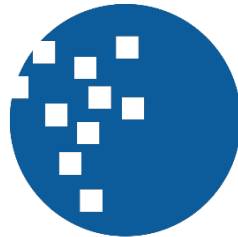


**HOPCHIPS**



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**FELICIA ARLETTA KIKOMI**

**00000041749**

**HOTEL OPERATIONS PROGRAM**

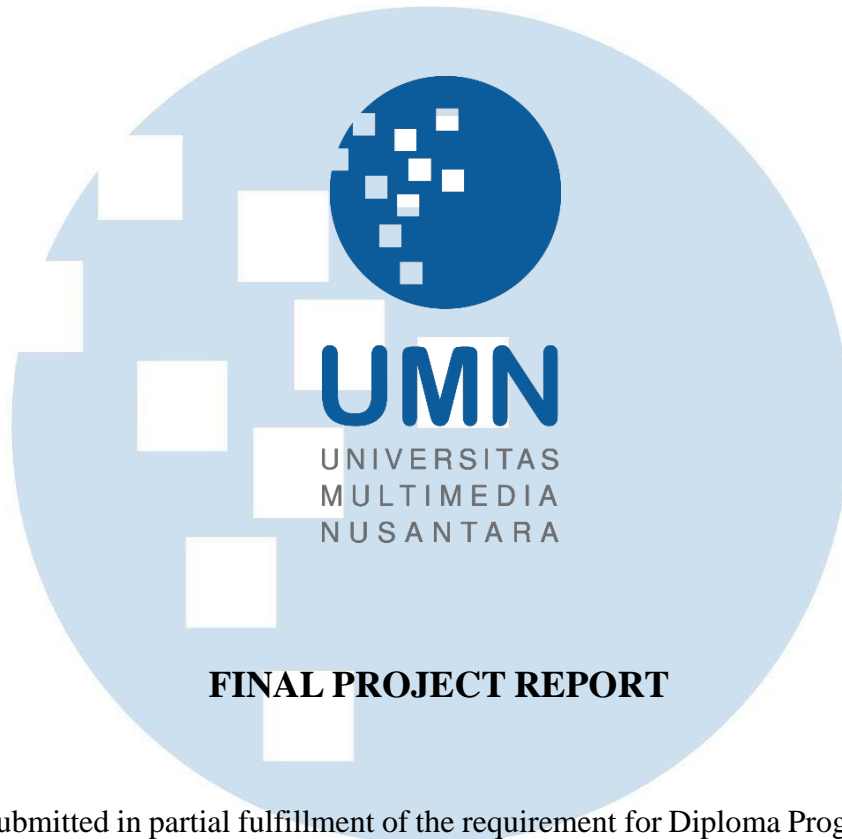
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**TANGERANG**

