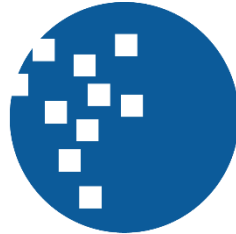


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FINAL PROJECT REPORT

Bagaskara Keestanojo Purnomo

00000041337

HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2022

BITEOLOGY.CO



FINAL PROJECT REPORT

Submitted in partial fulfillment of the requirement for Diploma Program

Bagaskara Keestanojo Purnomo

00000041337

HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2022

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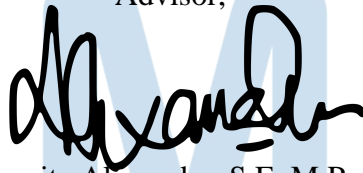
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Final Project Report

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Student ID : 00000041337

Program : Hotel Operations

Faculty : Business

Has been presented on 13 January 2022

at 13.00 to 14.00 and was announced

PASS

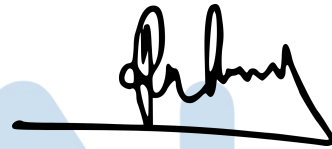
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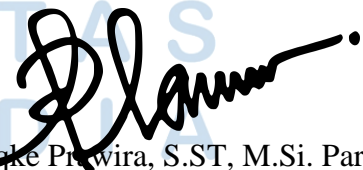
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PREFACE

Praise and gratitude for the completion of this Final Project Report with title: BITEOLOGY.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., 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.B.A, M.Par, as my advisor who has spent a lot of time to provide guidance, direction, and motivation to complete this report.
5. All Hotel Operations Program Universitas Multimedia Nusantara lecturer who have taught and teaching me So that I can complete this report.
6. My family who has provided the material and moral support so that I can complete this report.
7. My colleagues who have supported me both moral and material support.

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

Tangerang, December 27th, 2021



Bagaskara Keestanoyo Purnomo

BITEOLOGY.CO

Bagaskara Keestanyo Purnomo

ABSTRAK

Biteology.co merupakan proposal bisnis yang dibuat oleh Bagaskara Keestanyo Purnomo, mahasiswa angkatan ketiga dari *Hotel Operations Program*, Universitas Multimedia Nusantara. Proposal bisnis ini menyajikan bisnis di bidang industri makanan sehat, khususnya di bidang produksi kue kering. Proposal bisnis ini dibuat guna untuk memenuhi kebutuhan konsumsi makanan ringan yang cocok baik untuk kalangan *vegan* sampai masyarakat umum. *Cookie's* yang dibuat oleh biteology.co merupakan sebuah produk *plant-based* dimana bahan-bahan yang digunakan tidak menggunakan unsur hewani melainkan bahan-bahan tersebut diganti menjadi bahan-bahan yang berasal dari tanaman. Contohnya seperti susu sapi yang diganti menjadi susu kedelai, dan bahan-bahan pembuatan *cookies* yang menggunakan bahan-bahan yang halal juga. Varian rasa yang dihadirkan juga varian yang tidak biasa seperti rasa coklat dan kacang, dan rasa taro yang berasal dari ube atau ubi ungu. Produk biteology.co sendiri baik di konsumsi sebagai cemilan dan dapat dipadu dengan susu *non-dairy* saat pagi hari ataupun di malam hari. Biteology.co sendiri akan mendistribusikan produknya melalui *social media* dan *e-commerce apps* seperti Instagram dan Shopee di sekitar wilayah Tangerang sampai Jakarta Barat untuk pengiriman *Cash on Delivery* dan satu Indonesia untuk pengiriman melalui kurir. Biteology.co mengharapkan dapat menghasilkan sekitar Rp. 16.195.138 setiap bulannya dalam hitungan laba bersih.

