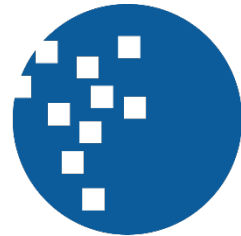


A BUSINESS PROPOSAL PROJECT FOR KRIUG



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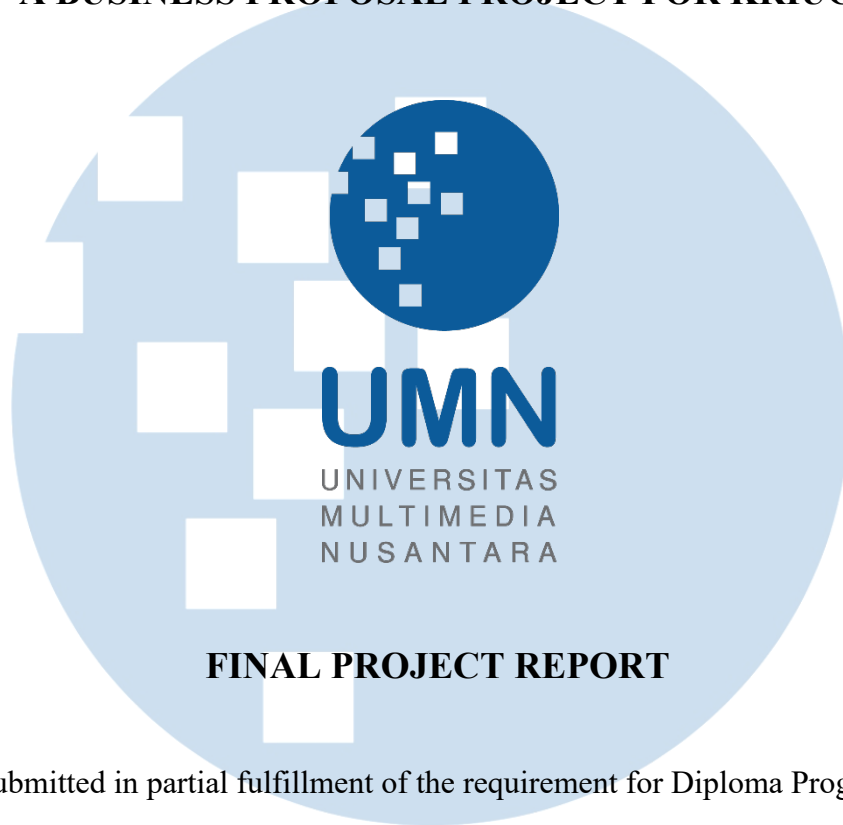
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FINAL PROJECT REPORT

ADE ZALFA SYAHIRA
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HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2023

A BUSINESS PROPOSAL PROJECT FOR KRIUG



FINAL PROJECT REPORT

Submitted in partial fulfillment of the requirement for Diploma Program

ADE ZALFA SYAHIRA
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HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG
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VALIDATION FORM

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by

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VALIDATION FORM

FINAL PROJECT REPORT

KRIUG

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PREFACE

Praise and gratitude for the completion of this Final Project Report with title: “KRIUG”. 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:

1. Dr. Ninok Leksono, M.A., as the Chancellor of Universitas Multimedia Nusantara.
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.
4. Oqke Prawira, S.ST. M.Si. Par., as my advisor who has spent a lot of time to provide guidance, direction, and motivation to complete this report.
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, 30th December, 2022



Ade Zalfa Syahira

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M U L T I M E D I A
N U S A N T A R A

