SWOT ANALYSIS BUSINESS FEASIBILITY STUDY (CASE STUDY : ITALIAN RESTAURANT)

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Abstract *– The culinary business is one of the businesses that is in great demand by the public. This is also supported by the development and changes in lifestyle patterns. Food and beverage is indeed one of the basic needs needed by everyone, but besides that, basic needs can be said to be one of the values of today's lifestyle. Torcheat is one of the industries engaged in culinary tourism by providing all food through torch / baked cooking techniques. The menu provided will start from appetizer to dessert and beverage. This business feasibility study is intended to analyze all aspects and factors that support and influence Torcheat. In addition to collecting information in a primary manner, namely through several data sources such as books, websites and research reports. The authors also collected secondary data by distributing questionnaires and obtaining 154 respondents. The author also conducted validity and reliability tests aimed at testing the accurate level of data results obtained through the dissemination of questionnaires. By carrying out several tests and analyzing all the factors concerned. Torcheat has become more detailed, accurate, and mature conceptual.*
Keywords: Business, Culinary, Menu, Lifestyle

I.   INTRODUCTION

The culinary business is one of the businesses that is in great demand by the public. This is also supported by the development and changes in lifestyle patterns. Food and drink are indeed one of the basic needs needed by everyone, but besides that, basic needs can be said to be one of the values of today's lifestyle.

Based on Databoks (2020) the economy in Indonesia has experienced a growth of 7.07% in the second quarter of 2021 and the highest growth came from the restaurant and hotel industry which reached 16.79%. This increase reached 4.15% when compared to the quarter in the previous year. Not only the growth of the industry, the performance of restaurants and hotels also increased by 16.53% when compared to previous years.

According to Lestari (2021), the food and beverage industry in DKI Jakarta experienced growth as in the second quarter of 2021 it grew by 2.95% when compared to the second quarter of 2020. When compared back to the previous quarter, this industry also experienced an increase of 2.45%. This can be a source of new ideas for the community in creating and creating unique menus using certain basic ingredients. One of the areas in Jakarta that experienced significant growth was in North Jakarta which experienced an increase of up to 6.16% around Rp.312.33 trillion in 2019. Followed by Central Jakarta, South Jakarta, West Jakarta and also East Jakarta (Databoks, 2020).

DKI Jakarta is the province that has the highest number of food and beverage supply businesses when compared to other provinces (Badan Pusat Statistik, 2019). One of them is Pantai Indah Kapuk I or commonly abbreviated as Pantai Indah Kapuk I which is located in the North Jakarta area. This area is very growing so that it provides a big positive change for the people who are in the surrounding environment and make good use of the area. Pantai Indah Kapuk I began to be marketed in 2013 and initially did not get a good impression because there was a lot of vacant land and no development prospects (Sedayu, 2019). However, over time, Agung Sedayu Group began to develop it starting from several tourist attractions, toll roads, schools, universities, hospitals and places of worship. In addition, based on (Badan Pusat Statistik, 2021) the North Jakarta area experienced economic development and there were three sectors that became the main growth, namely the processing industry sector by 2.46%, the trade sector, hotels and restaurants which had a value of 1.07% and the last transportation and communication sector by 0.71%. The population also has 5 major influences on this development (Badan Pusat Statistik, 2019). Every year DKI Jakarta, which is divided into north Jakarta, West Jakarta, Central Jakarta and also South Jakarta, experiences an increase in the number of residents so that the basic needs of the community, namely food and beverages, also need to be improved. Starting from 2018, the population in the North Jakarta area as a whole has increased significantly from year to year (Badan Pusat

Statistik, 2020). As the population increases, the number of people's expenditure will increase over the years. The following is an increase in public spending on food and beverages:

TABLE 1
EXPENDITURE ON FOOD AND BEVERAGE

Type of Expenditure	2018	2019	2020
Food and Beverage	381,625	406,777	432,168

Source : Badan Pusat Statistik (2020)

   Based on these data, it can be concluded that the culinary tourism industry continues to grow along with the times. Food processing techniques are increasingly varied and modified, one example is the blow torch which was very popular in early 2017 until now (Solopos, 2017). The name of this technique comes from the tool used and resembles a small gas cylinder and can emit fire. The function of this tool is to give a crispier texture on the surface of the food, giving it a more pleasant aroma (Solopos, 2017). The presentation of food through this technique is more interesting because it has its own uniqueness and taste.

   If the population increases and the provision of food and beverages grows, it can be concluded that people will be willing to enjoy the products and services that a place to eat. Through these data, it can also be concluded that culinary tourism is one of the industries that is good to be pursued and the author was inspired to open a business in the field of culinary tourism called Torcheat. Torcheat is inspired by two syllables, torch and eat, torch which represents the cooking technique used by restaurants. Torcheat will use the technique of cooking blow torch or baked. As well as the word eat where the author hopes that the menus served by torcheat can arouse the appetite of the guests. The author also hopes that Torcheat will be able to bring and have a positive impact on the environmental area around Pantai Indah Kapuk I.

