

**A BUSINESS PROPOSAL PROJECT FOR COCOBUFF**



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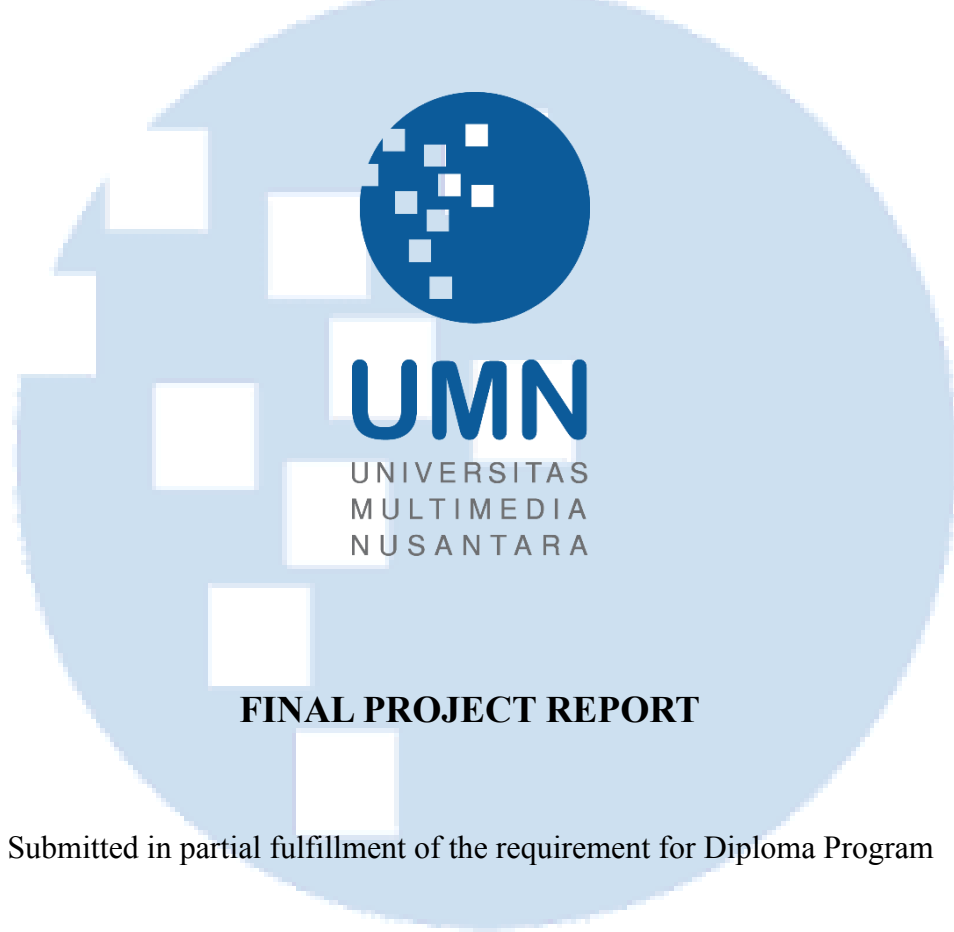
**FINAL PROJECT REPORT**

**Ricky Suyiono**

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HOTEL OPERATIONS PROGRAM  
FACULTY OF BUSINESS  
UNIVERSITAS MULTIMEDIA NUSANTARA  
TANGERANG  
2023

**A BUSINESS PROPOSAL PROJECT FOR COCOBUFF**



**FINAL PROJECT REPORT**

Submitted in partial fulfillment of the requirement for Diploma Program

**Ricky Suyiono**

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**HOTEL OPERATIONS PROGRAM**

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**TANGERANG**

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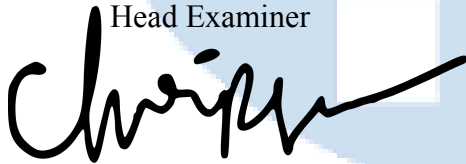
**CoCoBuff**

by

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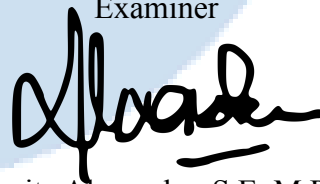
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## PREFACE

In this opportunity, the writer would like to thank those people who always support and helped the writer to reach this point. Without help and support from those people the writer will not easily achieve success. First of all the writer would like to thank the God who gives blessing and grace so the Final Project report can be finished at the right time. Beside that, the writer wants to say a big thank you to Sir Ringkar Situmorang, B.Sc., MBA., Ph.D., CHE who guided the writer from the first time making the report until the report finished at the right time. Then, the writer wants to say thank you to all lecturers that have taught basic skills to enter the hotel industry and always support the writer.

