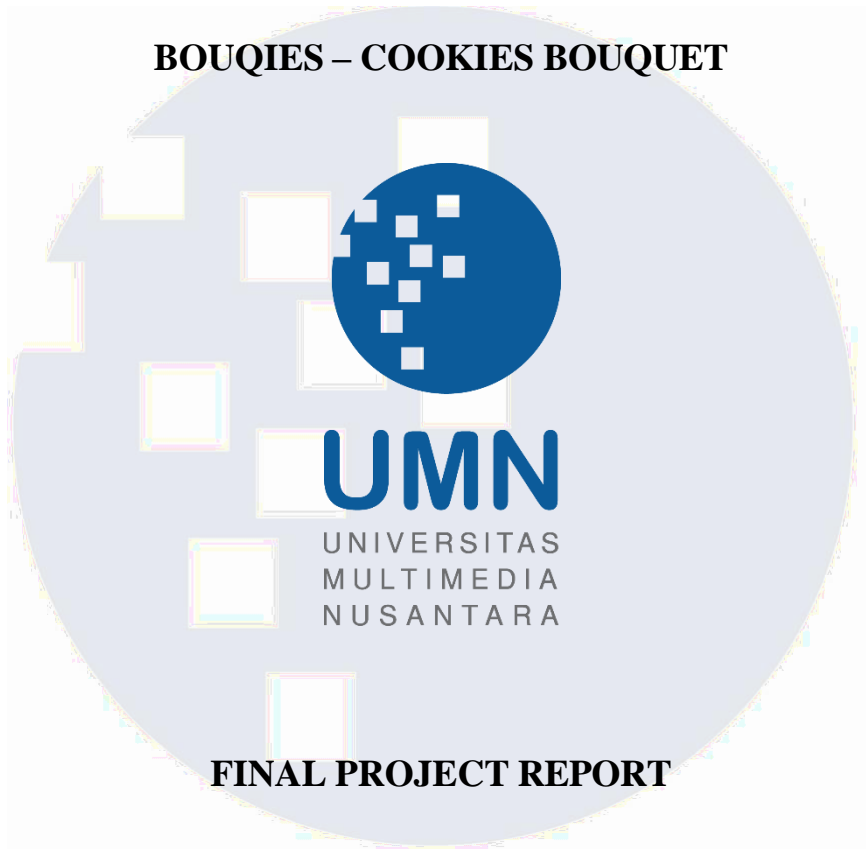


**BUSINESS PROPOSAL FOR  
BOUQIES – COOKIES BOUQUET**



**FINAL PROJECT REPORT**

**Shintya**

**0000053602**

**HOTEL OPERATIONS STUDY PROGRAM**

**FACULTY OF BUSINESS**

**UNIVERSITAS MULTIMEDIA NUSANTARA**

**TANGERANG**

**2024**

**BUSINESS PROPOSAL FOR  
BOUQIES – COOKIES BOUQUET**



**FINAL PROJECT REPORT**

Proposed to Fullfil one of the requirements  
to obtain the title of Business Proposal for BOUQIES – Cookie Bouquet  
Diploma's in Hotel Operations

**Shintya**

**00000053602**

**HOTEL OPERATIONS STUDY PROGRAM  
FACULTY OF BUSINESS  
UNIVERSITAS MULTIMEDIA NUSANTARA  
TANGERANG  
2024**

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Student ID : 00000053602

Study Program : Hotel Operations

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By

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Student ID : 00000053602  
Study Program : Hotel Operations  
Faculty : Business

Has been approved to be presented on a final project Examination Session  
at Universitas Multimedia Nusantara

Tangerang, 30 March 2024

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BUSINESS PROPOSAL FOR  
BOUQIES - COOKIE BOUQIET

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## PREFACE

I'm feel grateful to have successfully completed my final project with title "Business Proposal for BOUQIES – Cookies Bouquet." This report was made for fulfill the curriculum requirement to complete the program in Hotel Operations, Faculty of Business at Universitas Multimedia Nusantara. This journey has been filled with challenges, but with determination and support, I've overcome them all. I would like to thank for the people whose give support and encouragement have been instrumental in creating this business proposal.

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3. Mr. Oqke Prawira, SST.Par, M.Si.Par., CHE as the Head of Hotel Operations Program of Universitas Multimedia Nusantara.
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6. My family who has provided material and moral support, so that I can complete this final project.

