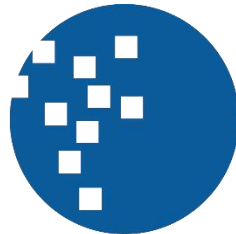


JIM'S CARMEL



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FINAL PROJECT REPORT

Cheryl Agatha Suciadi

00000041485

HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2022

JIM'S CARAMEL



FINAL PROJECT REPORT

Submitted in partial fulfillment of the requirement for Diploma Program

Cheryl Agatha Suciadi
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HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
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TANGERANG
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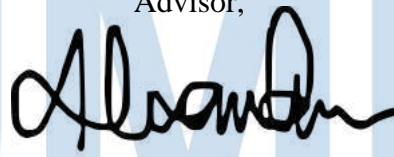
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PREFACE

Praise and gratitude for the completion of this Final Project Report with title: **JIM'S CAMEL**. 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.
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5. My family and friends who has given a moral support so that I can finish this report.

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

Tangerang, December 27, 2021



Cheryl Agatha Suciadi

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JIM'S CAMEL

CHERYL AGATHA SUCIADI

ABSTRAK

Jim's Caramel adalah rancangan bisnis yang memproduksi dan mendistribusikan saus karamel kepada masyarakat Indonesia. Jim's Caramel menyediakan beberapa produk seperti Jim's Signature Caramel kemasan kantong cerat, Jim's Signature Caramel kemasan botol kaca, Salted Caramel kemasan kantong cerat, Salted Caramel kemasan botol kaca, Buttercream Regal Jim's Signature Caramel, Buttercream Regal Salted Caramel. Dan yang merupakan produk andalan Jim's Caramel adalah Jim's Signature Caramel karena saus karamel ini terbuat dari gula lontar yang memiliki cita rasa yang unik serta bermanfaat untuk meredakan asam lambung. Produk dari Jim's Caramel ini sangat cocok untuk menjadi pendamping cemilan manis dan minuman seperti kue, roti, kopi, teh, dan lain-lain. Jim's Caramel akan mendistribusikannya lewat platform online seperti Tokopedia, Website, dan juga supermarket seperti Daily Market dan Farmers. Target market dari Jim's Caramel adalah Toko Kopi, Ibu Rumah Tangga, pelajar, dan juga pekerja. Keuntungan bersih yang diharapkan oleh Jim's Caramel mencapai Rp 13.901.655 per bulan.

Kata kunci: Jim's Caramel, Lontar, Gula, Karamel

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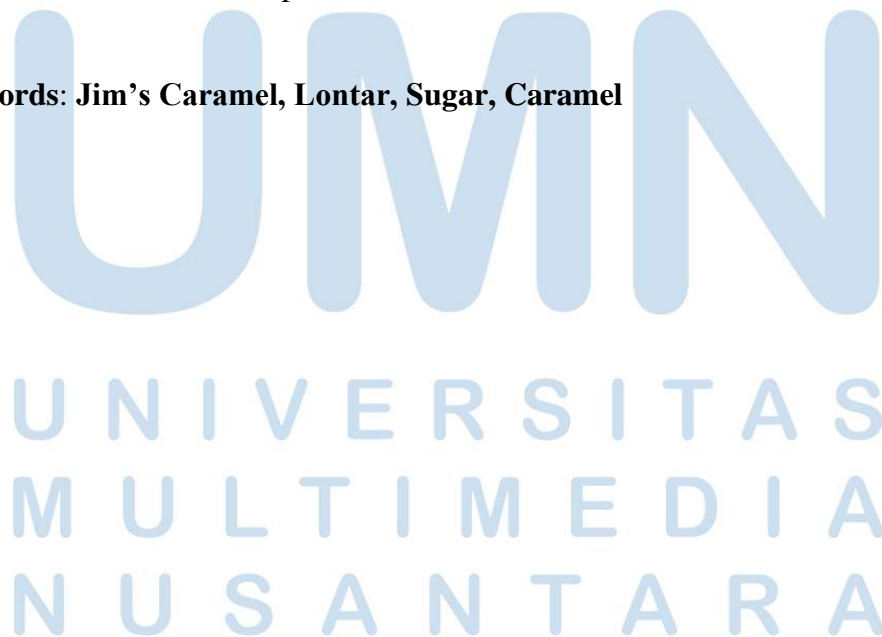
JIM'S CARMEL

CHERYL AGATHA SUCIADI

ABSTRACT

Jim's Caramel is a business plan that produces and distributes caramel sauce to the Indonesian people. Jim's Caramel provides several products such as Jim's Signature Caramel in spout pouches, Jim's Signature Caramel in glass bottles, Salted Caramel in spout pouches, Salted Caramel in glass bottles, Buttercream Regal Jim's Signature Caramel, Buttercream Regal Salted Caramel. And the main product of Jim's Caramel is Jim's Signature Caramel because this caramel sauce is made from palm sugar which has a unique taste and is useful for gastric health. This product from Jim's Caramel is perfect for accompanying sweet snacks and drinks such as cakes, bread, coffee, tea, and others. Jim's Caramel will distribute it through online platforms such as Tokopedia, Website, as well as supermarkets such as Daily Market and Farmers. The target market of Jim's Caramel is Coffee Shop, housewives, students, and also workers. The net profit expected by Jim's Caramel is IDR 13.901.655 per month.