II.   LITERATURE REVIEW

A. Food and Beverage

   In accordance with the name of the industry itself, namely food and beverage, this industry is engaged in the food and beverage sector. Food and beverage supplies while away from home can be called one of the activities of the hospitality industry (Davis et al., 2017). So, in the hospitality industry, it is not only talking about residential accommodation that is provided within a certain period of time according to the wishes of customers. The food and beverage industry is indeed very closely related to the products served and produced but the quality of service is also very important to pay attention to. According to Cousins & Weekes (2020), types of service variations are provided to achieve and achieve desires that suit customer needs in a certain time and condition. For example, maybe on weekdays customers are business customers so they need faster service than usual because they don't have a lot of free time. However, it is possible that on weekends customers have more free time because they travel with family. Therefore, an owner and restaurant worker must be able to analyze the circumstances and wishes of customers so that the service provided can be satisfactory.

B. Restaurant

   According to Putri (2018), restaurants are one type of industry that has a very broad knowledge about service in the field of food and beverages. Each restaurant has different standards of service and facilities depending on the needs and type of restaurant itself. Based on (Sumarsono, 2016), the words restaurant were first invented in France which is referred to as a restaurer and has the meaning of a power plant and it speaks in terms of food. But the word began to be absorbed into the language of each country. Restaurant can be referred to as one of the terms that includes a wide variety of activities that occur during the operational system such as prices, services, products sold as well as decorations and atmospheres built (Cousins & Weekes, 2020).

C. Pasta

   Pasta is one of the famous dishes and is known to many people from European countries, to be precise from Italy. The history of the origin of pasta is still being debated so no one has been convinced that it is true, but here are some histories regarding pasta (Fridayani, 2020). In its early days pasta entered the territory of China and was brought by Marcopolo in the 13th century. Marcopolo argues that the paste comes from a tree now referred to as the sago tree, a tree that produces flour. But the history is opposed, saying that pasta originated from travellers who were in Venice and came from the country. By the time Marcopolo travelled in the 1270s he found a soldier who was in the northern Italian city of Genoa. The soldier carried a basket of macaroni, which is one of the types of pasta. Next came from the Muslim Geographer Al-Idrisi who stated that he witnessed that pasta was originally produced in Sicily. Until now there is still no clarity regarding the origin of pasta, but what is certain is that pasta originated in a European country.

   Speaking of pasta, both in type and menu are very varied and based on Unilever (2021), there are several types of pasta and the following are the types of pasta used by the author:

   1. Spaghetti

This type of pasta can be called the most popular and easy to find in the market. It is long-shaped like a sticky, dense and not hollow. In this type, there is also angel hair that is the same shape but has a smaller diameter so that the strands become very smooth. Spaghetti is divided into two based on the basic ingredients, namely whole wheat flour so as to make spaghetti a brown color and durum variety wheat flour which makes spaghetti a yellow color.

2. Macaroni

Unlike spaghetti which is shaped like noodles in general, macaroni has a hollow middle. However, based on its shape, macaroni is also divided into two types, namely long macaroni whose shape resembles spaghetti but larger in diameter and there is a hole in the middle and then macaroni which resembles a curved pipe. The shape and size of the macaroni can be adjusted according to the menu.

3. Fusilli

This type of pasta is unique because the shape of the paste resembles a spiral and has several color variations based on the basic ingredients of manufacture to which tomatoes, spinach and carrots are added.

4. Penne

In Indonesia, this paste can be called resembling kwetiau because it is wide and flat. The color of the fettuccine can also be combined with food coloring such as fusilli. The most common dish for this type of pasta is fettuccine alfredo.

But even though it has different types, pasta has the same basic ingredient, namely flour which is the result of grinding wheat seeds. The process of cooking pasta can also be adjusted to each taste, but if the cooking process is done correctly and well, it will produce a perfect level of doneness with a slightly chewy texture or what is commonly called al dante.

D. American Service

There are various types of services that can be used by a restaurant, one of which is American service. This type of service is when food and drinks have been prepared in the kitchen and assisted by servers to serve them to guests (Dahmer, 2018). This type of service is a type of service that is fast and simple because it is usually used by casual restaurants. The amount of eating and drinking utensils used is also classified based on meal times, for breakfast and lunch it can be said to be small while for dinner more is needed.

E. Menu

Menu is one of the books that contains information about products sold by a restaurant and can be called a way of communication (Dahmer, 2018). The content of the menu book is divided into several parts that can be classified starting from the category and speciality of the product. Usually the menu displays products ranging from those that are often consumed to supporting products only. In addition, the menu book can provide an overview and information about the product so that guests are able to get a rough idea of the food and beverage products sold by a restaurant.