Kata kunci: Biteology.co, Proposal Bisnis, *Cookies*, *Plant-based*

BITEOLOGY.CO

Bagaskara Keestanooyo Purnomo

ABSTRACT

Biteology.co is a business proposal made by Bagaskara Keestanooyo Purnomo, a third batch student of Hotel Operations Program, Universitas Multimedia Nusantara. This business proposal presents a business in healthy food industry, especially in pastry production. This business proposal was created in order to meet the consumption needs of snacks that are suitable for both vegans and the general public. Cookies made by biteology.co is a plant-based product where the ingredients used do not use animal ingredient, but instead the ingredients are replaced with ingredients derived from plants. Examples such as cow's milk which is changed to soy milk, and ingredients for making cookies that use halal ingredients as well. The flavors that are presented are also unusual variants such as chocolate and peanut flavors, and a Taro flavor that comes from Ube or purple sweet potato. The biteology.co products themselves are good for consumption as snacks and can be combined with non-dairy milk in the morning or at night. Biteology.co itself will distribute its products through social media and e-commerce apps such as Instagram and Shopee around the Tangerang to West Jakarta area for Cash on Delivery and one Indonesia for delivery via courier. Biteology.co expects to earn around Rp. 16.195.138 every month in terms of net profit.

Keywords: Biteology.co, Business Proposal, Cookies, Plant-based

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EXECUTIVE SUMMARY

The interest of more than 70 million Indonesian households towards pastries that are synonymous with crispiness. Java region holds the most households' pastries consumption with 42 million household consumed 9kg (or about 750 gram per months) pastries. As most households (especially Java region) consume pastries such as biscuits, cookies, *semprong*, etc. this could bring result people to starting cookie business as the writer start to opening business that sell plant-based cookies at first.

As mentioned previously, the data shows of 42 million Java region households like to consume pastry products such as biscuits, cookies, etc, then Biteology.co was founded in 2021. Biteology.co is brand that offers plant-based cookies that comes in different flavor and color. Biteology.co not using any artificial food flavor and using non-dairy ingredients. Biteology.co product consists of gluten free flour, non-GMO, and dairy free ingredients. The three different types of packaging and mini size of plant-based cookies makes Biteology.co different from other competitors.

Biteology.co targeted to sell the products starting from high school student, college student, employees, and families who like to consume cookies as stated on the questionnaire that from 47.3% of 55 respondent says that the respondent like cookies along with 27,3% of 55 respondents very like cookies.

This company consists of three employees which are processing, production, and marketing. All the employee are selected based on the company standards. Biteology.co is expected to earn around Rp. 16.195.138 every month in terms of net profit.

TABLE OF CONTENT

NON – PLAGIARISM DECLARATION FORM	ii
VALIDATION FORM	iii
SCIENTIFIC PAPER PUBLICATION APPROVAL PAGE FOR ACADEMIC PURPOSE	iv
PREFACE	v
ABSTRAK	vi
ABSTRACT	vii
EXECUTIVE SUMMARY	viii
TABLE OF CONTENT	ix
LIST OF TABLES	xi
LIST OF FIGURES	xiii
LIST OF PICTURES	xiv
LIST OF CHARTS	xv
LIST OF APPENDIXES	xvi
CHAPTER I COMPANY OVERVIEW	1
1.1. Industry Analysis	1
1.2. Company Description	3
1.3. Product and Services	4
CHAPTER II MARKETING PLAN	9
2.1 Market Size	9
2.2 Competitor Analysis	15
2.2.1 Competitor	15
2.2.2 SWOT	20
2.3 Sales Goal	24
2.4 Marketing Strategy	24
2.4.1 Product Characteristics	24
2.4.2 Distribution	25
2.4.3 Promotion	25
2.4.4 Pricing	26
CHAPTER III OPERATIONAL PLAN	27

3.1	Location & Facilities	27
3.2	Manufacturing / Service Methods	28
3.3	Supplies and Suppliers	29
3.4	Control Procedures	30
3.5	Staffing	32
CHAPTER IV FINANCIAL PLAN		37
4.1	Capital Needs	37
4.2	COGS	46
4.3	Operating Expense	47
4.4	Break Even Point	48
4.5	Income Statement	49
CHAPTER V EXHIBITION		51
5.1	Location & Venue	51
5.2	Budget	51
5.3	Product Presentation	52
5.4	Media and Promotion	52
REFERENCE		54
APPENDIX		

