

LAMPIRAN 1

DAFTAR MENU HAU'S TEA ISTANA PLAZA BANDUNG

NO	ITEM	SELLING PRICE	NO	ITEM	SELLING PRICE
	Cakue	2,500		Paket	
1	Cakue	5,000	1	Paket Hemat A	10,000
2	Pizza Cakue	5,000	2	Paket Hemat B	9,000
3	Cakue Chilli dog	4,500	3	Paket Nasi A	10,000
4	Cakue Sausage	4,000	4	Paket Nasi B	10,000
5	Cakue Bumbu	7,500	5	Paket Nasi C	10,000
6	Cakue Udang Special	6,500	6	Paket Nasi D	10,000
7	Cakue Mayo	4,000	7	Paket Nasi E	10,000
8	Cakue Cheese Dog		8	Cakue Paket	
	Baso	2,500		Dessert	
1	Baso Tahu	2,000	1	Fruit Salad Special	7,500
2	Baso Urat	1,500	2	Fruit Ice Special	7,500
3	Baso Kecil	3,500	3	Fruit Salad	5,000
4	Baso Tusuk	2,000	4	Fruit Ice	5,000
5	Baso Goreng	2,500	5	Es Serut	5,000
6	Baso Tahu Kukus	2,500			
7	Siomay Kukus	1,100			
8	Kentang Kukus				
	Makanan Berat	11,000			
1	Nasi Gurame Katsu	9,000			
2	Nasi Chicken Katsu	10,450			
3	Nasi Chicken Katsu Krispi	8,000			
4	Lo Mie	8,000			
5	Baso Campur Kuah				

Sumber: Hasil Olahan Data, 2005

NO	ITEM	NUMBER OF SOLD	FOOD COST	TOTAL FOOD COST	SELLING PRICE	TOTAL SELLING PRICE	ITEM CM	TOTAL CM	CM CATEGORY
	Cakue								
1	Cakue	2,674	1,720	4,599,280	2,500	6,685,000	780	2,085,720	LOW
2	Pizza Cakue	1,610	3,440	5,533,400	5,000	8,050,000	1,560	2,511,600	HIGH
3	Cakue Chilli dog	1,510	3,440	5,194,400	5,000	7,550,000	1,560	2,355,600	HIGH
4	Cakue Sausage	1,050	3,096	3,250,800	4,500	4,725,000	1,404	1,474,200	LOW
5	Cakue Bumbu	1,350	2,752	3,715,200	4,000	5,400,000	1,248	1,684,800	LOW
6	Cakue Udang Special	2,225	5,160	11,481,000	7,500	16,687,500	2,340	5,206,500	HIGH
7	Cakue Mayo	190	4,472	849,680	6,500	1,235,000	2,028	385,320	HIGH
8	Cakue Cheese Dog	450	2,752	1,238,400	4,000	1,800,000	1,248	561,600	LOW
	SUBTOTAL	11,059	26,832	35,862,160	39,000	52,132,500	12,168	16,265,340	
	Average Contribution Margin =	$\frac{16,265,340}{11,059} = 1,470.78$							
		11,059							
	Baso								
1	Baso Tahu	410	1,720	705,200	2,500	1,025,000	780	319,800	HIGH
2	Baso Urat	2,460	1,376	3,384,960	2,000	4,920,000	624	1,535,040	LOW
3	Baso Kecil	2,200	1,032	2,270,400	1,500	3,300,000	468	1,029,600	LOW
4	Baso Tusuk	2,670	2,408	6,429,360	3,500	9,345,000	1,092	2,915,640	HIGH
5	Basu Goreng	875	1,376	1,204,000	2,000	1,750,000	624	546,000	LOW
6	Baso Tahu Kukus	605	1,720	1,040,600	2,500	1,512,500	780	471,900	HIGH
7	Siomay Kukus	1,800	1,720	3,096,000	2,500	4,500,000	780	1,404,000	HIGH

