

NGOJO



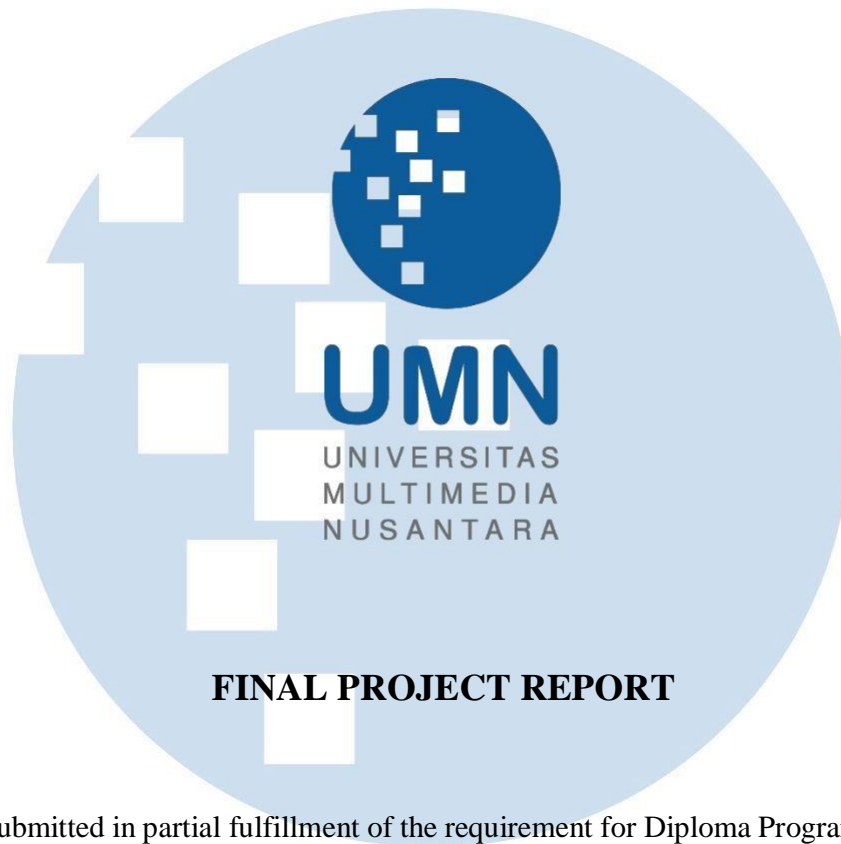
FINAL PROJECT REPORT

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HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2022

NGOJO



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HOTEL OPERATIONS PROGRAM

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TANGERANG

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PREFACE

Praise and gratitude for the completion of this Final Project Report with title: “NGOJO”. This report is submitted to partially fulfill the curriculum requirement to complete the program in Hotel Operations, Faculty of Business, Universitas Multimedia Nusantara. I realize that without assistance and support from various parties, it would be very difficult for me to complete this final project. Therefore, I would like to thank:

1. Oqke Prawira S.ST.,M.Si.Par., as the Head of Hotel Operations Program, Universitas Multimedia Nusantara.
2. Septi Fahmi Choirisa, S.Kom.I.,M.Par., as my advisor who has spent a lot of time to provide guidance, direction, and motivation to complete this report.
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4. My parents and my family who have provided the material and moral support so that I can complete this report.

Hopefully this report will be useful, both as the source of information and a source of inspiration, for the readers.

Tangerang, 31 December 2021

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(Brigitta Maria U. S.)

NGOJO

(BRIGITTA MARIA U.S)

ABSTRAK

Sebagai salah satu bisnis start-up rumahan yang bergerak di dalam industri makanan, Ngojo menawarkan produk kue basah tradisional khas Sumatera Selatan yaitu kue Kojo. Terdapat dua jenis kue Kojo yang ditawarkan oleh Ngojo, yaitu varian Bolu Kojo dan varian Lapis Kojo. Kue jenis ini merupakan kue basah yang bercita rasa pandan yang legit dan bertekstur lembut. Ngojo menawarkan kedua varian produk ini dengan ukuran 20 cm x 10 cm. Produk pesanan akan dikemas secara praktis dengan menggunakan kotak pengemasan khusus makanan yang berbahan dasar kertas coklat yang telah di laminasi. Produk andalan dari Ngojo adalah varian Bolu Kojo. Hal ini dikarenakan varian ini sangatlah praktis untuk disantap oleh berbagai kalangan mulai dari anak kecil hingga dewasa. Selain itu, harga jual yang ditawarkan oleh Ngojo untuk varian ini tergolong murah.

