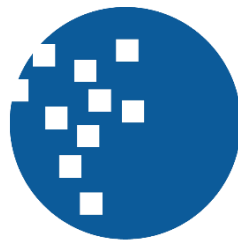


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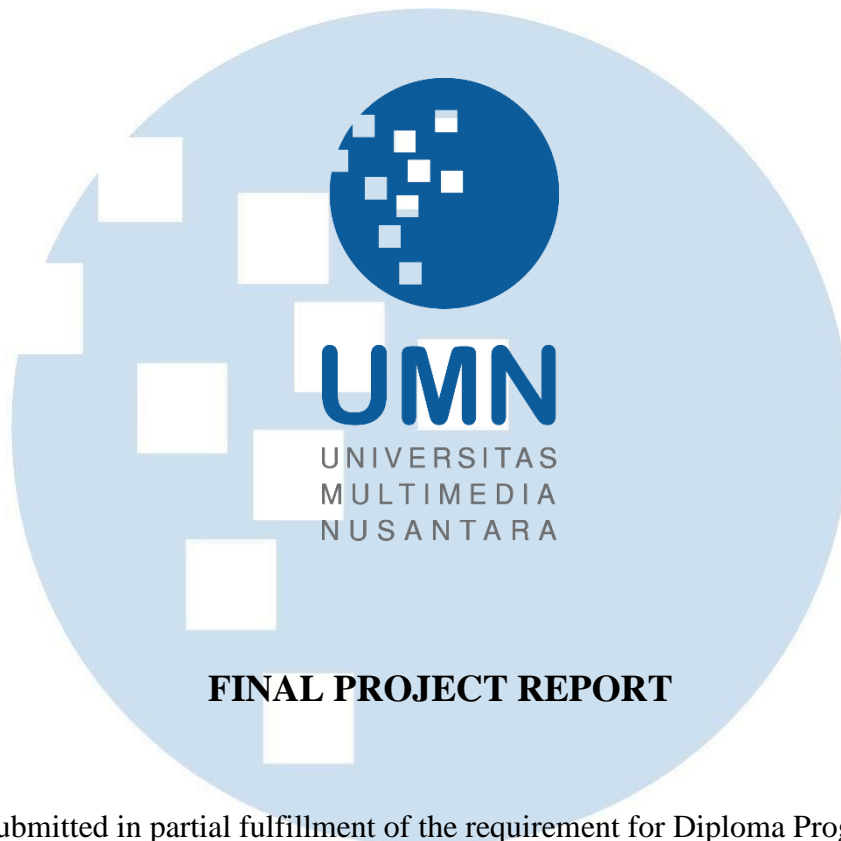
FINAL PROJECT REPORT

Jonathan

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HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2022

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FINAL PROJECT REPORT

Submitted in partial fulfillment of the requirement for Diploma Program

Jonathan

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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: EAT EGG. 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.
3. Oqke Prawira, S.ST. M.Si. Par., as the Head of Hotel Operations Program, Universitas Multimedia Nusantara.
4. Yoanita Alexandra, S.E. M.Par., as my advisor who has spent a lot of time to provide guidance, direction, and motivation to complete this report.
5. 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, December 20, 2021



Jonathan

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EAT EGG

Jonathan

ABSTRAK

EAT EGG adalah bisnis proposal yang diajukan oleh Jonathan, mahasiswa prodi perhotelan UMN, mengenai usaha kecil menengah yang memproduksi dan menjual produk olahan telur. Telur kaya akan vitamin dan asam amino, yang dapat membantu Anda mendapatkan pertumbuhan otot. Selain asam amino, ada jumlah zat besi, antioksidan, dan vitamin yang baik. Kondisi wabah saat ini menuntut masyarakat untuk menjaga kebugaran tubuh dengan cara meminum vitamin dan mengkonsumsi makanan bergizi. EAT EGG mendistribusikan makanan berbahan dasar telur, produk andalannya adalah olesan telur. EAT EGG terinspirasi dari Tamago Sando. Tamago Sando adalah sandwich salad dengan telur Jepang yang populer yang dapat ditemukan di banyak Konbini (toko serba ada). Eat egg menyediakan varian topping olesan telur, seperti terlihat pada foto. Produk ini paling baik dikonsumsi di pagi hari atau dengan roti atau baguette untuk sarapan. Perusahaan akan mendistribusikan produknya melalui restoran Jepang dan mall di sekitar wilayah Tangerang dan perusahaan mengharapkan untuk menghasilkan sekitar Rp. 24.624.735 setiap bulan dalam laba bersih.

Kata kunci: EAT EGG, Tamago Sando, olesan telur, telur

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EAT EGG

Jonathan

ABSTRACT

EAT EGG is a business proposal submitted by Jonathan as a hotel operations student in UMN, about Micro, Small and Medium Enterprises (MSME) that produce and sell a product from eggs. Eggs are abundant in vitamins and amino acids, which can help you gain muscle growth. In addition to amino acids, there is a good amount of iron, antioxidants, and vitamins. This present epidemic condition requires people to maintain their bodies fit by drinking vitamins and eating nutritious foods. EAT EGG distributes egg-based foods, the most popular of which being egg spread. The company was inspired from Tamago Sando. Tamago Sando is a popular Japanese egg salad sandwich that can be found at many Konbini (convenience shops). Eat egg provides a variant topping of egg spread, as shown in the photo. This product is best taken in the morning or with bread or baguette for breakfast. The company will distribute its products through Japanese restaurants and malls around the Tangerang area and the firm expects to make roughly Rp. 24,624,735 every month in net earnings.

Keywords: EAT EGG, Tamago Sando, egg spread, egg

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EXECUTIVE SUMMARY

Eggs contain high nutrition and amino acids that can help increase muscle mass. Eggs are highly recommended for people who need more energy for activities. There are a lot of egg dishes that are known such as curry egg, scramble egg, sunny side up, omelette, etc. It is also a basic ingredient for making bakery, pastry and noodles.

EAT EGG sells food products made from eggs, the main item is egg spread. Tamago Sando is a very popular egg salad sandwich from Japan and can be found in many Konbini (or convenience stores) Eat egg serves a variant topping of egg spread as in the picture below. This product is suitable to be consumed in the morning or at breakfast with bread or baguette.

The company targeted to sell its products for a group of employees, businessmen, and housewives. 44,1% of 71 responses show that the respondent likes breakfast with eggs and 41,2% like to have breakfast with bread. Besides that, all middle and upper classes would like to spend Rp 90,000 – Rp 130,000 to buy EAT EGG products.

EAT EGG has four employees consisting of three parts of production which are divided into two in the production section or station, one in the packaging section. An employee selected based on the company standards, to support the main goals or target desired by the company. EAT EGG company expected to achieve net earning around Rp. 24.624.735 per month.

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