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

Tangerang, 30 March 2024



Shintya

# **BUSINESS PROPOSAL FOR BOUQUES - COOKIE BOUQUET**

Shintya

## **ABSTRACT**

BOUQUES is a micro, small, and medium-sized enterprise (MSME) owned by Shintya and based in Tangerang, Indonesia. BOUQUES produces cookie products with Sakura and Chocolate flavors with bouquet and box packaging. Both variants are packaged in bouquet and box formats with selling prices ranging from Rp 55,000 to Rp 90,000. BOUQUES target market consists of individuals who loves cookies. Currently, BOUQUES does not have a physical store that customers can visit. Orders are made online through GrabFood and GoFood applications. BOUQUES' annual revenue is Rp 187.331.250/year with a net income of Rp Rp 187.331.250/year. With this level of income, BOUQUES is expected to reach breakeven point in its third year of operation. However, BOUQUES will maximize profits during specific festive periods to expedite the return of investment.

**Keywords:** MSME, Food and Beverages Industry, Cookies Bouquet Segment.

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**BUSINESS PROPOSAL FOR**  
**BOUQIES - COOKIE BOUQIET**

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**ABSTRAK**

*BOUQUIES merupakan bisnis jenis Usaha Mikro Kecil Menengah (UMKM) milik Shintya dan berdomisili di Tangerang, Indonesia. BOUQUIES memproduksi cookies dengan varian rasa Sakura dan Chocolate dengan kemasan bouquet dan kotak. Kedua varian ini dikemas dalam kemasan bouquet dan kotak dengan harga jual mulai dari Rp 55.000 hingga Rp 90.000. Target market dari BOUQUIES adalah orang yang menyukai cookies. Saat ini, BOUQUIES belum memiliki toko fisik yang dapat dikunjungi pelanggan. Pemesanan dilakukan secara daring melalui aplikasi GrabFood dan GoFood. Pendapatan BOUQUIES dalam setahun sebesar Rp 534.000.000 dalam setahun dan pendapatan bersih sebesar Rp 187.331.250 dalam setahun. Dengan jumlah pemasukan tersebut, BOUQUIES akan berada di titik balik modal pada tahun ke 3. Namun, BOUQUIES akan memaksimalkan pada hari raya tertentu untuk memperoleh keuntungan lebih agar modal dapat kembali dalam waktu lebih awal.*

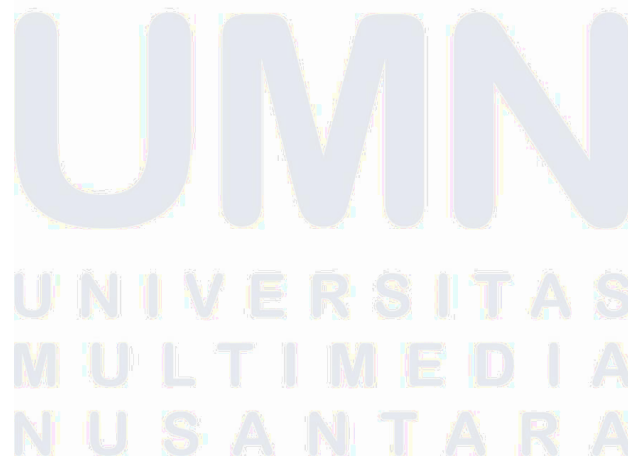
**Kata Kunci:** *UMKM, Industry Makanan dan Minuman, Sektor Buket Biskuit*