F. Business Feasibility Study Concept

Based on all the theories described above, Torcheat can be categorized as one of the industries that sell food and beverages and the concept of this business is restaurants that are not tied to other companies. Torcheat will be located at Pantai Indah Kapuk I precisely on Jl. Rukan Beach View Blok A no 19 which has an operational system starting from Monday-Sunday from 11.00-21.00, this restaurant will serve the main menu, namely variations of appetizers, main meals to desserts and other additional menus such as drinks and soups. Customers can enjoy food and drinks dine-in and take away, and with the aim of simplifying the purchase process Torcheat will collaborate with several online ordering companies such as Grabfood, Gofood and Shopeefood. To facilitate the payment process, Torcheat will work with several companies such as BCA, Mandiri and OVO.

The name Torcheat is inspired by the English language which consists of two syllables, namely torch as a form of cooking technique used, namely the entire menu is cooked with the torch or bake technique. But the word keda comes from the word eat which the author hopes Torcheat can arouse the appetite of the guests. Aware of the importance of maintaining health and hygiene Torcheat will implement several health protocols and minimize the means of spreading Covid-19 such as prioritizing non-cash payments, always checking the temperature of employees before starting work, providing hand sanitizers at cashier tables and also orders that are taken away will be given plastic seal straps. With the aim of reducing the number of crowds in Torcheat, Torcheat will enforce social distancing and maximum capacity for each seat. Torcheat will be one of the restaurants that supports the eco-friendly program by using plastic made from cassava leaves which is more biodegradable than plastic in general.

III. METHOD

In carrying out a business feasibility study, the author needs useful supporting data so that Torcheat can run well based on the data that has been collected. The data obtained by the author comes from both conducting predetermined research and collecting existing data and can be used as a guide. The data obtained by the author is accurate, reliable and valid and accountable.

The following are some of the data obtained by the author when collecting data, divided into two techniques, namely primary and secondary:

A. Primary Data

According to Surgiarto (2017) primary data is a type of data obtained by the author through the first source. The first source is the result of research conducted by the authors themselves, one example of which is a questionnaire. This type of data source will make the author know whether the intended target market is in accordance with the product that has been planned. The primary data collection carried out by the author is also carried out through several methods, namely:

1. Questionnaire Method

The questionnaire method is usually closely related to surveys, this activity aims to collect data directly from the intended target market. Based on Nugroho (2018), there are several things that need to be considered in compiling a questionnaire so that the data obtained is useful for the author, namely:

   a. Topic Selection

   Before drafting the question, it is better if the author already knows and masters the built product. This is so that the questions presented are related to the importance of the information needed by the author.

   b. Variable Measurement

   In measuring the intended variable is what things or information the author wants to get. When talking about Torcheat, then the information you want to get is the concept of a product that is created accordingly and attracts the interest of the surrounding community, and the strategy used to get the target market is as expected.

   c. Method Selection

   There are several data collection methods that can be done such as in-person interviews, online interviews, but for Torcheat itself will use questionnaires as a means of data information.

2. Observation

The observation method is able to provide an overview between the seller and the buyer. Sellers are able to know more or less what kind of expectations are expected by buyers. The aspects observed must of course be matters that are closely related and related to the business in question. According to Anggito & Setiawan (2018), observation is one of the effective ways to find out information in a certain context and provide understanding between sellers and buyers.

3. Validity Test

According to Sekaran & Bougie (2016), the validity test is one of the tests from the questionnaire results that have been shared, this test can identify and measure the results of data whether it is valid or not for the research to be continued. In determining a data measurement technique in a study is not an easy thing, therefore with this validity test, it can be determined that the technique used is in accordance with the type of research.

4. Reliability Test

Unlike the validity test, the reliability test will show the consistency of data or concepts obtained from the results of observations that have been carried out (Sekaran & Bougie, 2016). This reliability test can measure the concepts that have been set and used by Torcheat have been stable and consistent over a long period of time.

B. Secondary Data

Based on Sugiarto (2017), secondary data is data obtained from other parties, authors or researchers who have conducted data research first. These data can be used as a source of information and guidance for development planning in the food and beverage field that researchers carry out for Torcheat. Secondary data obtained by the author comes from several sources, namely the Badan Pusat Statistik, books, official websites, scientific papers and several other supporting sources.

IV.   RESULT AND DISCUSSION

A. Demand Analysis

According to Morrison (2010), a good decision in terms of product marketing to the target market is obtained from good and accurate research and analysis. Research on market demand in the intended business is one of the things that can affect the production and development of goods and services to be sold by a company. Therefore, research in this aspect is useful to know and estimate the opportunities that companies

have whether they are good and possible or not. According to Saleh & Said (2019) market demand analysis is a process that is different from the promotion and advertising of products owned, but this process is where the company stage can find out the needs of potential customers. The effect of this process can make the company able to create an ideal product and be able to distribute it effectively.

