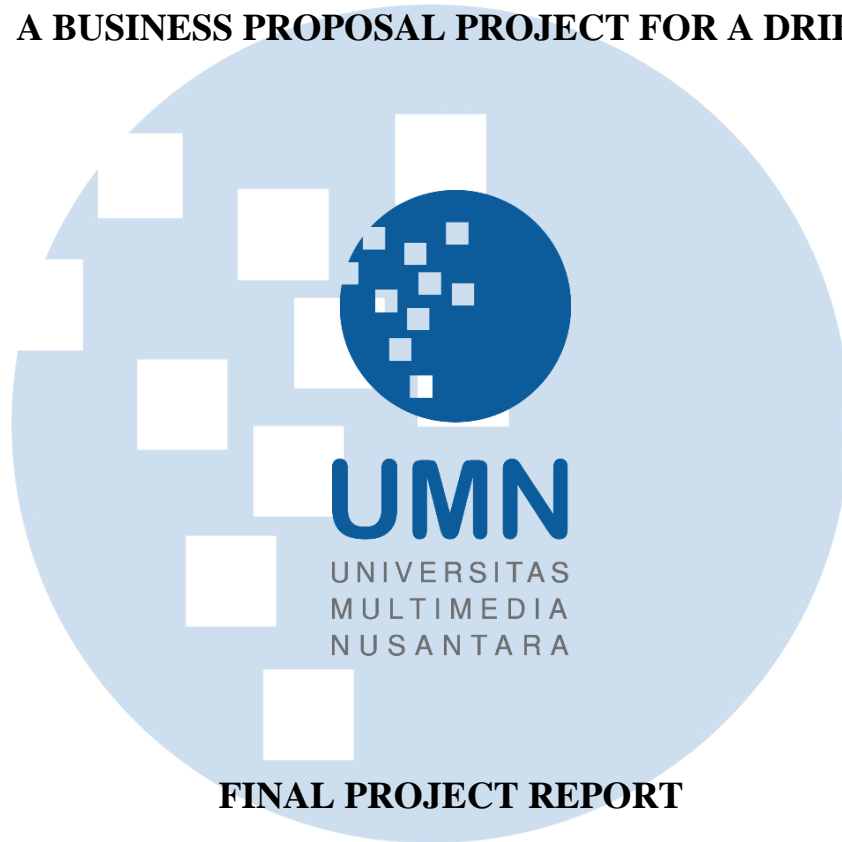


**A BUSINESS PROPOSAL PROJECT FOR A DRIBO**



**FINAL PROJECT REPORT**

**Gisella**

**00000043296**

**UMMN**

**HOTEL OPERATIONS PROGRAM**

**FACULTY OF BUSINESS**

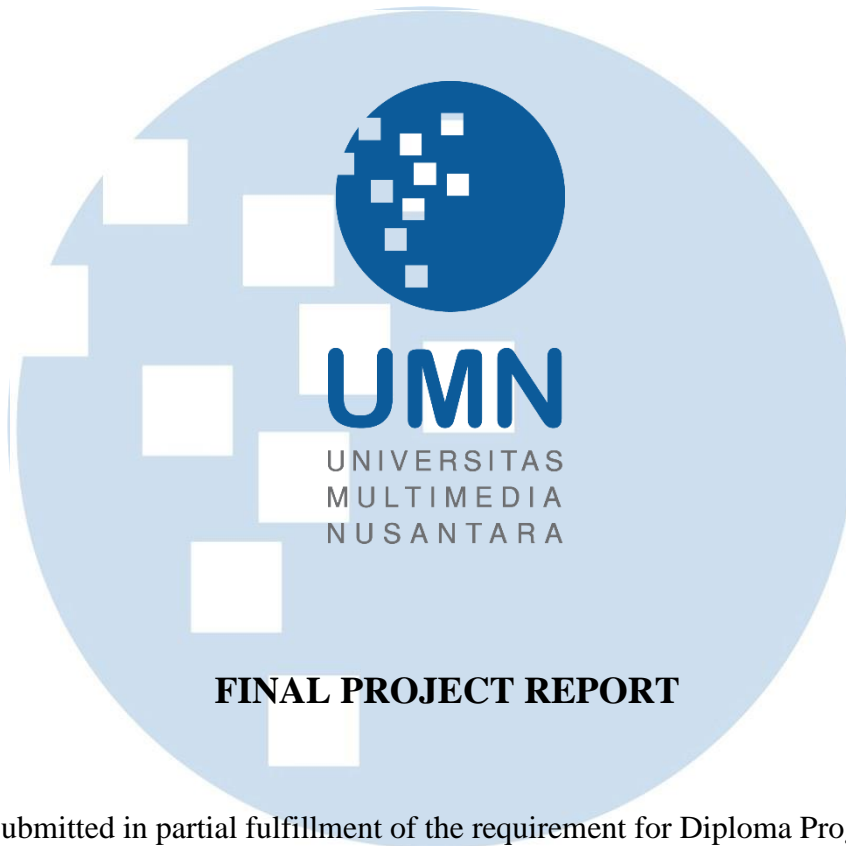
**UNIVERSITAS MULTIMEDIA NUSANTARA**

**TANGERANG**

**2022**

**UNIVERSITAS  
MULTIMEDIA  
NUSANTARA**

**A BUSINESS PROPOSAL PROJECT FOR A DRIBO**



**FINAL PROJECT REPORT**

Submitted in partial fulfillment of the requirement for Diploma Program

**Gisella**

**00000043296**

UMMN

HOTEL OPERATIONS PROGRAM  
FACULTY OF BUSINESS  
UNIVERSITAS MULTIMEDIA NUSANTARA  
TANGERANG  
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Program : Hotel Operations Program

