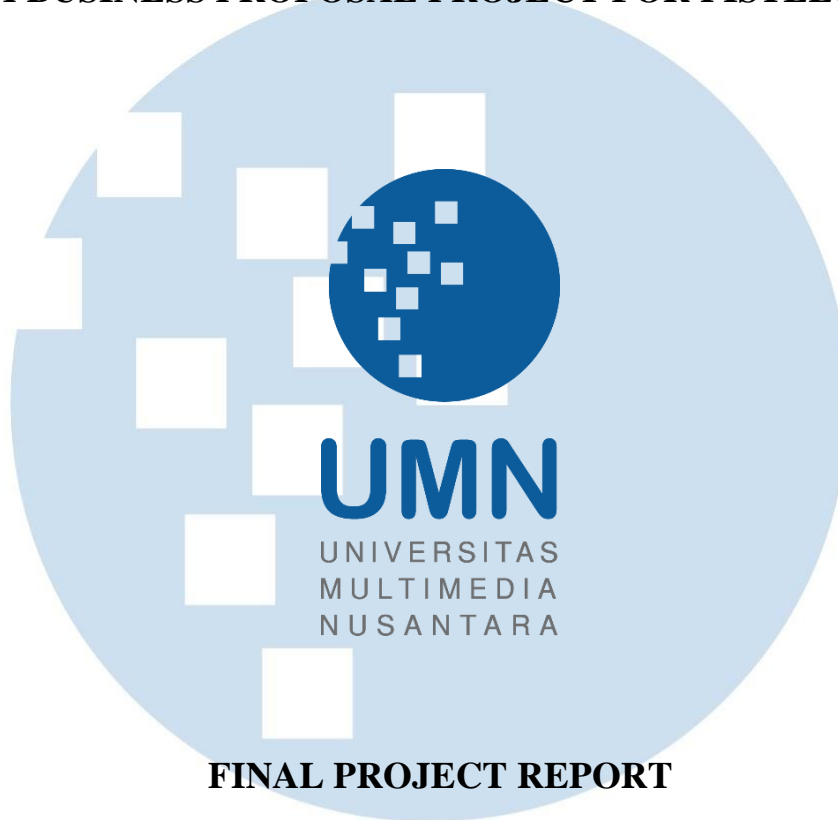


**A BUSINESS PROPOSAL PROJECT FOR PISTEL001**



**FINAL PROJECT REPORT**

**Patrick Miguel**

**00000043911**

UMMN

HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2023

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**A BUSINESS PROPOSAL PROJECT FOR PISTEL001**



**FINAL PROJECT REPORT**

Submitted in partial fulfillment of the requirement for Diploma Program

**Patrick Miguel**

**0000043911**

UMN

HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

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Program : Hotel Operations

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Final Project Report with title  
A BUSINESS PROPOSAL PROJECT FOR PISTEL001

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Name : Patrick Miguel  
Student ID : 00000043911  
Program : Hotel Operations  
Faculty : Business

Was approved to be proposed for  
Final Project Second Seminar  
Universitas Multimedia Nusantara  
Tangerang, 18 January 2023

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Oqke Prawira, S.ST, M.Si. Par. NIDN.  
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## VALIDATION FORM

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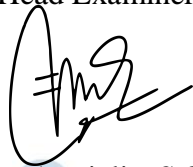
by

Name : Patrick Miguel  
Student ID : 00000043911  
Program : Hotel Operations  
Faculty : Business

Has been presented on Tangerang, 18  
January 2023

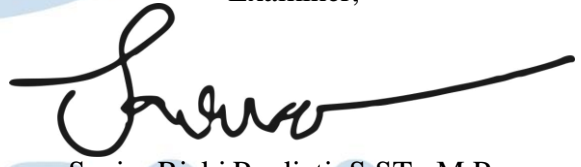
at 08.00 to 09.00 and was announced  
PASS  
with the examiners as follow:

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## PREFACE

Praise and gratitude for the completion of this Final Project Report with title: “A BUSINESS PROPOSAL PROJECT FOR PISTEL001” 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.
3. Oqke Prawira,S.ST, M.Si. Par., as the Head of Hotel Operations Program, Universitas Multimedia Nusantara and also as my advisor who has spent a lot of time to provide guidance, direction, and motivation to complete this report.
4. My parents, my family, and my friends 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, 18 January 2022



(Patrick Miguel)

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# A BUSINESS PROPOSAL PROJECT FOR PISTEL001

(Patrick Miguel)

