

Start Up Business ABC Sundanese Kitchen & Coffee Shop

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Abstract

ABC Sundanese Kitchen & Coffee shop is a business engaged in food and beverage. This restaurant uses a traditional Sundanese concept. The restaurant provides wifi, air conditioning, a fan, a TV, and a mosque. This research aims to describe in detail the restaurant business ABC Sundanese Kitchen & Coffee shop. This research covers aspects of building a business: background, product identification, marketing, operations, financial projections, and implementation. Initial funds used to run this business range from Rp. 233,350,004.

Keywords

Business Start-Up, Food, and Beverages

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