and uniform cost. Below is a table of the payback period on the report:*

<i>Year</i>	<i>Cash Flow</i>	<i>Capital</i>
0		Rp (5.500.000.000)
1	Rp 834.909.748	Rp (4.665.090.252)
2	Rp 1.528.544.635	Rp (3.136.545.617)
3	Rp 2.438.711.783	Rp (697.833.834)
4	Rp 3.170.090.348	Rp 2.472.256.514
5	Rp 4.145.317.937	Rp 6.617.574.451

*Base on the table below, La Vie Marine will reach payback period in three years and two months.*