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FIGURES

Figure 1. 1 Province with the Most Number of Restaurants in 2019

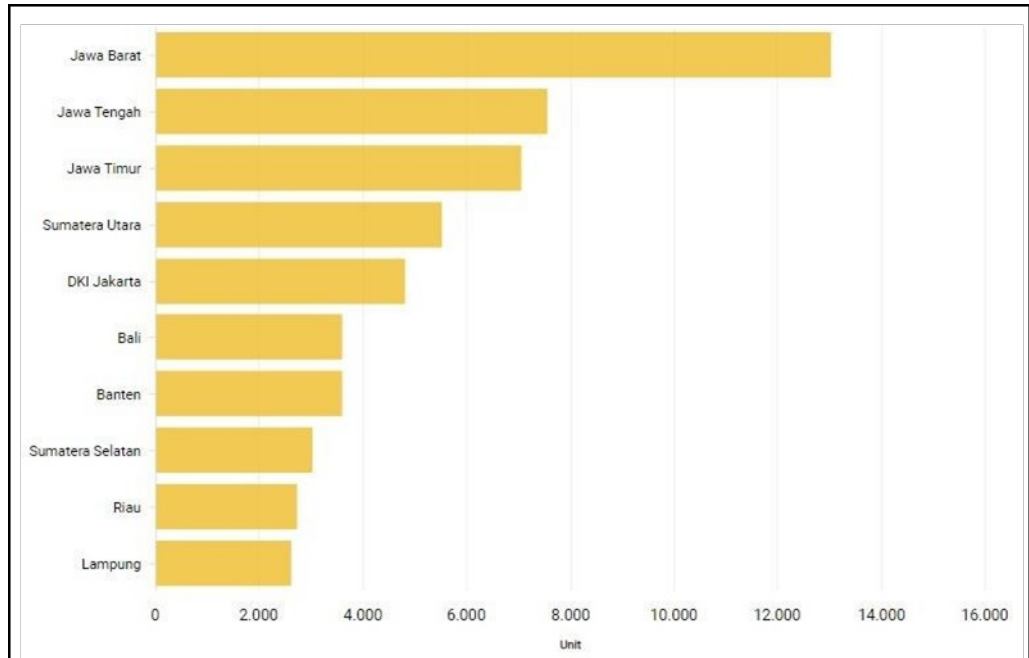


Figure 1. 2 Number of Restaurants in Bekasi Regency

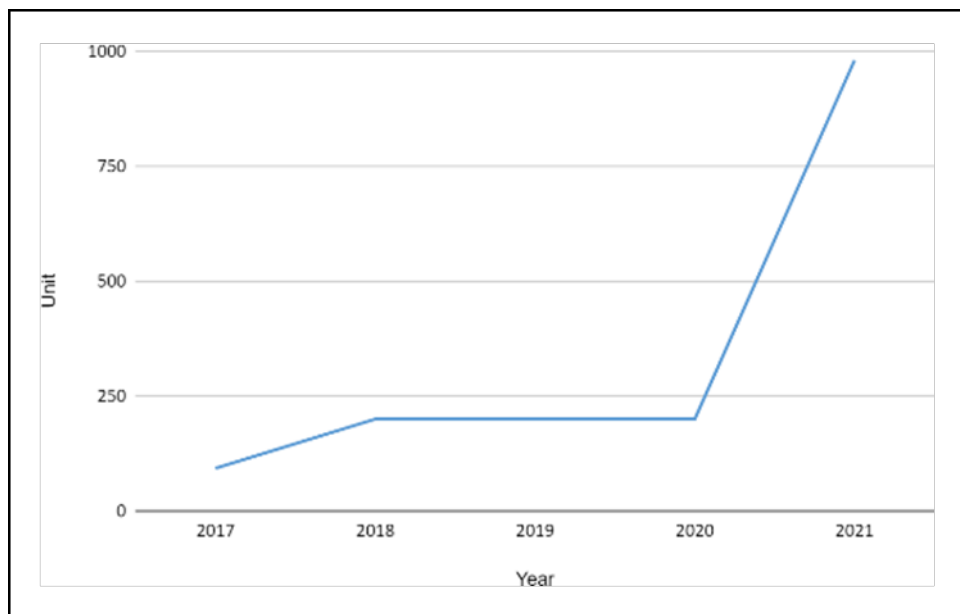


