

**BUSINESS PROPOSAL PROJECT FOR  
MOCHIMARU**

**FINAL PROJECT REPORT**



**DARLENE CALISTA WIJAYA**

**0000054022**

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

**2024**

**BUSINESS PROPOSAL PROJECT FOR  
MOCHIMARU**

**FINAL PROJECT REPORT**

Submitted to fulfil one of the requirements to obtain the title of Associate Degree  
in Hotel Operations Program

**UMN**

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

**DARLENE CALISTA WIJAYA**

**0000054022**

UNIVERSITAS

MULTIMEDIA  
FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA  
TANGERANG

**2024**

## NON – PLAGIARISM DECLARATION FORM

Hereby, I:

Name : Darlene Calista Wijaya

Student ID : 00000054022

Program : Hotel Operations

Final project report with title of:

Business Proposal Project for Mochimaru is my own work not plagiarized from scientific works written by others, and all sources both quoted and referred to have been correctly stated and listed in the Bibliography.

If in the future it is proven that fraud / irregularities are found, both in the implementation of the final project report and in the writing of the final project report, I am willing to accept the consequences of being declared NOT PASSED for the final assignment that I have taken.

Jakarta, 05 March 2024



(Darlene Calista Wijaya)

UMMN  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

## VALIDATION FORM

Final project report with title of  
**“BUSINESS PROPOSAL PROJECT FOR  
MOCHIMARU”**

By:  
Name : Darlene Calista Wijaya  
Student ID : 00000054022  
Program : Hotel Operations  
Faculty : Business

Has been approved to be submitted to  
Final Project Seminar  
Universitas Multimedia Nusantara.

Tangerang, 05 March 2024

Advisor,



Yoanita Alexandra S.E., B.A., M.Par  
(NIDN. 0313089201)

Head of Hotel Operations Program



Oqke Prawira, S.ST, M.Si.Par., CHE  
(NIDN. 0428108007)

## VALIDATION PAGE

The final project titled:

**“BUSINESS PROPOSAL PROJECT FOR MOCHIMARU”**

By

Full Name : Darlene Calista Wijaya

Student ID : 00000054022

Study Program : Hotel Operations

Faculty : Business

Has been tested on Wednesday, 20 March 2024  
from 09.30 to 10.30, and was stated

PASSED

with the order of examiners as follows:

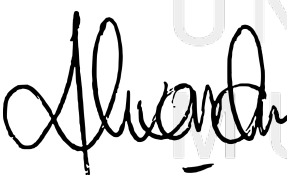
Head Examiner

  
Oqke Prawira, S.ST, M.Si.Par., CHE  
(NIDN. 0428108007)


Examiner

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

Advisor

  
Yoanita Alexandra S.E, B.A, M.Par  
(NIDN. 0313089201)

Head of Hotel Operations Program

  
Oqke Prawira, S.ST, M.Si.Par., CHE  
(NIDN. 0428108007)

**SCIENTIFIC PAPER PUBLICATION APPROVAL PAGE FOR  
ACADEMIC PURPOSE**

As part of Universitas Multimedia Nusantara, Hereby I:

Name : Darlene Calista Wijaya

Student ID : 00000054022

Program : Hotel Operations

Faculty : Business

Type of Work : \*Thesis/Final Project

I fully grant Universitas Multimedia Nusantara to publish my work at the Knowledge Center repository system, so that it can be accessed by the Academics/Public. I also declare that there is no confidential information presented in my paper, and would never revoke this grant for any reason.

I do not grant Universitas Multimedia Nusantara to publish my work as it still undergo a submission process for a national/international journal/conference (proven by proof of submission)\*\*

Jakarta, 05 March 2024

  
(Darlene Calista Wijaya)

\*\* If I fail to obtain the *Letter of Acceptance* within 6 months, I would grant UMN a full access to my work and they may publish it at the Knowledge Center repository system.

## PREFACE

Gratitude for the blessings and grace to God Almighty, for the completion of this final project report with the title: “Business Proposal Project for Mochimaru” is done to fulfil one of the requirements for obtaining the associate degree in the field of Hotel Operations Program at the Faculty of Business at Universitas Multimedia Nusantara. I realize that without the assistance and guidance from various parties, from the lecture period to the preparation of this final project report, it would have been very difficult for me to complete it.

