ABSTRACT

The food industry has always been an interesting topic to be studied. During the Global Economic crisis of 2008-2009, the financial industry got the worst hit followed by the property industry, automotive industry and the mining industry. The Stock Exchange was badly hit with shares going rock bottom. Investors was pulling out their money and trying to cut losses. Countries that relied on export and imports were badly affected, such as Indonesia’s close neighbour, Singapore. In most cases, the only industry that was not affected by the economic downturn was the food industry. Despite inflation in every areas, including fuel and agriculture, food making ingredients were still a necessity. Crops producing countries have an advantage because this meant that they can suffice the domestic demand for raw materials even though imported ingredients are more expensive than usual. Indonesia is a crop producing country, it is famous for its different cultural diversities, spices, unique taste and exciting dishes.

Three different companies that are in the Indonesian restaurant sector will be studied & analyzed in this case study as best practice. These three companies are strong players in the market and have strong brands among the restaurant business. This includes having restaurant chains in the metropolitan areas of Jabodetabek. This case study will discuss their growth strategies, key success factors, differentiation strategy and comparison between the restaurants, and finally the process of revolutionizing the Indonesian food industry. These three companies of restaurant chains are: Sate House Senayan, KafêBetawi and PondokSunda.

Keywords: restaurants, success factors, differentiation, post-purchase behaviour, growth strategies, business life cycle, industry analysis.