Torcheat will conduct research on this aspect in online form using a questionnaire that will be distributed to several respondents. The results obtained by Torcheat were 154 respondents and the following are the results of a questionnaire that has been filled out by respondents:

1. Market Potential Analysis

    Market potential analysis is a condition where a company conducts research on a market condition and marketing targets, it aims to make the target market in accordance with what is expected and wants to be targeted (Morrison, 2010). The following is a data analysis of the growth and number of people in the DKI Jakarta area based on age and gender.

TABLE 2
TOTAL POPULATION BASED ON AGE AND GENDER IN DKI JAKARTA IN 2018 - 2020

Age Group	Total Population		
	2018	**2019**	**2020**
0-4 year	905.941	888.844	661.018
5-9 year	927.365	940.893	893.762
10-14 year	765.642	785.054	874.865
15-19 year	710.184	720.094	825.828
20-24 year	784.252	756.189	818.069
25-29 year	965.850	929.123	835.638
30-34 year	1.032.201	1.023.219	861.109
35-39 year	971.281	983.591	974.357
40-44 year	841.960	861.840	913.386
45-49 year	712.011	730.336	799.344
50-54 year	590.947	610.235	670.571
55-59 year	466.794	485.560	526.403
60-64 year	340.245	359.213	377.636
65+ year	452.956	483.619	530.102
Total	10.467.629	10.557.810	10.562.088

Source: Badan Pusat Statistik (2021)

2. Growth Projection

    Growth in an environment can affect all activities that take place and can be a comparison between the past and the present and can even predict the growth that will occur in the future. Based on table 5, there was growth in DKI Jakarta from 2018-2020 and in 2018 and 2019 the population of DKI Jakarta was dominated by residents aged 35-39 years while in 2020 it was 35-39 years. With this data, Torcheat will set the age of 20-29 years which will be the target market.

3. Market Trend Analysis

    A company must always analyze the environment and the surrounding situation because there is a potential for the emergence of new customer sources that can provide benefits for the company. The analysis can come from a location or an organization that identifies a new target market that can become a (Morrison, 2010).

According to the theory from Hair et al., (2019), the sample size tested will affect the suitability and statistical strength of the analysis. With the aim of obtaining accurate and valid results, it is recommended that the minimum number of respondents be equivalent to 5 times the number of questions. With this theory, the minimum number of respondents that Torcheat must get is 140 respondents with the number of questions provided as many as 28 questions. Torcheat has distributed questionnaires to the target market that has been set and achieved the results of a total of 154 respondents.

With the aim of making it easier for the author to analyze the results of the questionnaire, the questionnaire is divided into three parts that have their own functions, and the following are the three parts:

a. Respondent Data

    Respondent data plays a big role in Torcheat to set the target market they want to target. The types of questions in this section such as name, email address, age, gender, domicile, occupation and average expenditure on food and beverages per month. The following are the results of the questionnaire in the first part:

TABLE 3
RESPONDENTS DATA

No.	Indicator	Statement	Result	
			Frequency	**Percentage**
1.	Age	< 15 years	0	0
		15-19 years	11	7.10

		20-24 years	111	72,10
		25-29 years	16	10,40
		30-34 years	6	3,90
		35-39 years	3	1,90
		> 39 years	7	4,50
2.	Gender	Male	50	32,50
		Female	104	67,50
3.	Domicile	North Jakarta	69	44,80
		West Jakarta	17	11
		Central Jakarta	12	7,80
		East Jakarta	3	1,90
		South Jakarta	7	4,50
		Tangerang	37	24
		Other	11	6,90
4.	Profession	Student	115	74,70
		Employee	30	19,50
		Entrepreneur	9	5,80
		Other	2	1,20
5.	Total expenditure on food per month	IDR500.000,00 - IDR999.999,00	35	22,70
		IDR1.000.000,00 - IDR1.499.999,00	26	16,90
		IDR1.500.000,00 - IDR1.999.999,00	43	27,90
		>IDR2.000.000,00	50	32,50

Source : Data Processing Results, 2021

There were 154 respondents who filled out the questionnaire, based on the results obtained, there were 111 (72.10%) respondents aged 20-24 years, 16 (10.40%) respondents aged 25-29 years, 11 (7.10%) respondents aged 15-19 years, 7 (4.50%) respondents aged >39 years, 6 (10.40%) respondents aged 30-34 years, and 3 (1.90) respondents aged 35-39 years. With these data, it can be concluded that the target market intended by Torcheat is right, which is 20-29 years.

