

HYPNO TEA



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UNIVERSITAS
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NUSANTARA

FINAL PROJECT REPORT

Hugo Juan Christianto

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HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2022

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FINAL PROJECT REPORT

Submitted in partial fulfillment of the requirement for Diploma Program

Hugo Juan Christianto

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HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2022

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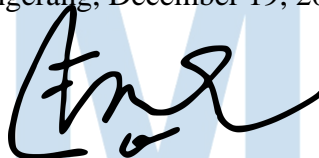
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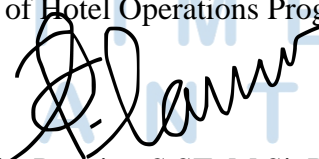

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iv

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PREFACE

Praise and gratitude for the completion of this Final Project Report with the title: HYPNO TEA. 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:

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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.
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5. My parents and my family who have provided the material and moral support so that I can complete this report.

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

Tangerang, December 19, 2021



Hugo Juan Christianto

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HYPNO TEA

Hugo Juan Christianto

ABSTRAK

HYPNO TEA merupakan business plan untuk pengusaha café berbasis di area Gading Serpong yang dibuat oleh Hugo Juan Christianto, mahasiswa dari Universitas Multimedia Nusantara. HYPNO TEA menjual teh berkualitas premium dengan teh berbasis bunga yang menjadi menu andalan. Selain minuman HYPNO TEA juga menjual tiga jenis makanan ringan berbasis puff pastry seperti croissant, pain au chocola, dan chicken pot pie sebagai hidangan gurih. Teh yang disajikan HYPNO TEA kaya akan antioksidan yang dapat meningkatkan daya tahan tubuh agar kuat melaewan penyakit di era pandemic. Untuk membuat teh yang lezat dan penuh akan antioksidan, HYPNO TEA menggunakan daun the berkualitas premium dan memiliki tehnik special untuk menyeduh teh agar potensi daun teh keluar secara maksimum. Selain menjual produk, HYPNO TEA juga menyediakan tempat yang bernuansa nyaman agar pengunjung dapat santai saat menikmati teh yang dipesan. Untuk pemesanan HYPNO TEA menggunakan bayar langsung di kasir agar proses pemesanan berjalan lancar dan mencegah kekhawatiran pengunjung saat memesan karena harga menunya. Setiap pemesanan ada berbagai macam jenis dari the hangat yang disajikan dengan teko untuk dua orang dengan harga Rp. 25.000 dan the dingin yang disajikan dengan gelas kaca dengan harga dimuali dari Rp. 18.000 sampai dengan Rp. 23.000 perpersi. Dengan keuntungan sebesar Rp. 29.000.000 per bulan hingga pendapatan bersih yang ter hitung kira-kira Rp. 1.000.000 perbulan.

Kata kunci: HYPNO TEA, premium, antioksidan

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HYPNO TEA

Hugo Juan Christianto

ABSTRACT

HYPNO TEA is a business plan for a shop based in the Gading Serpong area created by Hugo Juan Christianto, a student of Universitas Multimedia Nusantara. HYPNO TEA sells premium-grade Indonesian tea with flower tea added as a signature menu. Other than drinks HYPNO TEA also offers three kinds of puff pastry-based snacks such as croissants, pain au chocolat, and chicken pot pie as a savory dish. Tea served in HYPNO TEA is full of antioxidants that help maintain the body's immune fight against bacteria and viruses in the pandemic era. To create a delicious and full of antioxidants, HYPNO TEA uses premium tea leaves and has specific techniques to brew the tea to bring out most of the flavor of the tea. Besides selling the product HYPNO TEA also offer a cozy ambiance so the guest can feel relaxed when enjoying the tea. For ordering HYPNO TEA use the pay on spot to ensure the ordering process as well as prevent guests from worrying about the price. Each order of tea is varied ranging from hot tea that is served in a pot costing Rp. 25.000 for two servings and cold tea being served in a glass cup ranging from Rp. 18.000 until Rp. 23.000 per serving. With revenue of Rp. 29.000.000 per month it is expected to achieve net earnings of around Rp. 1.000.000 per month.

Keywords: HypnoTea, Premium, antioxidants

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EXECUTIVE SUMMARY

Tea is one of the oldest types of beverages known to exist in the world. Tea originated in China that usually consume for medicinal purposes. The tea conception in the world is high and based on research by Statista.com tea is the number two beverage that is drunk in the world after water. The consumption in Indonesia is not denying high although it is hard to trace because there is no menu tea dedicated shop in Jakarta. The tea that most Indonesian drink is tea using the teabag that is sold in a convenience store and the one they drink at a restaurant.

