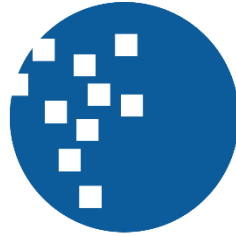


BUSINESS PLAN: T HAMPERS COOKIES



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FINAL PROJECT REPORT

TIFFANY LAUDRY

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HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2021

BUSINESS PLAN: T HAMPERS COOKIES



FINAL PROJECT REPORT

Submitted in partial fulfillment of the requirement for Diploma Program

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by

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Program : Business

Faculty : Hotel Operations

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Final Project Second Seminar

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BUSINESS PLAN T HAMPERS COOKIES

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PREFACE

Praise and gratitude for the completion of this Final Project Report with title: BUSINESS PLAN T HAMPERS COOKIES . 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, 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.
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5. God for the health and inclusion that has been given.
6. Parents for the support that has been given.

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

Tangerang, 26 January 2022



Tiffany Laudry

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BUSINESS PLAN T HAMPERS COOKIES

TIFFANY LAUDRY

ABSTRAK

T Hampers Cookies merupakan usaha UMKM yang bergerak dibidang makanan khususnya kue kering dan parcel yang dimiliki oleh Tiffany Laundry. Produk yang akan dijual adalah kue kering yang disusun dan dikemas sebaik mungkin untuk dijadikan sebagai hadiah. T Hampers berlokasi pada jalan Hasanudin no 74 Pekanbaru Riau. T Hampers Cookies selalu memberikan produk terbaik bagi pelanggannya, mulai dari menggunakan bahan-bahan berkualitas, kue kering yang selalu baru diproduksi hingga harga yang terjangkau. Tidak hanya itu, tentunya T Hampers Cookies memiliki SOP dan rencana operasional seperti kontrol FIFO untuk menjalankan bisnis, mencapai target penjualan dan mendapatkan kepercayaan atau kepuasan dari konsumen. Target pasar dari bisnis ini adalah pelajar dan pekerja, oleh karena itu T Hampers Cookies menggunakan strategi penetrasi yaitu menjual produk dengan harga murah untuk mendapatkan banyak pelanggan dan mendapatkan branding di pasar. T Hamper Cookies memiliki target pendapatan bersih perhari sebanyak Rp 388.441. Jika di totalkan, T Hampers Cookies dapat mendapat untung bersih sebanyak Rp 11.653.230/bulan.

Kata kunci: *Bisnis, Parsel, T Hampers Cookies, Kualitas, Kepercayaan*

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BUSINESS PLAN T HAMPERS COOKIES

TIFFANY LAUDRY

ABSTRACT (English)

T Hampers Cookies is a home industry business that is engaged in food, especially cookies and hampers owned by Tiffany Laundry. The products that will be sold are cookies that are arranged and packaged as well as possible to be used as gifts. T Hampers is located on Jalan Hasanudin no 74 Pekanbaru Riau. T Hampers cookies always provide the best products for its customers, starting from using quality ingredients, always freshly produced cookies to affordable prices. Not only that, of course, T Hampers Cookies has SOPs and operational plans such as FIFO control to run the business, achieve sales targets and gain trust or satisfaction from consumers. The target market of this business is students and workers, therefore T Hampers Cookies uses a penetration strategy, which is to sell products at low prices to get many customers and get branding in the market. T Hamper Cookies has a daily net earnings approximately Rp 388.441. In total, T Hampers Cookies can get a net earnings Rp 11.653.230/month.

Keywords: Business, Parcel, T Hampers Cookies, Quality, Trust

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EXECUTIVE SUMMARY

T Hampers Cookies is a small business that will be run in the home industry owned by Tiffany Laundry. This business will take place at Jalan Hasanudin number 74 Pekanbaru, Riau. This location was chosen because it is the writer residence and the location is quite strategic, it is located near a major road, namely Jalan Sudirman, Jalan Diponegoro, and several schools. This business has a basic product, namely cookies. Cookies will be processed and created into several unique flavors such as bubblegum cookies with marshmallow, mint cookies with choco, tiramisu cookies with wafers, choco cookies with popcorn, and choco caramel cookies. Not only that, so that these cookies look more attractive and have many fans, these cookies will be arranged into bouquets and box hampers which are very suitable as gifts. So that the sweetness of the cookies and the beauty of the hampers can be used as gifts for loved ones.

Of course, this business has a target market to achieve maximum results. The target market for T Hampers Cookies is students and workers. The estimated age ranges from 15 years to 30 years. But it is undeniable that there will also be buyers who are more than 30 years old. For cookies themselves they have several competitors, but competitors do not have packaging as good as this business. So that it can be an advantage for T Hampers Cookies to get more customers. This business will also run in the home industry and make orders according to orders from customers.

T Hamper Cookies also has a team to run this business. There is two staff who will help run this business, including the baker staff in charge of preparing cookies and the administration staff in charge of promotion, operations, and product packaging. Everything has been prepared and designed in such a way through the existing SOPs to achieve sales targets and customer satisfaction. The targets net earnings of this business approximately Rp 388.441/day or Rp 11.653.230/month.