There were 50 (32.50%) respondents who were male and 104 (67.50%) respondents were women. The results of this questionnaire were dominated by women.

There were 69 (44.80%) respondents domiciled in North Jakarta, 37 (24%) respondents domiciled in Tangerang, 17 (11%) respondents domiciled in West Jakarta, 12 (7.80%) respondents domiciled in Central Jakarta, 11 (6.90%) respondents domiciled outside Jakarta and Tangerang, 7 (4.50%) respondents domiciled in South Jakarta, and 3 (1.90%) respondents domiciled in East Jakarta. With this data, it can be concluded that Torcheat's target market is right, namely North Jakarta and Tangerang. However, it does not rule out the possibility that Torcheat is able to have customers from outside Jakarta and Tangerang.

There were 115 (74.70%) respondents who were Students, 30 (19.50%) respondents were Employees, 9 (5.80%) respondents were Self-Employed, and 2 (1.20%) respondents chose others. With this data, it can be concluded that Torcheat's target market is right, namely Students.

There were 50 (32.50%) respondents had expenditures of >Rp2,000,000.00 for food per month, 43 (27.90%) respondents had expenditures of IDR 1,500,000.00 – IDR 1,999,999.00 for food per month, 35 (22.70%) respondents had expenditures of IDR 500,000.00 – IDR 999,999.00 for food per month, and 26 (16.90%) respondents had expenditures of IDR 1,000,000.00 – IDR 1,499,999.00 for food per month.

b. Market Condition

In this second questionnaire section, the author wants to know information about the lifestyle of the respondents and it will be useful to describe indirectly the market conditions that occur in the surrounding environment:

TABLE 4
MARKET CONDITION

No	Indicator		Statement	Result	
				Frequency	Percentage (%)
1	How often do you visit restaurants in a month?		< 2 times	23	14,90
			3-4 times	83	53,90
			5-6 times	27	17,50
			> 6 times	21	13,60
2	How often do you visit PIK II in a month?		< 2 times	50	32,50
			3-4 times	61	39,60
			5-6 times	32	20,80
			> 6 times	11	7,10
3	What influenced you to return to visit a restaurant?	Location	Very Unaffected	2	1,20
			Not Affect	1	0,60
			Less Affect	10	6,40

			Quite Affect	30	19,40
			Affect	56	36,30
			Very Affect	55	35,70
		Price	Very Unaffected	1	0,60
			Not Affect	1	0,60
			Less Affect	11	7,10
			Quite Affect	24	15,50
			Affect	58	37,60
			Very Affect	59	38,30
		Taste	Very Unaffected	1	0,60
			Not Affect	1	0,60
			Less Affect	11	7,10
			Quite Affect	24	15,50
			Affect	58	37,60
			Very Affect	59	38,30
		Facilities	Very Unaffected	3	1,94
			Not Affect	1	0,60
			Less Affect	7	4,50
			Quite Affect	23	14,90
			Affect	59	38,30
			Very Affect	61	39,60
		Service	Very Unaffected	0	0
			Not Affect	6	2,80
			Less Affect	8	5,10
			Quite Affect	17	11
			Affect	65	42,20
			Very Affect	58	37,60
		Atmosphere	Very Unaffected	2	1,20
			Not Affect	2	1,20
			Less Affect	7	4,50
			Quite Affect	21	13,60
			Affect	59	38,30
			Very Affect	64	41,50
4	How long do you spend when you're in a restaurant?		< 30 minutes	1	0,60
			30 m – 1 h	78	50,60
			1.5 h - 2 h	68	44,20
			> 2 h	7	4,50
5	What media tools do you most often use in getting information about restaurant?		Social media dan website	114	74
			Word of mouth	38	24,70
			Print media advertising	1	0,60
			Others	1	0,60
6	Average expenses in one visit to the restaurant per person		IDR25.000,00 - IDR74.900,00	16	10,40
			IDR75.000,00 - IDR124.999,00	48	31,20
			IDR125.000,00 - IDR174.999,00	54	35,10
			IDR175.000,00 - IDR224.999,00	29	18,80
			>IDR225.000,00	7	4,50

Source : Data Processing Results, 2021

c. Marketing Mix

The last part of this questionnaire will discuss the 8P, namely product, price, place, promotion, people, packaging, programming and partnership. The author applies the theory of (Morrison, 2010) to the sustainability of the Torcheat system in the future. A questionnaire can also be categorized as valid if it meets certain standards that can be adapted to the theory used. The validity test was useful for this study because the questionnaire about Torcheat was disseminated to several respondents and to test how good In addition to the validity test, there is also a reliability test to measure the consistency and stability of the data. According to (Sekaran & Bougie, 2016), there is a theory of Cronbach's alpha where a test for internal reliability. The results of a good reliability test are divided into three things if the results of Cronbach's alpha value are below 0.60 then the data results are categorized as not good, if the results of the numbers 0.60 to 0.80 the data results are acceptable and the last one if it is above 0.80 then the data results are categorized as very good and can continue the next research. The following are the results of the validity test and reliability test from the questionnaire that has been carried out:

