



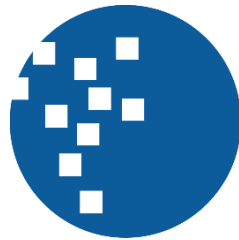
### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

### **Copyright and reuse:**

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

# **BUSINESS PROPOSAL : ICEAHOLIC**



**UMN**

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

## **FINAL PROJECT REPORT**

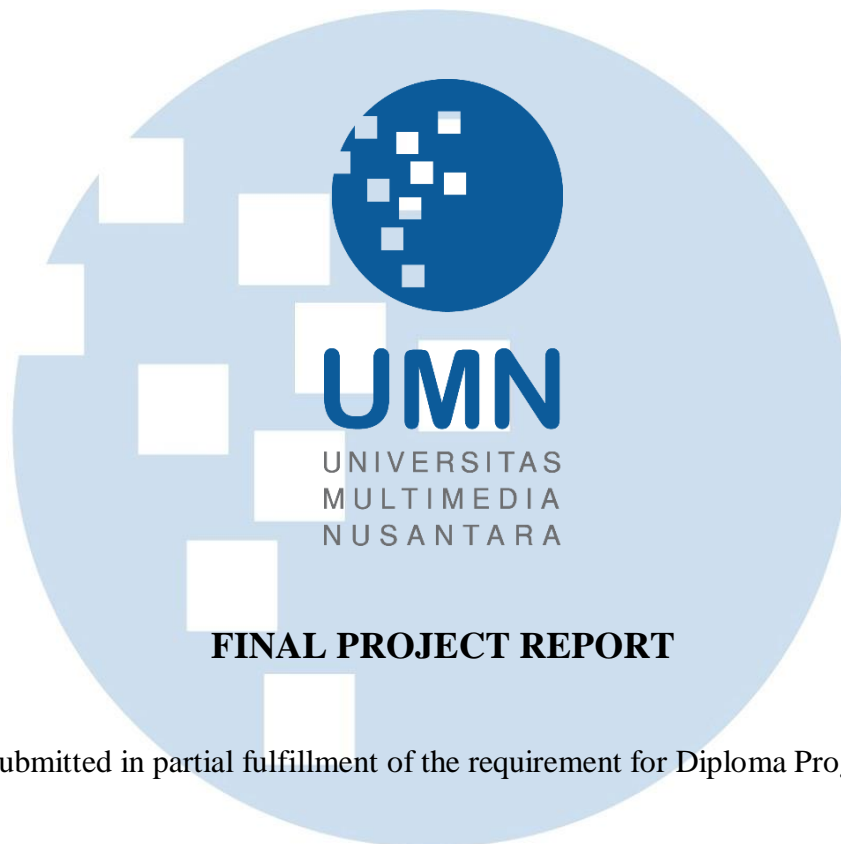
**DELIA MARGARETTA**

**0000034241**

HOTEL OPERATIONS PROGRAM  
FACULTY OF BUSINESS  
UNIVERSITAS MULTIMEDIA NUSANTARA  
TANGERANG

2021

**BUSINESS PROPOSAL : ICEAHOLIC**



**FINAL PROJECT REPORT**

Submitted in partial fulfillment of the requirement for Diploma Program

**DELIA MARGARETTA**

**00000034241**

**UMMN**

**HOTEL OPERATIONS PROGRAM**

**FACULTY OF BUSINESS**

**UNIVERSITAS MULTIMEDIA NUSANTARA**

**TANGERANG**

**2021**

**UNIVERSITAS  
MULTIMEDIA  
NUSANTARA**

## NON - PLAGIARISM DECLARATION FORM

Hereby, I:

Name : Delia Margarettha

Student ID : 00000034241

Program : Hotel Operations

Who wrote Final Project Report with title:

Business Proposal : Iceaholic

Confirm that this report is my own work, is not copied from any other person's work (published or unpublished), and has not previously submitted for assessment either at Universitas Multimedia Nusantara or elsewhere. Every citation and quotes from different sources has been mentioned at Reference part in this report. If one day, a fraud is found in the report, I accept to receive the sanction, which is failing in my Final Project Proposal and must redo it.