Ngojo akan menggunakan Instagram sebagai media pemasaran untuk menjual produk kepada para pembeli. Sistem yang digunakan untuk menjual produk adalah sistem “Pre-Order”, dimana para pembeli harus melakukan pemesanan paling tidak satu hari sebelum produk dibuat dan dapat dikirim ke alamat pembeli. Pesanan akan dibuat sesuai dengan orderan di hari yang sama dengan hari pengiriman produk, sehingga produk akan tetap fresh saat di terima oleh pembeli. Untuk proses pengiriman, Ngojo menggunakan beberapa layanan antar online yang tersedia seperti misalnya Grab-Send, Go-Send, Lalamove, dan juga Paxel. Biaya tambahan untuk pengiriman akan tanggung oleh pembeli. Selain itu, pembeli juga dapat mengambil sendiri pesanan yang mereka pesan tanpa harus menggunakan layanan antar online. Sebagai sebuah bisnis, pendapatan bersih yang diharapkan oleh Ngojo per tahunnya adalah Rp68,691,830.

Kata Kunci: Ngojo, Bisnis Start-up, Industri Makanan, Bolu Kojo, Lapis Kojo

NGOJO

(BRIGITTA MARIA U.S.)

ABSTRACT (English)

As a home-based start-up business engaged in the food industry, Ngojo offers a traditional cake product of South Sumatra, namely Kojo cake. There are two types of Kojo cake offered by Ngojo, namely Bolu Kojo variant and Lapis Kojo variant. This type of cake is a pandan cake that is legit and has a soft texture. Ngojo offers both variants of this product with a size of 20 cm x 10 cm. Ordered products will be packaged practically by using special food packaging boxes made from laminated brown paper. The flagship product of Ngojo is the Bolu Kojo variant. This is because this variant is easy to be eaten by various groups ranging from small children to adults. In addition, the selling price offered by Ngojo for this variant is relatively cheap.

Ngojo will use Instagram as a marketing medium to sell products to buyers. The system used to sell products is the “Pre-Order” system, where buyers must place an order at least one day before the product is made and can be sent to the buyer's address. Orders will be made according to orders on the same day as the day of product delivery, so that the product will remain fresh when received by the buyer. For the delivery process, Ngojo uses several available online delivery services such as Grab-Send, Go-Send, Lalamove, and also Paxel. The additional costs for shipping will be borne by the buyer. In addition, buyers can also take their orders themselves without having to use an online delivery service. As a business, Ngojo's expected net income per year is Rp68,691,830.

Keywords: Ngojo, Start-up Business, Food Industry, Bolu Kojo, Lapis Kojo

EXECUTIVE SUMMARY

The Food Industry is a very promising business, because people's current spending is devoted to food, especially in Indonesia. Traditional foods are the type foods that are in demand in the market, especially sweet products. By seeing this opportunity, Ngojo choose to offer traditional cake product from SouthSumatera, called “KOJO”. Besides that, one of the reasons for choosing this product is because this cake has a pandan taste which comes from real pandan andsuji leaf extracts. Pandan leaves and suji leaves have good properties for the human body. There are two types of Kojo product offered by the company, which are the Bolu Kojo and Lapis Kojo. The size of the product is around 20 cm x 10 cm. The price of one box of Bolu Kojo is Rp55,000 and one box of Lapis Kojo is Rp65,000. The business is using a pre-order system concept, in which the customer has to order the product at least a day before the distribution day. The order process can be done through Instagram or Whatsapp to the business admin.

The primary targeted customer of Ngojo are vary from all gender. The age range of the customers are started from 15 to 25 years old. The domicile of the customers are either from Palembang, Jakarta, and Tangerang area with monthly spending power around Rp1,000,000 up to Rp5,000,000. Based on the survey result, the customers are rarely find this type of products around their area and were interested to purchase this product. This start-up business is owned by one person and has several operational staffs.

The daily sales of Ngojo is 20 products. The daily total revenue obtained by Ngojo is around Rp1,190,000. The break even point of the business is 15 units and Rp476,035 in cash. For the payback period is around 1.37 month and the return of investment is 72.80%. For the yearly net earning of the business is Rp62,133,314. This nominal is obtained by subtracting the nominal total revenue with the total COGS, total expenditure, and 10% for taxes.