Figure 1. 3 Happy Chinese Food Location via Google Maps

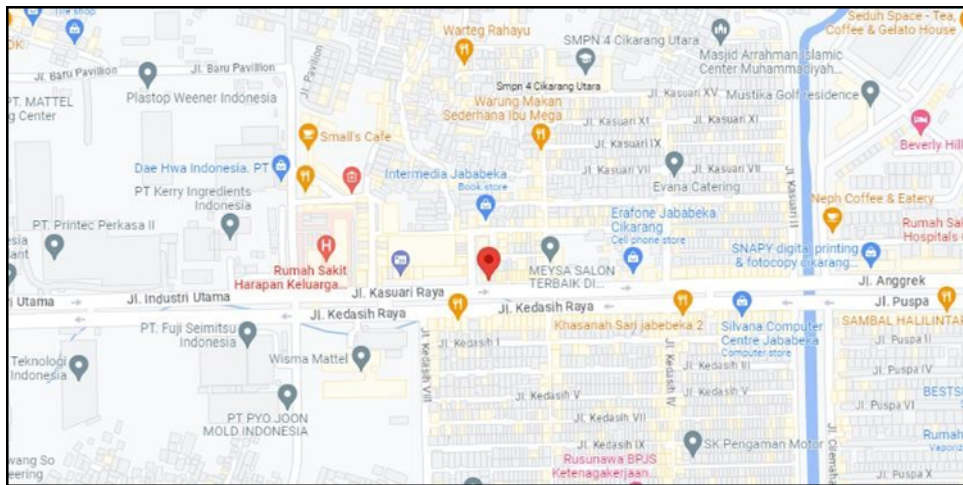


Figure 1. 4 Happy Chinese Food Company Structure

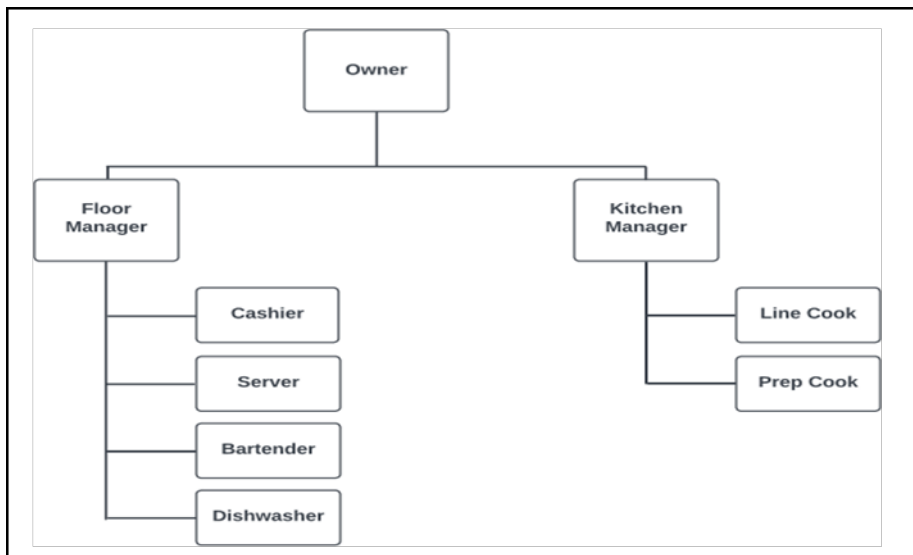



Figure 1. 5 Happy Chinese Food in GoFood via Gojek Application

Happy Chinese Food And Sea Food,
Cikarang


Ruko Plaza Roxy, Blok S, Jl. Kasuari Raya No. 12, Cikarang,
 Bekasi

Rating


★ **4.7** 2k+ ratings



Great taste
300+ ratings



Freshly made
200+ ratings



Fair portion
200+ ratings

Figure 1. 6 Happy Chinese Food in GrabFood via Grab Application



Figure 1. 7 Happy Chinese Food Offline Store Revenue in 2023

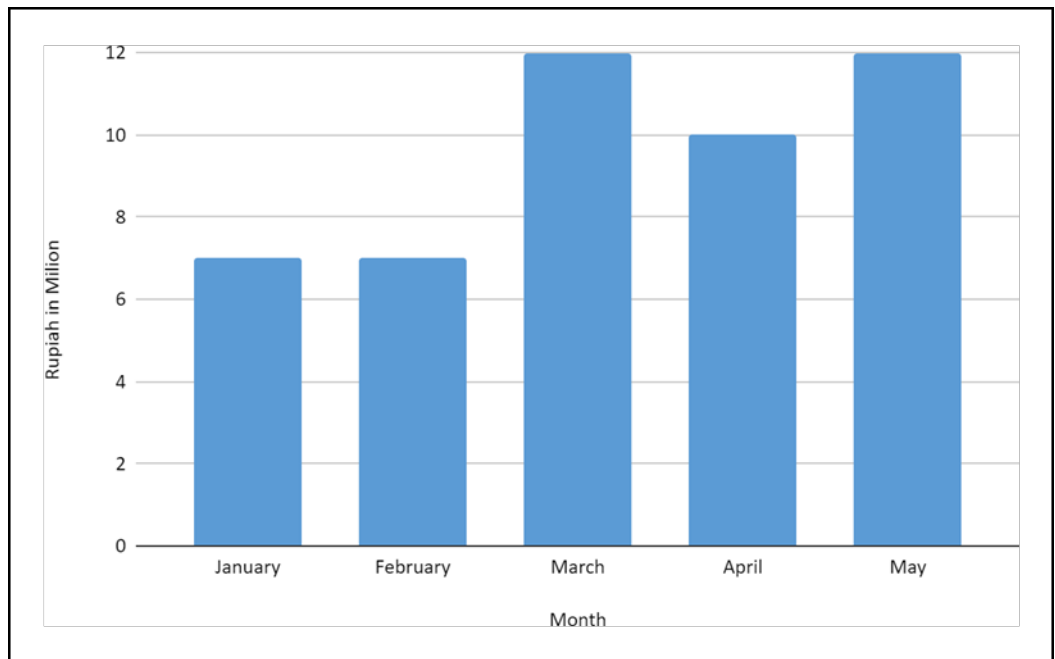


Figure 1. 8 Happy Chinese Food GoFood Revenue in 2023

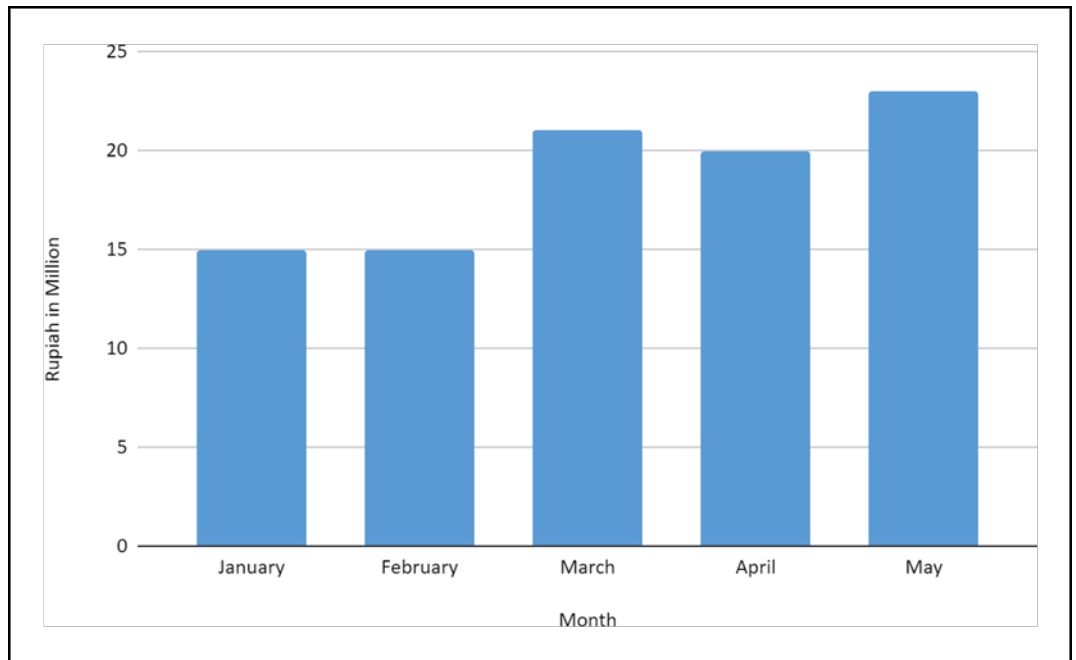


Figure 1. 9 Happy Chinese Food GrabFood Revenue in 2023

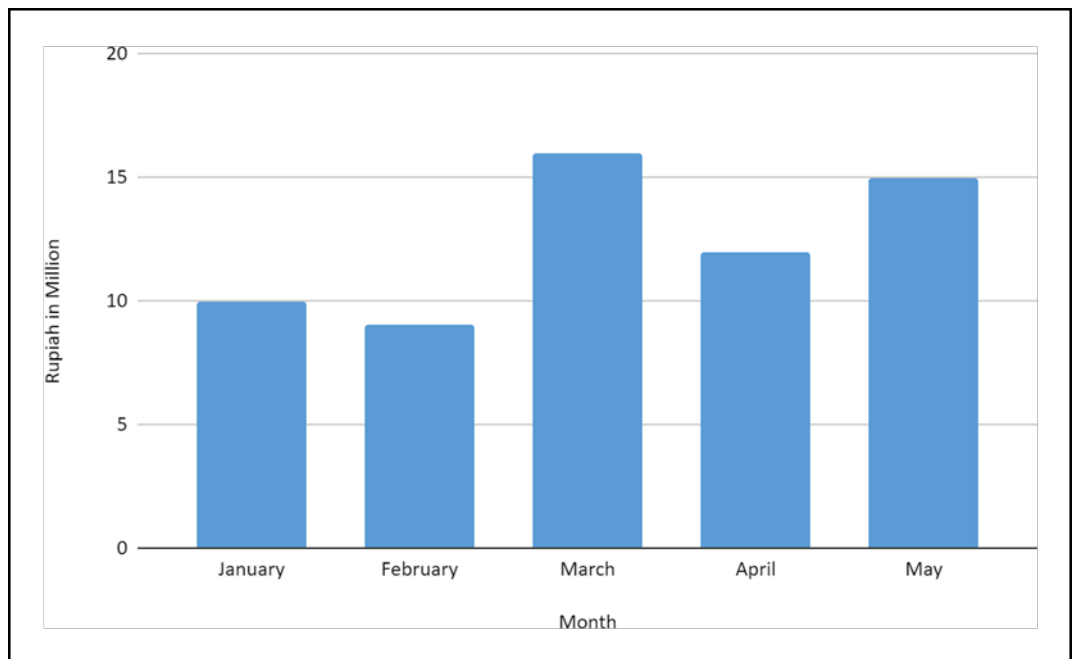


Figure 1. 10 Happy Chinese Food Revenue Comparison in 2023

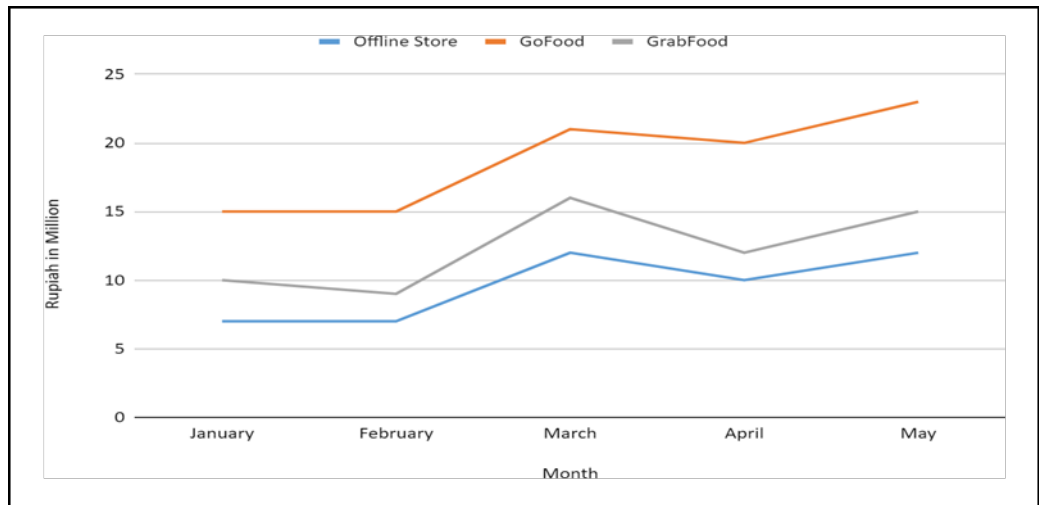


Figure 2. 4 Happy Chinese Food Menu Price in GoFood

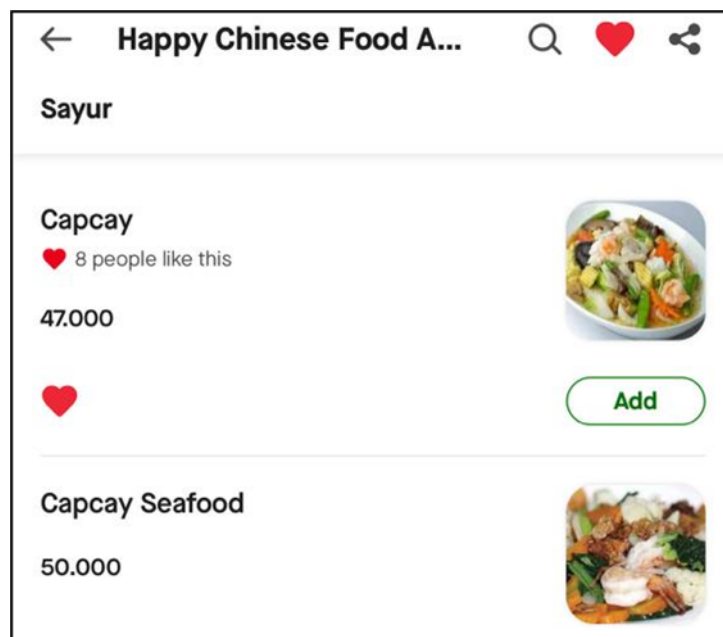


Figure 2. 5 Yang Yang Indonesian Chinese Food Menu Price in GoFood