TABLE 5
VALIDITY TEST RESULTS

No.	Indicator	Total	Validity Test		
			R Table	**R Count**	**Results**
1	Product	4	0,1582	0,854	Valid
2	Price	3	0,1582	0,813	Valid
3	Place	3	0,1582	0,85	Valid

4	Promotion	4	0,1582	0,882	Valid
5	People	5	0,1582	0,881	Valid
6	Packaging	3	0,1582	0,857	Valid
7	Programming	3	0,1582	0,84	Valid
8	Partnership	3	0,1582	0,881	Valid
	Total	28	0,1582	0,857	Valid

Source : Data Processing Results, 2021

Based on all explanations, the distribution of questionnaires and validity testing, the questionnaire regarding the torcheat marketing mix which obtained 154 respondents was declared valid.

TABLE 6
RELIABILITY TEST RESULTS

N of Items	Cronbach's Alpha
28	0,794

Source : Data Processing Results, 2021

Based on the table above, the number of questions distributed was 28 questions and obtained 154 respondents. The reliability test results of 0.794 are acceptable so that researchers can carry out further research.

B. Supply Analysis

Offer analysis is an analysis that is useful for conducting a detailed examination of a product in a market that has been used as a marketing target. This analysis is a mirror of the production of goods and services for a company which is influenced by several factors such as the price of goods, the quality of production and the market demand itself (Ariyani & Harjanto, 2018). Therefore, the analysis of demand and supply are two things that must be kept in balance. In this bidding analysis Torcheat will conduct several analyses consisting of competitor analysis, SWOT analysis and Porter's Five-Forces analysis.

1. Competitor Analysis

In this analysis, Torcheat will focus more on information and data about competing companies because it is very important for Torcheat itself. Competitors are able to raise spirits and motivate Torcheat to develop even better. According to Morrison (2010) there are 3 groups of types of competitors in an industry, namely:

a. Direct Competition

The direct competitor in question is another type of business that has a similar type of product and wants to reach the same group of customers. The table below shows some of the direct competitors for Torcheat.

TABLE 7
LIST OF DIRECT COMPETITORS

No	Name	Product	Price
1	Cathy S	Italian, Japanese	IDR40.000 - IDR51.000
2	Pastaria	Italian	IDR30.000 - IDR60.000
3	Beatrice Quarters	Italian, Japanese	IDR59.000 - IDR85.000
4	Pancious	Italian, Western	IDR73.000 - IDR92.000
5	Union	Italian, American	IDR95.000 - IDR125.000
6	Toby's Estate	Italian, American	IDR125.000 - IDR135.000
7	Pizza Marzano	Italian	IDR65.000 - IDR92.000
8	AW Kitchen	Italian, Japanese	IDR95.000 - IDR125.000
9	Minus Two Restaurants	Asian, Western	IDR65.00 - IDR85.000

Source : Data Processing Results, 2021

b. Indirect Competition

As for indirect competitors, it is a business that does not have similar products, but is still able to become a threat to Torcheat (Sudarso et al., 2020). Examples of indirect competitors are supermarkets and traditional markets that meet daily needs, shopping centers, gas stations, hospitals and schools.

c. Substitute Service

This type of competitor is a company that is engaged in food and beverages but has different types of products and services. The table below is a list of replacement competitors from Torcheat :

TABLE 8
LIST OF ALTERNATIVE COMPETITORS

No	Name	Product	Price
1	Lukumades	*Greek*	IDR200.000 (for 2 pax)
2	Happy Lemon	*Beverages, Bubble Tea*	IDR100.000 (for 2 pax)
3	Pantjoran Chinatown PIK	Kuliner legendaris	IDR10.000 - IDR100.000
4	Sushi Maru	*Japanese*	IDR200.000

5	GIOI by the Farm	Asian	IDR500.000 (for 2 pax)
6	Kintaro Sushi	Sushi, Japanese	IDR400.000 (for 2 pax)
7	Gildak	Korean Street Snack	IDR6.000 - IDR35.000
8	Wingheng	Dimsum	IDR150.000 (for 2 pax)
9	Lukumades	*Greek*	IDR200.000 (for 2 pax)

Source : Data Processing Results, 2021

2. SWOT Analysis

SWOT analysis is one of the overall evaluations of a company both internally and externally and in this analysis will discuss the strengths, weaknesses, opportunities and threats owned by a company (Kotler & Keller, 2016). According to (Fatimah, 2016), SWOT analysis has the nature of descriptive and subjective research because each person in an organization has different views and observation results. This analysis can provide an overview of the problems that will be faced by Torcheat but with this view Torcheat can find an appropriate solution in addition to providing an overview of the problem, this analysis can also show benefits based on the opportunities owned by Torcheat.