Tangerang, 22 December, 2021

UMMN



Delia Margarettha

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA


## VALIDATION FORM

Final Project Report Business Proposal : Iceaholic

by  
Name : Delia Margarettha  
Student ID : 00000034241  
Program : Hotel Operations  
Faculty : Business

Was approved to be proposed for  
Final Project Second Seminar  
Universitas Multimedia Nusantara  
Tangerang, 22 December 2021

Advisor,



Adestya Ayu Arnielia, S.ST.M.Si.Par.  
NIDN. 0323128505

Head of Hotel Operations Program



Ceke Prayvira, SST.Par, M.Si.Par  
(NIDN. 0428108007)

## VALIDATION FORM

FINAL PROJECT REPORT BUSINESS PLAN : ICEAHOLIC

By

Name : Delia Margarettha

Student ID : 00000034241

Program : Hotel Operations

Faculty : Business

Has been presented on 10 Januari, 2022

at 13.00 to 14.00 and was announced

PASS

with the examiners as follow:

Head Examiner,



Anton Harianto, M.M. Par.  
(NIDN. 0304097304)

Examiner,



Dr. Ringkar Situmorang., B.Sc., MBA  
(NIDN. 0328107302)

Advisor,



Adestya Ayu Armielia, S.ST.M.Si.Par  
(NIDN. 0323128505)

Head of Hotel Operations Program



Oqke Prawita, SST.Par, M.Si.Par  
(NIDN. 0428108007)

SCIENTIFIC PAPER PUBLICATION APPROVAL PAGE FOR  
ACADEMIC PURPOSE

As part of Universitas Multimedia Nusantara, I who sign below:

Name : Delia Margarettha

Student ID : 00000034241

Program : Hotel Operations

Faculty : Business

Paper Type : Final Project

agree to give Non-Exclusive Royalty – Free Right for academic purpose to Universitas Multimedia Nusantara for my scientific paper with title:

Business Proposal : Iceaholic

and other additional tools existed (if necessary). With this Non-Exclusive Royalty-Free Right, Universitas Multimedia Nusantara has the right to store, to format, to manage the database, to maintain, and to publicize my Final Project, as long as my name is included as the author and the owner of the copyright of this report. This statement I made in truth.

Tangerang, 22 December 2021



Delia Margarettha

U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A

## PREFACE

Praise and gratitude for the completion of this Final Project Report with the title: “Business Proposal: Iceaholic”. 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. Adestya Ayu Armielia, S.ST.M.Si.Par, as my advisor who has spent a lot of time providing guidance, direction, and motivation to complete this report.
5. To the management of the company Karimata BSD and Kazoku Pan Artisan Bakery.
6. My parents and my family have provided the material and moral support so that I can complete this report.
7. Respondents who completed the survey, as well as Ibu Daniela Oktaviani, a customer who consumes dessert.

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

Tangerang, 22 December 2021

Delia Margarettha



# **BUSINESS PROPOSAL: ICEAHOLIC**

(Delia Margarettha)

## **ABSTRAK**

Selama pandemi Covid-19 di Indonesia, gaya hidup masyarakat juga berubah akibat pandemi, antara lain kegiatan WFH (Work From Home) dan pemesanan makanan secara online. Aplikasi marketplace dan platform pesan-antar makanan online seperti Gofood dan Shopee semakin populer di kalangan masyarakat Indonesia, mengikuti pola gaya hidup masyarakat saat ini. Orang Indonesia terkenal memiliki selera makan yang tak terpuaskan. Meski sudah lewat tengah malam, orang Indonesia akan makan snack dan dessert setelah makan malam. Kudapan larut malam termasuk kentang goreng, burger daging sapi, ayam popcorn, dan es krim untuk pencuci mulut. Penulis menawarkan untuk memulai bisnis kue es krim, berdasarkan penelitian industri di atas. Delia Margarettha, mahasiswa jurusan Hotel Operations Universitas Multimedia Nusantara, meluncurkan bisnis dessert terbaru, Iceaholic, di Teraskota Mall BSD. Iceaholic adalah perusahaan yang menjual kue es krim berlapis dalam cangkir. Penulis menciptakan 5 rasa, Chocochino Oreo, Almond Peach, Yellow Tea, Rainbow Lime dan Red Matcha. Iceaholic dapat dipesan melalui Whatsapp, toko online dengan Shoppe dan Tokopedia, dan Instagram sebagai media sosial promosi. Chocochino Oreo, Almond Peach, dan Yellow Tea adalah lima rasa yang tersedia di Iceaholic, dengan harga mulai dari Rp. 20.000. Varian rasa Rainbow Lime dan Red Matcha harga Rp. 21.000 masing-masing, dengan penghasilan bersih Rp.34,318,059.00 per bulan.

