

**A BUSINESS PROPOSAL PROJECT FOR**

**ANGKRINGAN MAMI OCA**



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**FINAL PROJECT REPORT**

**Rosa Amelia**

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**HOTEL OPERATIONS PROGRAM**

**FACULTY OF BUSINESS**

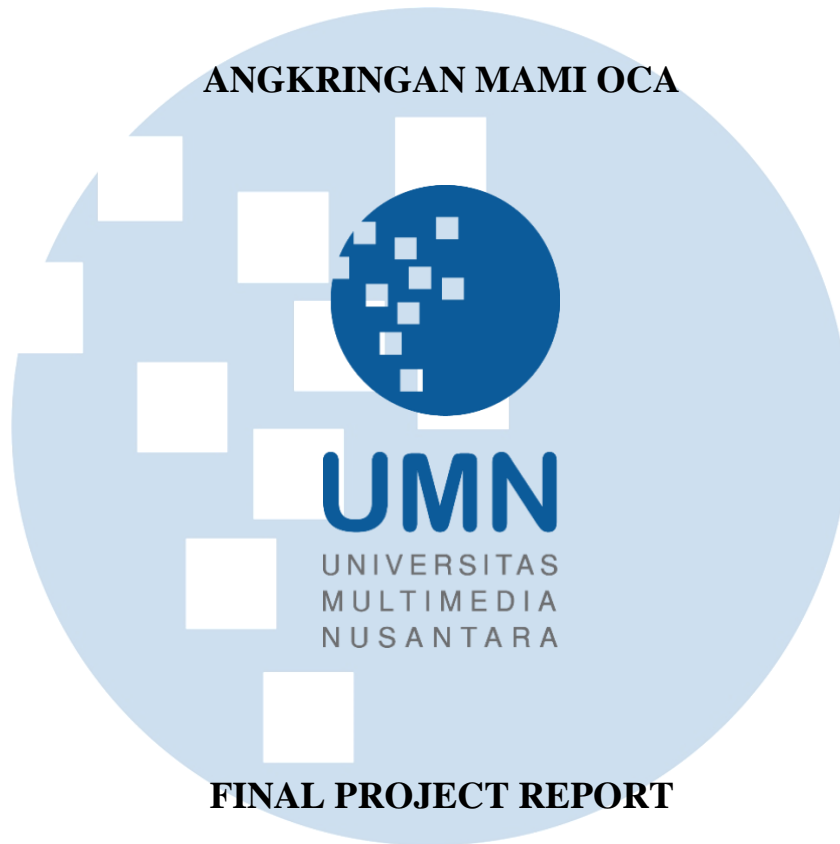
**UNIVERSITAS MULTIMEDIA NUSANTARA**

**TANGERANG**

**2023**

**A BUSINESS PROPOSAL PROJECT FOR**

**ANGKRINGAN MAMI OCA**



**FINAL PROJECT REPORT**

Submitted in partial fulfillment of the requirement for Diploma Program

**ROSA AMELIA**

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## VALIDATION FORM

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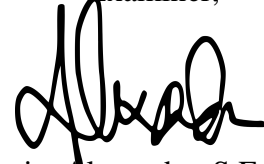
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## PREFACE

Praise and gratitude for the completion of this Final Project Report with title: “Angkringan Mami Oca”. 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, 22 December 2022