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LIST OF TABLES

Table 2.2.1 Artebake.shop SWOT Analysis	16
Table 2.2.2 Arum Ayu SWOT Analysis	17
Table 2.2.3 Sweet.east SWOT Analysis	18
Table 2.2.4 Molen_Kukus SWOT Analysis	19
Table 2.2.5 Dessert by Mimiqu SWOT Analysis	20
Table 2.2.6 Biteology.co SWOT Analysis	20
Table 2.2.7 Analysis SWOT Arte.bakeshop	20
Table 2.2.8 Analysis SWOT Arum Ayu	21
Table 2.2.9 Analysis SWOT Sweet.east	22
Table 2.2.10 Analysis SWOT Molen_Kukus	23
Table 2.2.11 Analysis SWOT Dessert by Mimiqu	23
Table 2.3.1 Sales Goals	24
Table 2.4.1 Advertising Tools	25
Table 2.4.2 Biteology.co Product	26
Table 3.4.1 Equipment & Appliances List	29
Table 3.5.1 Employee Salary	34
Table 3.5.2 Employee Schedule	36
Table 3.5.3 Schedule Description	36
Table 4.1.1 Kitchen Appliances	37
Table 4.1.2 Marketing Appliances	37
Table 4.1.3 The Original Cost	38
Table 4.1.4 Chocolate Cost	39
Table 4.1.5 Doughnut Cost	39
Table 4.1.6 Choco n' Nuts Cost	40
Table 4.1.7 Taro Cost	41
Table 4.1.8 The Original Cost (30gr)	41
Table 4.1.9 Chocolate Cost (30gr)	42

Table 4.1.10 Doughnut Cost (30gr)	43
Table 4.1.11 Choco n' Nuts Cost (30gr)	43
Table 4.1.12 Taro Cost (30gr)	44
Table 4.1.13 Box of Cookies 1 (30gr of Cookies)	45
Table 4.1.14 Box of Cookies 2 (60gr of Cookies)	45
Table 4.1.15 Total Silverware and Chinaware	46
Table 4.1.16 Total Furnishings	47
Table 4.2.1 Cost of Goods Sold	46
Table 4.3.1 Operating Expenses	47
Table 4.4.1 Biteology.co BEP Per Product	48
Table 4.4.2 Payback Period Biteology.co Product	48
Table 4.5.1 Income Statement	49
Table 4.5.2 Total Revenues Per Year	50
Table 5.2.1 Biteology.co Exhibition Budget	51

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LIST OF FIGURES

Figure 1.1.1 Pastries Consumption Data in Indonesia	2
Figure 1.1.2 Company Organization Chart	3
Figure 1.2.1 Biteology.co Logo	4
Figure 3.1.1 Jl. KH Mustofa Map	26
Figure 3.1.2 Production Layout Plan	26
Figure 3.3.1 Manufacturing Chart	27
Figure 3.3.3 Organizational Chart	31
Figure 5.1.1 Booth Exhibition	51
Figure 5.4.1 Banner Layout 1	52
Figure 5.4.2 Banner Layout 2	53

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LIST OF PICTURES

Picture 1.3.1 Biteology.co Packaging	5
Picture 1.3.2 Biteology.co Single Packaging	5
Picture 1.3.3 Biteology.co Menu	6
Picture 1.3.4 Biteology.co Product	6
Picture 1.3.5 Biteology.co Product	7
Picture 1.3.6 Biteology.co Instagram	7
Picture 1.3.7 Biteology.co Online Shop	7
Picture 2.2.1 Arte.bakeshop Logo	16
Picture 2.2.2 Arum Ayu Logo	17
Picture 2.2.3 Sweet.east Logo	18
Picture 2.2.4 Molen_Kukus Logo	19
Picture 2.2.5 Dessert by Mimiqu Logo	20

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LIST OF CHARTS

Chart 2.1.1 Consumer Occupation	12
Chart 2.1.2 Consumer Age	12
Chart 2.1.3 Expense Per Month	12
Chart 2.1.4 Budget Expense for Snack Per Month	13
Chart 2.1.5 How Often People Consume Cookies	13
Chart 2.1.6 Respondent Respond About Cookies	14
Chart 2.1.7 Plant-based Cookies Knowable	14
Chart 2.1.8 Respondent on Having Try Plant-based Cookies	14
Chart 2.1.9 Respondent Decisions on Product	15
Chart 2.1.10 Spending Power on Biteology.co Product	15
Chart 2.1.11 Price for One Packaging	16

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LIST OF APPENDICES

Appendix 1 Profile of Qualitative Participants	56
Appendix 2 Exhibition Photos	61
Appendix 3 Production Photo	62
Appendix 4 Advisory Form	63



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