



Restaurant Business Development Strategy (Study On Sambalado Restaurant Jl. Pancing No.25 Medan)

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ABSTRACT

Typical of Minang restaurant is one business that many entrepreneurs they work with the consideration that the Minang cuisine preferably all walks of society. It sparked intense competition among minang restaurant. Yet when viewed from the types of products offered, typical eating house minang have very little differentiation and even tend to be similar. Thus, a typical minang restaurant business requires the right strategy in order to continue to survive and thrive. Therefore, Restaurant Sambalado has to arrange appropriate business development strategy to be home eating can compete competitively. The purpose of this study was to assess and determine the destination business development strategy on Restaurant Sambalado at Pancing Road No. 25 Medan based on the results of SWOT analysis, analysis of IFAS and EFAS and External Internal analysis. Forms of research used in this research is descriptive using qualitative data analysis. Methods of data collection is done by observation, interview and documentation study. Data were analyzed using IFAS and EFAS matrix, the matrix SFAS, SWOT matrix and the matrix IE. The results showed that the current Restaurant Sambalado have the strength and a great opportunity to be competitive. Based on the analysis that the strategy should be applied to Restaurant Sambalado must support the policy of aggressive growth (growth-oriented strategy). This strategy is designed to achieve growth, both in sales, assets, profits, or a combination of all three. This can be achieved by lowering the price, developing new products, increasing the quality of products or services, or by improving access to the market which is more extensive, the intensive strategy. Besides.

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1. INTRODUCTION

The restaurant business has mushroomed lately, with various types of food menus, various restaurant concepts, and innovative breakthroughs made by business owners to bring in visitors. After the entrepreneurial era was booming, many people who did not have a restaurant business background tried to try their luck. There are business owners who are successful, but many have experienced business failures. Often business owners assume that their business failures are

caused by being unlucky (not hockey), there is no sustenance in the restaurant business, without making more detailed corrections about what caused the failure to occur.

One of the businesses that many entrepreneurs are engaged in is the restaurant business because many think that this business is the most promising. This is because food is a primary human need that must be met by every individual. The way to fulfill these primary needs is different for each individual. The fulfillment can be by choosing a restaurant with an international taste or with a traditional taste. The high level of competition in restaurants requires every entrepreneur to develop the right strategy in running his business.

The main purpose of making a strategy by the company is so that the company is able to face environmental changes that occur so that it can survive and grow. Restaurant business competition requires entrepreneurs to be able to satisfy consumers, namely by serving products that can meet consumer tastes and provide the best service. This will have a direct impact on consumer buying interest. Because in terms of developing a business there are many obstacles faced such as lack of capital, skilled or skilled labor, poor business financial performance, and so on. But all of these obstacles can be overcome by developing and implementing good business development strategies.

A typical Minang restaurant is one of the businesses that many entrepreneurs are engaged in with the consideration that Minang specialties are liked by various groups of people. This triggers intense competition between typical Minang restaurants. In fact, when viewed from the types of products offered, typical Minang restaurants have very little differentiation and even tend to be the same. Thus, a typical Minang restaurant business requires the right strategy in order to continue to survive and develop

Sambalado Restaurant is an example of a restaurant business that was established in 2011 and is located on Jl. Fishing Rod No. 25 Medan is a restaurant that is classified as simple and not a legal entity. This restaurant had experienced failures and difficulties in running its business, but Sambalado Restaurant managed to rise and develop strategies in running its business such as increasing the quality of the taste of its food, affordable food prices, strategic restaurant locations, spacious parking area and service. very friendly.

2. RESEARCH METHOD

When viewed from the method used in this study, the research used by the researcher is a qualitative research. Qualitative research emphasizes the analysis more on the process of deductive and inductive inference as well as on the analysis of the dynamics of the relationship between observed phenomena, using scientific logic. The emphasis is not on hypothesis testing, but rather on efforts to answer research questions through formal and argumentative ways of thinking (Wirarta 2006:134).

According to the level of explanation, this research is categorized as descriptive research, which is a type of research that aims to describe or systematically, factually or accurately describe the facts and characteristics of a particular object or population. The purpose and objective of this research is only to make an accurate description of the facts and properties of the object without making predictions or finding solutions to the problems that exist in the object (Sinulingga 2011:23).

3. RESULTS AND DISCUSSIONS

3.1 Internal Factors Sambalado Restaurant Jl. Fishing Rod No. 25 Medan

Internal factors are factors that are in the Sambalado Restaurant Jl. Fishing Rod No. 25 Medan which includes strengths and weaknesses in terms of marketing aspects, production aspects and financial aspects. These factors can be seen in Table 4.1

Table 1. Internal Factors Sambalado Restaurant Jl. Fishing Rod No. 25 Medan

Strength	Weakness
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Marketing Aspect	Marketing Aspect
1. Strategic location	1. Less promotion
2. Affordable prices	
3. Adequate facilities	
4. Lots of variety on the menu	
Production Aspect	Financial aspect
1. Quality food	1. Weak financial management
2. Availability of raw materials and equipment	
3. Quality human resources in terms of work skills and attitude to serve guests	

Source: Research results, 2016.

