

SEUKON DAIRY

FINAL PROJECT PROPOSAL

Submitted for partial fulfillment of the requirement for Diploma Program



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FINAL PROJECT REPORT

Valeska Valeria Preciosa

00000040684

HOTEL OPERATIONS PROGRAM

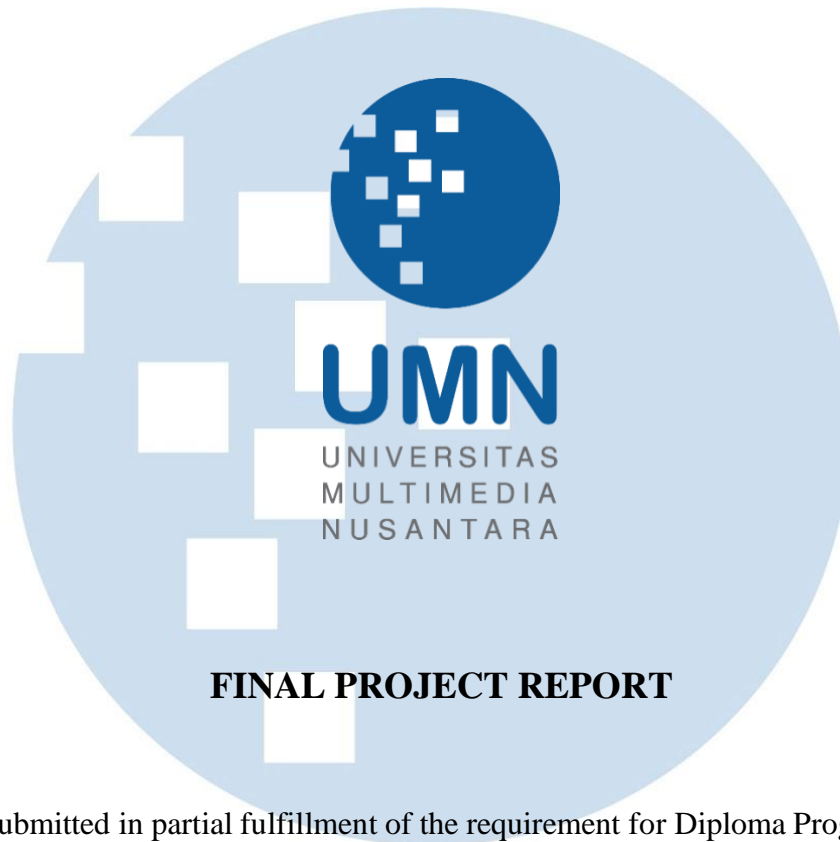
FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2022

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TANGERANG

2022

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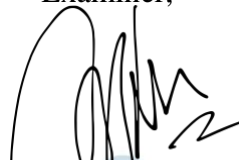
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PREFACE

Praise and gratitude for the completion of this Final Project Report with title: SEUKON DAIRY. This report is submitted to partially fulfill the curriculum requirement to complete the program in Hotel Operations, Faculty of Business, Universitas Multimedia Nusantara. The writer takes this occasion to express the appreciation to the people who have been supported in the finalization of this final project report took around three months. 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. Septi Fahmi Choirisia, S. Kom.I.M.Par, as my advisor who has spent a lot of time to provide guidance, direction, and motivaton to complete this report.
5. The writer's family for their support from the beginning until the end of the final project report

Finally, the writer hopes through this report it can be useful and can help for the writer's juniors at Universitas Multimedia Nusantara and all the readers.

Tangerang, 24 December 2021



Valeska Valeria Preciosa

SEUKON DAIRY

Valeska Valeria Preciosa

ABSTRAK

Seukon Dairy merupakan bisnis online UMKM (Usaha Mikro Kecil dan Menengah) di bidang makanan yang dimiliki oleh Valeska Valeria Preciosa dan didirikan pada tahun 2021 yang berlokasi di Gading Serpong, Tangerang. Seukon Dairy menjual makanan penutup yaitu *scone* yang diisi dengan isian berbagai macam rasa krim yang terinspirasi dari makanan penutup Korea. Seukon Dairy memiliki lima variasi rasa yang sudah disesuaikan dengan rasa yang cocok dengan orang Indonesia. Seukon Dairy merupakan bisnis yang menargetkan pasar utamanya di kalangan Generasi Z dengan cara memasarkan produk melalui sosial media seperti Instagram, Whatsapp dan Tiktok. Seukon Dairy menggunakan *platform* pengiriman makanan *online* seperti Grabfood, Gofood, Shopeefood dan Paxel. Seukon dairy juga akan menjual produk-produknya di *café* sekitar Gading Serpong dengan sistem titip jual di *café* tersebut. Harga yang ditawarkan untuk produk *scone* ini mulai dari Rp 15.000 sampai Rp 18.000 yang diperkirakan bisa mencapai keuntungan sebesar Rp. 26.056.929,9 per bulan.