LAMPIRAN 2

**CONTRIBUTION MARGIN MENU
PERIODE MARET - MEI 2006**

NO	ITEM	NUMBER	FOOD	TOTAL	SELLING	TOTAL	ITEM	TOTAL	CM
		OF	COST	FOOD	PRICE	SELLING	CM	CM	CATEGORY
		SOLD		COST		PRICE			
8	Kentang Kukus	75	757	56,775	1,100	82,500	343	25,725	LOW
	SUBTOTAL	11095	12,109	18,187,295	17,600	26,435,000	5,491	8,247,705	
	Average Contribution Margin =	$\frac{8,247,705}{11,095} = 743.37$							
		11,095							
	Makanan Berat								
1	Nasi Gurame Katsu	85	7,568	643,280	11,000	935,000	3,432	291,720	HIGH
2	Nasi Chicken Katsu	97	6,192	600,624	9,000	873,000	2,808	272,376	HIGH
3	Nasi Chicken Katsu Krispi	825	7,190	5,931,750	10,450	8,621,250	3,260	2,689,500	HIGH
4	Lo Mie	452	5,504	2,487,808	8,000	3,616,000	2,496	1,128,192	LOW
5	Baso Campur Kuah	1,305	5,504	7,182,720	8,000	10,440,000	2,496	3,257,280	LOW
	SUBTOTAL	2,764	31,958	16,846,182	46,450	24,485,250	14,492	7,639,068	
	Average Contributin Margin =	$\frac{7,639,068}{2,764} = 2,763.77$							
		2,764							
	Paket								
1	Paket Hemat A	270	6,880	1,875,600	10,000	2,700,000	3,120	842,400	HIGH
2	Paket Hemat B	85	6,192	526,320	9,000	765,000	2,808	238,680	LOW
3	Paket Nasi A	180	6,880	1,238,400	10,000	1,800,000	3,120	561,600	HIGH
4	Paket Nasi B	500	6,880	3,440,000	10,000	5,000,000	3,120	1,560,000	HIGH
5	Paket Nasi C	725	6,880	4,988,000	10,000	7,250,000	3,120	2,262,000	HIGH

**CONTRIBUTION MARGIN MENU
PERIODE MARET - MEI 2006**

NO	ITEM	NUMBER	FOOD	TOTAL	SELLING	TOTAL	ITEM	TOTAL	CM
		OF	COST	FOOD	PRICE	SELLING	CM	CM	CATEGORY
		SOLD		COST		PRICE			
6	Paket Nasi D	265	6,880	1,823,200	10,000	2,650,000	3,120	826,800	HIGH
7	Paket Nasi E	360	6,880	2,476,800	10,000	3,600,000	3,120	1,123,200	HIGH
8	Cakue Paket	210	6,880	1,444,800	10,000	2,100,000	3,120	655,200	HIGH
	SUBTOTAL	2,595	54,352	17,813,120	79,000	25,865,000	24,648	8,069,880	
	Average Contribution Margin =	$\frac{8,068,880}{2,595} = 3,109.78$							
	Dessert								
1	Fruit Salad Special	630	5,160	3,250,800	7,500	4,725,000	2,340	1,474,200	HIGH
2	Fruit Ice Special	700	5,085	3,559,500	7,500	5,250,000	2,415	1,690,500	HIGH
3	Fruit Salad	170	3,290	559,300	5,000	850,000	1,710	290,700	LOW
4	Fruit Ice	100	3,140	314,000	5,000	500,000	1,860	186,000	LOW
5	Es Serut	385	3,440	1,324,400	5,000	1,925,000	1,560	600,600	LOW
	SUBTOTAL	1,985	20,115	9,008,000	30,000	13,250,000	9,885	4,242,000	
	Average Contribution Margin =	$\frac{4,242,000}{1,985} = 2,137.02$							

Sumber: Hasil Olahan Data, 2006

**CONTRIBUTION MARGIN MENU
PERIODE MARET - MEI 2006**

NO	ITEM	CM	MM%	MENU
		CATEGORY	CATEGORY	ITEM CLASSIFICATION
	Cakue			
1	Cakue	LOW	HIGH	PLOWHORSE
2	Pizza Cakue	HIGH	HIGH	STARS
3	Cakue Chilli dog	HIGH	HIGH	STARS
4	Cakue Sausage	LOW	HIGH	PLOWHORSE
5	Cakue Bumbu	LOW	HIGH	PLOWHORSE
6	Cakue Udang Special	HIGH	HIGH	STARS
7	Cakue Mayo	HIGH	LOW	PUZZLE
8	Cakue Cheese Dog	LOW	LOW	DOG
	Baso			
1	Baso Tahu	HIGH	LOW	PUZZLE
2	Baso Urat	LOW	HIGH	PLOWHORSE
3	Baso Kecil	LOW	HIGH	PLOWHORSE
4	Baso Tusuk	HIGH	HIGH	STARS
5	Baso Goreng	LOW	LOW	DOG
6	Baso Tahu Kukus	HIGH	LOW	PUZZLE
7	Siomay Kukus	HIGH	HIGH	STARS
8	Kentang Kukus	LOW	LOW	DOG
	Makanan Berat			
1	Nasi Gurame Katsu	HIGH	LOW	PUZZLE
2	Nasi Chicken Katsu	HIGH	LOW	PUZZLE
3	Nasi Chicken Katsu Krispi	HIGH	HIGH	STARS
4	Lo Mie	LOW	HIGH	PLOWHORSE
5	Baso Campur Kuah	LOW	HIGH	PLOWHORSE
	Paket			
1	Paket Hemat A	HIGH	HIGH	STARS
2	Paket Hemat B	LOW	LOW	DOG
3	Paket Nasi A	HIGH	LOW	PUZZLE
4	Paket Nasi B	HIGH	HIGH	STARS
5	Paket Nasi C	HIGH	HIGH	STARS
6	Paket Nasi D	HIGH	HIGH	STARS
7	Paket Nasi E	HIGH	HIGH	STARS
8	Cakue Paket	HIGH	LOW	PUZZLE
	DESSERT			
1	Fruit Salad Special	HIGH	HIGH	STARS
2	Fruit Ice Special	HIGH	HIGH	STARS
3	Fruit Salad	LOW	LOW	DOG
4	Fruit Ice	LOW	LOW	DOG
5	Es Serut	LOW	HIGH	PLOWHORSE

