



Cultures Snacks

By: Andre & Agie

Vision & Mission

Vision

- Unite every existing culture that exists and keep culture alive in an increasingly advanced era.

Mission

- Create a place to eat that can provide and contain various kinds of culture in it

Background

- ◆ The Ministry of Home Affairs through the Directorate General of Dukcapil has just released Population Data for Semester II of 2021 on December 30, 2022. It is known that Indonesia's population is 273,879,750 people
- ◆ In the first period, from 1 to 15 January 2022, his party noted that only 39,269 foreigners were crossing in and out of Indonesia.

Problem

The more advanced the
road, culture is
increasingly
disappearing and being
ignored

The natural beauty of
culture is increasingly
disappearing and will
eventually become
extinct

Solution & Impact

Solution

facilitate a place that can remind about the existence of culture

Impact

People remember the culture that existed when they stopped at our place

Solution

preserving culture in an increasingly advanced era.

Impact

Culture is increasingly being preserved and ultimately not left behind by the times

Culture Snacks

We provide a place for all people who
want to enjoy food accompanied by
various cultural nuances

INNOVATIONS

Changing people's responses to a culture
that is less cool than the trends that exist
today

Why Culture?

Tourist

- more and more tourists are coming, whether to visit or stay

Unique

- Our cultures theme seems unique because it has 4 types

Market & Major competitors

Market	Strength	Weakness
Sushi Tei	<ul style="list-style-type: none">• Easy to find anywhere• Has a fairly well-known name• The place has a famous Japanese theme	<ul style="list-style-type: none">• The price is expensive• Only has 1 theme
Dunkin's Donuts	<ul style="list-style-type: none">• Easy to find anywhere• Has a fairly well-known name	<ul style="list-style-type: none">• Just focus on donuts• Does not have a specific theme

Target Market



Tourists who
live around Cikarang

Families who live
around Cikarang

Young people who are around
Cikarang

Business Model Canvas

Key Partners

Jakarta
International
University
Traditional
Market
Mini Market
Super Market

Key Activities

Sell the food
Interaction with
customer
Daily meeting

Key Resources

Self-service
Personal approach

Value Propositions

Four themes
Four types of
main menu
Language
used
Good service

Customer Relationship

convenient service
Provide food on
time

Channel

Instagram
TikTok
WhatsApp
Facebook

Customer Segment

Young people
around Cikarang
Families around
Cikarang
Tourists who live
around Cikarang

Cost Structure

20% Owner
40% business development
15% Partnership
20% Employee salary
5% unexpected funds

Revenue Stream

Own Capital
Grant
Partnership
Revenue from goods sold

Value Propositions & Revenue streams

Four themes
Four types of main menu
Language used
Good service

Own Capital
Grant
Partnership
Revenue from goods sold

Key Concepts MVP

The way Cultures Snacks treats guests

- ◇ Giving the choice of wanting to eat from which culture we provide by providing 4 people standing in front of the entrance
- ◇ Each person selected must escort the customer to his seat, while telling a little about the history and culture of the chosen culture
- ◇ After escorting the customer, the person must invite the visitor to choose the menu that has been provided
- ◇ In each booth we provide traditional music from that culture

Key Concepts MVP

- ◇ The services provided are in a language appropriate to the culture chosen by the customer
- ◇ A place that is always cleaned up after a customer leaves the place
- ◇ All employees must say thank you in Indonesian when customers leave (except those who are receiving guests)