**Kata kunci:** *Es Krim, Wirausaha, Iceaholic, Perencanaan Bisnis, Industri Makanan.*

# **BUSINESS PROPOSAL: ICEAHOLIC**

(DELIA MARGARETTA)

## **ABSTRACT (English)**

During the Covid-19 pandemic in Indonesia, people's lifestyles have also changed as a result of the pandemic, including WFH (Work From Home) activities and ordering food by online. Marketplace applications and online food delivery platforms such as Gofood and Shopee are growing increasingly popular among Indonesians, following the lifestyle patterns of today's population. Indonesians have a reputation for having insatiable appetites for food and snacks. Despite the fact that it is past midnight, Indonesians will eat snacks and desserts after supper. Late-night munchies include French fries, beef burgers, popcorn chicken, and ice cream for dessert (Amadea, 2021). The writer offers to start an ice cream cake business, based on the industry research above. Delia Margarettha, a Hotel Operations major at Universitas Multimedia Nusantara, is launching the newest dessert business, Iceaholic, in Teraskota BSD. Iceaholic is a company that sells layered ice cream cakes in cups. The writer created 5 flavors, Chocochino Oreo, Almond Peach, Yellow Tea, Rainbow Lime and Red Matcha. Iceaholic can be ordered by via Whatsapp, online store with Shoppe and Tokopedia, with Instagram as a social media promotions. Chocochino Oreo, Almond Peach, and Yellow Tea are among the five flavors available at Iceaholic, with prices starting at Rp. 20,000. The Rainbow Lime and Red Matcha flavor versions price Rp. 21,000 each, with net earnings Rp.34,318,059.00 per month.

**Keywords:** *Ice Cream, Entrepreneur, Iceaholic, Business Plan, Food Industry.*

## EXECUTIVE SUMMARY

Iceaholic is a company that sells layered ice cream cakes in cups in Teraskota Mall BSD. Contain a three-layer ice cream cake with a various of toppings on top. Have 5 menu such as Chocochino Oreo, Almond Peach, Yellow Tea, Rainbow Lime and Red Matcha. Iceaholic product is a homemade product, the taste is consistent every time, and the product quality is assured. For the packaging is a non-disposable container that can be washed and reused to store spices, sauces, and other ingredients. Iceaholic is available for order and online promotion via Whatsapp and online platforms such as Tokopedia, Shopee, and Instagram. According to Iceaholic's vision and objective, creating ice cream cake products which are loved and preferred by many people. So, Iceaholic's products will continue to evolve in order to become products that are always in high demand. Iceaholic is appropriate for ice cream fans, those who like to sample the latest food and beverage trends, students, youngsters, teenagers, and adults aged 35 to 65. With 5 competitors in the BSD and Serpong districts, Iceaholic has its own set of advantages, including being fairly affordable in comparison to its competitors and having the novelty of reusable packaging. This business is a sole proprietorship, which means that the owner is in charge of everything from raw materials to finished products, with two divisions of staff, one for the server, and two staff for the production staff one and production staff two. Chocochino Oreo, Almond Peach, and Yellow Tea are among the five flavors available at Iceaholic, with prices starting at Rp. 20,000. The Rainbow Lime and Red Matcha flavor versions price Rp. 21,000 each, with net earnings Rp.34,318,059.00 per month.