## ABSTRAK

Pistel001 adalah produk utama perusahaan, dan salah satu tujuannya adalah untuk menjadi pempek favorit pelanggan. Pempek pistol, kapal selam mini, dan mozzarella akan dijual. Pempek adalah produk utamanya. Pempek Palembang Sumatera Selatan adalah camilan yang populer. Pistel001 menargetkan remaja. Saat memulai bisnis, mempelajari saingan dapat membantu. Perbandingan perencanaan dan pengalaman pelanggan adalah cara untuk memahami pesaing. Menganalisis pesaing dapat memicu ide produk. Bisnis baru dapat bertahan dan berkembang dengan membedakan dari pesaing. Pemasaran adalah untuk memuaskan pelanggan, oleh karena itu rencana yang baik akan menguntungkan organisasi. Perusahaan dapat meningkatkan efisiensi dan pendapatan dengan mempelajari data konsumen, perilaku, dan umpan balik. Pistel001 menjual makanan beku di Tokopedia dan Shopee. Kisaran harga untuk satu paket pempek adalah dari Rp 30.000 hingga Rp 35.000. Dengan target mahasiswa universitas, Pistel001 akan melakukan promosi melalui platform instagram advertisement dan konten dalam akun Instagram Pistel001. Dengan target penjualan 50 pak per hari, dengan pendapatan kotor sebesar Rp1.750.000/hari, dan pendapatan bersih sebesar Rp1.489.168/hari. Dengan target tersebut Pistel001 diharapkan akan mulai mendapatkan keuntungan pada hari ke-14.

**Kata kunci:** Pempek, industri rumahan, pistol001, Palembang, UMKM

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# **A BUSINESS PROPOSAL PROJECT FOR PISTEL001**

(Patrick Miguel)

## **ABSTRACT**

Pistel001 is the company's major product, and one of its goals is to become the customer's favorite pempek. Pempek pistol, kapal selam mini, and mozzarella will be sold. Pempek is its major product. South Sumatera's Palembang pempek is a popular snack. Pistel001 targets teens. When starting a business, studying rivals can help. Planning comparison and customer experience are ways to understand competitors. Analyzing competitors may spark product ideas. New businesses can survive and thrive by differentiating from competition. Marketing is to satisfy customers, therefore a good plan would benefit the organization. A corporation can improve efficiency and income by studying consumer data, behavior, and feedback. Pistel001 sells frozen food on Tokopedia and Shopee. The price range for a package of pempek is from Rp 30.000 to Rp 35.000. Aiming at university students, Pistel001 will carry out promotions through the Instagram advertising platform and content on the Pistel001 Instagram account. With a sales target of 50 packs/day, with a gross income of Rp1,750,000/day, and a net income of Rp1,489,168/day. With this target, Pistel001 is expected to reach the payback period on the 14th day.

**Keywords:** Pempek, Home Industry, Pistel001, Palembang, MSME

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## EXECUTIVE SUMMARY

The food and beverage industry is one of the largest and most important industries in the world. Before the Covid-19 virus outbreak, the food and beverage business in Indonesia was developing slowly but steadily. In 2020, however, the industry's growth collapsed in comparison to the previous year, but it was recovered by 2021. One of the changes in the food and beverage business is the rise in frozen food consumption. Since the pandemic, the consumption pattern does not vary significantly, but there is a change in the quantity of food consumed and a movement from eating out to eating at home and snacking. Since there is a significant growth in frozen food consumption, author decided to propose a home industry that produced frozen food made from fish, which is pempek, a traditional dish from Palembang, South Sumatra that served as the common comfort food for many Indonesian.

Pistel001 is a home industry that provide affordable and quality frozen food. Pistel001s products will be sold through e-commerce such as Shopee and Tokopedia. Pistel001 domicile is Gading Serpong, and targeted working people and university students around Gading Serpong. Pistel001 will sell 3 types of frozen pempek, among them 3 products of Pistel001 are Pempek Pistel, Pempek Kapal Selam Mini and Pempek Mozzarella.

For the production it will be done by the owner and 1 helper for the production. The production will be located at Gading Serpong hence why targeting the buyers from Gading Serpong. For the price of the products will be sold ranging from Rp30.000 up to Rp40.000. All the product will be sold in a vacuum bag, frozen with the cuco. The expected gross income is Rp1.750.000 daily with profit margin as much as 59%. With that profit, owner is expected to receive net income Rp1.498.168 annually, and achieve payback period 14 Days.