Financial Analyze

◇ 1st Year

Cash flow =

Rp 25.000.000

Revenue =

Rp 50.000.000

Profit =

Rp. 25.000.000

◇ 2nd Year

Cash flow =

Rp 50.000.000

Revenue =

Rp 100.000.000

Profit =

Rp. 50.000.000

◇ 3rd Year

Cash flow =

Rp 100.000.000

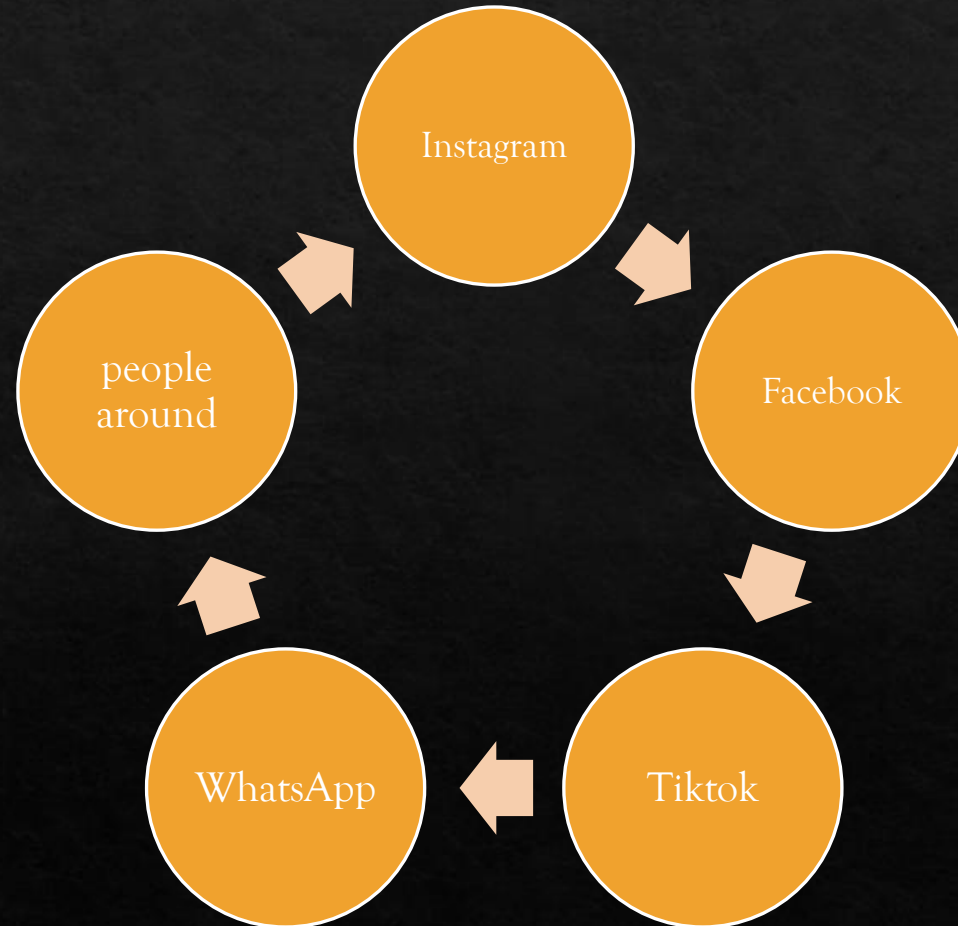
Revenue =

Rp 200.000.000

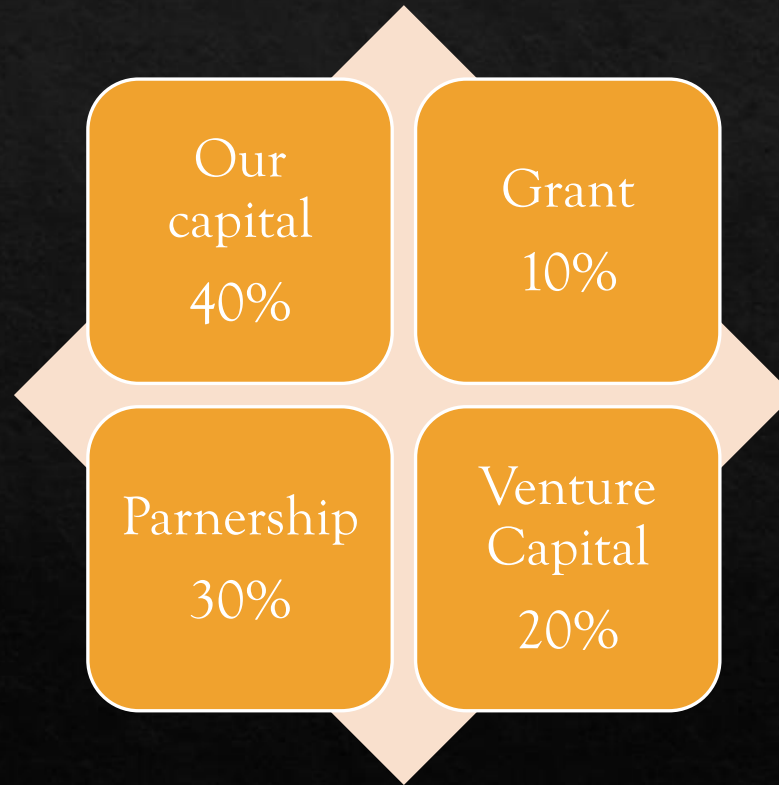