HYPNO TEA is a business plan for a shop based in the Gading Serpong area created by Hugo Juan Christianto, a student of Universitas Multimedia Nusantara. HYPNO TEA sells premium-grade Indonesian tea with flower tea added as a permanent menu. Other than drinks HYPNO TEA also offers three kinds of puff pastry-based snacks such as croissants, pain au chocolat, and chicken pot pie as a savory dish. The target market is tea lovers also people aged around 21 – 25 years old. Each order of tea is varied ranging from hot tea that is served in a pot costing Rp. 25.000 for two servings and cold tea being served in a glass cup ranging from Rp. 18.000 until Rp. 23.000 per serving and iced tea and food are available in the food delivery apps.

There is 7 staff including the owner at HYPNO TEA, the first one is two production line for brewing the tea and making the food, the second is two servers for serving the customer and engaging with the customer, third is a cashier that works behind the cashier machine to deal with order and transaction, the fourth is an administration that purchase goods, recording, and make a financial report, then last is owners who overview the whole operation and work as backup for at the shop. HYPNO TEA is expected to earn gross revenue of around Rp. 29.000.000 per month it is expected to achieve net earnings of around Rp. 1.000.000 per month.

TABLE OF CONTENT

NON - PLAGIARISM DECLARATION FORM	ii
VALIDATION FORM	iii
VALIDATION FORM	iv
SCIENTIFIC PAPER PUBLICATION	v
PREFACE	vi
ABSTRAK	vii
ABSTRACT	viii
EXECUTIVE SUMMARY	ix
TABLE OF CONTENT	x
TABLE OF CONTENT	xii
LIST OF FIGURE	xiv
CHAPTER I COMPANY OVERVIEW	1
1.1. Industry Analysis	1
1.2. Company Description	2
1.3. Product and Services	4
CHAPTER II MARKETING PLAN	5
2.1 Market Size	5
2.2 Competitor Analysis	8
1. Competitor	8
2. SWOT	12
2.3 Sales Goal	13
2.4 Marketing Strategy	14
1. Product Characteristics	14
2. Distribution	14
3. Promotion	14
4. Pricing	15
CHAPTER III OPERATIONAL PLAN	16
3.1 Location & Facilities	16
3.2 Manufacturing / Service Methods	19
3.3 Supplies and Suppliers	20

3.4	Control Procedures	21
3.5	Staffing	22
CHAPTER IV FINANCIAL PLAN		25
4.1	Capital Needs	25
4.2	COGS	27
4.3	Operating Expense	33
4.4	Break-Even Point	34
4.5	Income Statement	36
CHAPTER V EXHIBITION		39
5.1	Location & Venue	39
5.2	Budget	40
5.3	Product Presentation	40
5.4	Media and Promotion	41
REFERENCE		42
ABSTRACT		41

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TABLE OF CONTENT

Table 2.1 SWOT Comparison	13
Table 2.2 Sales Goal	13
Table 2.3 Advertisement Tools	14
Table 2.4 Product pricing	15
Table 3.1 HYPNO TEA Facilities	18
Table 3.2 Equipment & Appliances List	20
Table 3.3 Staff Shift Schedule	24
Table 4.1 Tools and utensils	25
Table 4.2 Hygiene for staff	25
Table 4.3 Security & cashier	25
Table 4.4 Office equipment	26
Table 4.5 Furniture	26
Table 4.6 Cleaning equipment	26
Table 4.7 Total Capital Expenses	26
Table 4. 8 Cost of Goods Sold Black Tea	27
Table 4. 9 Cost of Goods Sold Green Tea	27
Table 4. 10 Cost of Goods Sold Jasmine Tea	27
Table 4. 11 Cost of Goods Sold Oolong Tea	28
Table 4. 12 Cost of Goods Sold Thai Tea	28
Table 4. 13 Cost of Goods Sold Boba Milk Tea	29
Table 4. 14 Cost of Goods Sold Lavender Telang Tea	29
Table 4. 15 Cost of Goods Sold Black Lemon Tea	30
Table 4. 16 Cost of Goods Sold Telang Lemon Tea	30
Table 4. 17 Cost of Goods Sold Croissant	31
Table 4. 18 Cost of Goods Sold Pain au chocolat	31
Table 4. 19 Cost of Goods Sold Chicken pot pie	31
Table 4. 20 Cost of Goods Sold	32
Table 4. 21 Operating Expense	33
Table 4. 22 Fixed Cost	34

Table 4. 23 BEP per Unit HYPNO TEA Product	34
Table 4. 24 Payback Period HYPNO TEA Product	35
Table 4. 25 Income Statement	36
Table 4. 26 Total Revenue	37
Table 5. 1 Budget Counting	40



