

Business Proposal for Covee Senja



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FINAL PROJECT REPORT

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HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2022

Business Proposal for Covee senja



Submitted in partial fulfillment of the requirement for Diploma Program

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PREFACE

Praise and gratitude for the completion of this Final Project Report with title: “Proposal Business for Covee Senja”. 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. Ringkar Situmorang, B.Sc., MBA., Ph.D., as my advisor who has spent a lot of time to provide guidance, direction, and motivation to complete this report.
5. My parents and my family who have provided the material and moral support so that I can complete this report.
6. Etc

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

Tangerang, 31 December 2021



(Yossy Santoso)

Business Proposal for Covee Senja

(Yossy Santoso)

ABSTRAK

Covee senja adalah kedai kopi yang dibuat untuk orang-orang yang suka hangout bersama teman atau sekedar datang untuk bekerja dengan laptopnya. Covee senja menggunakan desain dengan tema jadul dan kami menyediakan tempat indoor dan outdoor bagi pelanggan yang ingin menikmati tempat nongkrong dengan pemandangan danau. Covee senja menawarkan manual brew dan flavored coffee, serta memberikan interior yang fotogenik yang akan membuat pelanggan tertarik untuk datang dan berbeda dengan kompetitor kami yang hanya menggunakan interior klasik. Covee senja akan memberikan diskon 20% untuk semua signature item padahari libur nasional. Covee senja diharapkan mencapai laba bersih Rp285.885.000 per tahun

Kata kunci: Covee senja, coffee, flavoured coffee, photogenic

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Business Proposal for Covee Senja

(Yossy Santoso)

ABSTRACT (English)

Covee senja is a coffee shop which is made for people who likes to hangout with friends or just come to do work with their laptop. Covee senja uses a design with an old school theme and we provide indoor and outdoor places for customers who want to enjoy a hangout with a lake view. Covee senja offer a manual brew and flavored coffee, and provide a photogenic interior which will make customer interest to come and different with our competitor which only use classic interior. Covee senja will give all signature item 20% discount on national holiday. Covee senja expected to achieve net earnings Rp.285,885,000 yearly.

Keywords: Covee senja, coffee, flavoured coffee, photogenic

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EXECUTIVE SUMMARY

In general, all companies that involved in the processing of food ingredients, packaging, distribution, and presentation methods until they reach customers are considered part of the F&B industry. Food and beverage service (F&B service) is a term that is frequently used to describe the service of serving food to customers. The Food and Beverage industry has a very strong appeal because the market in Indonesia is very large. This is the reason that opens up very promising Food and Beverage business opportunities if managed properly and correctly.

Covee senja is a coffee shop which is made for people who likes to hang out with friends or just come to do work with their laptop. Our cafe uses a design with an old school theme and we provide indoor and outdoor places for customers who want to enjoy a hangout with a lake view. The target market business of the coffee shop would be a student or office worker.

Covee senja will be have 4 employees, that will work as a two barista and two kitchen staff. The barista will have the task to provide and prepare the beverages for customer, while the kitchen staff will provide and prepare the snacks for customer. The founder or owner will take care of the administration position. Covee senja expected to achieve net earnings Rp.285,885,000 yearly.



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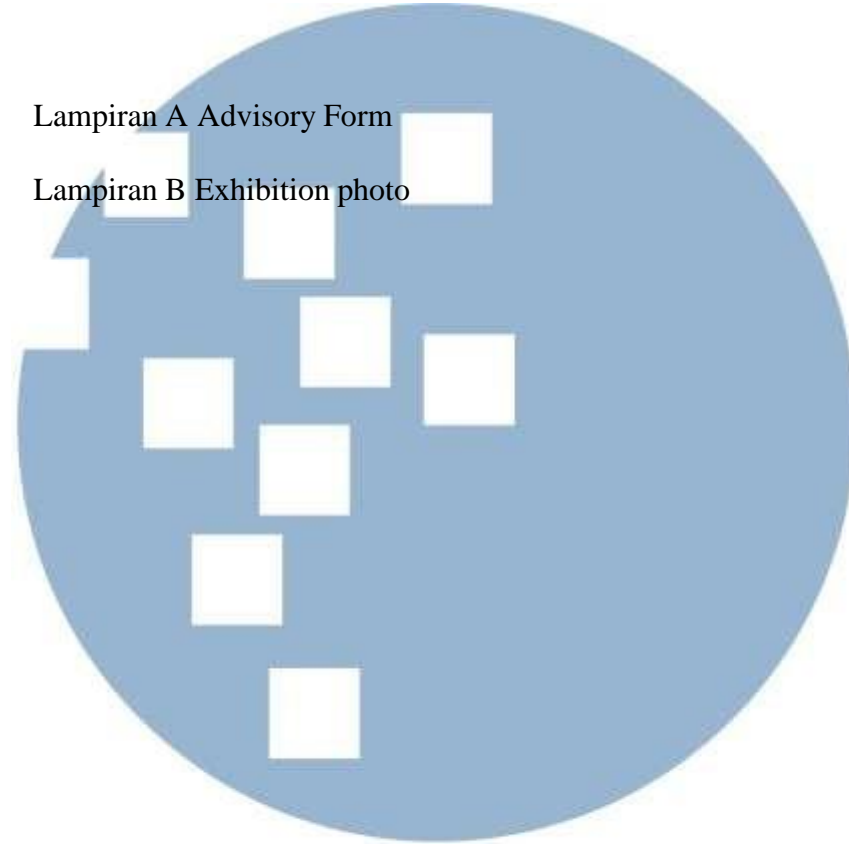
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