Sumber: Hasil Olahan Data,2006

LAMPIRAN 3

MENU CLASSIFICATION **PERIODE MARET – MEI 2006**

NO	ITEM	AMOUNT	MM%	ITEM	ITEM	ITEM CM	MENU COST	MENU	MENU CM	CM	MM%	MENU	PROFIT
		SOLD		FOOD	SELLING	(E-D)	(DXB)	REVENUES	(H-G)	CATEGORY	CATEGORY	ITEM	FACTOR
				COST	PRICE			(EXB)				CLASIFICATION	
	A	B	C	D	E	F	G	H	L	P	R	S	T
1													
2													
3													
4													
5													
6													
7													
8													
	TOTAL	N					I	J	M				
Additional Computation:							K=I/J		O=M/N		Q=(100/ITEMS)(70%)		
							AVCM-item =M/number of item's menu						
							PF = L/AVCM-item						
							Average Profit Factor= 1.0						

LAMPIRAN 4

MENU ENGINEERING WORKSHEET

NO	ITEM	AMOUNT	MM%	ITEM	ITEM	ITEM CM	MENU COST	MENU	MENU CM	CM	MM%	MENU	PROFIT
		SOLD		FOOD	SELLING	(E-D)	(DXB)	REVENUES	(H-G)	CATEGORY	CATEGORY	ITEM	FACTOR
				COST	PRICE			(EXB)				CLASIFICATION	
	A	B	C	D	E	F	G	H	L	P	R	S	T
	Cakue												
1	Cakue	2,674	24.18	1,720	2,500	780	4,599,280	6,685,000	2,085,720	LOW	HIGH	PLOWHORSE	1.03
2	Pizza Cakue	1,610	14.56	3,440	5,000	1,560	5,538,400	8,050,000	2,511,600	HIGH	HIGH	STARS	1.24
3	Cakue Chilli dog	1,510	13.65	3,440	5,000	1,560	5,194,400	7,550,000	2,355,600	HIGH	HIGH	STARS	1.16
4	Cakue Sausage	1,050	9.49	3,096	4,500	1,404	3,250,800	4,725,000	1,474,200	LOW	HIGH	PLOWHORSE	0.73
5	Cakue Bumbu	1,350	12.21	2,752	4,000	1,248	3,715,200	5,400,000	1,684,800	LOW	HIGH	PLOWHORSE	0.83
6	Cakue Udang Special	2,225	20.12	5,160	7,500	2,340	11,481,000	16,687,500	5,206,500	HIGH	HIGH	STARS	2.56
7	Cakue Mayo	190	1.72	4,472	6,500	2,028	849,680	1,235,000	385,320	HIGH	LOW	PUZZLE	0.19
8	Cakue Cheese Dog	450	4.07	2,752	4,000	1,248	1,238,400	1,800,000	561,600	LOW	LOW	DOG	0.28
	TOTAL	N					I	J	M				
		11,059					35,867,160	52,132,500	16,265,340				
Additional Computation:							K=I/J		O=M/N		Q=(100/ITEMS)(70%)		
							0.688		1,470.78		8.75%		
							AVCM-item =M/number of item's menu						
							2,033,168						
							PF = L/AVCM-item						
							Average Profit Factor= 1.0						

