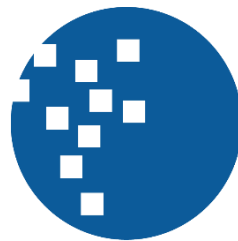


**TART-IT-UP**



**UMN**  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

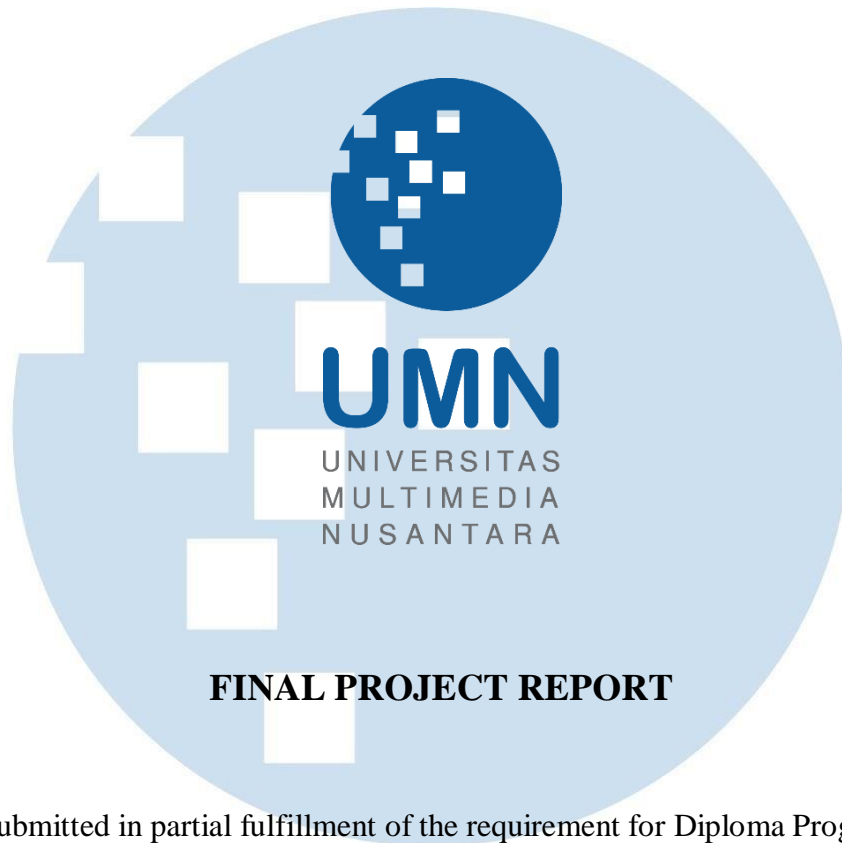
**FINAL PROJECT REPORT**

**MARIA NATHANIA**

**0000035144**

HOTEL OPERATIONS PROGRAM  
FACULTY OF BUSINESS  
UNIVERSITAS MULTIMEDIA NUSANTARA  
TANGERANG  
2022

**TART-IT-UP**



**FINAL PROJECT REPORT**

Submitted in partial fulfillment of the requirement for Diploma Program

**MARIA NATHANIA**

**0000035144**

**HOTEL OPERATIONS PROGRAM**

**FACULTY OF BUSINESS**

**UNIVERSITAS MULTIMEDIA NUSANTARA**

**TANGERANG**

**2022**

## NON - PLAGIARISM DECLARATION FORM

Hereby, I:

Name : Maria Nathania

Student ID : 00000035144

Program : Hotel Operations

Who wrote Final Project Report with title:

Tart-It-Up

Confirm that this report is my own work, is not copied from any other person's work (published or unpublished), and has not previously submitted for assessment either at Universitas Multimedia Nusantara or elsewhere. Every citation and quotes from different sources has been mentioned at Reference part in this report. If one day, a fraud is found in the report, I accept to receive the sanction, which is failing in my Final Project Proposal and must redo it.

Tangerang, 27 December 2021



Maria Nathania

UMMN

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

## VALIDATION FORM

Final Project Report with title

**Tart-It-Up**

by

Name : Maria Nathania

Student ID : 00000035144

Program : Hotel Operations Program

Faculty : Business

Was approved to be proposed for

Final Project Second Seminar

Universitas Multimedia Nusantara

Tangerang, 27 December 2021

Advisor,



Yoanita Alexandra, S.E. M.Par

NIDN. 0313089201

Head of Hotel Operations Program



UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

## VALIDATION FORM

Final Project Report with title

### Tart-It-Up

by

Name : Maria Nathania

Student ID : 00000035144

Program : Hotel Operations Program

Faculty : Business

Has been presented on 13 January, 2022

at 11.00 to 12.00 and was announced

PASS

with the examiners as follow:

