

DAFTAR ISI

HALAMAN JUDUL	I
PERSYARATAN GELAR DIPLOMA	II
PENGESAHAN PEMBIMBING	III
PENETAPAN PANITIA PENGUJI	IV
PERNYATAAN ORISINALITAS KARYA ILMIAH	V
UCAPAN TERIMA KASIH	ERRO
.....	R! BOOKMARK NOT DEFINED.
ABSTRAK.....
.....	ERRO
.....	R! BOOKMARK NOT DEFINED.
ABSTRACT
.....	ERRO
.....	R! BOOKMARK NOT DEFINED.
DAFTAR ISI	IX
DAFTAR GAMBAR	XI
DAFTAR TABEL	3I
BAB I PENDAHULUAN
.....	ERRO
.....	R! BOOKMARK NOT DEFINED.
1.1 Latar Belakang	Error!
Bookmark not defined.	
1.2 Tujuan	Error!
Bookmark not defined.	
1.3 Manfaat	Error!
Bookmark not defined.	
1.3.1 Manfaat untuk konsumen	2
1.3.2 Manfaat untuk produsen
.....	Error!
Bookmark not defined.	
1.3.3 Manfaat untuk kampus
.....	Error!
Bookmark not defined.	
BAB II TINJAUAN PUSTAKA
.....	ERRO
.....	R! BOOKMARK NOT DEFINED.
2.1 Fine Dining	4
2.2 Western Food	4
2.3 Katering	5
2.4 Perilaku Konsumen	5

BAB III METODE PEMBUATAN PRODUK	
.....	ERRO
R! BOOKMARK NOT DEFINED.	
3.1 Resep	6
3.2 Tahap Pembuatan	Error!
Bookmark not defined.	
3.3 Karakteristik Produk.....	13
BAB IV PERENCANAAN KEUANGAN	
.....	ERRO
R! BOOKMARK NOT DEFINED.	
4.1 Business Preperation Budget	Error!
Bookmark not defined.6	
4.1.1 Fixed Cost (investment)	
.....	Error!
Bookmark not defined.	
4.1.2 Variable Cost (production)	
.....	Error!
Bookmark not defined.	
4.1.3 Operational Cost.....	
.....	Error!
Bookmark not defined.	
4.2 Business Execution Budget.....	Error!
Bookmark not defined.	
4.3 Break Even Point (BEP)	Error!
Bookmark not defined.	
4.4 Profit / Income Sharing	Error!
Bookmark not defined.	
BAB V PERENCANAAN MANAJEMEN DAN ORGANISASI.....	
.....	ERRO
R! BOOKMARK NOT DEFINED.	
BAB VI PERENCANAAN OPERASIONAL	
.....	ERRO
R! BOOKMARK NOT DEFINED.	
BAB VII ANALISA PASAR.....	
.....	ERRO
R! BOOKMARK NOT DEFINED.	
7.1 Keunggulan Kompetitif	26
7.2 Target Pasar	Error!
Bookmark not defined.	
7.3 Kompetitor dan Kompetitif Analisis	Error!
Bookmark not defined.	

7.4 SWOT Analysis	Error!
Bookmark not defined.	

BAB VIII PERENCANAAN PEMASARAN	ERRO
R! BOOKMARK NOT DEFINED.	

8.1 Produk.....	30
8.2 Price.....	Error!
Bookmark not defined.	
8.3 Promotion.....	Error!
Bookmark not defined.	
8.4 Place.....	Error!
Bookmark not defined.	

BAB IX PENUTUP.....	ERRO
R! BOOKMARK NOT DEFINED.	

9.2 Kesimpulan	32
9.2 Saran.....	Error!
Bookmark not defined.3	

DAFTAR PUSTAKA

DAFTAR GAMBAR

Gambar 3.1 Bomb Brulee	6
Gambar 3.2 Fungos	7
Gambar 3.3 Spaghetti Pomodoro	8
Gambar 3.4 Seared Dorry.....	9
Gambar 3.5 Apple Lemon Tartelette.....	10
Gambar 3.1 Bomb Brulee.....	31
Gambar 3.2 Fungos	31
Gambar 3.3 Spaghetti Pomodoro	31
Gambar 3.4 Seared Dorry.....	31
Gambar 3.5 Apple Lemon Tartelette	32

DAFTAR TABEL

Tabel 4.1 Fixed Cost	16
Tabel 4.2 Variable Cost.....	17
Tabel 4.3 Operational Cost	