

ABSTRACT

Persib Café & Bar merupakan sebuah tempat bagi para pecinta Persib Bandung berkumpul untuk menikmati suasana café dan bar dengan nuansa Persib Bandung yang kental. Bisnis ini menjadi yang pertama di Bandung dengan suasana klub local sepakbola Indonesia. Bisnis ini pun bisa menjadi lebih berkembang karena mengadopsi MU café di Manchester yang memiliki sebuah konsep yang menampilkan semua hal tentang klub sepakbola tersebut. Target market yang sudah jelas, yaitu para pecinta klub Persib Bandung, menjadikan bisnis ini berpeluang maju dan berkembang di tengah maraknya café di Bandung.

Pemilihan tempat di dekat Stadion Siliwangi Bandung yang banyak dilalui kendaraan umum dan dikelilingi pepohonan hijau yang rindang dapat menarik perhatian para pelanggan untuk mengunjungi Persib Café & Bar. Di waktu yang akan datang, bukan tidak mungkin café ini menjadi pemilik lisensi dari café klub sepakbola lainnya di Indonesia. Juga, Persib Café & Bar akan selalu membuat kreasi dan inovasi, serta melakukan perbaikan-perbaikan agar dapat selalu memuaskan para pelanggannya.

EXECUTIVE SUMMARY

Persib Café & Bar is a new concept of a café, which is located near Siliwangi Stadium. The environment is still natural, with a lot of huge trees, and there are a lot of public transportations passing by the area. An emphasis on the atmosphere of Persib Bandung Club is the main concept of Persib Cafe & Bar.

Persib Café & Bar offers various kinds of freshly-made foods and beverages using Indonesian ingredients. It is a good place for those who want to enjoy food, drinks, and the atmosphere of Persib Bandung, or those who want to do something great for themselves, to gather with other Persib lovers. Our café will offer healthy dishes, recognizing the trend within the café industry for customers' demands.

Persib Café & Bar believes that its market can be segmented into one distinct group that is aimed to be the main target. The main target is the members of Persib Bandung Soccer Club who live in Bandung. Persib Café & Bar will also attract other potential customers who are particularly interested in the new culinary concept. They are adult people in Bandung who love spending time in cafés and bars, come from the middle-up social class, and have regular income. They usually look for a different atmosphere, food and beverage.

Based on the size of our market and defined market area, Persib Café & Bar needs 640,289,600 IDR as the capital. This company can get profit 84,032,800 IDR in its sales by the end of the first year. Profitability will be reached by the fourth four.

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