Head Examiner,



Dr. Ringkar Situmorang., B.Sc., MBA  
NIDN.0328107302

Examiner,



Anton Harianto, M.M. Par.  
NIDN. 0304097304

Advisor,



Yoanita Alexandra, S.E. M.Par  
NIDN. 0313089201

Head of Hotel Operations Program



Ojke Prawira.S.ST.M.Si.Par  
NIDN. 0428108007

## SCIENTIFIC PAPER PUBLICATION APPROVAL PAGE FOR ACADEMIC PURPOSE

As part of Universitas Multimedia Nusantara, I who sign below:

Name : Maria Nathania  
Student ID : 00000035144  
Program : Hotel Operations Program  
Faculty : Business  
Paper Type : Final Project

agree to give Non-Exclusive Royalty – Free Right for academic purpose to

Universitas Multimedia Nusantara for my scientific paper with title:

Tart-It-Up

and other additional tools existed (if necessary). With this Non-Exclusive Royalty-Free Right, Universitas Multimedia Nusantara has the right to store, to format, to manage the database, to maintain, and to publicize my Final Project, as long as my name is included as the author and the owner of the copyright of this report. This statement I made in truth.

Tangerang, 27 December 2021



## PREFACE

Praise and gratitude for the completion of this Final Project Report with title: “Tart-It-Up”. 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.
3. Mr. Oqke Prawira.S.ST.M.Si.Par as the Head of Hotel Operations Program, Universitas Multimedia Nusantara.
4. Yoanita Alexandra, S.E. M.Par as my advisor who has spent a lot of time to provide guidance, direction, and motivaton to complete this report.
5. My parent, my family, and friends who have provided the material and moral support so that I can complete this report. And to God for helping with His support until the Final Project can be accomplished smoothly and successfully

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

Tangerang, 27 December 2021

  
Maria Nathania

# Tart-It-Up

Maria Nathania

## ABSTRAK

Kue-kue menjadi salah satu makanan ringan yang digemari oleh penduduk Indonesia. Oleh sebab itu, banyak toko-toko yang diuntungkan karena banyak orang yang membeli, dan toko kue dan kue kering pun berkembang. Produk yang belum ditemukan di Indonesia adalah pop tart. Pop tart adalah sebuah kue kering berasal dari Amerika yang diproduksi secara masal, dan banyak mengonsumsi pop tart tersebut. Maka dari itu, Tart-It-Up memperkenalkan pop tart homemade dengan berbagai isian yang dapat dihias dengan sendirinya karena pop tart yang kosong dapat diibaratkan sebagai kanvas kosong. Dengan begitu, para pelanggan dapat mendekorasi dan menggambar di atas pop tartnya yang dapat membangun imajinasi dan kreatifitas para pelanggan. Tart-It-Up akan membuka toko di Ruko Arcadia yang dekat dengan dua sekolah dan beberapa perumahan yang berbeda. Banyak orang-orang yang melewati jalan tersebut yang dapat melihat toko tersebut dan dapat menarik perhatian. Karena sedang COVID 19, semua staff akan menaati protokol kesehatan yang sudah diterapkan dengan menggunakan masker dan face shield. Saat sedang membuat pop tart, dari pembuatan isian, pembuatan pastry sheet dan sampai melayani tamu, staff akan memakai foodgrade gloves. Saat pelanggan masuk ke dalam toko, akan disambut oleh pelayanan dan pelanggan dapat memesan pop tart yang mereka inginkan dan melakukan pembayaran menggunakan cash maupun kartu. Sebelum merealisasikan toko Tart-It-Up, akan ada perhitungan modal dan kebutuhan lainnya yang akan digunakan saat toko tersebut buka.

**Kata kunci:** Pop Tart, Kue Kering, COVID 19



# **Tart-It-Up**

Maria Nathania

## **ABSTRACT (English)**

Cakes are one of the snacks favored by Indonesians. Therefore, many shops benefited because many people bought, and cake and pastry shops grew. The product that has not been found in Indonesia is pop tart. Pop tart is a pastry originating from America that is mass produced, and many people consume the pop tart. Therefore, Tart-It-Up introduces homemade pop tarts with various fillings that can be decorated by the customers because an empty pop tart is a representation of a blank canvas, that way, customers can decorate and draw on the pop tart which can develop their imagination and customer creativity. Tart-It-Up will open a shop in Ruko Arcadia which is close to two schools and several different housing and residents. Many people who pass by the street can see the shop and might attract their attention. Due to COVID 19, all staff will follow with the health protocols that have been implemented by using masks and face shields. When making pop tarts, from making fillings, making pastry sheets and to serving guests, the staff will wear food grade gloves. When customers enter the store, they will be greeted by the waiter and customers can order the pop tarts they want and make payments using cash or card. Before making the Tart-It-Up store, there will be a calculation of the capital needs and other utilities that will be needed when the store opens.