Sumber: Hasil Olahan Data, 2006

LAMPIRAN 5

MENU ENGINEERING WORKSHEET PERIODE MARET – MEI 2006

NO	ITEM	AMOUNT	MM%	ITEM	ITEM	ITEM CM	MENU COST	MENU	MENU CM	CM	MM%	MENU	PROFIT
		SOLD		FOOD	SELLING	(E-D)	(DXB)	REVENUES	(H-G)	CATEGORY	CATEGORY	ITEM	FACTOR
				COST	PRICE			(EXB)				CLASIFICATION	
	A	B	C	D	E	F	G	H	L	P	R	S	T
1	Baso Tahu	410	3.7	1,720	2,500	780	705,200	1,025,000	319,800	HIGH	LOW	PUZZLE	0.31
2	Baso Urat	2,460	22.17	1,376	2,000	624	3,384,960	4,920,000	1,535,040	LOW	HIGH	PLOWHORSE	1.5
3	Baso Kecil	2,200	19.83	1,032	1,500	468	2,270,400	3,300,000	1,029,600	LOW	HIGH	PLOWHORSE	0.99
4	Baso Tusuk	2,670	24.06	2,408	3,500	1,092	6,429,360	9,345,000	2,915,640	HIGH	HIGH	STARS	2.83
5	Baso Goreng	875	7.89	1,376	2,000	624	1,204,000	1,750,000	546,000	LOW	LOW	PLOWHORSE	0.53
6	Baso Tahu Kukus	605	5.45	1,720	2,500	780	1,040,600	1,512,500	471,900	HIGH	LOW	PUZZLE	0.46
7	Siomay Kukus	1,800	16.22	1,720	2,500	780	3,096,000	4,500,000	1,404,000	HIGH	HIGH	STARS	1.36
8	Kentang Kukus	75	0.68	757	1,100	343	56,775	82,500	25,725	LOW	LOW	DOG	0.02
TOTAL		N					I	J	M				
		11,095					18,187,295	26,435,000	8,247,705				
Additional Computation:							K=I/J		O=M/N		Q=(100/ITEMS)(70%)		
							6.88		743.37		8.75%		
							AVCM-item =M/number of item's menu						
							1,030,963						
							PF = L/AVCM-item						
							Average Profit Factor= 1.0						

Sumber: Hasil Olahan Data, 2006

**MENU ENGINEERING WORKSHEET
PERIODE MARET – MEI 2006**

NO	ITEM	AMOUNT	MM%	ITEM	ITEM	ITEM CM	MENU COST	MENU	MENU CM	CM	MM%	MENU	PROFIT
		SOLD		FOOD	SELLING	(E-D)	(DXB)	REVENUES	(H-G)	CATEGORY	CATEGORY	ITEM	FACTOR
				COST	PRICE			(EXB)				CLASIFICATION	
	A	B	C	D	E	F	G	H	L	P	R	S	T
1	Nasi Gurame Katsu	85	3.08	7,568	11,000	3,432	643,280	935,000	291,720	HIGH	LOW	PUZZLES	0.13
2	Nasi Chicken Katsu	97	3.51	6,192	9,000	2,808	600,624	873,000	272,376	HIGH	LOW	PUZZLES	0.13
3	Nasi Chicken Katsu Krispi	825	29.85	7,190	10,450	3,260	5,931,750	8,621,250	2,689,500	HIGH	HIGH	STARS	2.73
4	Lo Mie	452	16.35	5,504	8,000	2,496	2,487,808	3,616,000	1,125,192	LOW	HIGH	PLOWHORSE	0.52
5	Baso Campur Kuah	1,305	47.21	5,504	8,000	2,496	7,182,720	10,440,000	3,257,280	LOW	HIGH	PLOWHORSE	1.5
TOTAL		N					I	J	M				
		2,764					16,846,182	24,485,250	7,639,068				
Additional Computation:							K=I/J		O=M/N		Q=(100/ITEMS)(70%)		
							0.56		2,763.77		14		
							AVCM-item =M/number of item's menu						
							2,176,264						
							PF = L/AVCM-item						
							Average Profit Factor= 1.0						