Profit =

Rp. 100.000.000

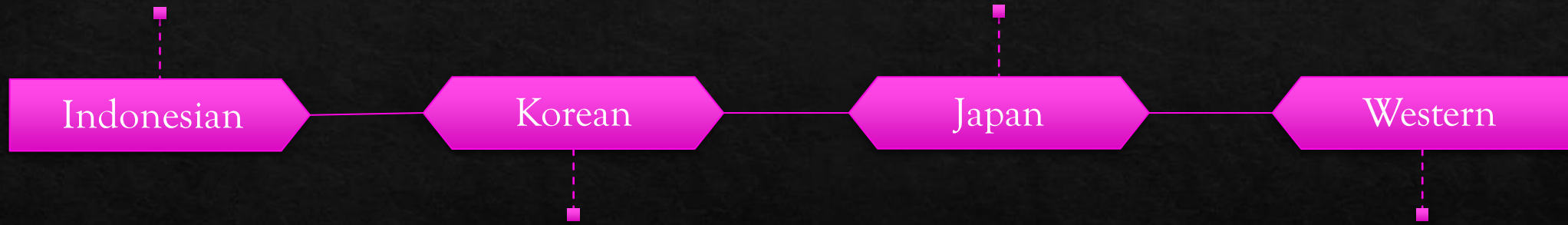
Promotion



Initial Capital



Culture Snacks



Indonesian



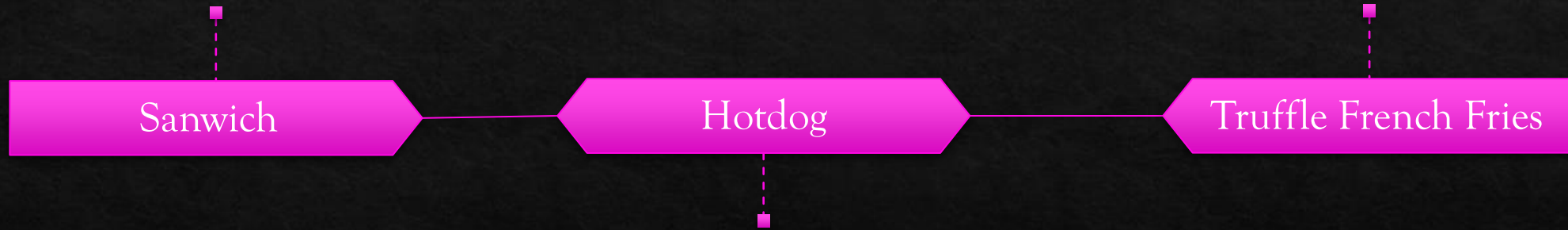
Korean



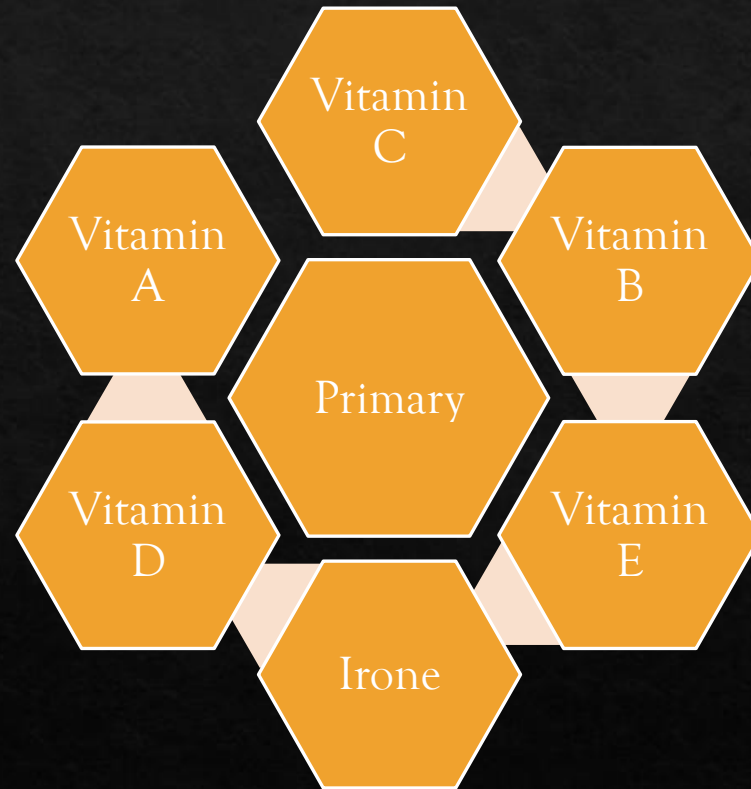
Japan



Western



Why Snacks?



Thank you

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