

**A BUSINESS PROPOSAL PROJECT FOR LIWETAN CARANI**



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UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

**FINAL PROJECT REPORT**

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HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2023

# **A BUSINESS PROPOSAL PROJECT FOR LIWETAN CARANI**



## **FINAL PROJECT REPORT**

Submitted in partial fulfillment of the requirement for Diploma Program

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**HOTEL OPERATIONS PROGRAM**

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**TANGERANG**

**2023**

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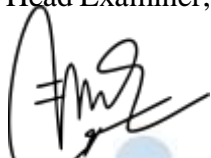
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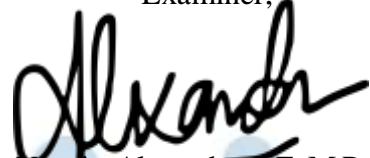
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## PREFACE

Praise and gratitude for the completion of this Final Project Report with title: “A Business Proposal Project for Liwetan Carani”. 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.Sc 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. Mr. Oqke Prawira, S.ST., M.Si.Par as the Head of Hotel Operations Program, Universitas Multimedia Nusantara.
4. Ms. Septi Fahmi Choirisa, S.Kom.I.,M.Par as my advisor who has spent a lot of time to provide guidance, direction, and motivaton 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, 27 December 2022



Cassandra Maharani

# A BUSINESS PROPOSAL PROJECT FOR LIWETAN CARANI

CASSANDRA MAHARANI

## ABSTRAK

Berdasarkan penelitian (kuisisioner) dalam membuat final project report Liwetan Carani bukan hanya untuk memenuhi syarat kelulusan Fakultas Bisnis Jurusan Perhotelan Universitas Multimedia Nusantara. Namun juga lebih dari itu untuk membantu pemerintah dalam menciptakan lapangan kerja dan mengaplikasikan ilmu pengetahuan yang didapat selama perkuliahan di Universitas Multimedia Nusantara. Dalam hal ini penulis mencoba untuk membuka usaha kuliner yaitu makanan khas Indonesia asal Jawa Barat, nasi liwet. Usaha nasi liwet ini diutamakan dibuka di wilayah Jabodetabek, mengingat banyak warganya yang sudah mengenal nasi liwet, yang merupakan makanan khas Jawa Barat. Meskipun nasi liwet merupakan makanan tradisional, namun dalam pemasarannya Liwetan Carani menggunakan cara-cara yang modern dengan kemasan bowl, penjualan secara offline dan online dan harga yang terjangkau sehingga dapat dibeli oleh banyak lapisan masyarakat. Setelah pandemi, kebijakan pemerintah lebih melonggarkan ruang gerak masyarakat di ruang publik sehingga diyakini usaha nasi liwet dapat berkembang dengan pesat.

**Kata kunci:** *Nasi Liwet, Universitas Multimedia Nusantara, Jawa Barat*

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# A BUSINESS PROPOSAL PROJECT FOR LIWETAN CARANI

CASSANDRA MAHARANI

## ABSTRACT (English)

Based on research (questionnaire) in making the final project report Liwetan Carani not only to meet the graduation requirements of the Faculty Business, Hotel Operations Program, Universitas Multimedia Nusantara. But also more than that to assist the government in creating jobs and applying the knowledge gained during lectures at Multimedia Nusantara University. In this case the owner tries to open a culinary business, namely Indonesian specialties from West Java, liwet rice. This liwet rice business is prioritized to be opened in the Jabodetabek area, considering that many residents are familiar with liwet rice, which is a food typical of West Java. Even though liwet rice is a traditional food, in its marketing Liwetan Carani uses modern methods with bowl packaging, offline and online sales and affordable prices so that it can be purchased by many levels of society. After the pandemic, government policies relaxed the space for people to move more in the public sphere so that it is believed that the liwet rice business can develop rapidly.

