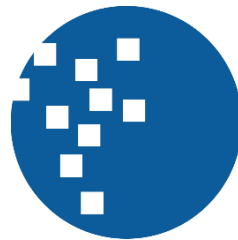


A BUSINESS PROPOSAL PROJECT FOR TUGCOM



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FINAL PROJECT REPORT

Raynaldo

0000033802

HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2024

A BUSINESS PROPOSAL PROJECT FOR TUGCOM



FINAL PROJECT REPORT

Proposed to Fullfil one of the requirements
to obtain the title of
Bachelor's in Hotel Operations

Raynaldo

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HOTEL OPERATIONS STUDY PROGRAM
FACULTY OF BUSINESS
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TANGERANG

2024

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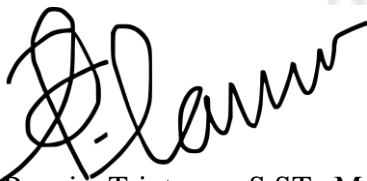


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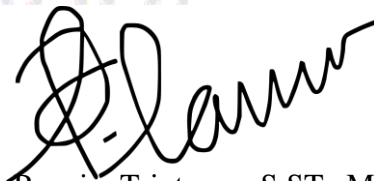
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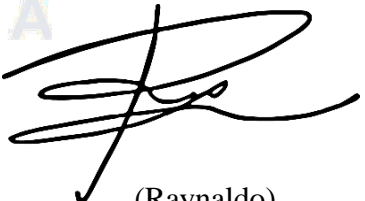
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PREFACE

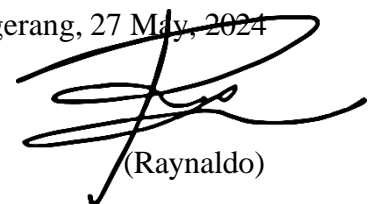
Praise and gratitude for the completion of this Final Project Report with the title: “A Business Proposal Project for Tugcom”. This report is submitted to partially fulfil the curriculum requirement to complete the program in Hotel Operations, Faculty of Business, Universitas Multimedia Nusantara. I realise that without assistance and support from various parties, it would be very difficult for me to complete this final project.

I would like to thank

1. Dr. Ninok Leksono, M.A., as the Rector of Universitas Multimedia Nusantara.
2. Dr. Florentina Kurniasari T., S.Sos., as the Dean of the Faculty of Universitas Multimedia Nusantara.
3. Oqke Prawira Triutama., S.ST., M.Si. Par. CHE, as the Head of the Study Program of Universitas Multimedia Nusantara.
4. Oqke Prawira Triutama., S.ST., M.Si. Par. CHE, as the first Advisor who has provided guidance, direction, and motivation for the completion of this final project.
5. Adestya Ayu Armielia, S. ST., M. Si. Par., as the second Advisor who has provided guidance, direction, and motivation for completing this final project.
6. My family who has provided material and moral support, so that I can complete this thesis.

Hopefully this scientific work contributes as a source of information and inspiration for others.

Tangerang, 27 May, 2024



(Raynaldo)

PROYEK PROPOSAL BISNIS UNTUK TUGCOM

(Raynaldo)

ABSTRAK

TUGCOM adalah nama merek yang berfokus pada makanan tradisional Indonesia. Brand ini hanya menjual makanan tradisional Indonesia yang jarang dijual dan ditemukan di Tasikmalaya. Arti dari TUGCOM adalah penulis ingin mengangkat makanan tradisional Indonesia berbahan oncom yang saat ini oncom jarang diketahui oleh masyarakat sehingga dapat diketahui oleh masyarakat luas agar dapat bersaing dengan makanan lain yang ada di pasaran. Setiap Protein memiliki harga yang berbeda, produk ini dapat dikonsumsi pada pagi, siang, sore, atau malam hari. Dan TUGCOM dapat dibuat sebagai sarapan, makan siang, atau makan malam. TUGCOM menjual jenis lauk seperti ayam dan ikan gabus asin. menu yang di tawarkan ada 3 jenis seperti nasi tutug oncom dengan ayam goreng, nasi tutug oncom dengan ayam bakar, dan nasi tutug oncom dengan ikan gabus asin yang memiliki tambahan sambal, tahu, dan tempe. Untuk 1 porsi diharga sebesar Rp35.000. Perusahaan TUGCOM akan mengoptimalkan saluran pemasaran gratis untuk mendapatkan lebih banyak konsumen. Misalnya, pelanggan yang sudah mencoba produk TUGCOM akan mempromosikannya dari mulut ke mulut, sehingga TUGCOM memungkinkan mereka untuk mengeluarkan diskon, produk gratis, dan promo. Perusahaan TUGCOM diharapkan dapat mencapai laba bersih sekitar Rp.230.032.103 per tahun.

Kata kunci: TUGCOM, Oncom, Tasikmalaya, makanan tradisional

A BUSINESS PROPOSAL PROJECT FOR TUGCOM

(Raynaldo)