**Keywords:** Pop Tarts, Pastry, COVID 19

U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A

## EXECUTIVE SUMMARY

Consuming snacks have been more common during the COVID-19 pandemic. Especially in Indonesia, 71% of Indonesian citizen has been consuming snacks in the middle of the pandemic to find comfort comparing to 2019 where only 64% consumed snacks (Amadea, 2021). With more people consuming snacks, it has become a great opportunity to create new food innovation introduce them to a new snack called Pop Tart. It is the most popular snacks in America where a filling of any type is sandwiched between 2 layers of pastry with icing on top. Due to the popular demand of pop tart in America, it opened a new opportunity to create a fusion between American pop tart concept and the flavors that Indonesian citizen are used to. Tart-It-Up will make a pop tart store that started with 3 main flavors which are apple pie, sweet potato, and pizza. However, the business will not be using icing but different sauces that could be drawn on top of a blank pop tart that represents a blank canvas. It encourages the potential customer to be more creative by “playing” with their food.

With the questionnaire that the writer shared, Tart-It-Up focuses on children and teenagers as their target market, however, since the business promotes encouraging and developing creativity, it also focuses on artists. Since the target market are children and teenagers, the location of the business will be located in Ruko Arcadia as it is near two schools and different housings and residents. Comparing to other 5 competitor that the writer found around the area, Tart-It-Up offers a cheaper and attractive product, promoting the DIY concept through social media with a bright and giving discounts during special events.

Tart-It-Up’s team will consist of the owner and the owner’s family member which is the owner’s mother the first time the business opens. The owner’s family member will get 20% share of the net profit after a discussion. When the business started to have more customers and needed more people on deck, the owner will hire 3 staff that consists of the chef, the waiter/waitress, and the cashier. The chef and the owner will go prepare for the shop to open at 9:00 AM as the store opens for customer at 10:00 AM until the closing time which is at 9:00 PM. The cashier and the server must come 30 minutes before the opening of the store to prepare the outside area of the store for customers to sit. In order to avoid unwanted losses, the writer forecasted the capital needs from utilities to facilities and the costs of good sold, up to the break-even point for the store that will have an advantage and help the company.

## TABLE OF CONTENT

<b>NON - PLAGIARISM DECLARATION FORM</b>	ii
<b>VALIDATION FORM</b>	iii
SCIENTIFIC PAPER PUBLICATION APPROVAL PAGE FOR ACADEMIC PURPOSE	iv
PREFACE	v
ABSTRAK	vi
ABSTRACT (English)	vii
EXECUTIVE SUMMARY	viii
<b>TABLE OF CONTENT</b>	ix
<b>TABLE OF CONTENTS</b>	xi
<b>LIST OF FIGURES</b>	xiii
<b>CHAPTER I COMPANY OVERVIEW</b>	1
1.1. Industry Analysis	1
1.2. Company Description	2
1.3. Product and Services	4
<b>CHAPTER II MARKETING PLAN</b>	6
2.1 Market Size	6
2.2 Competitor Analysis	8
2.2.1 Direct Competitor	9
2.2.2 Indirect Competitor	10
2.2.3 SWOT	13
2.3 Sales Goal	14
2.4 Marketing Strategy	14
2.4.1 Product Characteristics	14
2.4.2 Distribution	15
2.4.3 Promotion	15
2.4.4 Pricing	15
<b>CHAPTER III OPERATIONAL PLAN</b>	16
3.1 Location & Facilities	16
3.2 Manufacturing / Service Methods	17