**2022**

**HOPSCHIPS**



**FINAL PROJECT REPORT**

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

Tangerang, December 23<sup>rd</sup>, 2021



Felicia Arletta Kikomi

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# HOPSCHIPS

Felicia Arletta Kikomi

## ABSTRAK

Dengan adanya pandemi Covid-19, bisnis makanan ringan di Indonesia semakin menjanjikan karena masyarakat Indonesia lebih menyukai makanan ringan dari sebelumnya dengan mengonsumsinya 3 kali sehari dan sebanyak 69% orang mengatakan memakan makanan ringan sudah menjadi bagian dari *new normal*. Tingginya konsumsi makanan ringan masyarakat Indonesia memperkuat fakta bahwa bisnis makanan ringan cukup menjanjikan dan akan terus berkembang pesat; karenanya, Hopschips lahir. Hopschips adalah bisnis makanan rumahan online yang menjual keripik berbahan kulit kodok yang didirikan pada tahun 2021 oleh Felicia Arletta Kikomi. Keripik Kulit Kodok akan tersedia dalam tiga rasa: Original, Spicy, dan BBQ, masing-masing memiliki berat bersih 100 gram dengan harga Rp28.000 untuk Original dan Rp31.000 untuk Spicy and BBQ. Strategi Push and Pull akan digunakan untuk mengiklankan produk Hopschips menggunakan media sosial dan marketplace seperti Instagram, WhatsApp, dan Shopee. Pembuatan dan distribusi Hopschips akan dilakukan di Palm Blossom Housing. Lokasi ini menguntungkan karena mudah diakses dan memiliki akses ke berbagai lokasi. Hopschips akan beroperasi enam hari seminggu dari jam 8 pagi sampai jam 5 sore, dengan dukungan empat karyawan. Hopschips memiliki investasi awal sebesar Rp11.424.500 untuk menjalankan bisnisnya, di mana Hopschips juga dapat memproduksi dan menjual hingga 50 produk setiap hari yang menghasilkan pendapatan total yang diantisipasi sebesar Rp1.490.000 dan pendapatan bersih sebesar Rp114.098.516 dalam satu tahun.

**Kata kunci:** Bisnis Makanan Ringan, Hopschips, Keripik Kulit Kodok, Strategi Push and Pull



# HOPSCHIPS

Felicia Arletta Kikomi

## ABSTRACT

With the Covid-19 pandemic, the snack business in Indonesia is becoming more promising as Indonesians like snacking more than ever before by snacking 3 times a day and as many as 69% of people say snacking has become part of the new normal. The high level of snack consumption among Indonesians reinforces the fact that the snack business is promising and will continue to grow rapidly; hence, Hopschips was born. Hopschips is an online home-based food business that sells chips produced from frog skins, founded in 2021 by Felicia Arletta Kikomi. The Frog Skin Chips will be available in three flavors: Original, Spicy, and BBQ, each having a net weight of 100 grams and a price of Rp28.000 for Original and Rp31.000 for Spicy and BBQ. The Push and Pull Strategy will be used to advertise Hopschips' products using social media and marketplaces such as Instagram, WhatsApp, and Shopee. Hopschips' manufacture and distribution will take place in Palm Blossom Housing. This location is advantageous because it is easily accessible and has access to numerous locations. Hopschips will be operating six days a week from 8 am to 5 pm, with the support of four employees. Hopschips has an initial investment of Rp11.424.500 to run its business, where Hopschips can also produce and sell up to 50 products each day, generating anticipated total revenue of Rp1.490.000 and net earnings of Rp114.098.516 a year.

**Keywords:** Snack Business, Hopschips, Frog Skin Chips, Push and Pull Strategy

## EXECUTIVE SUMMARY

According to a survey titled the “The State of Snacking” released by Mondelez International, Indonesians really like snacking with as many as 77% of people prefer to eat snacks rather than eating heavy meals and with the Covid-19 pandemic, the snack business in Indonesia is becoming more promising, with Indonesians like snacking more than ever before by snacking 3 times a day and as many as 69% of people say snacking has become part of the new normal. Hopschips is an online home-based food business that sells chips made from Frog Skins which was built by Felicia Arletta Kikomi as the owner in 2021. The name Hopschips itself starts from the word “hopping” in which it is used to describe the way frogs move. From the word “hopping” the owner decided to shorten it to “hop” and added the letter “s” in order to make the word rhyme with the word “chips” and to match the product offered.

Frog Skin Chips from Hopschips will have a crunchy texture, an attractive appearance and a savory taste because the chips will be sprinkled with seasoning powder with different flavors. Frog Skin Chips will also consist of several flavor variants, namely Original, Spicy and BBQ. In the near future and also along with the development of Hopschips, the company will expand the flavor variants of Frog Skin Chips to better cater to customers with different taste buds and also so that customers have more options in choosing Hopschips' products. In addition to that, Hopschips' Frog Skin Chips will also satisfy the needs of people who like snacking, but want to try something new from the usual skin chips made from chicken, beef, pork, and fish that can be replaced with frogs through this product. Frog Skin Chips will have a net weight of 100 grams and are sold at prices of Rp28.000 and Rp31.000.