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., M.B.A. as the Dean of the Business Faculty of Universitas Multimedia Nusantara.
3. Mr. Oqke Prawira, SST.Par, M.Si.Par., CHE as the Head of the Hotel Operations Program of Universitas Multimedia Nusantara.
4. Ms. Yoanita Alexandra, S.E, M.Par as the Advisor who has devoted a lot of time to provide guidance, direction, and motivation for the completion of this final project.
5. Mr. Ringkar Situmorang, Ph.D, CHE as Academic Advisor who always give guidance and motivation during the making of this report
6. All lecturers of Hotel Operations Program who have supported the writer with knowledge and experience.
7. My parents, friends, and family who have provided material and moral support, enabling the writer to complete this final project report.

May this final project report be beneficial, both as a source of information and inspiration for others.

Jakarta, 05 March 2024



(Darlene Calista Wijaya)

## BUSINESS PROPOSAL PROJECT FOR MOCHIMARU

(Darlene Calista Wijaya)

### **ABSTRAK**

*Mochimaru adalah bisnis mikro berbasis rumahan yang berfokus pada penciptaan rasa dan inovasi baru pada makanan penutup tradisional Jepang, mochi. Mochimaru menggunakan bahan-bahan pilihan untuk memastikan rasa dan kesegaran mochi. Mochimaru memiliki tagline "Kelezatan Melampaui Kebahagiaan" yang bertujuan untuk memberikan kebahagiaan kepada konsumen dengan produk kami. Nama merek "Mochimaru" berarti mochi yang bulat dalam bahasa Jepang, karena bentuk mochi yang dijual berbentuk bulat. Mochimaru menawarkan lima variasi mochi yang berbeda, yaitu S-Berry Yakult Mochi, Mango Yakult Mochi, Purple Sweet Potato Mochi, Ori Matcha Mochi, and Mochi Dip. Kemasannya sendiri memiliki desain yang lucu dan ramah sehingga menarik perhatian konsumen. Produknya sendiri akan dijual melalui pre-order melalui media sosial, menitipkan di restoran atau kantin terdekat dan membuka pop-up booth di sebuah acara. Target pasar Mochimaru adalah Gen Z dan Milenial, dengan arketipe brand Mochimaru yang polos, Mochimaru akan memberikan kesan bahagia dan positif kepada konsumen dan promosi yang dilakukan sebagian besar akan dilakukan melalui Instagram, media sosial yang banyak digunakan oleh sebagian besar target pasarnya. Mochimaru diperkirakan akan mendapatkan keuntungan per-tahun sebesar Rp 243.342.828 dan akan membutuhkan modal sebesar Rp 20.903.720. Mochimaru diperkirakan akan mengalami pengembalian modal pada bulan pertama setelah beroperasi.*

**Kata kunci:** *Mochimaru, usaha rumahan, mochi, makanan penutup Jepang, bisnis mikro.*

UMN  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA



## **BUSINESS PROPOSAL PROJECT FOR MOCHIMARU**

(Darlene Calista Wijaya)

### **ABSTRACT**

Mochimaru is a home-based micro business that focuses on creating new flavors and innovations to the traditional Japanese dessert, mochi. Mochimaru uses handpicked ingredients that ensure the taste and freshness of the mochi. Mochimaru has a tagline “Delicacy Beyond Happiness” which aims to bring happiness to consumers with our product. The brand name “Mochimaru” means plump mochi in Japanese, because mochi are sold in a round shape. Mochimaru offer five different mochi variations which are S-Berry Yakult Mochi, Mango Yakult Mochi, Purple Sweet Potato Mochi, Ori Matcha Mochi, and Mochi Dip. The packaging itself enhance a cute and friendly design that will attract the consumer’s eye. The product itself would be sold through pre-orders from social media, selling through nearby restaurants or canteen and from opening a pop-up booth at an event. Mochimaru’s target market are Gen Z and Millennials, with Mochimaru’s brand archetypes being innocent, Mochimaru will give out happy and positive vibes to the consumer and promotion will mostly be done through Instagram, a social media that most of the target market use. Mochimaru is predicted to achieve yearly net earnings of Rp 243.342.828 and will need capital as much as Rp 20.903.720. Mochimaru will be expected to have its payback period on the first month of its operations.