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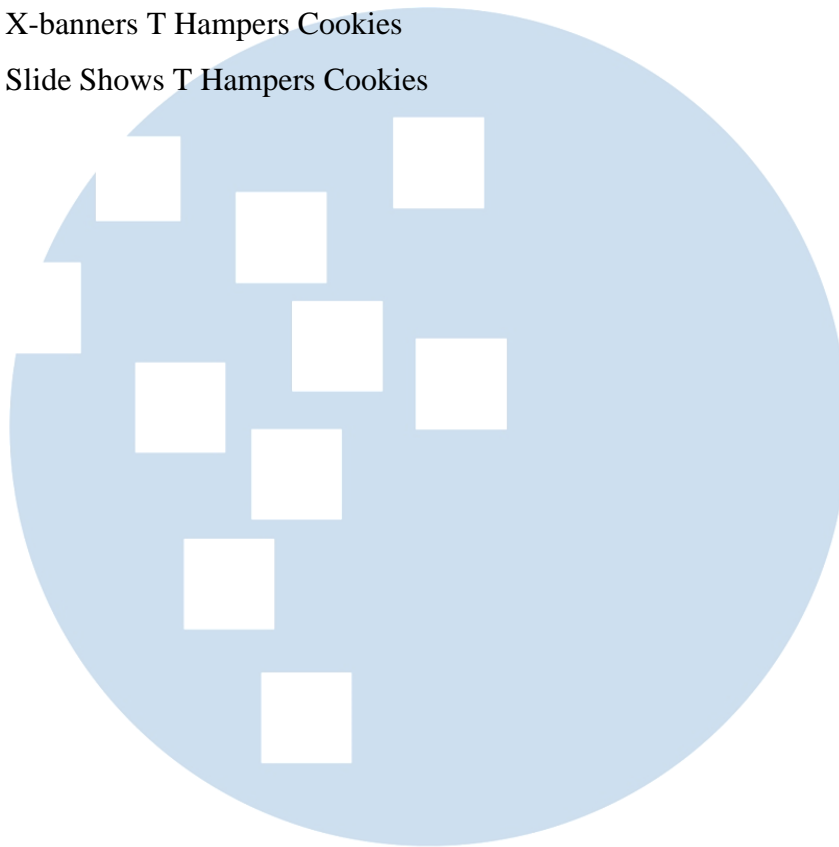
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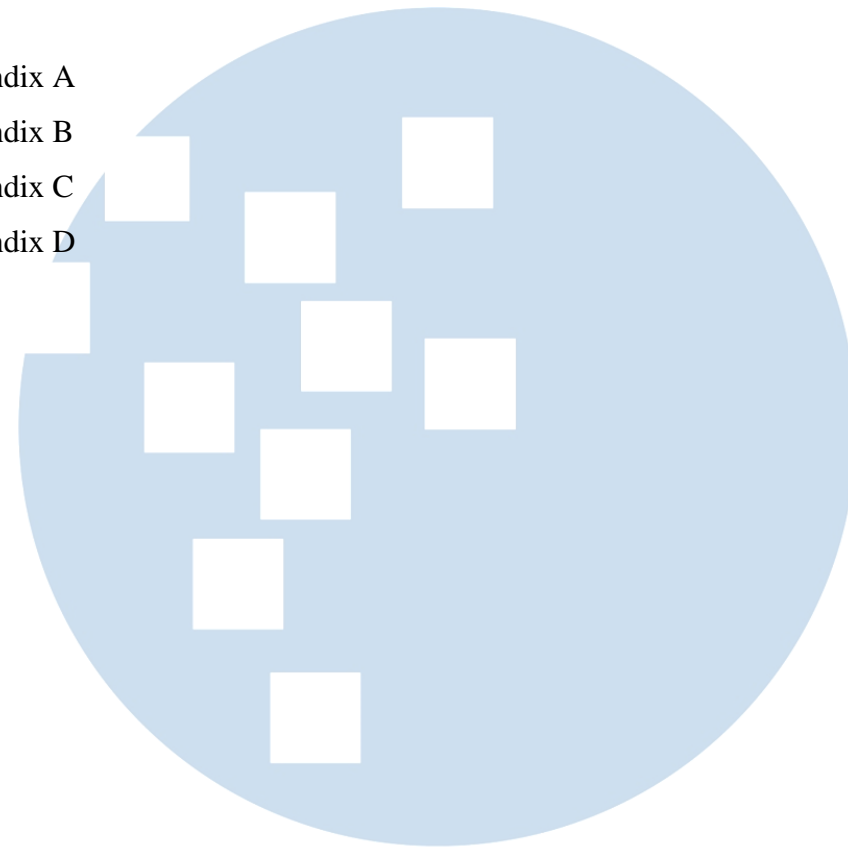


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