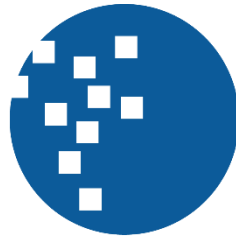


BUSINESS PLAN CREATION FOR PASTRYBAR.CO



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

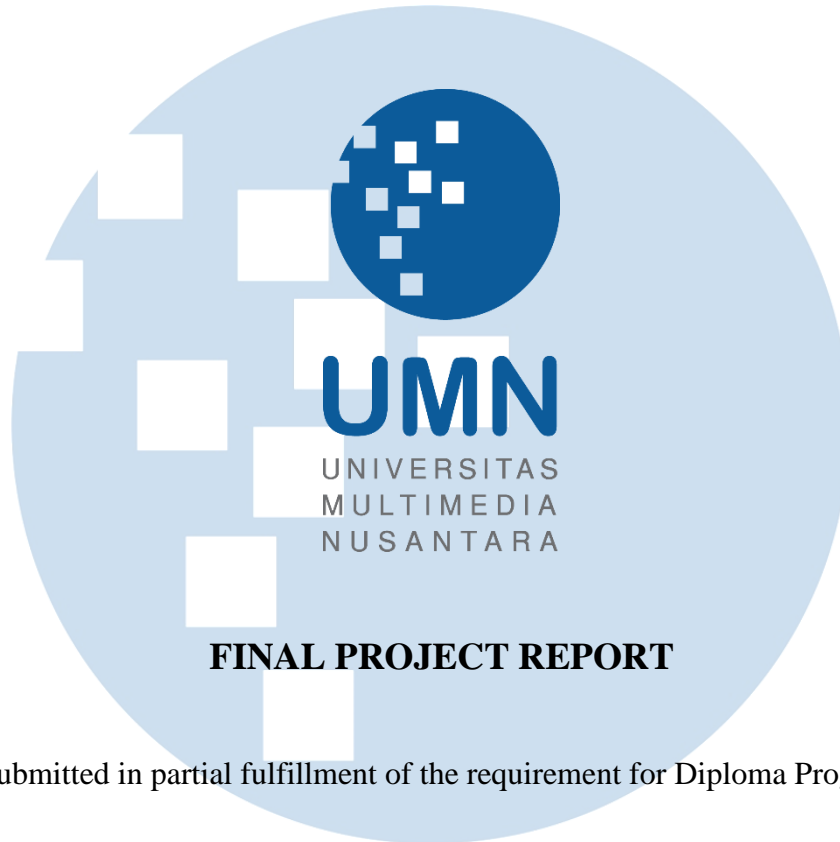
FINAL PROJECT REPORT

Novi Anelia

0000034670

HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2021

BUSINESS PLAN CREATION FOR PASTRYBAR.CO



FINAL PROJECT REPORT

Submitted in partial fulfillment of the requirement for Diploma Program

Novi Anelia

0000034670



HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

UNIVERSITAS

TANGERANG

MULTIMEDIA

NUSANTARA

NON - PLAGIARISM DECLARATION FORM

Hereby, I:

Name : Novi Anelia

Student ID : 00000034670

Program : Hotel Operations

Who wrote Final Project Report with title:

BUSINESS PLAN CREATION FOR PASTRYBAR.CO

Confirm that this report is my own work, is not copied from any other person's work (published or unpublished), and has not previously submitted for assessment either at Universitas Multimedia Nusantara or elsewhere.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

Tangerang, 18 December 2021

UMMN



(Novi Anelia)

UNIVERSITAS
MULTIMEDIA
NUSANTARA

VALIDATION FORM

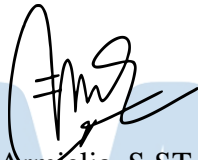
Final Project Report with title BUSINESS PLAN CREATION FOR
PASTRYBAR.CO

by

Name : Novi Anelia
Student ID : 00000034670
Program : Hotel Operations Program
Faculty : Business

Was approved to be proposed for
Final Project Second Seminar
Universitas Multimedia Nusantara
Tangerang, 18 December 2021

Advisor,



Adestya Ayu Amelia, S.ST.M.Si.Par
NIDN. 0323128505

Head of Hotel Operations Program



Oqke Prayira, S.ST. M.Si. Par
NIDN.0428108007

VALIDATION FORM

FINAL PROJECT REPORT with title BUSINESS PLAN CREATION FOR
PASTRYBAR.CO

by

Name : Novi Anelia
Student ID : 00000034670
Program : Hotel Operations Program
Faculty : Business

Has been presented on 11 January 2022
at 08.00 to 09.00 and was announced
PASS
with the examiners as follow:

Head Examiner,



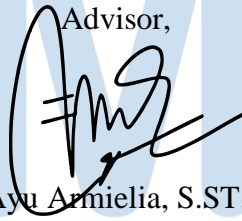
Anton Harianto, M.M. Par.
NIDN. 0328107302