These factors are then entered into the IFAS matrix to obtain ratings and weights that indicate the level of importance of a company factor compared to other factors. The IFAS weighting matrix can be seen in Table 2.

Table 2. IFAS . Matrix (Internal Factors Analysis Summary)

Internal Strategy Factors	Weight	Rating	Weight x Rating
Strengths (S)			
Marketing Aspect			
- Strategic location	0.15	4	0.60
- Affordable prices	0.10	3	0.30
- Adequate facilities	0.07	3	0.21
- Many menu variations	0.07	3	0.21
Production Aspect			
- Quality food	0.10	3	0.30
- Availability of raw materials and equipment	0.09	3	0.27
- Quality human resources	0.07	3	0.21
Sub-Total		0.65	2.01
Weakness (W)			
Marketing Aspect			
- Lack of Promotion	0.09	1	0.09
Financial aspect			
- Weak financial management	0.05	1	0.05
Sub-Total		0.14	0.14
TOTAL	0.79		2.15

From the results of the processed data above, it can be seen that the strength factor has a total score of 2.01 and the weakness factor has a total score of 0.14. The biggest strength factor lies in the strategic location of the restaurant and is given a score of 0.60 and the weakness factor lies in the lack of promotion and is given a score of 0.09.

3.2 External Factors Sambalado Restaurant Jl. Fishing Rod No. 25 Medan

External factors are factors that are outside the company which include opportunities and threats in terms of competition and policy aspects. The opportunities and threats at Sambalado Restaurant Jl. Fishing Rod No. 25 The terrain can be seen in Table .

Table 3. External Factors Sambalado Restaurant Jl. Fishing Rod No. 25 Medan

Opportunity	Threat
Competition Aspect	
Low power bid bid buyer	- There are similar businesses around the business location
- Low bargaining power of suppliers	- Number of substitute goods

Policy Aspect - Ease of making loans to banks	Policy Aspect - Rising raw material prices
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Source: Research Results, 2016.

These factors are then entered into the EFAS matrix to obtain ratings and weights that indicate the level of importance of a factor compared to other factors. The EFAS weighting matrix can be seen in Table 4.

Table 4. EFAS . Matrix (External Factors Analysis Summary)

Strategy Factors	Weight	Rating	Weight x Rating
External Opportunities (O)			
Competitor Aspect			
- Low bargaining power bid buyer	0.05	4	0.20
- Low bargaining power Supplier	0.10	4	0.40
Policy Aspect			
- Ease of doing bank loan	0.13	4	0.52
Sub-Total		0.28	1.12
Threats (T)			
Competitor Aspect			
- There is a similar business in around the business location	0.15	1	0.15
- Number of items substitution	0.10	2	0.20
Policy Aspect			
- Rising price raw material	0.15	1	0.15
Sub-Total		0.40	0.50
TOTAL	0.68		1.62

Source: 2016 Research Results

From the results of the analysis in the EFAS table, the opportunity factor has a sub total of 1.12 while the threat has a sub total of 0.50. For more details on the business development strategy that must be carried out, Sambalado Restaurant Jl. Fishing Rod No. 25 Terrain are as follows:

a. Improve buyer convenience

The restaurant must always pay attention to the cleanliness of the room and facilities in the restaurant. In addition to cleanliness, the freshness of the dining room and bathroom must be maintained by adding ventilation so that the air cycle runs properly with the use of air freshener.

b. Setting the package menu

Package menus are menu offers that serve food and beverages at a lower price when compared to the unit purchase of each product. This is done because buyers like low prices. Thus, it is hoped that this package menu will attract more people's buying interest. However, before determining the price of the package menu, the owner must do the right calculation so that there will be no losses.

c. Update packaging

The packaging should include the business name, address and telephone number. Because, the more people see and hear the name of the business, the more people will be interested in trying this restaurant. In addition, if there are buyers who are not directly interested in the food offered, they can visit the location directly or call the telephone number to reorder.

d. Build a placard that leads to the body of the road

Development placard this aim so that user Street knowing the location of the restaurant.

e. Make improvements to the layout of the restaurant

An attractive layout allows to generate buyer interest and trust in purchasing food at a restaurant.

f. Improve the quality of food

The quality of the food produced must always be considered and improved. Because, the main purpose of a person visiting a restaurant is to get food. Good quality food will increase sales volume. Creating new, more varied and innovative menus to attract more and more customers. However, the resulting food still maintains the characteristics of traditional Minang cuisine with a spicy taste. In addition to food, the variety of drinks must also be a concern for the restaurant because the drink menu offered by the restaurant is very minimal. The variety of drinks will add to the attraction of buyers because a small drink menu will cause buyer saturation. The restaurant can add types of drinks such as coffee, cappuccino and various flavored drinks where these types of drinks can be found in the form of sachets so that making it is not so troublesome. If the resources are sufficient, the owner can add a variety of drinks in the form of juice and various bottled drinks.

4. CONCLUSION

A suitable business development strategy for Sambalado Restaurant No. 25, Medan is an aggressive strategy, namely a strategy that uses strength to take advantage of opportunities and affordable prices. The biggest obstacle for Sambalado Restaurant No. 25, Medan in developing its business

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