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Rosa Amelia

## Angkringan Mami Oca

Rosa Amelia

### ABSTRAK

Angkringan Mami Oca merupakan usaha mikro di bidang makanan dan minuman yang dibuat oleh Rosa Amelia dari Program Studi Perhotelan Universitas Multimedia Nusantara. Ide warung makan tradisional angkringan ini muncul setelah pemerintah mengendurkan PSBB karena kebanyakan orang ingin berkumpul dengan teman dan kerabat setelah pandemi Covid 19. Angkringan Mami Oca menawarkan produk makanan berupa Nasi Bakar dan minuman. STMJ adalah minuman sehat khas Indonesia yang terdiri dari susu, telur, madu, dan jahe. Inovasi varian STMJ yang dihadirkan di Angkringan Mami Oca adalah rasa Taro, Red Velvet, dan Green Tea. Sementara varian Nasi Bakar terdiri dari suwiran ayam, suwiran tongkol, dan cumi petai. Warung makan tersebut akan dibuka di Pasar Modern Paramount, Gading Serpong. Makanan dan minuman tersebut akan dijual langsung ke pelanggan secara langsung dan online menggunakan Gofood dan Grabfood. Promosi akan dilakukan di Instagram dan sangat bergantung pada WOM. Angkringan Mami Oca membutuhkan modal sebesar Rp 18.231.517,- dengan pendapatan sebesar Rp 651.243 per hari atau 46,8% dari omzet sehingga dapat mencapai balik modal dalam kurun waktu satu bulan.

*Kata kunci: Warung makan, masakan Indonesia, masakan tradisional, industri rumah tangga, usaha makanan dan minuman*

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## Angkringan Mami Oca

Rosa Amelia

### ABSTRACT (English)

Angkringan Mami Oca is a micro business in the field of Food and Beverage made by Rosa Amelia from Hotel Operations of Universitas Multimedia Nusantara. The idea of the traditional food stall called '*angkringan*' is made after the government loosened the lockdown since most people wants to hang out with friends and relatives. Angkringan Mami Oca offers Nasi Bakar and STMJ drinks. The beverages innovate STMJ, a common Indonesian healthy beverage mixture consists of milk, egg, honey, and ginger. The innovation of STMJ includes STMJ variants such as Taro, Red Velvet, and Green Tea. Meanwhile Nasi Bakar includes several toppings such as shredded chicken, shredded tuna, and squid with stink beans. The food stall will be opened at Pasar Modern Paramount, Gading Serpong. The food and beverage is going to be sold directly to the customer from food stall and also from online, such as Gofood and Grabfood. The promotion will be conducted at Instagram and rely heavily on WOM. Angkringan Mami Oca needs capital as much as Rp 18.231.517,- with target sales as much as 95 products per daily and net income Rp 651.243,- per day or 46,8% from the total revenue so the owner can achieve payback period in a month.

*Keyword: Food stall, Indonesian food, traditional dish, MSME, food and beverage business*

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## EXECUTIVE SUMMARY

Culinary business is one of the businesses that recovers faster than the other industry since the culinary business itself seems inseparable from people's lives, considering that the consumption of food and drinks provided by the culinary business is part of people's daily needs. In Indonesia, most culinary business are MSMEs because the businesses are relatively simple, easy to set up and operate. One of the famous culinary businesses in Indonesia is a traditional stall called 'angkringan'.

Angkringan Mami Oca is proposed in this business plan project. It is a small food and beverage business that provides affordable with good food and cozy place to hang out. Angkringan Mami Oca will provide innovative traditional Indonesian dish and beverage such as Nasi Bakar and STMJ with various flavors such as STMJ Original, STMJ Red Velvet, STMJ Taro, STMJ Green Tea, Nasi Bakar Ayam Suwir, Nasi Bakar Tongkol Suwir and Nasi Bakar Cumi Petai. It will be opened at Paramount Modern Market. Angkringan Mami Oca will sell four beverage products and three food products.

This business aims for the customers who like to come to angkringan which is affordable yet comfortable to hang out. The business targets all ages. The owner also wants to introduce customers who don't know or haven't tried STMJ drinks. These drinks have many benefits for the body, for example, it can prevent colds, increase body fitness, and restore body stamina.

To establish branding to the public, Angkringan Mami Oca will also use social media to promote its products. By making these efforts, it is hoped that Angkringan Mami Oca can easily interact with customers, and easily get the maximum profit.

It is expected that the net earnings for Angkringan Mami Oca will achieve Rp 234.447. 521 yearly. The business is still categorized as Small Enterprise because of the revenue is still around 300 million to 2,5 billion rupiah. Since the capital of the company is around 18 million rupiahs, Angkringan Mami Oca is expected to have its payback period on the first month of its operations.



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