The writer also would say a big thank you to the writer's parents for supporting the writer to finish the Final Project in the right time. Lastly, the writer hopes that this report can guide the writer to enter the real hotel industry. Hopefully this report can be a guidance for junior Hotel Operations Program students in Universitas Multimedia Nusantara who will do Industrial Placement too in the next few years.

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## ABSTRAK

CoCoBuff merupakan usaha minuman penyegar dengan bahan dasar air kelapa yang diberi inovasi agar pelanggan dapat merasakan sensasi air kelapa yang berbeda. Penulis memilih membuka bisnis minuman karena melihat peluang di dunia food and beverage yang sangat besar. CoCoBuff sendiri menjual 3 varian rasa yaitu CoCoKult yang terbuat dari air kelapa murni dan yakult, CoCoSqueez yang terbuat dari air kelapa murni, madu, dan air lemon, dan juga CoCoSweet yang terbuat dari air kelapa murni, gula merah dan susu kental manis. Selain itu CoCoBuff menjual minuman dengan kemasan botol sehingga dapat mempermudah konsumen untuk membawa produk CoCoPuff kemanapun. Harga dari CoCoBuff sendiri bisa terbilang terjangkau, karena harga perbotolnya Rp 25.000. Pengalaman yang didapatkan oleh penulis dalam project ini diharapkan dapat membantu penulis untuk membuka usaha makanan dan minuman lainnya.

*Kata kunci: CoCoBuff, Minuman Penyegar, Bisnis Makanan dan Minuman*





## ABSTRACT

CoCoBuff is a refreshing drink business with coconut water as the basic ingredient which is given innovation so that customers can feel a different sensation of coconut water. The writer chose to open a beverage business because he saw a huge opportunity in the world of food and beverage. CoCoBuff itself sells 3 flavors, namely CoCoKult which is made from pure coconut water and yakult, CoCoSqueez which is made from pure coconut water, honey and lemon water, and also CoCoSweet which is made from pure coconut water, brown sugar and sweetened condensed milk. In addition, CoCoBuff sells drinks in bottles so that it can make it easier for consumers to carry CoCoPuff products anywhere. The price of CoCoBuff itself can be considered affordable, because the price per bottle is IDR 25,000. The experience gained by the author in this project is expected to help the author to open other food and beverage businesses.

*Keywords: CoCoBuff, Refreshing Drinks, Food and Beverage Business*



## EXECUTIVE SUMMARY

CoCoBuff is a refreshing drink made from coconut water. Coconut Water will combine with another beverage and toppings as the major elements. The package for sale will be a bottle, nevertheless. Three variations of CoCoBuff exist: CocoKult, CoCoSqueez, and CoCoSweet. This company was created for customers who like a particular flavor of coconut water. Teenagers, workers, and coconut lovers are CoCoBuff's main target. According to the research mentioned above, coconut water can be used to cure both dehydration and vomiting. Lauric Acid, which is similar to breast milk and necessary during pregnancy, as well as potassium, sodium, electrolytes, calcium, and vitamin C are also present in coconut water. Coconut water not only fights bacteria but also gets rid of germs that cause diseases inside the body. Afterward, consume coconut water twice a day to stay healthy and heal infections. Our bodies and our wellbeing can benefit greatly from this coconut water.

CoCoBuff has some competitors that sell refreshing drinks too. Based on owner research madcoco and boost juice is the direct and indirect competitor of CoCoBuff. But CoCoBuff believes that it can survive because CoCoBuff has a unique taste and is made from 100% pure coconut water. In order to build relationships with customers, CoCoBuff aspires to be known as a welcoming, approachable, and cozy brand.

CoCoBuff promotes casual, pleasant relationships among employees while upholding its basic values of responsibility, civility, and empathy. CoCoBuff is of the opinion that by taking good care of its employees, it will take good care of its business. CoCoBuff hopes to earn Rp 63.750.000 through the use of social networking sites like Instagram and online applications like Grab, Gojek, and Shopee, provided it can sell 2550 bottles in the first month. Before the products were formally released, this may be accomplished by working with social media influencers to promote and collaborate on social media channels to increase brand awareness.

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