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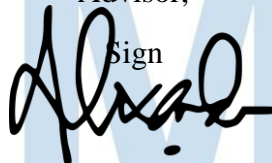
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Tangerang, December 09, 2022

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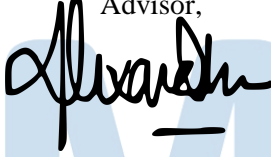
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## PREFACE

Praise and gratitude for the completion of this Final Project Report with title: “DriBo”. 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 Kuriniasari T., S.Sos., as the Dean of the Faculty of Universitas Multimedia Nusantara.
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8. Samuel Anthony, As my boyfriend who has spent a lot of time to provide guidance, suggestion, and support to complete this report.
9. All writer of journal, website and also newspaper, as supporting data to my report and strengthen my writing so this report can complete.

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

Tangerang, December 30, 2022



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## **DriBo**

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### **ABSTRAK**

DriBo merupakan sebuah ide bisnis yang dibuat oleh mahasiswa tingkat akhir Prodi Perhotelan Universitas Multimedia Nusantara. DriBo merupakan sebuah inovasi baru dalam dunia minuman. DriBo terinspirasi dari *bathbomb* yang biasa digunakan untuk berendam. DriBo tidak hanya menawarkan rasa yang menarik tetapi juga menawarkan sebuah pengalaman bagi para pelanggan. DriBo menawarkan berbagai varian rasa buah seperti manga, lemon, dan stroberi. DriBo termasuk kedalam kategori minuman soft drink yang mana DriBo tidak mengandung alkohol. Berdasarkan Databoks tercatat sebanyak 43,7% dari 2.661 responden sangat suka mengonsumsi minuman ringan. Hal ini menunjukkan bahwa terdapat peluang yang besar bagi DriBo.

DriBo akan berlokasi di salah satu mall yang berada di wilayah Gading Serpong yaitu Summarecon Mall Serpong. Summarecon Mall Serpong merupakan mall terbesar yang ada di Gading Serpong dan paling banyak dikunjungi. DriBo merupakan sebuah ide bisnis baru sehingga memerlukan beberapa sarana media social untuk mempromosikan DriBo kemasyarakat luas. DriBo menggunakan media sosial Instagram sebagai media untuk mempromosikan produknya. Instagram merupakan platform media sosial yang paling populer. Modal yang dibutuhkan DriBo untuk memulai bisnis yaitu sebesar Rp. 54.143.042, dengan pendapatan perbulan sebesar Rp. 97.628.400, dan laba bersih yang diperoleh dalam sebulan yaitu sebesar Rp. 66.402.270. DriBo akan balik modal dalam kurun waktu satu bulan.

**Kata kunci:** Inovasi, Minuman ringan, Bisnis, Trend



**DriBo**

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### **ABSTRACT (English)**

DriBo is a business idea created by final year students of the Multimedia Nusantara University Hospitality Study Program. DriBo is a new innovation in the world of beverages. DriBo is inspired from bathbombs which are used for soak in bathtub. DriBo not only offers an interesting taste but also offers an experience for customers. DriBo offers a variety of fruit flavors such as mango, lemon and strawberry. DriBo is included in the category of soft drinks which is DriBo does not contain alcohol. Based on Databoks, 43.7% of the 2,661 respondents really like to consume soft drinks. This shows that there is a big opportunity for DriBo.

DriBo will be located in one of the malls in the Gading Serpong area, namely Summarecon Mall Serpong. Summarecon Mall Serpong is the largest mall in Gading Serpong and the most visited. DriBo is a new business idea that requires several social media tools to promote DriBo to the wider community. DriBo uses Instagram social media as a medium to promote its products. Instagram is the most popular social media platform. The capital needed by DriBo to start a business is IDR 54.143.042, with a monthly income of IDR 97.628.400, and the net profit earned in a month is IDR 66.402.270. DriBo will return on investment in a months.

**Keywords:** Innovation, Soft Drink, Business, Trend

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## EXECUTIVE SUMMARY

The food and beverage industry will always develop along with the times. Many innovations will emerge in this industry which will attract people to try. Currently it is not only focused on the taste of food or drinks served but also focused on the experience provided. The experience given to customers will create a loyalty. In writing this report focused on the development of beverages. Currently there are many businessmen who open businesses in the beverage sector. According to Databoks (2021), recorded drink sales in 2020 achieve USD 7.48 Million or around Rp. 111 trillion in Rupiah. This data shows that there are great opportunities in opening a business in this industry.

The data above can also show that DriBo has a great opportunity to start. DriBo is an innovation in the beverage industry. DriBo is a drink that not only offers great taste but also an interesting experience. DriBo wants to be the only beverage brand that can provide an unforgettable experience for its customers. DriBo offers a variety of flavors such as lemon, strawberry and mango. The concept of DriBo makes DriBo different from other competitors.

DriBo is a beverage that can be consumed by all ages, from teenager to adults. The target market of DriBo is people who like to consume unique beverages with fruity flavors and not only focus on the taste of the beverages but also the experience. According to questionnaire that has been surveyed above 50% out of 42 respondents are between age 16-20 and 47,6% respondents are between age 21-25.

This company consist of three employees that divided into kitchen staff, marketing staff and financial staff. All employee are selected based on the company standards. DriBo is expected to earn around Rp. 66.402.270 every month in terms of net profit.

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