In accordance with the abbreviation SWOT is divided into 4 things, namely:

a. Strengths

Strengths are one of the things that can be said to be superior strengths owned by a company and this is a positive thing that distinguishes Torcheat from other restaurants (Fatimah, 2016). The following are the powers possessed by Torcheat, namely:

1) Torcheat uses torch and baked techniques for the whole meal.
2) Torcheat is in a strategic location, namely Pantai Indah Kapuk I and the area is experiencing a fairly good development.

b. Weaknesses

Based on Fatimah (2016), this point will discuss the weaknesses and shortcomings of Torcheat. However, this is normal as long as the company is still able to overcome and find a way out. The following are some of the disadvantages possessed by Torcheat, namely:

1) Torcheat only sells western-themed foods.
2) The start-up capital required by Torcheat is quite large.

c. Opportunities

Opportunities owned by a company come from the conditions of the surrounding environment and can benefit the company itself (Fatimah, 2016). However, not all opportunities have positive possibilities for a company, therefore opportunities should be analyzed correctly and well. The following are some of the opportunities owned by Torcheat that can help increase torcheat's chances of success.

1) Pantai Indah Kapuk I has and experienced significantly increased economic development.
2) The development and utilization of social media can help Torcheat's marketing strategy become more effective and efficient.
3) Torcheat has several marketing programs that are able to attract and bring in potential customers.

d. Threats

The final point in this analysis is the threat that is inversely proportional to opportunities. This threat is from the external environment which is unfavorable for the company because it can be an obstacle to the success of Torcheat (Fatimah, 2016). The following are some of the threats from the external environment owned by Torcheat, namely:

1) There are indirect competitors in the neighborhood around Torcheat.
2) Indonesia's economic condition is unstable due to the pandemic.
3) Increase in the price of raw materials that can affect the selling price of Torcheat.

Based on all the results of the analysis that has been carried out by the author on Torcheat, the following are some strategies that will be carried out to maintain the operational sustainability of Torcheat, namely:

TABLE 9
SWOT MATRIX

SWOT Analysis Matrix	Strengths	Weaknesses
	1. Torcheat uses the torch and baked techniques for the whole meal. 2. Torcheat is in a strategic location, namely Pantai Indah Kapuk I and the area is undergoing quite good development	1. Requires considerable capital 2. Not everyone knows about spaghetti brulee, especially for parents
Opportunities	S-O Strategies	W-O Strategies
1. Pantai Indah Kapuk I has and	1. Increase marketing activities to	1. Utilizing print and social media to

experiences developments that go in a positive direction. 2. The development and utilization of social media can help Torcheat's marketing strategy become more effective and efficient 3. Torcheat has several marketing programs that are able to attract and bring in potential customers	attract customer purchasing power (S101) 2. Collaborating with food bloggers and celebgrams who have a great influence on their followers (S2-O2) 3. Diligently hold promotional activities and ongoing events through several marketing means (S1-O3)	advertise Torcheat (W1-O1) 2. Attract several investors to invest (W2-O2) 3. Expand your established marketing strategy (W3-O4)
Threats	S-T Strategies	W-T Strategies
1. There are indirect competitors in the neighbourhood around Torcheat 2. Indonesia's economic condition is unstable due to the pandemic pandemic 3. Increase in the price of raw materials that can affect the selling price of Torcheat.	1. Always maintain and even improve the quality of products and services with predetermined standards (S1-T1) 2. Keep up with the development of the trend that is currently rampant (S1-T2)	1. Carry out guest comments to customers to find out the level of customer satisfaction and what things need to be improved and maintained (W1-T1) 2. Use effective and efficient resources for Torcheat (W2-T2)

