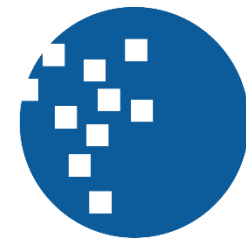


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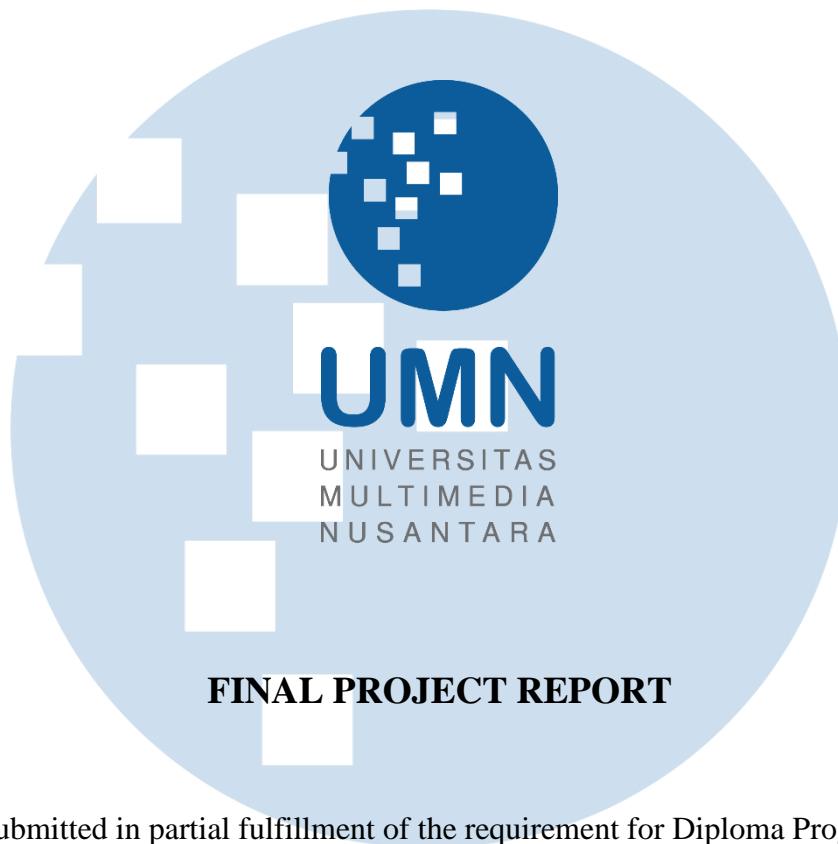
**FINAL PROJECT REPORT**

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TANGERANG  
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Submitted in partial fulfillment of the requirement for Diploma Program

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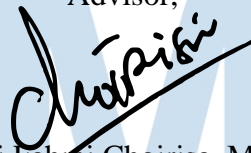
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## PREFACE

Praise and gratitude for the completion of this Final Project Report with title: SOYATELIER.ID. 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.
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6. My family who giving support to me and have provided the materials so that I can complete this report.
7. My friends who give feedback and teaching me about things I don't understand.

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

Tangerang, 3 January 2022

  
Chelsia Cahyadi

## SOYATELIER.ID

Chelsia Cahyadi

### ABSTRAK

Penulisan tugas akhir ini dilatarbelakangi dengan adanya ide dan inovasi dari penulis mengenai tingkat konsumsi cemilan, makanan penutup, dan makanan manis di Indonesia. Selain itu, masyarakat Indonesia juga sangat menyukai mengonsumsi cemilan dari pada makanan berat, oleh karena itu, penulis melihat peluang untuk mengenalkan produk *dessert* yang bernama Soyatelier.id. Produk yang ditawarkan berupa puding yang terbuat dari susu kedelai dan memiliki 3 varian saus, yaitu *brown sugar sauce*, *chocolate sauce*, dan *caramel sauce*. Pudding merupakan produk makanan penutup yang manis dan mudah digemari oleh para konsumennya, selain itu pudding juga dapat dikatakan sebagai cemilan karena porsinya yang cenderung kecil dan cocok untuk dikonsumsi di segala waktu dan segala situasi. Produk ini juga dibuat menggunakan bahan-bahan yang berkualitas tinggi yang dapat ditemukan di supermarket terdekat. Produk ini tidak memiliki ketahanan yang lama, oleh karena itu di perlukan penyimpanan dan distribusi yang baik dan benar agar kualitasnya tetap terjaga sampai di tangan konsumen. Karena melakukan proses produksi di rumah penulis yang terletak di Jakarta pusat, maka pengiriman hanya dapat di sekitar area jakarta juga dengan menggunakan jasa pengiriman instan. Soyatelier.id juga diharapkan dapat menghasilkan keuntungan bersih sebesar Rp 76.768.349 setiap tahunnya dan terus bertambah setiap tahunnya.

**Kata kunci:** Puding, Cemilan, Makanan Penutup.

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## SOYATELIER.ID

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### ABSTRACT

The background of writing this final project is the idea and innovation of the writer regarding the level of consumption of snacks, desserts, and sweet foods in Indonesia. In addition, the Indonesian people also really like eating snacks rather than heavy food, therefore, the writer sees an opportunity to introduce a dessert product called Soyatelier.id. The product offered is a pudding made from soy milk and has 3 variants of sauce, namely brown sugar sauce, chocolate sauce, and caramel sauce. Pudding is a sweet dessert product that is easily liked by consumers, besides that pudding can also be said as a snack because the portions tend to be small and suitable for consumption at all times and in all situations. This product is also made using high quality ingredients that can be found in the nearest supermarket. This product does not have a long durability, therefore it is necessary to store and distribute it properly and correctly so that the quality is maintained until it reaches the consumer. Because the production process is carried out at the author's house which is located in central Jakarta, delivery can only be made around the Jakarta area using an instant delivery service. Soyatelier.id is also expected to generate a net profit of IDR 76,768,349 annually and continues to grow every year.

**Keywords:** Pudding, Snack, Dessert.

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## EXECUTIVE SUMMARY

The development of culinary business in Indonesia is growing rapidly because culinary business promising big profits and the lifestyle of Indonesian people, the frequency in buying food at the restaurants is higher than cooking at home. Indonesian people also more often to consume snack rather than heavy meals, based on the survey on 18 years old and above participants. Pudding is one of the examples of snack and dessert. Soyatelier.id is a business brand for a company that providing pudding as the main product. The product is homemade and made from soy milk which healthier and more low cholesterol. The product itself have unique packaging that using glass jar as the packaging which more entertaining and useful to reuse again. The company is located in Jakarta, more precisely in the writer's residence. Jakarta is the capital city with densely population which makes the opportunity for the success is bigger.

The target market for pudding sales is very broad because it can be consumed from the age of 5 years and over to 60 years, pudding is very easy to consume from young to elderly because it has a very soft texture. In addition, the one product offered does not contain lactose so it is suitable for consumption for those who are lactose intolerant. Pudding is a snack and dessert that is common to be consumed because almost all restaurants have a pudding menu as a dessert, it is very suitable to consume because pudding easy to be loved by the customers.

There are two staff which will be employed for operational and marketing, both of which are very important for the smooth running of a business, they have their job description according to the selected position. To achieve maximum profit, careful calculations are needed to avoid losses.

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