

ABSTRACT

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The aim of this study is to analyze the culinary business of Kedai Bang Madun. Where Kedai Bang Madun is providing foods with mutton base dish and Middle Eastern dish. This final paper also analyze about how big is the opportunity to get in to culinary business and prepare the action plan to implement the business also the report of 3 months of the implementation of Kedai Bang Madun. The Conclusion of this final paper is determine the value preposition of Kedai Bang Madun, action plan of operational and marketing plan of Kedai Bang Madun.

Keywords: *Business Plan, Feasibility Study, Business Implementation*