

## **ABSTRACT**

Soybean is one of Indonesian cuisine. In addition to a diet rich in vitamins, soy is also a food that is easy to make variations. One famous example is the soybean, in addition to cheap Tempe also has proved a good nutrient for the body. If the soy-based foods such as tempeh is combined with recipes from overseas, will surely give a new flavor in the world of cuisine. This business plan discusses Fusion Food which is a new concept in the world in Indonesian cuisine.

Food Fusion concept will be applied in the restaurant business which presents the results of fusion recipes menus. The main target of this business is the people of Bandung. as we know that in Bandung was a lot of eating places that serve not only the taste but the new experience of enjoying food. Since Bandung is selected as the main venue, the restaurant's name is adapted to the environment and local culture. "Warung Ceu Kokom" is selected as the name of this restaurant. Each chapter in this business plan will describe in detail the concept and the uniqueness of this restaurant has to offer.

## **EXECUTIVE SUMMARY**

Restaurant business is a common trend in Bandung nowadays. Sundanese, Chinese and Japanese food restaurants are already familiar among people in Bandung. Bandung itself is well-known as a "food city". This Business plan provides the restaurant business with a different concept of food, namely fusion food, which means that the food is a combination of two recipes or more from diverse countries. Healthy food concept is also taken as the supporting concept applied in this restaurant. Then with a cozy atmosphere of Bandung, this restaurant will bring something new in a culinary experience. Moreover, it is expected that the restaurant will become a new trend in Bandung, where dining is no longer seen as a daily need but also as a life style. This restaurant concept and menu are presented right in the downtown of Bandung which is Paskal Hyper Square, so anyone is welcome to experience the taste. It is believed that the food has a soul, and thus, human intelligence and passion to explore this business plan are challenged to taste the million flavours.

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