Examiner,



Dr. Prio Utomo, S.T, MPC
NIDN. 0321057504

Advisor,



Adestya Ayu Arnielia, S.ST.M.Si.Par
NIDN. 0323128505

Head of Hotel Operations Program



Oqke Prawira, S.ST. M.Si. Par
NIDN.0428108007

iv

SCIENTIFIC PAPER PUBLICATION APPROVAL PAGE FOR
ACADEMIC PURPOSE

As part of Universitas Multimedia Nusantara, I who sign below:

Name : Novi Anelia
Student ID : 00000034670
Program : Hotel Operations
Faculty : Business
Paper Type : Final Project

agree to give Non-Exclusive Royalty – Free Right for academic purpose to Universitas Multimedia Nusantara for my scientific paper with title:
BUSINESS PLAN CREATION FOR PASTRYBAR.CO

and other additional tools existed (if necessary). With this Non-Exclusive Royalty-Free Right, Universitas Multimedia Nusantara has the right to store, to format, to manage the database, to maintain, and to publicize my Final Project, as long as my name is included as the author and the owner of the copyright of this report. This statement I made in truth.

Tangerang, 18 December 2021



(Novi Anelia)

U M M N I
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

PREFACE

Praise and gratitude for the completion of this Final Project Report with title: BUSINESS PLAN CREATION FOR PASTRYBAR.CO. 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. Adestya Ayu Armielia, S.ST.M.Si.Par, as my advisor who has spent a lot of time to provide guidance, direction, and motivation to complete this report.
5. All lecturers of Hotel Operations Program who spent time to teach me and motivate me to complete the report.

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

Tangerang, 18 December 2021

UNIVERSITA
MULTIMEDIA
NUSANTARA



(Novi Anelia)

BUSINESS PLAN CREATION FOR PASTRYBAR.CO

(Novi Anelia)

ABSTRAK

Pastrybar.co adalah rencana bisnis untuk bisnis rumahan di daerah Bekasi yang dibuat oleh Novi Anelia, mahasiswi program studi perhotelan di Universitas Multimedia Nusantara. Pastrybar.co menjual *Choux Au Craquelin*, juga dikenal sebagai 'kue sus' di Indonesia. Namun, produk-produk ini akan memiliki isian yang lebih unik dan beragam. Produk yang akan dijual adalah vanilla *choux*, chocolate *choux*, green tea *choux*, dan red velvet *choux*. Untuk menciptakan rasa yang lezat, Pastrybar.co menggunakan bahan-bahan berkualitas tinggi sehingga pelanggan yang membeli dapat merasakan kelezatan *choux* ini. Untuk pemesanan, pelanggan dapat langsung datang ke toko, memesan melalui aplikasi online, atau memesan melalui Whatsapp. Produk yang dijual Pastrybar.co sudah dalam bentuk satu kotak berisi empat buah seharga Rp 40.000. Dengan pendapatan sekitar Rp 25.000.000, - per bulan, diharapkan perusahaan dapat mencapai laba bersih sekitar Rp 12.000.000 per bulan.

Kata kunci: *Pastrybar.co, Choux Au Craquelin, Bisnis*



BUSINESS PLAN CREATION FOR PASTRYBAR.CO

(Novi Anelia)

ABSTRACT

Pastrybar.co is a business plan for home-based business in Bekasi area created by Novi Anelia, a student of Hotel Operations Program at Universitas Multimedia Nusantara. Pastrybar.co sells *Choux Au Craquelin*, also known as 'kue sus' in Indonesia. These products, however, will have more unique and various fillings. The products that will be sold are vanilla *choux*, chocolate *choux*, green tea *choux*, and red velvet *choux*. To create a delicious taste, Pastrybar.co uses high quality ingredients so that customers who buy can feel the delicacy of this choux. For orders, customers can go directly to the store, order through an online application, or order via Whatsapp. The products sold by Pastrybar.co are already in the form of one box containing four pieces for Rp 40.000. With the revenue around Rp 25.000.000, - per month, it is expected that the company can achieve net earnings approximately Rp 12.000.000 per month.

Keywords: *Pastrybar.co, Choux Au Craquelin, Business*



EXECUTIVE SUMMARY

The average growth period (CAGR) of cake and bread from 2010 until 2014 has raised 14% based on Euromonitor data, and the CAGR is projected that in 2014 until 2020 the cake and bread business will grow 10%. Since 2020, however, there was an on-going Covid-19 pandemic that impacted badly to every industry sector, especially tourism and hospitality. Some impacts of this pandemic are the low income of the business to bankruptcy. Fortunately, with the development of technology, the food industry is quite resilient and thriving with online sales.

Pastrybar.co is a business plan created by Novi Anelia, a student of Hotel Operations at Universitas Multimedia Nusantara. Pastrybar.co is a food business with *Choux Au Craquelin* for its main product. Pastrybar.co offers four different flavors; vanilla, chocolate, greentea, and redvelvet. The target market of the business is for *Choux* lover and also people who are 15-30 years old. The customers can buy the products at the offline store, Whatsapp, or online by using Grab or Gojek. The price for each box is Rp 40.000. Pastrybar.co also accepts order for special occasions like graduation, birthday, anniversary, and others.