Kata kunci: *Seukon Dairy, bisnis, scone*

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N U S A N T A R A

SEUKON DAIRY

Valeska Valeria Preciosa

ABSTRACT (English)

Seukon Dairy is an online start-up business or *UMKM* (*Usaha Mikro Kecil dan Menengah*) in food industry owned by Valeska Valeria Preciosa which is established from 2021 and located in Gading Serpong, Tangerang. Seukon Dairy is a small business that sell dessert which is scone with several variants of cream that inspired by dessert in Korea. Seukon Dairy has five different variants of flavors that have been adapted with Indonesian taste. Seukon dairy targeted to sell the product to Gen Z as the primary target market with the second target market is Millennials and will promote the brand through social media such as Instagram, Whatsapp and Tiktok. Seukon Dairy will use online delivery platform for the delivery service which are Grab food, Go food, Shopee food and Paxel. The price that will be offered is from IDR 15.000 to IDR 18.000 that predicted can reach profit at IDR 26.056.929,9 per month.

Keywords: *Seukon Dairy, Business, Scone*

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EXECUTIVE SUMMARY

At the end of 2021, the government stated Jakarta and Tangerang already at the level 1 which is a low level of the spread of covid virus. This can be an advantageous opportunity for the food and beverages business in the future. According to this, this business established. Seukon Dairy is a small business that is engaged in the food industry, especially in dessert product. Seukon Dairy specializes in selling korean style scones with cream inspired by cafe in Korea. Seukon Dairy is a home industry business that will be operated and produced in the owners' residences located in Gading Serpong. There will be launched five flavor of scones which are Ori Seukon, Cereal Cream Seukon, Speculoos Seukon, Klepon Seukon and Kuki Cream Seukon. The scone will be packed using a laminated box with the decoration of Seukon Dairy.

The primary target market of Seukon Dairy is Gen Z with the occupation as a student. The scone will be packed using a laminated box with the decoration of Seukon Dairy. Seukon dairy will be focusing on selling the products online using some platform and also using consignment system to some coffee shops in Gading Serpong, Tangerang. Seukon Dairy will use push and pull marketing strategy to promote the products. The price range on selling this product is from Rp 15.000 to Rp 18.000 per piece. In the process making of the product, Seukon Dairy has some SOP (Standard Operational Procedure) and manufacturing control to maintain the quality of the product. This business will run with two workers and one owner.

From the calculation, the prediction of revenue every month is Rp 63.180.000 with the Gross Profit Rp 32.759.640 and the expenses for a month is at Rp 6.571.770,83, and the results of net earning is Rp 26.056.929,9.

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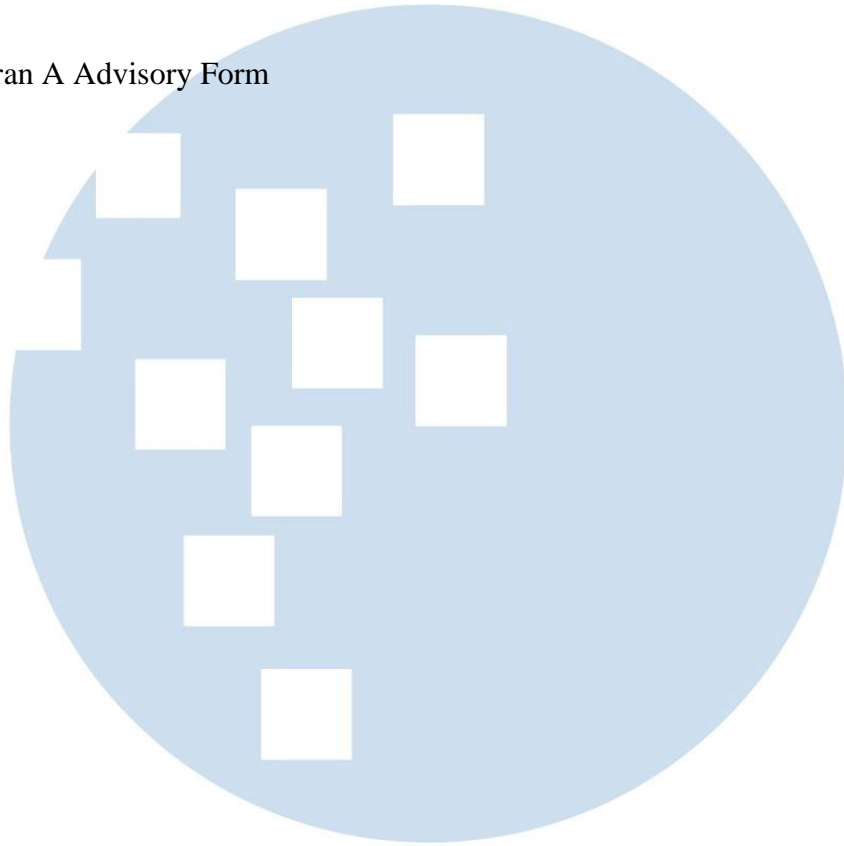
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LIST OF APPENDIX

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