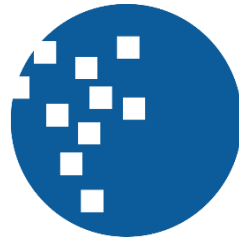


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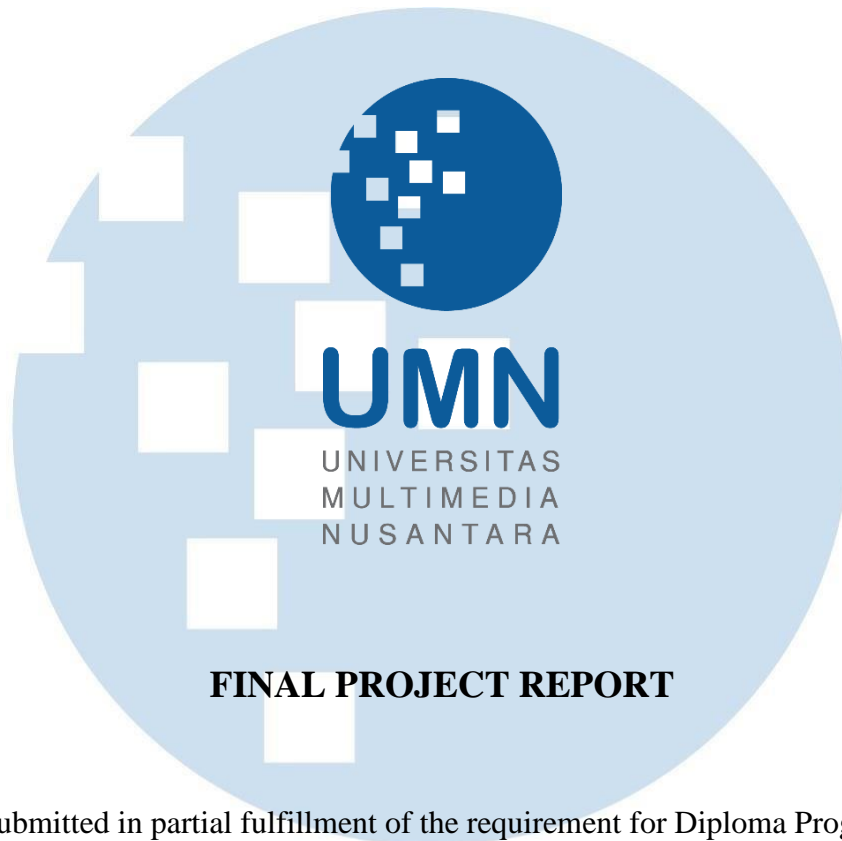
**FINAL PROJECT REPORT**

**Nicholas Keane**

**0000050397**

HOTEL OPERATIONS PROGRAM  
FACULTY OF BUSINESS  
UNIVERSITAS MULTIMEDIA NUSANTARA  
TANGERANG  
2023

# **A BUSINESS PROPOSAL FOR BUBUR PONTI 88**



## **FINAL PROJECT REPORT**

Submitted in partial fulfillment of the requirement for Diploma Program

**Nicholas Keane**

**0000050397**

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**HOTEL OPERATIONS PROGRAM**

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Universitas Multimedia Nusantara

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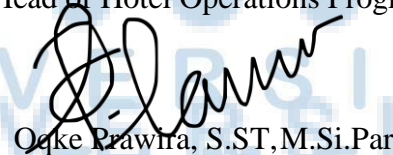
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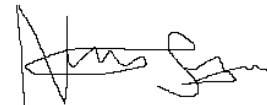
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## PREFACE

Praise and gratitude for the completion of this Final Project Report with title: “Burting”. 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, SST.Par, M.Si.Par, as the Head of Hotel Operations Program, Universitas Multimedia Nusantara.
4. Savira Rizki Pradiati, SST., M.Par, as my advisor who has spent a lot of time to provide guidance, direction, and motivation to complete this report.
5. To the lecturer of the Hotel Operations Program Universitas Multimedia Nusantara who have taught me so I can complete this final project report
6. 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, 30 December 2022