ABSTRACT

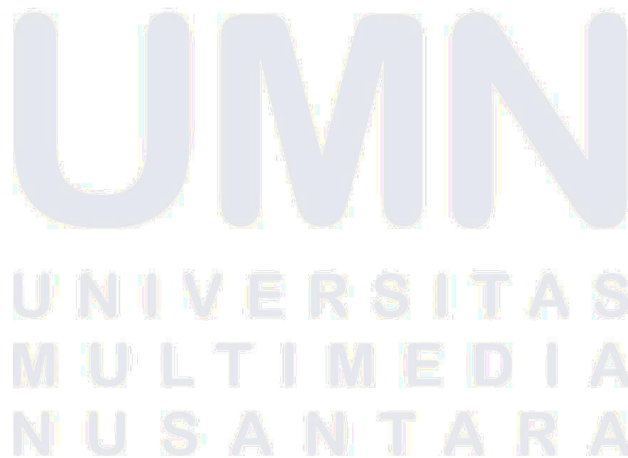
TUGCOM is a brand name that focuses on traditional Indonesian food. This brand only sells traditional Indonesian food which is rarely sold and found in Tasikmalaya. The meaning of TUGCOM is that the writer wants to raise traditional Indonesian food made from oncom which at present, oncom is rarely known by the public so that it can be known by the wider community to compete with other foods on the market. Each Protein has a different price, this product can be consumed in the morning, afternoon, evening, or night. And TUGCOM can be made for breakfast, lunch, or dinner. TUGCOM sells types of side dishes such as chicken and salted snakehead fish. There are 3 types of menus offered, such as tutug oncom rice with fried chicken, tutug oncom rice with grilled chicken, and tutug oncom rice with salted snakehead fish which has additional chili sauce, tofu and tempeh. For 1 portion, the price is Rp 35,000. TUGCOM Company will optimize free marketing channels to get more consumers. For example, customers who have tried TUGCOM products will promote them through word of mouth, so TUGCOM allows them to issue discounts, free products, and promos. TUGCOM company expected to achieve net earnings of around Rp230.032.103 per year.

Keywords: TUGCOM, Oncom, Tasikmalaya, Tradisional food

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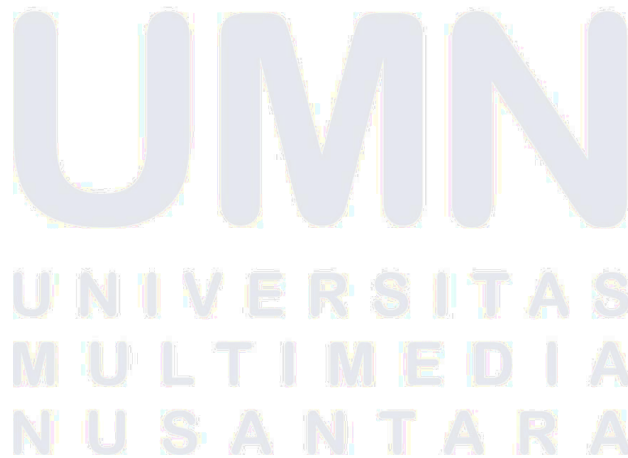
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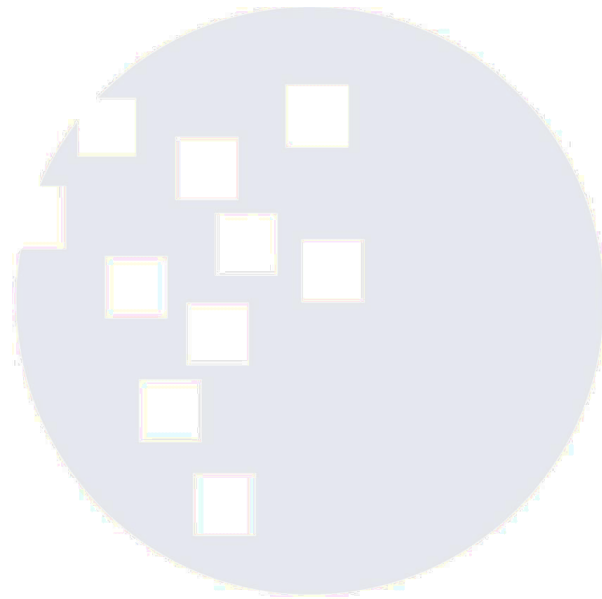
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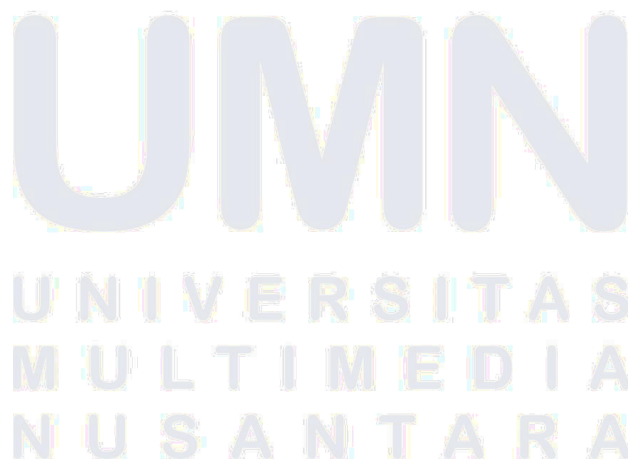
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EXECUTIVE SUMMARY

The Covid-19 epidemic has harmed the national and worldwide economies. Several industrial sectors, including the gastronomy industry. Many chefs and restaurant owners throughout the world were forced to close their doors for an extended period, and many went bankrupt. Disruptions in the culinary industry include raw material availability, product demand, labour shortages, and business instability.

TUGCOM is a brand name that focuses on traditional Indonesian food. This brand only sells traditional Indonesian food which is rarely sold and found in Indonesia today. The meaning of TUGCOM is that the writer wants to raise traditional Indonesian food made from oncom which at present, oncom is rarely known by the public so that it can be known by the wider community to compete with other foods on the market.

TUGCOM's target market is people around 18-30 years old based on the respondent below. The customer would like to spend Rp. 25.000 – 30,000 to buy TUGCOM product. TUGCOM has 2 employees consisting of two parts of production which are divided into 1 in the production station, and 1 in the packaging section. For employees, get off days on Saturday and Sunday, and consistent salaries. Then the owner will handle in administration of the online stores (Instagram and WhatsApp). TUGCOM company expected to achieve net earnings of around Rp19.169.342 per month.