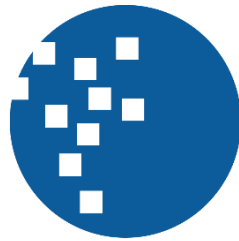


**ReS'Tu Anda**



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**FINAL PROJECT REPORT**

**GABRIELLE EKA PUTRI**

**00000037810**

**HOTEL OPERATIONS PROGRAM**

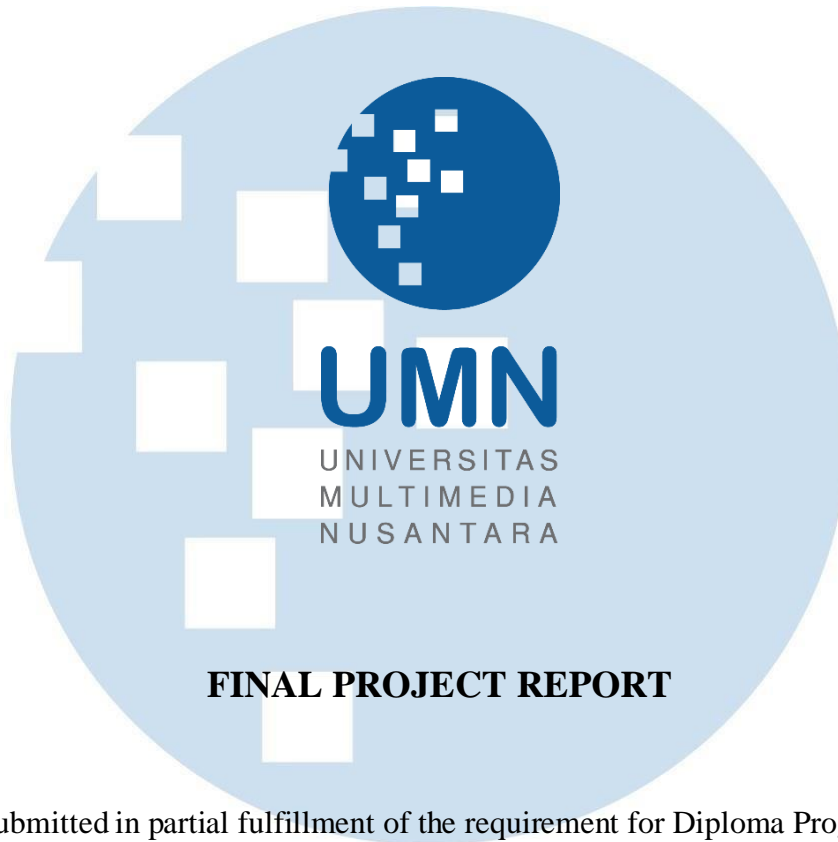
**FACULTY OF BUSINESS**

**UNIVERSITAS MULTIMEDIA NUSANTARA**

**TANGERANG**

**2022**

**ReS'Tu Anda**



Submitted in partial fulfillment of the requirement for Diploma Program

**GABRIELLE EKA PUTRI**

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**UNIVERSITAS MULTIMEDIA NUSANTARA**

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## VALIDATION FORM

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Final Project Second Seminar  
Universitas Multimedia Nusantara  
Tangerang, 29 December 2021

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Ojke Prawira, S.ST, M.Si.Par

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## VALIDATION FORM

FINAL PROJECT REPORT with title ReS'Tu Anda

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at 13.00 to 14.00 and was announced

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## PREFACE

Praise and gratitude for the completion of this Final Project Report with title: “ReS’Tu Anda”. 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.
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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 the source of information and a source of inspiration, for the readers.

Tangerang, 29 December 2021



(Gabrielle Eka Putri)

