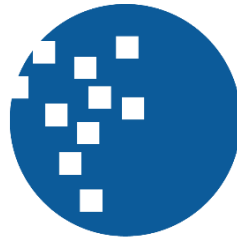


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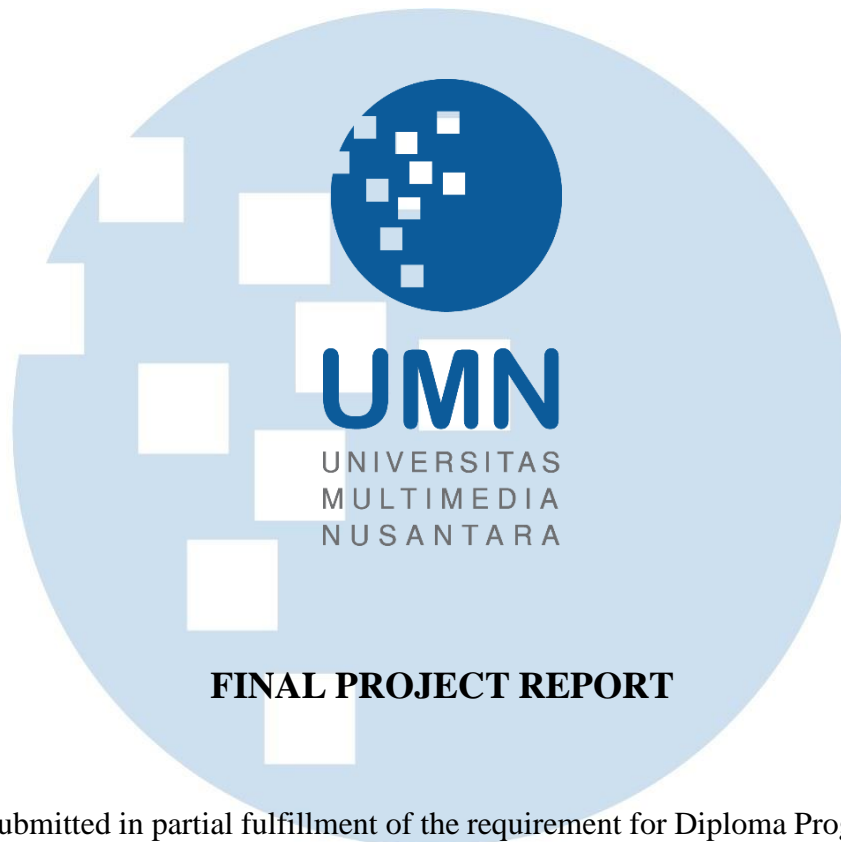
FINAL PROJECT REPORT

Mishael Viandi Cendana

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HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2022

Boldy Brownny



FINAL PROJECT REPORT

Submitted in partial fulfillment of the requirement for Diploma Program

Mishael Viandi Cendana

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HOTEL OPERATIONS PROGRAM

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PREFACE

Praise and gratitude for the completion of this Final Project Report with title: “Boldy Brownny”. 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:

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2. Dr. Florentina Kurniasari T., S.Sos.M.B.A as the Dean of the Faculty of Universitas Multimedia Nusantara.
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6. And to God for helping with His support until the Final Project can be accomplished successfully.

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

Tangerang, 30 December 2021



Mishael Viandi Cendana

Boldy Brownny

Mishael Viandi Cendana

ABSTRAK

Boldy Brownny sendiri merupakan brownies sehat berbahan dasar dari labu kuning, baking powder, bubuk coklat mengandung whey protein, madu, dan bubuk kacang almond. Boldy brownny sendiri sudah membuka ruko yang berlokasi di Scientia Square Park, Gading Serpong, Tangerang Selatan. Lokasi yang sangat strategis dekat dengan gedung perkantoran, kampus, dan sekolah-sekolah. Karena sekarang sedang mengalami pandemic COVID-19, semua staff tentunya sudah melakukan vaksinasi dua kali, dan tetap menggunakan protokol kesehatan seperti masker, faceshield, dan sarung tangan. Saat sedang membuat brownies, dimulai dari proses pembuatan brownies, pembuatan pastry sheet maupun box, dan sampai melayani tamu, semua staff sudah ditentukan menggunakan sarung tangan karet. Saat para konsumen maupun pelanggan masuk ke dalam toko, sudah pasti akan disambut hangat oleh pelayan kami, kemudian parapelanggan pun dapat memesan brownies yang mereka inginkan, dan melakukan pembayaran dengan kartu debit maupun kredit dan online ovo, gopay, dan lain lain. Namun sebelum memulai merealisasikan toko Boldy Brownny, akan ada perhitungan modal dan kebutuhan lainnya yang digunakan pada saat toko buka. Boldy Brownny memiliki tiga varian rasa berbeda, dimulai dari brownies original coklat, brownies coklat pisang, dan brownies Greek yogurt. Dari menu tersebut juga tersedia beberapa topping unik seperti coklat cip dan kacang almond. Untuk harga dari setiap menu tersebut memiliki harga yang berbeda-beda, dimulai dari brownies original coklat bisa dibeli dengan harga Rp.150.000, untuk brownies Greek yogurt dengan harga Rp.160.000, dan brownies coklat pisang dengan harga Rp.170.000.

Kata kunci: Brownies, Protokol kesehatan, Covid-19

Boldy Brownny

Mishael Viandi Cendana

ABSTRACT (English)

Boldy Brownny is a healthy brownie made from pumpkin, baking powder, a cocoa powder containing whey protein, honey, and almond powder. Boldy Brownny has opened a shophouse located in Scientia Square Park, Gading Serpong, South Tangerang. A very strategic location close to office buildings, campuses, and schools. Because we are currently experiencing a COVID-19 pandemic, Boldy Brownny staffs must have been vaccinated twice and continue to use health protocols such as masks, face shields, and rubber gloves. When making brownies, starting from making brownies, pastry sheets, boxes, and until serving guests, all staff have been determined to use rubber gloves. When customers enter the store, our waiter will warmly give welcome greeting them. Customers can order the brownies they want and make payments by card, and online payment such as ovo, gopay, and others. Before running the Boldy Brownny store, there will be a calculation of capital and other needs that will be used when the store opens. Boldy Brownny's products have different unique flavor variants, from original chocolate brownies, banana chocolate brownies, and Greek yogurt brownies. There are also some unique toppings from the menu, such as chocolate chips and almonds. For prices that have been carefully calculated, each menu has a different price, starting from original chocolate brownies starting from Rp. 150.000, for Greek yogurt brownies priced for Rp. 160.000, and banana chocolate brownies priced for Rp. 170.000.

Keywords: Brownies, Health protocol, Covid-19

EXECUTIVE SUMMARY

A healthy brownie is a simple rectangular or square chocolate pastry with baked confection; depending on its density, healthy brownies have many variants that may be either fudgy or cakey. They may include pumpkin, whey protein chocolate powder, honey, baking powder, almond powder, and almond nuts topping. So, the writer sees an opportunity by changing the essential brownie ingredients from the eggs, chocolate powder, and sugar to pumpkin, whey protein chocolate powder, honey, baking powder, and almond powder. Boldy Brownie will make a brownies store that started with three primary flavors: Greek yogurt, chocolate banana, and original chocolate. The taste of the healthy brownies is sweet and healthy because of using honey and healthy ingredients.

With the questionnaire that the writer shared, Boldy Brownie focuses on teenagers and healthy people as their target market; however, since the business promotes healthy and developing creativity, it also focuses on healthy food. Since the target markets are teenagers and healthy people, the company's location is located on Scientia Square Park near office towers, campuses, schools, gyms, and residents. Compared to another competitor that the writer found around the area, Boldy Brownie offers a lower price for the excellent product. It promotes the concept through social media by giving discounts during special events.

Boldy Brownie team will consist of the owner and the owner's family member, the owner's family member will get a 30% share of the net profit after discussion. When the business has already started to have more customers and needs more people on deck, the owner will hire three staff to create from, pastry chef, cashier, and waiter or waitress. The owner and the chef will prepare for the shop to open at 8.30 AM as the store opens for customers at 11.00 AM until the closing time, at 9.00 PM. The server and the cashier must come 30 minutes before the shop opening to prepare the outside area for the customer waiting list. To avoid the unwanted losses, the writer estimated the capital needs from the utilities to the cost of good-sold, the break-even point for the store, and helped the company.

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