**Keywords:** *Liwet Rice, Universitas Multimedia Nusantara, West Java*

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## EXECUTIVE SUMMARY

Before opening a liwet rice business, we conducted research (questionnaire). That the growth of the culinary business is growing rapidly, which is supported by online sales, so that it can reach a wider area. The results of our research state that opening culinary businesses is better in the Jabodetabek area. With a price of Rp. 25,000, so that it can be reached by various groups. According to food and beverage industry sales data, it grew 3.57% in the third quarter (KontasCoId, 2022), which means that after the pandemic, the food and beverage industry continued to grow. With positive growth trend data, it is very beneficial for culinary business people. In starting a business, the company must have a business concept, so that the company's development direction can achieve the desired goals. The business concept of Liwetan Carani is to sell Indonesian regular food with selected toppings in one bowl at prices that can reach all walks of life.

Liwet rice prioritizes opening in the Jabodetabek area, because many people come from around West Java and Banten. Besides that, liwet rice is a typical Indonesian food, so many can try this typical food that comes from West Java. Liwet rice has many advantages, namely having lots of toppings, made with fresh and quality ingredients, affordable prices, hygienic, and production and sales according to health protocols. Liwet rice in running its business always pays attention to the value of the products to be sold, during the company period it featured Indonesian specialties from West Java, always maintained good relations with customers, and also maintained good relations with suppliers.

Liwet rice is very concerned about teamwork in running a large business and each person must be able to work according to their expertise so that productivity can be maximized. Selling price per bowl is Rp.25.000. Total investment is Rp.8.247.500 from all total capital needs. Pay back period is 0.72 months from  $\text{Rp.8.247.500} / \text{Rp.11.351.010}$ . Return on Investment is 37% from  $(\text{Rp.11.351.010} - \text{Rp.8.247.500}) / \text{Rp.8.247.500} \times 100\%$ .

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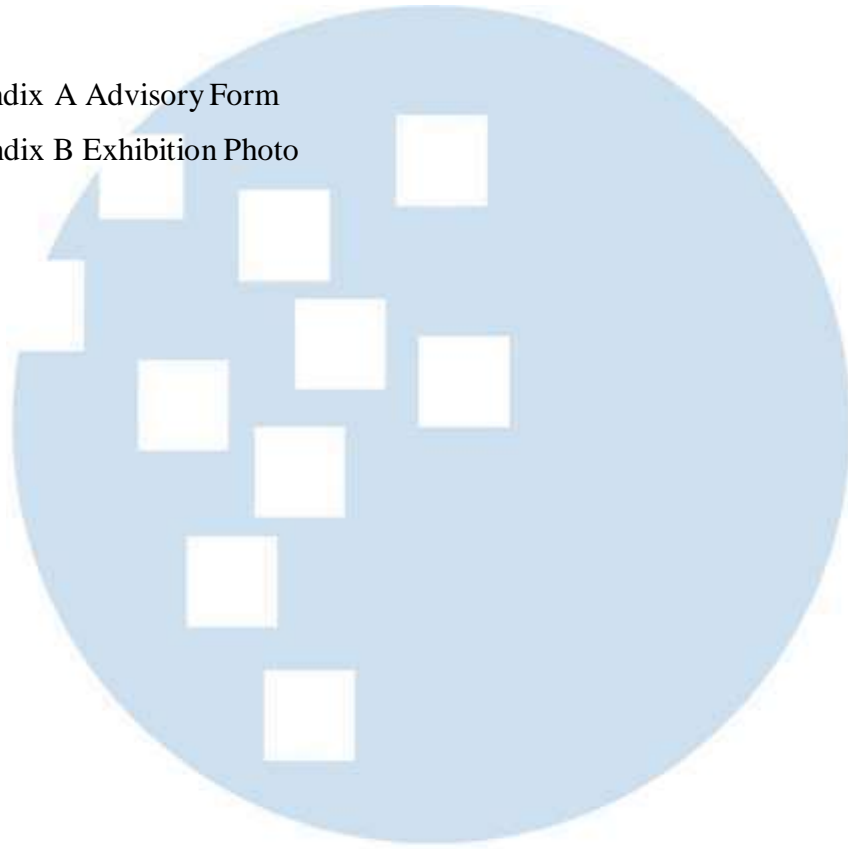


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