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# ReS'Tu Anda

Gabrielle Eka Putri

## ABSTRAK

ReS'Tu Anda, merupakan singkatan dari “Rendang Sosis Tuk Anda” yang berarti, Rendang Sosis yang khusus dibuat untuk para pembeli. ReS'Tu Anda adalah perusahaan kecil yang menjual Rendang Sosis, sebuah tipe sosis baru yang bisa didapatkan hanya dari ReS'TU Anda. Produk ReS'Tu Anda yaitu Rendang Sosis, berbeda dengan kebanyakan sosis yang bisa ditemukan di supermarket-supermarket. Rendang Sosis berisi daging cincang, bihun dan bumbu rendang yang dapat dinikmati saat dimakan. Berbeda dari sosis-sosis di supermarket, Rendang Sosis tidak mengandung bahan pengawet yang tidak baik untuk tubuh. Marketing yang digunakan oleh ReS'Tu Anda adalah dengan menggunakan social media dan marketing pintu ke pintu. Target penjualan dari ReS'Tu Anda adalah generasi muda dan para ibu rumah tangga. ReS'Tu Anda di operasikan dan dipantau oleh pemilik. Rendang Sosis bisa didapatkan melalui Pre-Order yang akan dibuka dan disebarakan oleh pemilik kepada pembeli. Pre-Order akan dibagikan melalui social media, Instagram dan WhatsApp. Pre-order akan ditutup ketika jumlah pre-order sudah mencapai 60 pcs. Para pembeli dapat memesan Rendang Sosis melalui Instagram *direct message* dan WhatsApp. Pre-Order akan dilakukan sebanyak lima kali dalam satu bulan, dengan total penjualan Rendang Sosis sebanyak 300 pcs. Rendang Sosis dapat dinikmati dengan harga Rp 15.000/pcs dengan berat Rendang Sosis sebesar 125 gr/pcs. Rendang Sosis di jual dalam plastik vakum yang membuat Rendang Sosis dapat bertahan selama 2 minggu di dalam kulkas. Dengan penjualan sebanyak 300 pcs yang di dapat dari dua kali Pre-order, total uang yang didapatkan sebesar Rp 4.500.000. Dengan untung per pcs nya sebesar 41%, ReS'TU Anda dapat menutupi pengeluaran perusahaan.

**Kata kunci:** ReS'Tu Anda, Rendang Sosis, Pre-Order



## **ReS'Tu Anda**

Gabrielle Eka Putri

### **ABSTRACT (English)**

ReS'Tu Anda stand for “Rendang Sosis Tuk Anda” which means Rendang Sosis for You. ReS'Tu Anda is a small company that sale Rendang Sosis, a new kind sausage that can't found nearby. ReS'Tu Anda product is different from sausage that can be found in supermarket. Inside the Rendang Sosis, there are minced beef, rice noodle, and rendang sauce. Rendang Sosis are free from preservatives agent that are bad for health. ReS'Tu Anda marketing is by using social media and door-to-door marketing to attract young people and housewife. ReS'Tu Anda will be operate and maintain by the owner. Rendang Sosis can be purchased by Pre-Order that will be opened by the owner. The Pre-Order will be shared by social media account of ReS'Tu Anda, Instagram and WhatsApp and The Pre-Order closed after the number of orders are 60 pcs each pre-order. The customer must contact RES'Tu Anda by Instagram direct message or WhatsApp chat to order Rendang Sosis. ReS'Tu Anda will held the pre-order five time a month. Rendang Sosis will be sold with price Rp15.000/pcs. Each piece the weight of Rendang Sosis is 125gr inside a vacuum packaging. With the vacuum packaging, Rendang Sosis can last for 2 weeks inside refrigerator. With 5(five) time pre-order each month, ReS'Tu Anda will sold 300pcs of Rendang Sosis each month, with total price is Rp 4.500.000. The Margin of selling each piece of Rendang Sosis is 41% and each month with the total price, ReS'Tu Anda can covered the company expenses.

**Keywords:** ReS'Tu Anda, Rendang Sosis, Pre-Order

## EXECUTIVE SUMMARY

ReS'Tu Anda is offering Rendang Sosis, a new type of sausage with Rendang taste inside the sausage. Indonesia is a country with various of herbs which make Indonesian food have a unique taste from the variety of herbs. One of the most famous dishes from Indonesia is Rendang. Rendang become one of a food that represents Indonesia. Rendang become one of dishes people love and enjoy eating Rendang. This is one of the opportunities for our company where Rendang is well known, and many people love to eat Rendang. ReS'Tu Anda company for is cv. ReS'Tu Anda is a home industry that opened since 2021, with pre-order system for selling Rendang Sosis.

The target market of ReS'Tu Anda is housewife and young people. With door to door and social media marketing (Instagram and WhatsApp), where housewife and young people use this social media daily. The pre-order will be open and announce through the social media. With this new type of sausage, there are no competitor that sold the same product as ReS'Tu Anda. Rendang Sosis are free from preservatives agent that bad for health. Even though, Rendang Sosis are made without preservatives agent, ReS'Tu Anda packaging for Rendang Sosis are by using a vacuum plastic. By using vacuum plastic Rendang Sosis can be store for around 2 weeks.

ReS'Tu Anda are selling a new innovation of Sausage that can attract many customer who are curious about ReS'Tu Anda Product, Rendang Sosis. With the pre-order service that held five (5) times a month with 60 pcs of Rendang Sosis each pre-order. With total 300 pcs of Rendang Sosis that sold, ReS'Tu Anda gross profit will be around 41% each month. To reach the Break-even Point are by selling minimum 25 pcs each month.

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