

PUDDING NUSANTARA (PUSURA)



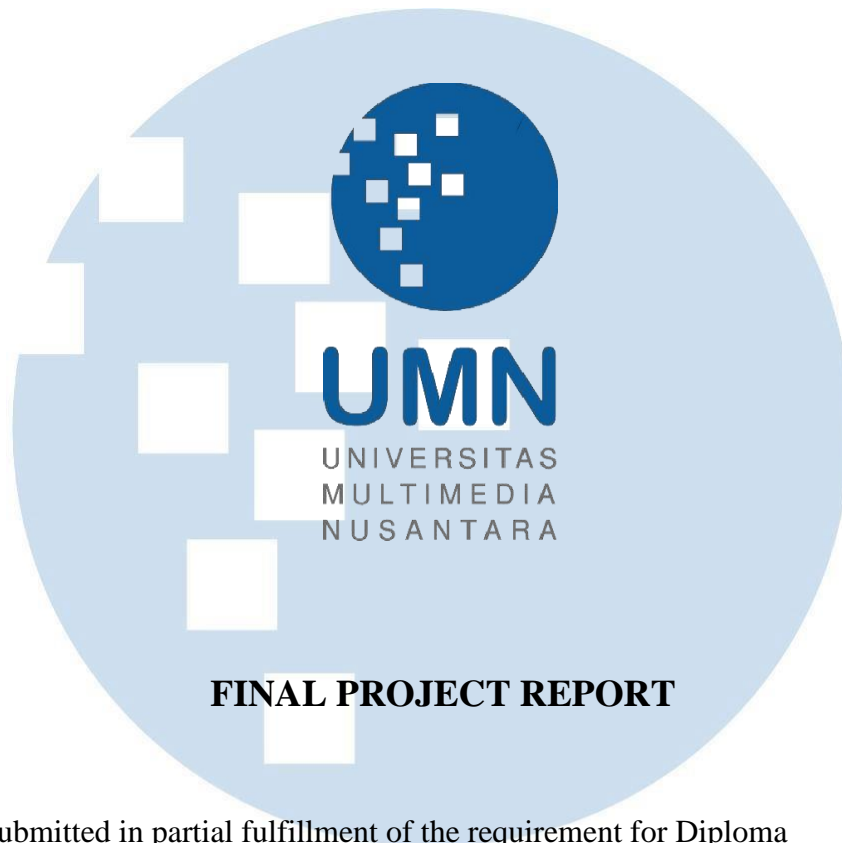
FINAL PROJECT REPORT

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**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2022**

PUDDING NUSANTARA (PUSURA)



Submitted in partial fulfillment of the requirement for Diploma

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N U S A N T A R A

PREFACE

Praise and gratitude for the completion of this Final Project Report with title: “PUDDING NUSANTARA (PUSURA)”. 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. Dr. Ninok Leksono, M.A. as the Chancellor of Universitas Multimedia Nusantara.
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. Anton Harianto, M.M as my advisor who has spent a lot of time to provide guidance, direction, and motivation to complete this report.

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

Tangerang, 21 December 2021

(Agnes Felisca)

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N U S A N T A R A

PUDDING NUSANTARA (PUSURA)

(AGNES FELISCA)

ABSTRAK

Laporan Tugas Akhir ini dibuat untuk menunjukkan detail dari project penulis. Tugas Akhir ini merupakan project pada semester ini yang bersifat wajib dan harus dikerjakan sebelum magang dan sebagai syarat kelulusan. Laporan ini disusun oleh Agnes Felisca, selaku penulis atau owner dari bisnis ini di Bekasi, Cibubur. Laporan ini akan berisi rincian produk saya dan bagaimana saya mengembangkan bisnis ini, seperti daftar nama produk, dan visi misi bisnis ini.

Kata Kunci : Tugas Akhir, Bisnis, Produk

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PUDDING NUSANTARA (PUSURA)

(AGNES FELISCA)

ABSTRACT

This Final Project report was made to show the details of the writer's project. This Final Project is the project in this semester that is mandatory and must be done before the internship and as a graduation requirement. This report was prepared by Agnes Felisca, as the author or owner of this business in Bekasi, Cibubur. This report will contain the details of my product and how I develop this business, such as a list of product names, and the vision and mission of this business.

Keywords : Final Project, Business, Product

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EXECUTIVE SUMMARY

Since 2020, many industries have been in decline due to the COVID-19 pandemic. Indonesia is one of the countries experiencing an economic crisis. There are also many people who have been laid off, and even many companies have gone bankrupt. Because of that, now many people are starting to build small businesses again, for example, such as a home business. As experienced by people, the writer also started to open a home business as a line of business. The writer opened an archipelago-themed pudding business called Pusura. The name of Pusura is an abbreviation of Pudding Nusantara. The model of this business is a home business which is handled by the owner and assisted by two assistants, which are social media admin and cooker.

Talking about the target market, Pusura can actually be for all people. But the main goal is people who like dessert or sweet foods and people who like Indonesian snacks. But based on the research obtained, Pusura's target market is more suitable for Gen Z, or those in their 20s, and people in their 40s. Therefore, according to its business model, Pusura fits perfectly with its target market.

As stated above, Pusura is a home-based business so the owner only has two assistants, namely social media admin and cooker. Apart from being an obligation for the final project, this business is run as the writer's main income going forward. To get more profit every month, the writer will advertise as often as possible and will continue to improve the product results by accepting criticism and input from customers.

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