U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A

## TABLE OF CONTENT

HALAMAN PERNYATAAN TIDAK PLAGIAT	ii
HALAMAN PERSETUJUAN	iii
HALAMAN PENGESAHAN	iv
HALAMAN PERSETUJUAN PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS	v
KATA PENGANTAR	vi
ABSTRAK	vii
ABSTRACT (English)	viii
EXECUTIVE SUMMARY	ix
DAFTAR ISI	x
DAFTAR TABEL	xii
DAFTAR GAMBAR	xiii
DAFTAR LAMPIRAN	xiv
CHAPTER I COMPANY OVERVIEW	1
1.1. Industry Analysis	1
1.2. Company Descriptions	2
1.3. Product and Services	4
CHAPTER II MARKETING PLAN	7
2.1 Market Size	7
2.2 Competitor Analysis	12
2.2.1 Competitor	12
2.2.2 SWOT	16
2.3 Sales Goals	16
2.4 Marketing Strategy	18
2.4.1 Product Characteristics	18
2.4.2 Distributions	19
2.4.3 Promotions	19
2.4.4 Pricing	20
CHAPTER III OPERATIONAL PLAN	21
3.1 Location and Facilities	21

3.2	Manufacturing/ Service Methods	21
3.3	Supplier and Supplies	24
3.4	Control Procedures	26
3.5	Staffing	28
CHAPTER IV FINANCIAL PLAN		30
4.1	Capital Needs	30
4.2	COGS	30
4.3	Operating Expenses	35
4.4	Break Even Point	36
4.5	Income Statement	39
CHAPTER V EXHIBITION		41
5.1	Location & Venue	41
5.2	Budget	43
5.3	Product Presentation	43
5.4	Media and Promotion	43
REFERENCE		45

UMMN

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

## LIST OF TABLES

Table 1. 1 Iceaholic Menu	4
Table 2. 1 Competitor and Iceaholic SWOT Analysis	16
Table 2. 2 Sales Goal	18
Table 2. 3 Advertising Tools	20
Table 3.3.1 Equipment & Appliances List	24
Table 4.1.1 Furniture and Equipments For Iceaholic	30
Table 4.2.1 Revenue Projection Daily	31
Table 4.2.2 Revenue Projection Monthly	31
Table 4.2.3 COGS Base Ice Cream Iceaholic	31
Table 4.2.4 COGS Base Cake Iceaholic	32
Table 4.2.5 COGS Chocochino Oreo	32
Table 4.2.6 COGS Almond Peach	33
Table 4.2.7 COGS Yellow Tea	33
Table 4.2.8 COGS Rainbow Lime	34
Table 4.2.9 COGS Red Matcha	34
Table 4.2.10 Cost Of Good Solds	35
Table 4.3.1 Operational Expenses	35
Table 4.4.1 Break Even Point Chocochino Oreo	36
Table 4.4.2 Break Even Point Almond Peach	37
Table 4.4.3 Break Even Point Yellow Tea	37
Table 4.4.4 Break Even Point Rainbow Lime	38
Table 4.4.5 Break Even Point Red Matcha	38
Table 4.5 Income Statement Monthly	39



## LIST OF FIGURES

Figures 1.1 Iceaholic Logos	3
Figures 1.2 Product Visual	4
Figures 1.3 Packaging	5
Figures 1.4 Online Shops	5
Figures 1.5 Instagram	6
Figures 2.1 Manatea Ice Cream Cake Jars	13
Figures 2.2 Baskin Robbins	14
Figures 2.3 Karimata Ice Cream	14
Figures 2.4 Island Creamery	15
Figures 2.5 Sweetooth_id	16
Figures 2.6 Iceaholic Products	18
Figure 2.7 Online Promotions	19
Figure 2.8 Instagram Promotions	20
Figures 3.1 Teraskota Mall BSD	21
Figures 3.2 Manufacturing Process	22
Figures 3.3 Sales Process	23
Figures 3.4 Staffing	28
Figure 5.1.1 Exhibition	41
Figure 5.1.2 Iceaholic Booth	41
Figure 5.3.1 Iceaholic Product	43
Figure 5.3.3 Iceaholic Online Shops	44
Figure 5.3.4 Instagram Promotions	44



## LIST OF CHARTS

Chart 2.1 Gender	9
Chart 2.2 Age	9
Chart 2.3 Domicile	10
Chart 2.4 Work Professions	10
Chart 2.5 Interest in Buying Dessert	11
Chart 2.6 Interest in Buying Dessert by Online	11
Chart 2.7 Online Marketplace	11
Chart 2.8 Social Media	12
Chart 2.9 Interest Ice Cream Cake Products	12

UMMN

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA