DESIGN OF KENTUCKY FRIED CHICKEN (KFC) MOBILE CATERING QUALITY AND PLEASURE RESTAURANT CONCEPT

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ABSTRAK

Project design product design mobile catering KFC is the evaluation of mobile KFC existing catering. KFC mobile catering there is a special unit of the car used by the franchise company PT. Fastfood Indonesia, with the trademark of Kentucky Fried Chicken (KFC) as a means of market surveys, trade facilities and media promotion in Indonesia. KFC is a mobile catering specifically supporting factors in the development of corporate business. Where development of a large number of KFC restaurants in the first place now has a survey conducted by KFC mobile catering in previous years. Kgiatan done regularly within a certain time, then a special review by the inspector whether the data has been provided by KFC to be built mobile catering KFC restaurants in the area.

KFC goal is to make a survey mobile market, as a means of trade and promotion of regional media - areas in Indonesia. Which then results of the work will be submitted to the Indonesian PT.Fastfood online through the media cass for money transfer, fax and through the media for sales and logistics data. So the purpose of design to Kentucky Fried Chicken Mobile Catering as the above objectives is to facilitate the performance of promotion, market surveys and trade facilities from mobile KFC existing catering.

As mentioned above, Kentucky Fried Chicken Design Mobile Catering a special car 2 (car 1 car 1 kitchen and logistics), and 2 tent (which means cooking and selling) are removable. Tents can be built by 6 people and can hold 32 people maximum buyers. Then the means of trade can only be placed and established at the regional level and hard. Tents can be erected and packed with easy, and As with the media a better campaign.

The end result of the project design project is a 5 product design documents more attractive and menegahkan KFC vision and mission that can accommodate the facility and the comfort and quality in KFC restaurant for dimikmati by mobile customers in order to create satisfaction and design solidarity. Dari KFC mobile catering consists of: Image (perspective drawing, technical drawing, image operations), the model scale 1: 10 and a video animation.

Keywords: Mobile, Practical, Clean and Simple.