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(Nicholas Keane)

## Bubur Ponti 88

Nicholas Keane

### ABSTRAK

Bubur Ponti 88 merupakan sebuah bisnis yang menjual bubur kacang hijau yang sudah dikupas bijinya dalam bentuk booth/stand. Makanan ini berasal dari kota Pontianak yang biasanya dikonsumsi oleh masyarakat suku Tionghoa. Bubur kacang hijau kupas ini dikenal dengan nama “Bubur Gunting”. Hidangan ini memiliki rasa manis yang dipadukan dengan kuah yang kental dengan tambahan cakwe yang garing sehingga dapat dikonsumsi oleh banyak kalangan dengan harga yang terjangkau. Bubur Ponti 88, yang menjual bubur gunting ini dapat dikonsumsi dengan mengunjungi stand yang berada di ruko Allogio, Gading Serpong. Bubur memiliki target konsumen utamanya adalah mahasiswa. Sehingga Bubur mempromosikan produknya melalui sosial media seperti Instagram ataupun Tiktok, dengan harga mulai dari Rp 28.000 sampai Rp 36.000. Bubur Ponti 88 berencana untuk memiliki 4 staff yang bertugas di masing-masing pekerjaannya seperti keuangan, marketing, dan operasional. Dalam penjelasan perencanaan keuangan, Bubur Ponti 88 akan menyajikan kebutuhan kapital, kemudian Cost Of Good Sold (COGS), biaya operasional, titik impas, dan laporan laba rugi. Semua perencanaan ini dibutuhkan agar keuangan dalam bisnis Bubur berjalan dengan benar.

**Kata kunci:** Bubur Ponti 88, Bubur kacang hijau, Gading Serpong

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# **Bubur Ponti 88**

Nicholas Keane

## **ABSTRACT (English)**

Bubur Ponti 88 is a business that sells peeled green bean porridge in booths/stands. This food comes from the city of Pontianak which is usually consumed by the Chinese ethnic community. This peeled mung bean porridge is known as “Bubur Gunting”. This dish has a sweet taste combined with a thick gravy with the addition of crunchy cakwe so that it can be consumed by many people at an affordable price. Bubur Ponti 88, which sells this scissor porridge, can be consumed by visiting the stand in the Allologio shophouse, Gading Serpong. Buring's main target consumers are students. So Buring promotes its products through social media such as Instagram or Tiktok, with prices ranging from IDR 28,000 to IDR 36,000. Bubur Ponti 88 plans to have 4 staff on duty in their respective jobs such as finance, marketing and operations. In an explanation of financial planning, Bubur Ponti 88 will present capital requirements, then Cost of Good Sold (COGS), operational costs, break-even point and income statement. All of this planning is needed so that the finances in the Buring business are running properly.

**Keywords:** Bubur Ponti 88, Mung bean porridge, Gading Serpong

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## EXECUTIVE SUMMARY

According to the Kementrian Pertanian Direktorat Jenderal Tanaman Pangan, mung bean is a promising prospect and has become one of the reasons the Ministry of Agriculture has pushed for an increase in mung bean production nationally. The demand for mung beans is increasing from year to year with the variety of processed products that use mung beans as raw materials that have been produced by the food industry. In Indonesia, mung beans are the third most important food, such as soybeans and peanuts. With the increase in population, the potential need for mung beans is very large. Therefore, Burting presents food made from mung beans which can nourish the body from the various benefits in it. Burting believes that in Indonesia, many people want to live healthy, therefore this is a business that can develop in the future.

The target market for Bubur Ponti 88 is people aged 18-45 and it is located in the Allogio shop next to the boarding house. We hope that Bubur Ponti 88 can be the people's choice when they want to eat mung bean food.

Bubur Ponti 88 first capital, namely IDR 45,750,000, this price is already in the form of electricity and facilities such as wi-fi and etc. For the grand opening, Bubur Ponti 88 chose 3 people in 1 team, namely order takers, production and operations, and marketing.

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