There are two staffs at Pastrybar.co, the first one is food production staff to make the products, and the second one is marketing staff that handles every promotion event on the social media, and handle the order from customer. Along with their monthly salary, each staff will get three meals a day, accommodations, and the salary. Pastrybar.co is expected to achieve gross revenue around Rp 25.000.000 per month with net earnings approximately Rp 12.000.000. monthly.

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

TABLE OF CONTENT

COVER	
NON - PLAGIARISM DECLARATION FORM	ii
VALIDATION FORM	iii
VALIDATION FORM	iv
SCIENTIFIC PAPER PUBLICATION APPROVAL PAGE FOR ACADEMIC PURPOSE	v
PREFACE	vi
ABSTRAK	vii
ABSTRACT	viii
EXECUTIVE SUMMARY	ix
TABLE OF CONTENT	x
LIST OF TABLES	xii
LIST OF FIGURES	xiii
CHAPTER I COMPANY OVERVIEW	1
1.1. Industry Analysis	1
1.2. Company Description	2
1.3. Product and Services	5
CHAPTER II MARKETING PLAN	8
1.1 Market Size	8
2.1 Competitor Analysis	12
2.2.1 Competitor	12
2.2.2 SWOT	17
3.1 Sales Goal	17
4.1 Marketing Strategy	18
2.4.1 Product Characteristics	18
2.4.2 Distribution	18
2.4.3 Promotion	19
2.4.4 Pricing	20
CHAPTER III OPERATIONAL PLAN	21
3.1 Location & Facilities	21

3.2	Manufacturing / Service Methods	21
3.3	Supplies and Suppliers	22
3.4	Control Procedures	23
3.5	Staffing	24
CHAPTER IV FINANCIAL PLAN		25
4.1	Capital Needs	25
4.2	Cash Flow Projection	26
4.3	Operating Expense	32
4.4	Break Even Point	33
4.5	Income Statement	35
CHAPTER V EXHIBITION		36
5.1	Location & Venue	36
5.2	Budget	37
5.3	Product Presentation	37
5.4	Media and Promotion	38
REFERENCE		39

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

LIST OF TABLES

Table 2.1 Competitor Factors Analysis	17
Table 2.2 Sales Goal	17
Table 2.3 Pastrybar.co SWOT	18
Table 3.1 Equipment & Appliances List	22
Table 4.1 Kitchen Appliances	25
Table 4.2 Total Cutleries	26
Table 4.3 Total Furnishing	26
Table 4.4 Vanilla <i>Choux</i> Product Pricing	26
Table 4.5 Chocolate <i>Choux</i> Product Pricing	27
Table 4.6 Greentea <i>Choux</i> Product Pricing	29
Table 4.7 Redvelvet <i>Choux</i> Product Pricing	30
Table 4.8 Revenue Projection	31
Table 4.9 COGS	31
Table 4.10 Operating Expense	32
Table 4.11 BEP Vanilla <i>Choux</i>	33
Table 4.12 BEP Chocolate <i>Choux</i>	33
Table 4.13 BEP Greentea <i>Choux</i>	34
Table 4.14 BEP Redvelvet <i>Choux</i>	34
Table 4.15 Total Income Statement	35

LIST OF FIGURES

Figures 1.1 Pastrybar.co Logo	3
Figures 1.2 Organizational Structure	4
Figures 1.3 Pastrybar.co Croquembouche	5
Figures 1.4 Pastrybar.co Products	6
Figures 1.5 Service Flow	7
Figures 2.1 Domicile	8
Figures 2.2 Age Range	9
Figures 2.3 Occupations	9
Figures 2.4 Spending Power	9
Figures 2.5 Favorite Flavors	10
Figures 2.6 Product Interest	10
Figures 2.7 Times to Buy Products	11
Figures 2.8 E-Commerce	11
Figures 2.9 D'Choux Logo	12
Figures 2.10 D'Choux Product	12
Figures 2.11 Zahra.foodies Logo	13
Figures 2.12 Zahra.foodies Product	13
Figures 2.13 Hannelepuff.co Logo	14
Figures 2.14 Hannelepuff.co Product	14
Figures 2.15 Torori Chiizu Logo	15
Figures 2.16 Torori Chiizu Product	15

Figures 2.17 Pepita Logo	16
Figures 2.18 Pepita Product	16
Figures 2.19 Loyalty Card	19
Figures 2.20 Loyalty Card Stamp	19
Figures 2.21 Pastrybar.co Box 1	20
Figures 2.22 Pastrybar.co Box 2	20
Figures 5.1 Exhibition Location	36
Figures 5.2 Booth Installation	36
Figures 5.3 Products Presentation	37
Figures 5.4 Products Installation	37
Figures 5.5 Pastrybar.co Instagram	38

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA