

CHAPTER IV

CONCLUSION

From the previous chapters, we can infer that the problem at *The Hoek Café and Lounge* is menu presentation is not attractive enough to attract new customers to order foods and beverages. The causes of this problem are there are no pictures or photos of the foods and beverages in the menu, not all foods and beverages in the menu presentation have explanation and also the menu is not colorful. Furthermore, the effects of this problem are the new customers are not attracted to buy the foods and beverages, new customers do not know exactly what kind of foods and beverages are offered and *The Hoek Café and Lounge* cannot get optimal income.

I find three potential solutions to solve this problem. There are by changing the menu presentation with the colorful menu with photos or pictures and explanations of popular foods and beverages in every section, promoting chef recommendation's foods and beverages with photos and explanations on the table and also training the waiters or waitresses to explain the specialties and differences of foods and beverages. After analyzing the potential solutions above, I will analyze the

best solution for the problem in this chapter. From the potential solutions that are analyzed in the previous chapter, I combine two solutions; first, Changing the menu presentation with the colorful menu with photos or pictures and explanations of popular foods and beverages in every section and second, training the waiters or waitresses to explain the specialties and differences of foods and beverages.

A colorful menu with photos or pictures and explanations of popular foods and beverages in every section will attract more customers to buy the foods and beverages. New customers would rather have the menu that shows the appearance of the food, so that they will know the ingredients, food designs, portions, and other things. Furthermore, having waiters or waitresses who are be able to explain the specialties and differences of foods and beverages can also persuade new customers to buy special and popular foods and beverages. With photos or pictures and explanations of popular foods and beverages in every section and the influence of the waiter or waitress, even new customers who are not hungry will be interested to try the foods and beverages.