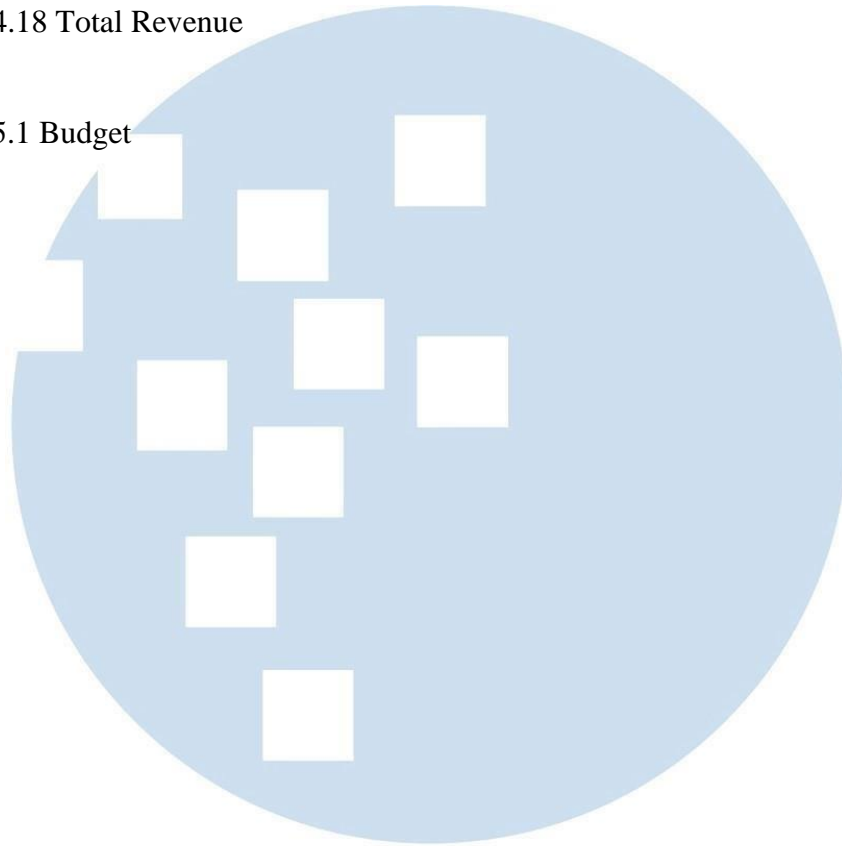
3.3	Supplies and Suppliers	21
3.4	Control Procedures	23
3.5	Staffing	25
CHAPTER IV FINANCIAL PLAN		28
4.1	Capital Needs	28
4.2	Cash Flow Projection	29
4.3	COGS	33
4.4	Break Even Point	35
4.5	Income Statement	36
CHAPTER V EXHIBITION		37
5.1	Location & Venue	37
5.2	Budget	38
5.3	Product Presentation	38
5.4	Media and Promotion	38
REFERENCE		39



## TABLE OF CONTENTS

Table 2. 1 Dear Butter	9
Table 2.2 Tous Les Jours	11
Table 2.3 Starbucks	12
Table 2.4 RotiBoy	13
Table 2.5 SWOT Analysis	14
Table 3.1 Pie Dough Recipe	17
Table 3.2 Apple Pie Filling Recipe	17
Table 3.3 Sweet Potato Filling Recipe	18
Table 3.4 Pizza Filling Recipe	18
Table 3.5 Equipment and Appliances List	23
Table 4.1 Capital Needs	29
Table 4.2 Pie Dough Cost	29
Table 4.3 Apple Pie Filling Cost	30
Table 4.4 Sweet Potato Filling Cost	30
Table 4.5 Pizza Filling Cost	30
Table 4.6 Apple Pie Pop Tart Price	31
Table 4.7 Sweet Potato Pop Tart Price	31
Table 4.8 Pizza Pop Tart Price	32
Table 4.9 Packaging Price	32
Table 4.10 Product Pricing	32
Table 4.11 Revenue Projection	32
Table 4.12 Cost of Goods Sold	33
Table 4.13 Utilities Expenses	33
Table 4.14 Facility Expenses	34
Table 4.15 Operating Expenses	34
Table 4.16 Fixed & Variable Cost	35

Table 4.17 Income Statement	36
Table 4.18 Total Revenue	36
Table 5.1 Budget	38



UMMN

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

## LIST OF FIGURES

Figure 1.1 Tart-It-Up Logo	3
Figure 2.1 Responder Age	6
Figure 2.2 Responders Occupation	7
Figure 2.3 Spending Power in A Week	7
Figure 2.4 How Much the Responder Would Spend for 2 Pop Tarts	7
Figure 2.5 How Many Times Spent on Food Per Week	8
Figure 2.6 The Responder's Interest in Trying Pop Tarts	8
Figure 2.7 Dear Butter SMS	9
Figure 2.8 Tous Les Jours SMS	10
Figure 2.9 Starbucks Gading Serpong	11
Figure 2.10 RotiBoy SMS	12
Figure 3.1 Location of Tart-It-Up	16
Figure 3.2 Pie Dough Flow Chart	19
Figure 3.3 Apple Pie Filling Flow Chart	19
Figure 3.4 Sweet Potato Filling Flow Chart	20
Figure 3.5 Pizza Filling Flow Chart	20
Figure 3.6 Making Pop Tart	21
Figure 5.1 Tart-It-Up Booth	37
Figure 5.2 Tart-It-Up Product	37
Figure 5.3 Tart-It-Up Sample and Product	37

UMMN  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA