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# **BUSINESS PROPOSAL FOR BAKMI AYAM JOE**

## **Final Project Proposal**

Submitted for partial fulfilment of the course curriculum



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**UNIVERSITAS  
MULTIMEDIA NUSANTARA  
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2022**

**FINAL PROJECT PROPOSAL VALIDATION**  
**BAKMI AYAM JOE**

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## NON-PLAGIARISM DECLARATION FORM FINAL PROJECT PROPOSAL

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Tangerang, 7 January 2021



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## PREFACE

This Final Project proposal can be done perfectly by the writer with the help from the others. There is no words can explain how glad and gratefully the writer is towards the help and support given while doing this report to be finished on time. First of all, the writer wants to thank the Lord, who always bless and guide the writer in every situation to complete this report. Thank you to parents for providing the writer with adequate facilities that can be easily used in the making process of this proposal. The writer also wants to thank Mr. Oqke Prawira as the Head of the Hotel Operation and the head examiner of this project, also to Ms. Adestya Ayu as the examiner for agreeing to this report's completion.

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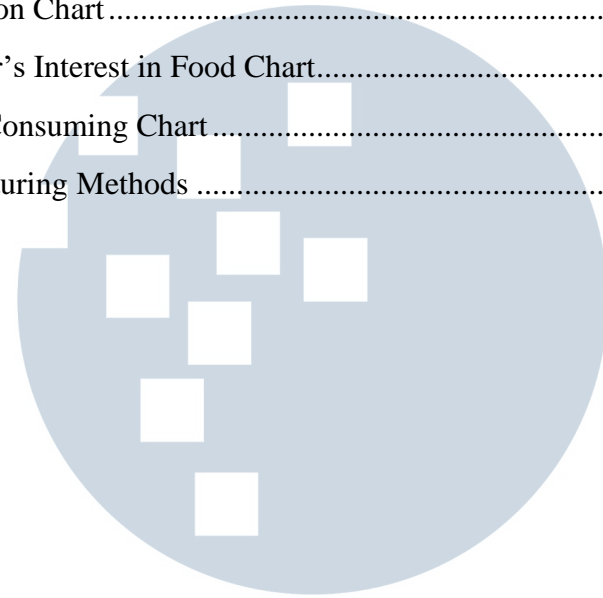
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## EXECUTIVE SUMMARY

Bakmie Ayam Joe is a noodle shop that engaged in the food business industry. This is a start-up business that provides an authentic fresh noodle dishes with a high-quality standard. There is a total of three menu provided by this company. Including the original chicken bakmie, chicken bakmie with dumplings, and also chicken bakmie with meatball. The noodle used by the company is a special made fresh noodle that has a chewy texture and delicious in the taste. The products will be packed in a special plastic box with Bakmie Ayam Joe logo.

There is a total of two highly dedicated kitchen workers who can produce a high quality and fresh noodle products to ensure the satisfaction of every customers. The primary target of Bakmie Ayam Joe is from all gender, including the male and female customer. The age of the targeted customers are from 17 to 30 years old. For the occupation, they are mostly students and employees who love to eat noodle dishes as the substitute of rice dishes. In running the business,

The daily sales target of Bakmie Ayam Joe is around 35 Portions of Bakmie dishes. Bakmie Ayam Joe products pricing is range from Rp20,000 to Rp25,000 depends on the variety choosen. The price of one portion original chicken bakmie is around Rp20,000. For one portion of chicken bakmie with dumplings is Rp25,000. Last but not least, the price for one portion chicken bakmie with meatball is also Rp25,000. Bakmie Ayam Joe is dedicated to provide a delicious and high quality bakmie products with affordable price to ensure the satisfaction of every customers.

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