Sumber: Hasil Olahan Data, 2006

**MENU ENGINEERING WORKSHEET
PERIODE MARET – MEI 2006**

NO	ITEM	AMOUNT	MM%	ITEM	ITEM	ITEM CM	MENU COST	MENU	MENU CM	CM	MM%	MENU	PROFIT
		SOLD		FOOD	SELLING	(E-D)	(DXB)	REVENUES	(H-G)	CATEGORY	CATEGORY	ITEM	FACTOR
				COST	PRICE			(EXB)				CLASIFICATION	
	A	B	C	D	E	F	G	H	L	P	R	S	T
	Paket												
1	Paket Hemat A	270	10.4	6,880	10,000	3,120	1,875,600	7,700,000	842,400	HIGH	HIGH	STARS	0.84
2	Paket Hemat B	85	3.28	6,192	9,000	2,808	526,320	765,000	238,680	LOW	LOW	DOGS	0.24
3	Paket Nasi A	180	6.94	6,880	10,000	3,120	1,238,400	1,800,000	561,600	HIGH	LOW	PUZZLES	0.56
4	Paket Nasi B	500	19.27	6,880	10,000	3,120	3,440,000	5,000,000	1,560,000	HIGH	HIGH	STARS	1.55
5	Paket Nasi C	725	27.94	6,880	10,000	3,120	4,988,000	7,250,000	2,262,000	HIGH	HIGH	STARS	2.24
6	Paket Nasi D	265	10.21	6,880	10,000	3,120	1,823,200	2,650,000	826,800	HIGH	HIGH	STARS	0.82
7	Paket Nasi E	360	13.87	6,880	10,000	3,120	2,476,800	3,600,000	1,123,200	HIGH	HIGH	STARS	1.11
8	Cakue Paket	210	8.09	6,880	10,000	3,120	1,444,800	2,100,000	655,200	HIGH	LOW	PUZZLES	0.65
TOTAL		N					I	J	M				
		2,595					17,795,120	25,865,000	8,069,880				
Additional Computation:							K=I/J		O=M/N		Q=(100/ITEMS)(70%)		
							0.69		3,109.78		8.75%		
							AVCM-item =M/number of item's menu						
							1,008,735						
							PF = L/AVCM-item						
							Average Profit Factor= 1.0						

Sumber: Hasil Olahan Data, 2006

MENU ENGINEERING WORKSHEET
PERIODE MARET – MEI 2006

NO	ITEM	AMOUNT	MM%	ITEM	ITEM	ITEM CM	MENU COST	MENU	MENU CM	CM	MM%	MENU	PROFIT
		SOLD		FOOD	SELLING	(E-D)	(DXB)	REVENUES	(H-G)	CATEGORY	CATEGORY	ITEM	FACTOR
				COST	PRICE			(EXB)				CLASIFICATION	
	A	B	C	D	E	F	G	H	L	P	R	S	T
	DESSERT												
1	Fruit Salad Special	630	31.74	5,160	7,500	2,340	3,250,800	4,725,000	1,474,200	HIGH	HIGH	STARS	1.73
2	Fruit Ice Special	700	35.26	5,085	7,500	2,415	3,559,500	5,250,000	1,690,500	HIGH	HIGH	STARS	1.99
3	Fruit Salad	170	8.56	3,290	5,000	1,710	559,300	850,000	290,700	LOW	LOW	DOGS	0.34
4	Fruit Ice	100	5.04	3,140	5,000	1,860	314,000	500,000	186,000	LOW	LOW	DOGS	0.22
5	Es Serut	385	19.39	3,440	5,000	1,560	1,324,400	1,925,000	600,600	LOW	HIGH	PLOWHORSE	1.50
TOTAL		N					I	J	M				
		1,985					9,008,000	13,250,000	4,242,000				
Additional Computation:							K=I/J		O=M/N		Q=(100/ITEMS)(70%)		
							0.68		2,137.02		14		
							AVCM-item =M/number of item's menu						
							848,398						
							PF = L/AVCM-item						
							Average Profit Factor= 1.0						

Sumber: Hasil Olahan Data, 2006

**MENU ENGINEERING WORKSHEET
PERIODE MARET – MEI 2006**

BIODATA

A. DATA PRIBADI

Nama : Ferry Senjaya Kusumah
NRP : 0251135
Tempat, Tanggal Lahir : Bandung, 13 Maret 1984
Agama : Kristen
Alamat : Jl. Mohammad Ramdhan 86

B. DATA ORANG TUA

Nama Ayah : Aceng Senjaya
Pekerjaan : Wiraswasta
Nama Ibu : Lina Setiawati
Pekerjaan : Ibu Rumah Tangga
Alamat : Jl. Mohammad Ramdhan 86

C. PENDIDIKAN

Nama Sekolah	Tempat	Tahun
TK BPK PENABUR	Bandung	1988 – 1990
SDK 2 BPK PENABUR	Bandung	1990 – 1996
SLTPK 1 BPK PENABUR	Bandung	1996 – 1999
SMUK Bina Bakti 2	Bandung	1999 – 2002
UNIVERSITAS KRISTEN MARANATHA	Bandung	2002 -2006