LIST OF FIGURES

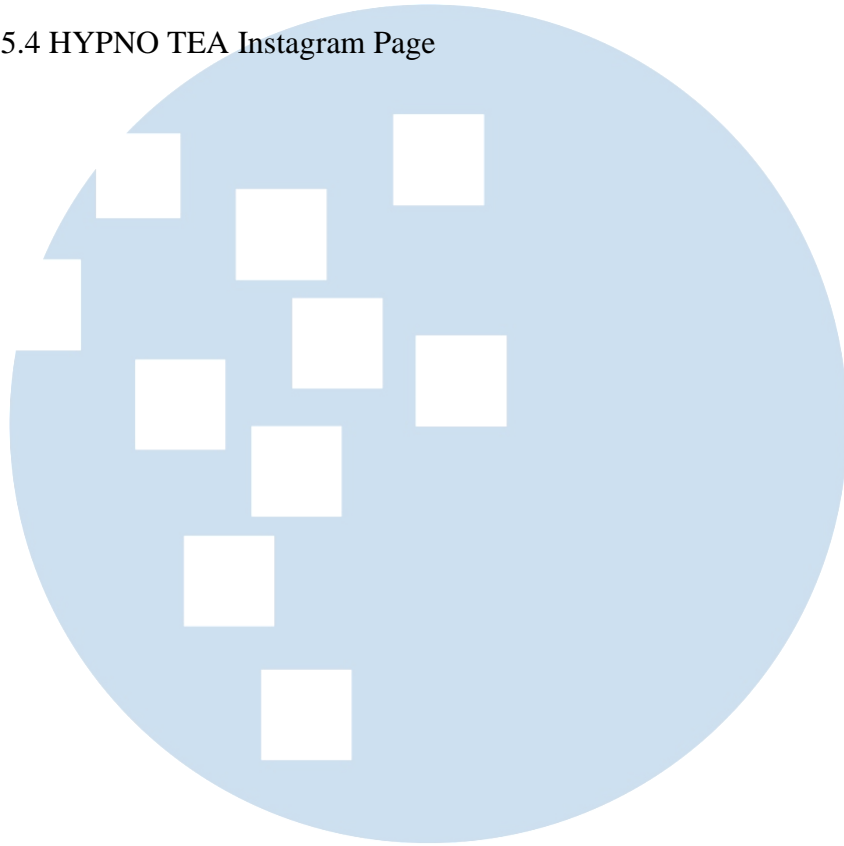
Figure 1.1 HYPNO TEA Logo	3
Figure 2.1 Respondent Age	5
Figure 2.2 Respondent Status	5
Figure 2.3 Respondent Tea Consumption per Week	6
Figure 2.4 Respondent Tea Type Consumption	6
Figure 2.5 Respondent response to Tea House in Gading Serpong	7
Figure 2.6 Respondent Buying Power for a Pot of Tea	7
Figure 2.7 Respondent Reaction to HYPNO TEA Menu	7
Figure 2.8 Respondents Respond to Food that Matches with Tea	8
Figure 2.9 Chatime	9
Figure 2.10 Yuba Tea	10
Figure 2.11. Mixue Summarecon Serpong	11
Figure 3.1 HYPNO TEA Location	16
Figure 3.2 HYPNO TEA 1st Floor Plan	16
Figure 3.3 HYPNO TEA 2nd Floor Plan	17
Figure 3.4 Hypnot Tea Décor Plan	17
Figure 3.5 HYPNO TEA Exterior Décor	17
Figure 3.6 HYPNO TEA Service Cycle	19
Figure 5.1 HYPNO TEA both at the exhibition	39
Figure 5.2 HYPNO TEA is being interviewed about the product	39

Figure 5.3 HYPNO TEA Banner

41

Figure 5.4 HYPNO TEA Instagram Page

41



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CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

The Revolution of social concern about health is increasing each year and beginning to change the way people live. According to a study done by HRMARS OR Human Resource Management Academic Research Society (Rauf, et al., 2018) in 2018 people are exercising and eating healthier food for both physical and mental health. The level of awareness among society towards living a healthy lifestyle has increased as most of the participants take good care of their health. The increase in technology also helps increase this awareness among internet users.

Increasing body immunity is also important, especially in this pandemic era. The virus that is the reason for this pandemic is attacking the people that have low immune so they can enter the body and then attack the respiratory system. And base on Kompas.com (Aida, 2020) body's immune can prevent the spread of Covid-19 because as soon as the virus enters the body immune system is ready to fight the virus to prevent any further infection. Tea is the easiest way to increase the immune system because the antioxidant in the tea is very useful.

Tea is an aromatic beverage prepared by pouring hot or boiling water over cured or fresh *Camellia sinensis*, an evergreen shrub native to China and other East Asian countries. The is the second most consumed beverage in the world behind water. Tea originated in china around 2700 BCE and then was brought to England where introduce tea-drinking habits to the rest of the world. And based on research by statista.com (Statista Research Department, 2021) in 2021 there are 6.3 billion kilograms of tea consumed worldwide and the number will be increased to 7.4 billion kilograms by 2025.