Hopschips' target market is both men and women in the age range of 11-40 years, most of whom are students and also workers in the Jakarta and Tangerang areas. However, Hopschips' product itself can be enjoyed by everyone as long as there is no restriction, whether it's from religion or something else, since these

products are labeled as Non-Halal. Hopschips will be located in Palm Blossom Housing as the place for production and distribution. This location is strategic because it is easily accessible and also has access to many places such as Citra 2, Citra 6, Taman Palem Lestari and also Taman Surya which has residences or housing, schools, universities and also several companies or businesses based here so it will be in accordance with the predetermined target market.

For distribution and also marketing of Hopschips' products, it will be done through social media and marketplaces such as Instagram, WhatsApp and Shopee. In addition, Hopschips also has an email address as additional contact information that can be reached out to by customers. In its operation, Hopschips will have around 4 employees with work schedules ranging from Monday-Saturday and business operating hours from 8am-5pm. The salary of each employee will be Rp2.000.000. To run its business, Hopschips has an initial investment of Rp11.424.500. Hopschips is also able to produce and sell as many as 50 products per day, which will require COGS of Rp596.000 and will generate estimated total revenue of Rp1.490.000 per day. Not only that, from the total sales, Hopschips is able to get a net earnings of Rp365.700, which means that it will take about 31 days or one month for Hopschips to get a Return on Investment.



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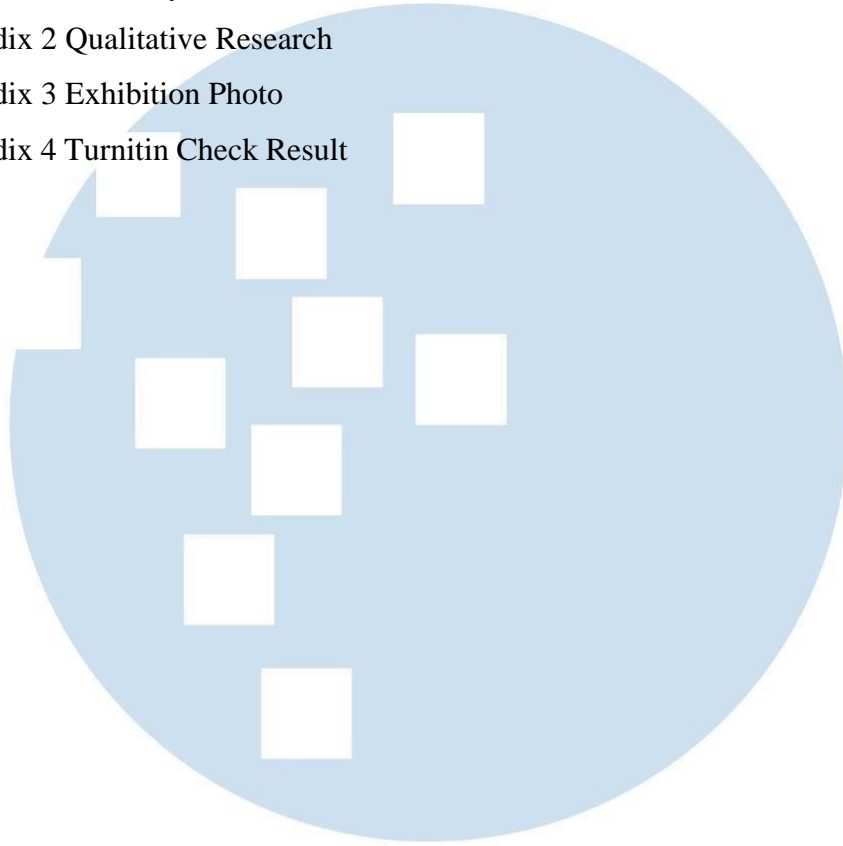
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