Source : Data Processing Results, 2021

3. Five-Forces Porter

 The next type of analysis that researchers will use for Torcheat is the five-forces porter. Where this analysis is useful is to know and understand the structure of the competitors of an industry (Michaux et al., 2015) and in this case it is the food and beverage industry. In addition, this analysis is effective for identifying business competitors in seeing their ability to make a profit.
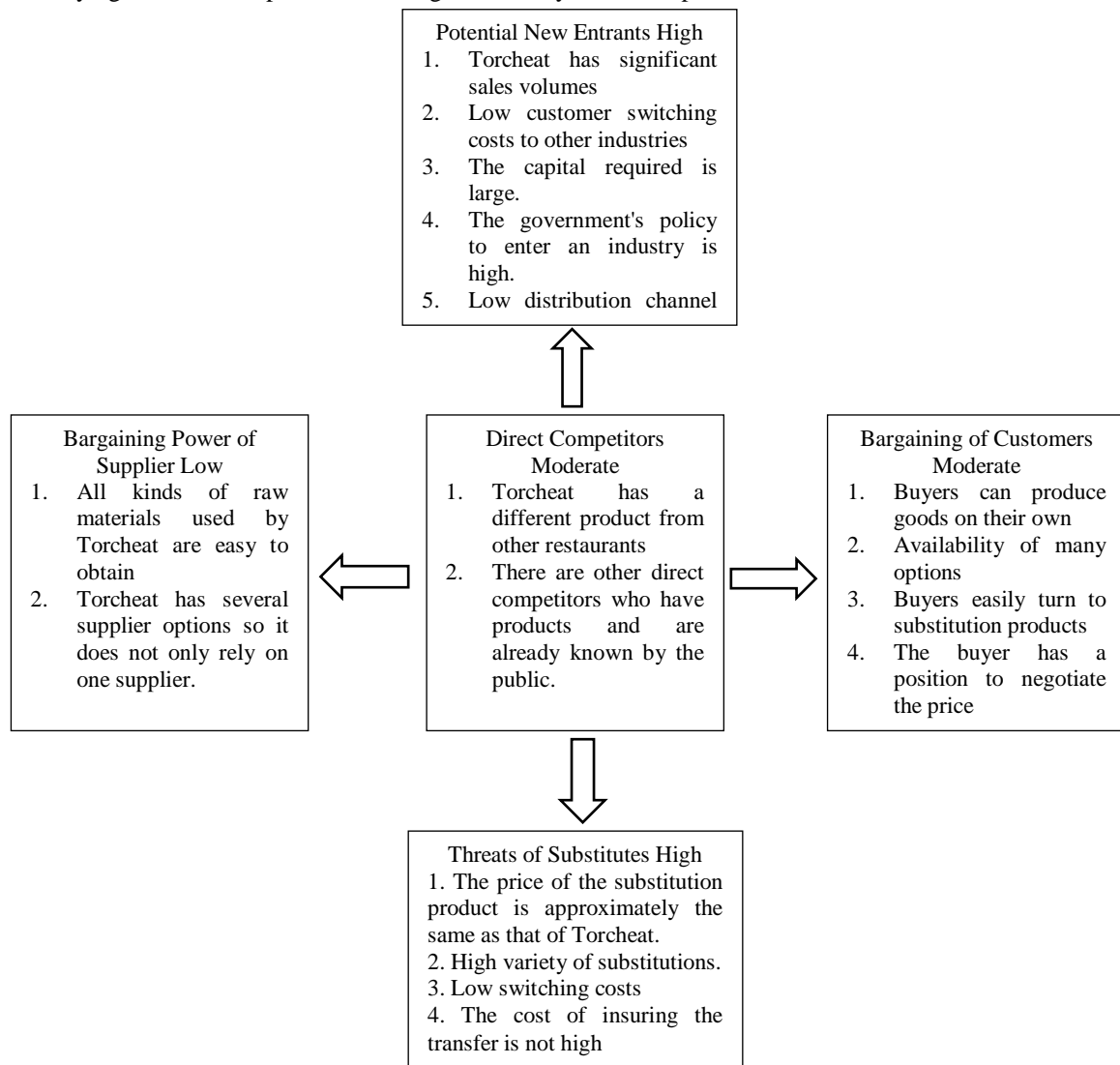
Source : Data Processing Results, 2021
Fig 1: Five Forces Porter

This business feasibility study uses swot analysis which is declared feasible to be carried out in accordance with research conducted by (Gumarus & Juliana, 2022; Oey & Juliana, 2022; Sitorus et al., 2021; Sitorus et al., 2021)

CONCLUSION

In accordance with the previous description, Torcheat has distributed questionnaires and obtained 154 respondents. This is intended to find out market conditions and information about several aspects that the author needs to understand. After that, the author carried out validity and reliability tests, for the results of the validity test through a questionnaire that had been distributed by testing 8 questions in terms of product, price, place, promotion, people, packaging, programming and partnerships were declared valid. On the other hand, the Torcheat reliability test got cronbach's alpha of 0.794 which can be concluded that the results of the data are acceptable and the researcher can continue the study.

Most of the respondents have an age range of 20-24 years and are followed by the age of 25-29 years, still working as students and domiciled in North Jakarta. Therefore, in accordance with the target market that Torcheat wants to go to, namely customers who are domiciled in the North Jakarta area and have an age range of 20-29 years. The marketing strategy that torcheat will carry out through social media and website means because through the acquisition from the questionnaire the media facilities are the ones who get the highest score. In addition to selling menus a la carte, Torcheat will sell several menu packages and other attractive promotions that can increase customer interest in Torcheat.

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