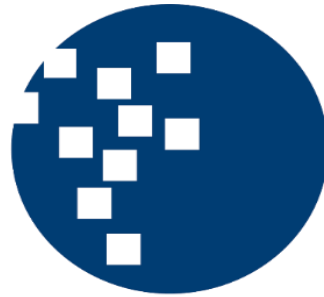


# **BUSINESS PLAN: MISOYOU**

## **Final Project Proposal**

Submitted in partial fulfilment of the requirement for Diploma Program



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UNIVERSITAS  
MULTIMEDIA  
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**TANGERANG**

**2021**

# FINAL PROJECT PROPOSAL VALIDATION

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MISOYOU

Confirm that this final project proposal is my own work, is not copied from any other person's work (published or unpublished), and has not previously submitted for assessment either at Universitas Multimedia Nusantara or elsewhere. Every citation and quotes from different sources that has been mentioned at Reference part in this proposal. If one day, a fraud is found in the proposal, I accept to receive the sanction, which is failing in my Final Project Proposal.

Tangerang, 10 December 2020



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## **PREFACE**

The very first gratefulness is delivered to the Almighty, the best motivator to his everlasting and mercy keeping the writer tough during the writing. Therefore, this proposal is finally completed. The success of completing this final project proposal depends greatly on the encouragement and guidance of many others. The writer would like to express gratitude and respect to those who have been helped to make this final project proposal.

The writer very thankful to advisor, Mr. Anton Harianto who always monitor the process. And to all the lecturer's; Mr. Oqke Prawira, Ms. Adestya Ayu Armielia, Ms. Septi Fahmi Choirisa, Ms. Yoanita Alexandra, Mr. Ringkar Situmorang. The writer can do nothing to repay all their kindness, but the writer hope that God will always bless them along their life.

Endless love is dedicated to the writer's beloved family. A lot of thanks must be delivered to the writer beloved father and mother. Thank you very much for being beside the writer always. The writer also would like to say thank you to brother. Your material support and enthusiasm sincerely are very useful in finishing this final project proposal.

Finally, the writer hopes this business proposal can be useful for the juniors at Universitas Multimedia Nusantara, Hotel Operations Program. The writer hopes that the junior can gain a better understanding of the business by reading this final project proposal.

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## **ABSTRACT**

Misoyou sells instant food, but fresh and healthy with a cute ball shape. Misoyou is here to meet the needs of people who want to enjoy miso soup in restaurant. Misoyou has distributed questionnaires that have been filled in by 90 people to find out the target market segment. From this research the author knows that many are interested in this product because it is rarely found.

This product can be enjoyed by all ages and all genders, both male and female have an interest in this product. Marketing strategy for misoyou is through social media by offering discount in opening and special dates. Misoyou can be ordered easily via Tokopedia, GoFood, and GrabFood. Misoyou producing in the Pantai Indah Kapuk area, it is quite strategic location. Misoyou is more in demand by mostly people inside Jabodetabek area. Misoyou earnings are around Rp. 222.585.237 daily. ROI of misoyou is around 88.52%.

***Keyword: Instant Food, Product, Questionnaires, Misoyou***

## **ABSTRAKSI**

Misoyou menjual makanan cepat saji namun segar dan sehat dengan bentuk bola yang lucu. Misoyou hadir untuk memenuhi kebutuhan masyarakat yang ingin menikmati sup miso di restoran. Terutama di saat pandemi seperti sekarang ini, orang takut untuk berpergian ke tempat umum. Misoyou telah menyebarkan kuesioner yang telah diisi oleh 90 orang untuk mengetahui segmen pasar yang dibidik. Dari penelitian ini penulis mengetahui bahwa banyak yang tertarik dengan produk ini karena jarang ditemukan.

Produk ini dapat dinikmati oleh semua umur dan semua jenis kelamin, baik pria maupun wanita memiliki minat terhadap produk ini. Strategi pemasaran misoyou adalah melalui media sosial dengan menawarkan diskon pada pembukaan dan tanggal khusus. Misoyou dapat dipesan dengan mudah melalui Tokopedia, GoFood, dan GrabFood. Produksi misoyou di kawasan Pantai Indah Kapuk, lokasi yang cukup strategis.

***Kata Kunci: Cepat Saji, Produk, Kuesioner, Misoyou***

## **EXECUTIVE SUMMARY**

There are quite a lot of instant food enthusiast in Indonesia, especially during the Covid19 outbreak where people want to eat at restaurant but cannot dine in because it is according to regulations set by the government. Misoyou sells instant food, but fresh and healthy with a cute ball shape. Misoyou is here to meet the needs of people who want to enjoy miso soup in restaurant.

Misoyou has distributed questionnaires that have been filled in by 90 people to find out the target market segment. From this research the author knows that many are interested in this product because it is rarely found. This product can be enjoyed by all ages and all genders, both male and female have an interest in this product.

Marketing strategy for Misoyou is through social media by offering discount in opening and special dates. Misoyou can be ordered easily via Tokopedia, GoFood and Grabfood. Misoyou is located in the Pantai Indak Kapuk area, it is quites strategic location. Misoyou is more in demand by mostly people inside Jabodetabek area.

The price for misobomb for 3 pcs is Rp. 60.000 and 6 pcs is Rp. 100.000. For total income projection per day is Rp. 1.560.000. Misoyou earnings are around Rp. 222.585.237 daily. ROI of Misoyou is around 88.52%. For the profit per month is Rp. 8.839.080 obtained by multiply the BEP per sales with 30 days. Then, for the payback period is 1.12 month.

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