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CHAPTER I

Company Overview

A. Business Concept

Nowadays, business comes in a lot of forms. From technology-based business, property-based business, to food and beverage business. In food and beverage, people can find restaurants, bar, catering business and café. Café is one of many promising businesses while cat café is one of the types of many different thematic cafes.

Cat café itself is the type of café that sells the activity of interacting with the feline creatures while also having food and/or beverages. The origin of cat café is dated back in 1998 in Taiwan. This café became popular with local visitors and tourists from Japan who enjoyed the opportunity of interacting with cats. One of the tourists then, took the concept back to Japan, which opened the first Cat café in Osaka, Japan in 2004. The concept then, became more popular due to one of the reasons is that most apartments in Japan forbid the ownership of animals.

In Indonesia itself, cats can be found a lot straying in the streets. Often, many cats come to the people who are eating in street vendors. But some people may find the presence of these cats “disturbing”. Although some people are not enjoying the presence of cats when they are eating, it doesn’t stop the opportunity of cat café entering to Indonesia. The first cat café in Indonesia, is called Cutie Cats Café which opened in Kemang, South Jakarta in 2015.

According to the data from *BPS Kota Tangerang*, there has been a significant increase in the number of trade facilities in Ciledug from the restaurant/cafe sector. In the year of 2016, there are total of 8 restaurants/cafes existing in Ciledug and as of 2017 the number increased to 49 restaurants/cafes.

The opportunity of opening a cat café arises when the writer realized that in Ciledug, among those restaurants/cafes there are no food business in the form of cat café present. Therefore, writer would like to have the opportunity to join the food business by opening a cat café called “*UwU Cat House*”



Figure 1.1 UwU Cat House Logo

The name “UwU” represents that image of a cat’s expression and behavior that people often find cute. Meanwhile, “Cat House” represents the café or place where the cats stay, play, eat and live. The color black and white signifies elegance and contrasting color makes it easy to be seen, the pink color represents innocent, cute, and playful.

B. Goal



Figure 1.2 Papa's Cat Café in Missouri

1. Vision

To be a food and beverage business while becoming a safe home for the stray cats and providing playful activities to the customers and cats.

2. Mission

- a. To provide a safe place for cats who do not have a home.
- b. To provide an opportunity for people who wants to play with cats but do not have the ability to keep them as a pet.
- c. To offer food and beverage for customers while they have activities with the cats.

3. Timeline

Table 1.1 Business Timeline

ACTIVITIES	AUG				SEPT				OCT				NOV				DEC				JAN				FEB				MAR				APR				MAY				JUN				JUL				AUG			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4								
Business Idea																																																				
Research																																																				
Determine model of operation																																																				
Choose market segment																																																				
Counseling with business advisor																																																				
Partner with local cat organization and vet																																																				
Determine menu and pricing																																																				
Choose vendor																																																				
Cost Control																																																				
Business pitching																																																				
Rent a shop house																																																				
Decorate the shop house																																																				
Open the store																																																				
Advertisement																																																				

For the timeline of the business during August until November 2019, writer planned the business and its necessities like counseling with business advisor, determining menu and pricing, partnering with local vet. In early November writer started renting and decorating the shophouse for the *UwU Cat House* while also began the advertisement program. *UwU Cat House* opens to customers in December 2019.

C. Team

The team will consist several people such as:

1. Owner, cashier, and waiter, who owns the café, taking care of the cats in the café, assisting guests regarding the café, and processing payments.
2. Cooker and barista, whose job is to prepare and creating the food and beverages for the customers.
3. Waiter, who welcomes the customer and assisting guests.

The schedule for the worker will be 5 days working and 2 days off, with Tuesday and Wednesday will be their day off.

D. Product

The products and services provided at *UwU Cat House* is as follows:

1. Temporary activity with cats:

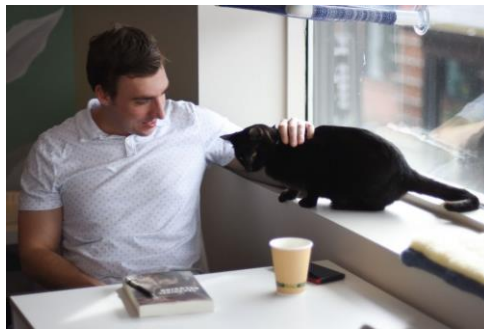


Figure 1.3 Guest playing with a cat

By paying a little amount of money, people who doesn't have space or time to keep their animals could enjoy having an activity with the cats.

2. Food and beverages:

Customers could enjoy some food and/or drink provided at the café such as toast (strawberry, chocolate, and blueberry). For the drinks, the café provides teas (plain, sweet, lychee, lemon).



Figure 1.4 Strawberry Toast

- a. Strawberry toast:

- 1) Bread
- 2) Strawberry jam
- 3) Margarine



Figure 1.5 Chocolate Toast

b. Chocolate toast:

- 1) Bread
- 2) Chocolate jam
- 3) Margarine



Figure 1.6 Blueberry Toast

c. Blueberry toast:

- 1) Bread
- 2) Blueberry jam
- 3) Margarine



Figure 1.7 Tea

d. Sweet/Plain tea:

- 1) Black tea leaves
- 2) Water

- 3) Sugar (sweet)
- 4) Ice (optional)



Figure 1.8 Iced Lychee Tea

e. Lychee tea:

- 1) Black tea leaves
- 2) Water
- 3) Sugar
- 4) Lychee syrup
- 5) Lychee fruits (canned)
- 6) Ice



Figure 1.9 Iced Lemon Tea

f. Lemon tea:

- 1) Black tea leaves
- 2) Water
- 3) Sugar
- 4) Lemon wheel
- 5) Ice