Keywords: Jim's Caramel, Lontar, Sugar, Caramel



EXECUTIVE SUMMARY

Caramel is a caramelized sugar that can be combined with dessert and drinks to give a flavor. Caramel that is commonly found in the market is usually made from granulated sugar. So, the writer sees an opportunity by changing the sugar in the Caramel to make it different from the other caramel. Jim's Caramel Company makes a new innovation by replacing the granulated sugar with Lontar's Nectar from Nusa Tenggara Timur. The taste of Lontar's Nectar is sweet, has slight hints of citrus and the texture of Lontar's Nectar is thick like glucose syrup. For the local community there, this Lontar's Nectar is good for gastric health.

Jim's Caramel has six products such as Jim's Signature Caramel (spout pouch), Jim's Signature Caramel (glass bottle), Salted Caramel (spout pouch), Salted Caramel (glass bottle), Buttercream Regal Jim's Signature Caramel, Buttercream Regal Salted Caramel, this product has an affordable price. So, people can purchase the product under the budget per month. Jim's Caramel Company will distribute the product through Tokopedia, Website, Instagram, Facebook, TikTok, and also offline stores like Foodhall, Daily Market after one year of company running.

Jim's Caramel Company has a strategic location because Cluster Ilustria is close to ICE Convention Center, BSD Central Business District, and also shopping centers such as Qbig mall, Daily market, AEON Mall, etc. Jim's Caramel has three employees, two in production and one in administration, but the owner is also in both departments. Jim's Caramel Company revenue projection is Rp 260.489.934, - per year has been deducted by operating expenses and taxes. This projection is calculated from 50 visitors per day and 22 effective working days of Jim's Caramel Company

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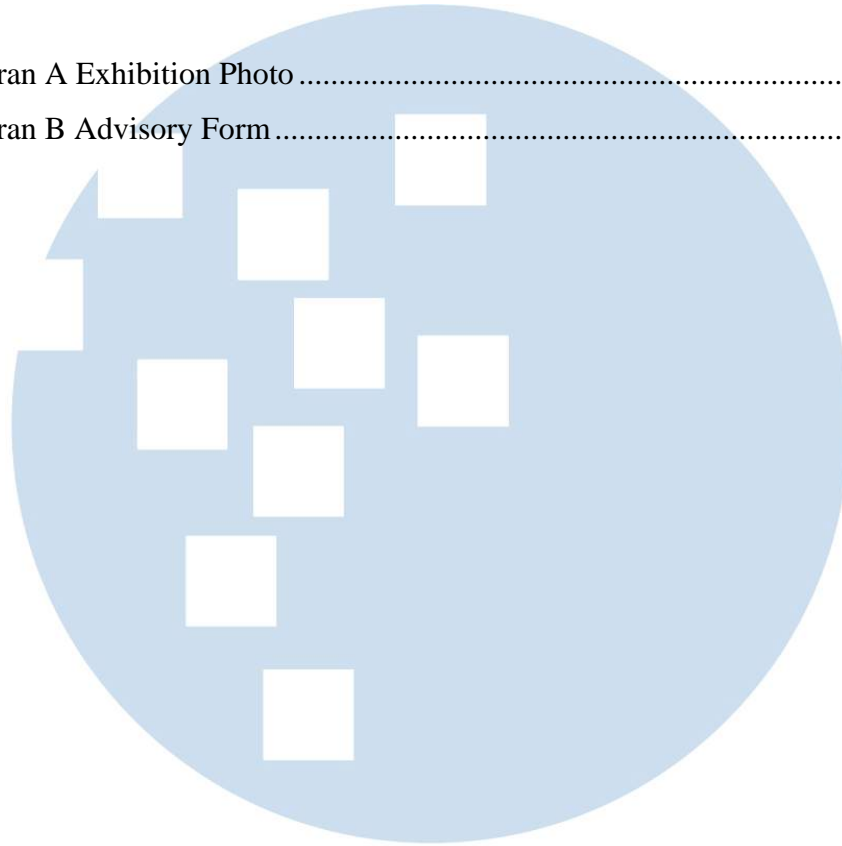
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