

ABSTRACT

Food truck businesses are becoming increasingly popular due to their flexibility and relatively low capital requirements. The Yokoso Neng Ikah food truck is one example of a business run by Indonesians in Japan that serves halal, fast, and affordable Indonesian cuisine. When facing business expansion opportunities, it is crucial to understand how internal processes such as Lean implementation, capacity planning, and operational efficiency can support business development strategies.

This study aims to evaluate the influence of these three factors on food truck business expansion strategies through a descriptive quantitative approach and qualitative observation. Data were collected through questionnaires distributed to the entire population of 40 respondents, consisting of owners, managers, and operational staff. The analysis technique used was multiple linear regression with the aid of SPSS software. In addition, direct observation of workflow changes before and after Kanban implementation was conducted, as well as business model mapping using the Business Model Canvas (BMC).

The results show that although the implementation of Lean principles through the Kanban system improved work efficiency and clarified team coordination, it did not have a statistically significant effect on expansion readiness. Capacity planning remains reactive and has not been integrated into long-term growth strategies. Operational efficiency also does not significantly drive expansion readiness. However, field observations demonstrated an increase in service speed, work process regularity, and customer satisfaction after implementing Kanban.

Nevertheless, the Business Model Canvas (BMC) indicates that the Yokoso Neng Ikah food truck already has a mature business structure, with clear customer segmentation, strong product value, and a supportive community network.

This study recommends that management further strengthen capacity planning and promotion aspects and consider external variables such as marketing and finance for further research.

Keywords: *Lean, Capacity Planning, Operational Efficiency, Business Expansion Strategy, Food truck*