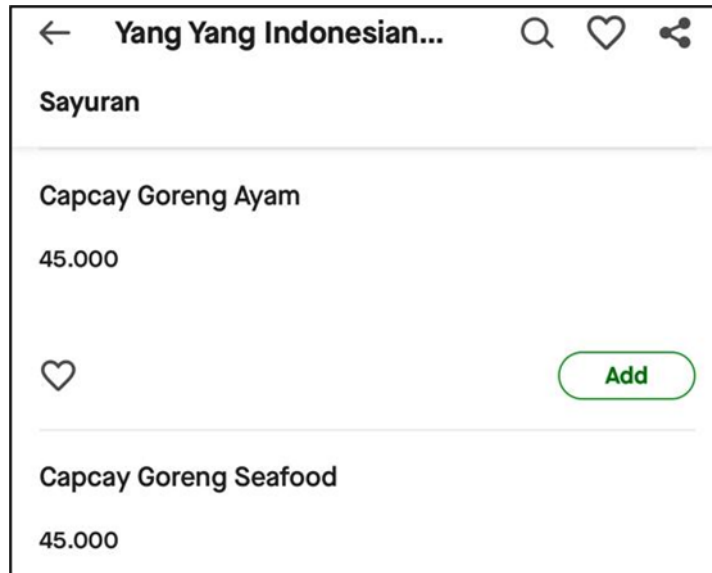


Figure 2. 6 Bubur dan Bakmi Aya... Menu Price in GoFood

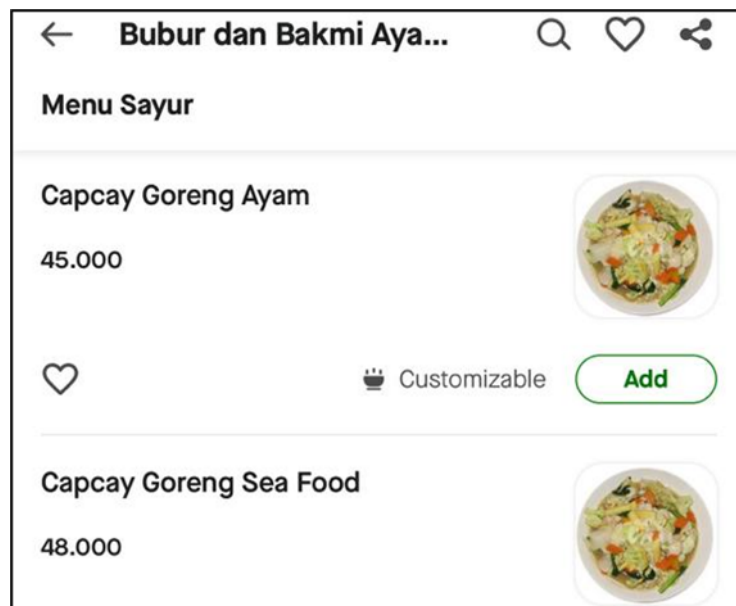


Figure 3. 2 Happy Chinese Food SWOT Quadrant

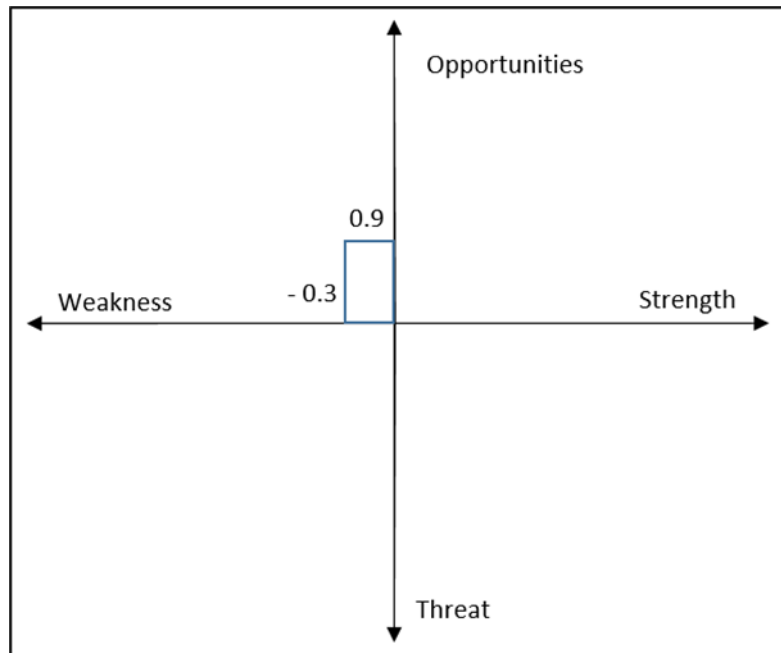


Figure 4. 3 Category Section in GoFood Application