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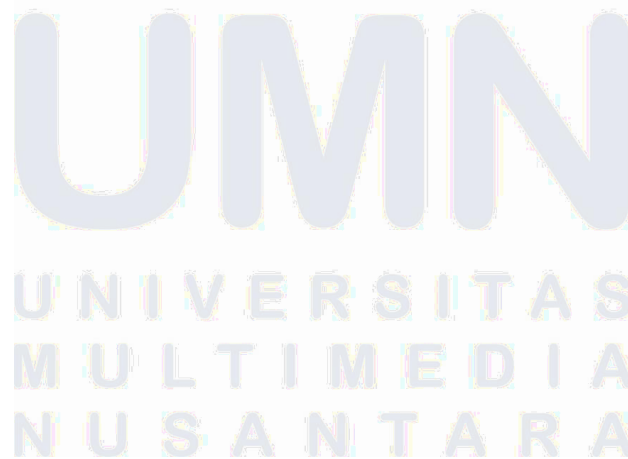
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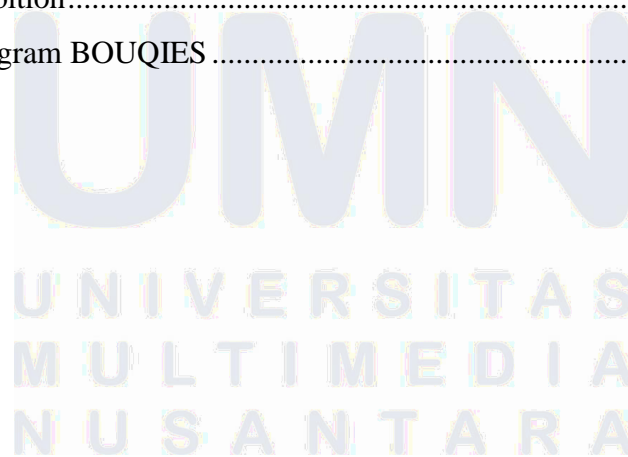
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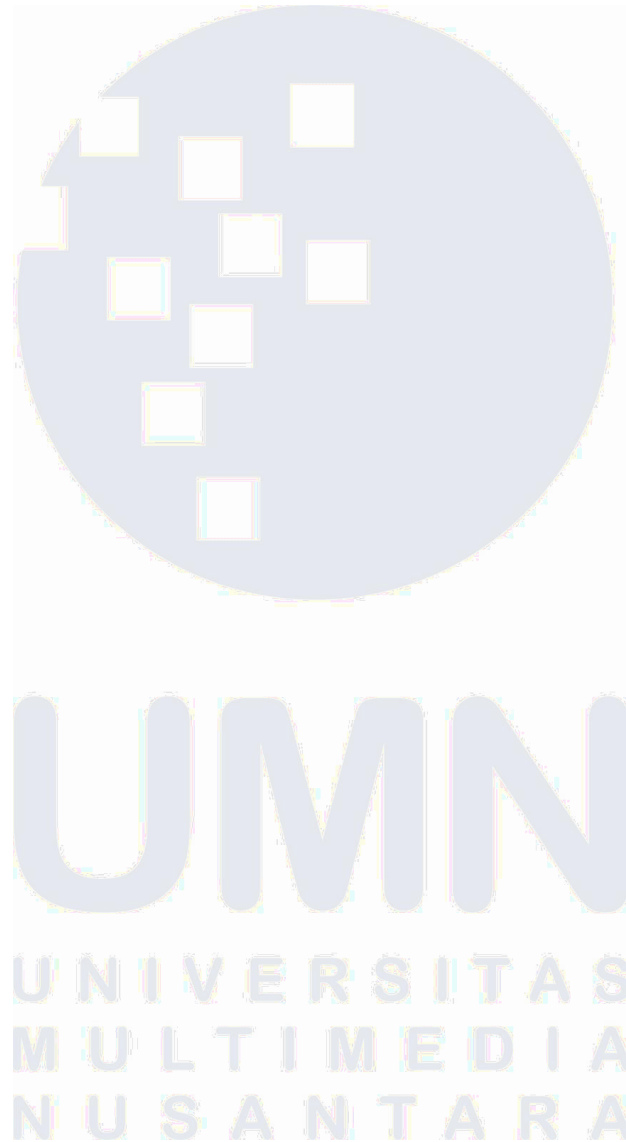
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## EXECUTIVE SUMMARY

Micro, Small, and Medium Enterprise (MSME), now contributing significantly to the nation's GDP, the MSME sector, especially in the culinary domain, emerges as a vital economic force. The Government giving supports for the MSMEs by the People's Business Credit (KUR). The condition of the culinary industry contributes 55.03% of the national creative economy sector workforce and experienced growth of 10.5% in 2020. The key to becoming a creative economy is to continue to innovate in the culinary business. Interest in the culinary business, especially selling pastries ahead of Eid, is quite promising. By seeing this opportunity, BOUQIES contribute to the cookies sector.

BOUQIES selling Sakura Bouquet Cookies, Chocolate Bouquet Cookies, Box Sakura Cookies, and Box Chocolate Cookies that start from Rp55.000 to Rp90.000. BOUQIES priority is to maintain quality taste to achieve customer satisfaction. To achieve break-even point, BOUQIES should sell their products with total minimum of 13 pcs/day. For BOUQIES, the BEP are not enough to maintain this business in the future.

Therefore, BOUQIES's target is to sell a minimum of 30 items a day to earn a gross income of IDR 2,225,000/day. If expenses are deducted, BOUQIES gets IDR 780,000/day in a day. The BEP achieving in third year are not enough to maintain BOUQIES in the future. Seeing opportunities during big celebrations such as Eid, BOUQIES will take advantage of this opportunity to push sales so that it can reach a break-even point in the second year.