The menus of "soto bening bandung" dish (clear soup dish of Bandung) and yogurt drink are the main products offered by Farra's kiosk. The selection of the menu was based on the market observation in Bogor, which offers a lot of "soto" dish and yogurt drink. The distinction offered by this kiosk is that the menu provides health benefit and is packaged in a communication program. Clean, hygienic, and simple presentations are the strengths of the menus compared to other kiosks. Centralized production process can monitor the product quality and enable such a small-scaled business to reach the economic scale.

This observation aims at obtaining reliable data and factual information regarding the establishment of a small-scaled business of food kiosk by implementing directly into the community. The results of the observation are used as the basis for designing an ideal model of a small-scaled business of food and beverage kiosks. The data are collected by using questionnaires, direct notes of processes, obstacles, and solutions in the field.

The results of the observation reveal a number of findings including easy and cheap brand registration procedures, a necessity to have a permit for a business site, varied menus proposed by consumers, positive feedback from consumers, precise distribution, effective marketing strategies, positive financial analysis, and prospective risk analysis that provides an opportunity to expand the business further. In this case, low production costs, site selection, and market are the focus of the activities to develop the business further. Variations in the menus are designed to be not too many and the focus is on light dishes such as "saimay", cakes and cookies, "martabak" and yogurt drink with several alternatives of fruit sauce as the main choice. Other factors include the amount of capital invested for one kiosk as much as IDR 30 million with positive cash flow and for the five months observed this has generated a net profit of 15% and the POI of 5%. This kiosk can further be developed by franchising or using personal capital.