TABLE OF CONTENT

NON-PLAGIARISM DECLARATION FORM	ii
VALIDATION FORM	iii
SCIENTIFIC PAPER PUBLICATION APPROVAL PAGE FOR ACCADEMIC PURPOSE	iv
PREFACE	v
ABSTRAK	vi
ABSTRACT (English)	vii
EXECUTIVE SUMMARY	viii
TABLE OF CONTENTS	ix
LIST OF TABLE	xi
LIST OF FIGURES	xii
LIST OF APPENDIX	xiii
CHAPTER I COMPANY OVERVIEW	1
A. Industry Analysis	1
B. Company Description	2
C. Product and Services	4
CHAPTER II MARKETING PLAN	7
A. Market Size	7
B. Competitor Analysis	12
C. Sales Goals	17
D. Marketing Strategy	18
CHAPTER III OPERATIONAL PLAN	23
A. Location and Facilities	23
B. Manufacturing/ Service Methods	24
C. Supplies and Suppliers	25
D. Control Procedures	29
E. Staffing	30
CHAPTER IV FINANCIAL PLAN	32
A. Capital Needs	32
B. Cost Of Goods Sold (COGS)	34

C. Operating Expenses	37
D. Break Even Point (BEP)	38
E. Income Statement	40
CHAPTER V EXHIBITION	42
A. Location & Venue	42
B. Budget	43
C. Product Presentation	44
D. Media and Promotion	44
REFERENCE	46
APPENDIX	48



LIST OF TABLE

Table 2. 1 SWOT Analysis of Kojoin	13
Table 2. 2 SWOT Analysis of Kojo Gibran	14
Table 2. 3 SWOT Analysis of Otlavaa Shop	15
Table 2. 4 Analysis SWOT	16
Table 2. 5 Sales Goals	17
Table 2. 6 Ngojo SWOT Analysis	18
Table 2. 7 Ngojo Products	19
Table 2. 8 Advertising Tools	22
Table 3. 1 Facilities of Ngojo	24
Table 3. 2 Equipment List	25
Table 3. 3 Material List	27
Table 3. 4 Employees Daily Schedule	31
Table 4. 1 Monthly Facilities Expenses	32
Table 4. 2 Equipment & Facilities of Ngojo	33
Table 4. 3 Bolu Kojo Pricing	34
Table 4. 4 Lapis Kojo Pricing	35
Table 4. 5 Ngojo Daily Revenue Projection	36
Table 4. 6 Cost Of Goods Sold Projection	37
Table 4. 7 Operating Expenses Projection	37
Table 4. 8 BEP of Bolu Kojo	38
Table 4. 9 PBP of Bolu Kojo	39
Table 4. 10 Yearly Income Statement of Ngojo	40
Table 5. 1 Exhibition Budget	43

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A

LIST OF FIGURES

Figure 1.1 Company Logo	2
Figure 1.2 Customer Knowledge About Ngojo	4
Figure 1.3 Ngojo Menu	5
Figure 2.1 Domicile of Ngojo Potential Buyers	8
Figure 2.2 The Gender Range of Ngojo's Primary Target Audience (PTA)	8
Figure 2.3 The Age Range of Ngojo's Primary Target Audience (PTA)	9
Figure 2.4 The Occupations of Ngojo's Primary Target Audience (PTA)	9
Figure 2.5 The Spending Power of Ngojo's Primary Target Audience (PTA)	9
Figure 2.6 The Interest Rate of Kojo Products	10
Figure 2.7 The Product Knowledge	10
Figure 2.8 Bolu Kojo Level of Interest	11
Figure 2.9 Lapis Kojo Level of Interest	11
Figure 2.10 The Most Used Social Media Platform	12
Figure 2.11 The Most Used Marketplace of Food Purchase	12
Figure 2.12 Kojoin Logo	13
Figure 2.13 Kojo Gibran Logo	14
Figure 2.14 Otlavaa Shop Logo	15
Figure 2.15 Bolu Kojo By Ngojo	19
Figure 2.16 Lapis Kojo By Ngojo	20
Figure 2.17 Online purchase percentage	21
Figure 2.18 Most Used Social Media	21
Figure 3.1 Gading Kirana Complex	23
Figure 3.2 Kitchen Layout	23
Figure 3.3 Ngojo Operations Flow Chart	24
Figure 5.1 Ngojo Booth at the Exhibition	43
Figure 5.2 Ngojo's Product Presentation	44
Figure 5.3 Ngojo Instagram Account	45

LIST OF APPENDIX

Appendix 1 The writer and Advisor At The Exhibition	48
Appendix 2 Ngojo Logo Design	48
Appendix 3 Ngojo Menu Design	48
Appendix 4 Ngojo X-Banner Design	49



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M U L T I M E D I A
N U S A N T A R A