KRIUG

Ade Zalfa Syahira

ABSTRAK

“Kriug”, industri rumahan yang digagas oleh Ade Zalfa yang menjual keripik Jamur Tiram dan Bayam, berlokasi di Pasar Lama, Tangerang. Kriug menyajikan beberapa macam rasa seperti BBQ, Rumput Laut, Original, dan Balado. Produk ini juga bisa disajikan sebagai lauk dengan nasi atau snack yang bisa dimakan langsung. Harga produk Kriug Rp. 15.000 untuk 300 gr per cup. Untuk menarik pelanggan, Kriug akan fokus dan lebih berkonsentrasi untuk mempromosikan produknya di media sosial, seperti Instagram dan Tiktok. Selain itu, Kriug mempekerjakan 2 staf untuk bertanggung jawab atas produksi sebagai juru masak dan pembantu juru masak. Sedangkan pemilik usaha bertanggung jawab atas pemasaran, keuangan, dan pengembangan produk. Target penjualan produk Kriug per hari adalah 35 penjualan untuk BBQ, 30 penjualan untuk Rumput Laut, 20 penjualan untuk Original, dan 40 penjualan untuk Balado. Margin kotor harian Kriug dengan BBQ & Seafood adalah 75%, sedangkan Original & Balado adalah 76%. Pendapatan harian yang diharapkan untuk produk dalam semua rasa adalah total Rp. 1.875.000 dan tahunan sebesar Rp 443.833.920.

Kata kunci: *Kriug, Industri Rumahan, Keripik Jamur Tiram & Bayam.*

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KRIUG

Ade Zalfa Syahira

ABSTRACT (English)

“Kriug”, a home industry proposed by Ade Zalfa which sells Oyster Mushroom and Spinach crisp, located in Pasar Lama, Tangerang. Kriug serves several kinds of flavors such as BBQ, Seaweed, Original, and Balado. This product also can be serves as a side dish with rice or snack that can be eat directly. Kriug products cost Rp. 15.000 for 300 gr per cup. To attract the customer, Kriug will focus and concentrate more on promoting its products on social media, like Instagram and Tiktok. Other than that, Kriug hires 2 staff to be in charge of the production as cook and cook helper. Meanwhile, the owner of the business is in charge for the marketing, financial, and the development of the product. Kriug product sales target per day is 35 sales for BBQ, 30 sales for Seaweed, 20 sales for Original, and 40 sales for Balado. Kriug daily gross margin with BBQ & Seaweed which 75%, meanwhile Original & Balado is 76%. The expected daily income for the products in all flavors are totaled Rp. 1.875.000 and yearly of Rp. 443.833.920.

Keywords: *Kriug, Home Industry, Oyster Mushroom & Spinach Crisp.*



EXECUTIVE SUMMARY

In Indonesia, the consumption of snack has increased significantly in recent years. With the high levels of consumption and demand for Indonesian people. Therefore, Indonesia's high rate of snack consumption is potential for business development opportunities. As a result, the writer wants to create a business brand called "Kriug" which provide Oyster Mushroom and Spinach crisp by selling with the concept of booth stand to the customers on the spot, so the customer can consume it while its still warm. Kriug serves with several kinds of flavors which come from seasoning powder, such BBQ, seaweed, Original, and Balado. This product also can be serves as a side dish with rice or snack that can be eat directly.

The target market for Kriug is focused on people who like snacking and either people who like snacks. As a crisp or snack business, Chips are usually sold in packages that can be stored anywhere, meanwhile, Kriug provides these snacks with direct production, which is to cook it on the spot, so the customers can consume them while its still warm. While its begin with direct production, the concept of this business will be using booth stand and will be located in Pasar Lama, In addition for the products that will be sold, Kriug packaging will provide with 12 oz paper cup and chopsticks to the customers so the customers can grab the crisp easily. To attract the customer, Kriug will focus and concentrate more on promoting its products on social media, namely Instagram and Tiktok. By creating a lot of content and also advertising it through influencers, it hopes to draw the attention of this product to reach its demand.

To manage the business, Kriug consists of three people that helps the operations run smoothly. Which is, owner, cook, and cook helper. for the owner, it will be more focus on finance, marketing and also the development of the product. Meanwhile, cook and cook helper will be produce its food on the spot, and also taking care of the food availability and the purchase of ingredients. Kriug is estimated to earn a net profit in one month for Rp. 37.267.410

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