**Keywords:** Mochimaru, home-based, mochi, Japanese dessert, micro business.



## TABLE OF CONTENT

<b>COVER PAGE</b> .....	<b>i</b>
<b>NON – PLAGIARISM DECLARATION FORM</b> .....	<b>ii</b>
<b>VALIDATION FORM</b> .....	<b>iii</b>
<b>VALIDATION PAGE</b> .....	<b>iv</b>
<b>SCIENTIFIC PAPER PUBLICATION APPROVAL PAGE FOR ACADEMIC PURPOSE</b> .....	<b>v</b>
<b>PREFACE</b> .....	<b>vi</b>
<b>ABSTRAK</b> .....	<b>vii</b>
<b>ABSTRACT</b> .....	<b>viii</b>
<b>TABLE OF CONTENT</b> .....	<b>ix</b>
<b>LIST OF FIGURES</b> .....	<b>xi</b>
<b>LIST OF TABLES</b> .....	<b>xii</b>
<b>EXECUTIVE SUMMARY</b> .....	<b>xiii</b>
<b>CHAPTER I</b> .....	<b>1</b>
<b>COMPANY OVERVIEW</b> .....	<b>1</b>
1.1 Industry Analysis .....	1
1.2 Company Description .....	2
1.3 Product and Service .....	6
<b>CHAPTER II</b> .....	<b>10</b>
<b>MARKETING PLAN</b> .....	<b>10</b>
2.1 Market Size .....	10
2.2 Competitor Analysis.....	18
2.3 Sales Goal .....	21
2.4 Marketing Strategy.....	22
<b>CHAPTER III</b> .....	<b>27</b>
<b>OPERATIONAL PLAN</b> .....	<b>27</b>
3.1 Location and Facilities .....	27
3.2 Manufacturing Methods.....	29
3.3 Supplies and Suppliers.....	30
<b>CHAPTER IV</b> .....	<b>35</b>
<b>FINANCIAL PLAN</b> .....	<b>35</b>
4.1 Capital Needs .....	35
4.2 Variable Cost/COGS .....	36

4.3 Operating Expenses/Fixed Cost.....	37
4.4 BEP .....	38
4.5 Annual Income Statement .....	39
<b>CHAPTER V .....</b>	<b>41</b>
<b>EXHIBITION .....</b>	<b>41</b>
5.1 Location and Venue.....	41
5.2 Budget.....	41
5.3 Product Presentation .....	42
5.4 Media and Promotion.....	43
<b>APPENDIX .....</b>	<b>45</b>
A. Standarized Recipe.....	45
B. Advisory Form .....	49
C. Turnitin Result .....	50
<b>REFERENCES.....</b>	<b>53</b>



## LIST OF FIGURES

Figure 1. 1 Mochimaru logo .....	2
Figure 1. 2 Mochimaru organizational chart.....	5
Figure 1. 3 Mochimaru menu.....	7
Figure 1. 4 Mochimaru product and packaging .....	8
Figure 1. 5 Box of four mochi.....	9
Figure 2. 1 Mochimaru's Instagram feed .....	23
Figure 2. 2 Influencer's Instagram page .....	24
Figure 2. 3 Mochimaru promotion.....	25
Figure 3. 1 Kitchen layout.....	27
Figure 3. 2 Mochimaru booth .....	27
Figure 3. 3 School canteen .....	28
Figure 3. 4 School canteen .....	28
Figure 5. 1 Mochimaru exhibition .....	42
Figure 5. 2 Exhibition booth .....	43
Figure 5. 3 Mochimaru's banner .....	43
Figure 5. 4 Mochimaru's product card.....	44

UMN  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

## LIST OF TABLES

Table 2. 1 Qualitative questions structure .....	10
Table 2. 2 Quantitative demographic .....	14
Table 2. 3 Customer's knowledge and interest .....	15
Table 2. 4 Customer's knowledge and interest to Mochimaru.....	16
Table 2. 5 Pricing for Mochimaru's product .....	17
Table 2. 6 Direct competitor matrix .....	19
Table 2. 7 Indirect competitor matrix .....	20
Table 2. 8 SWOT Analysis .....	21
Table 2. 9 Sales goal.....	22
Table 3. 1 Supplies and suppliers .....	30
Table 3. 2 Staffing job description .....	32
Table 3. 3 Staff duty roster .....	33
Table 3. 4 Monthly events .....	33
Table 4. 1 Mochimaru's capital needs.....	35
Table 4. 2 Mochimaru COGS.....	36
Table 4. 4 Mochimaru's operating expenses .....	37
Table 4. 5 Mochimaru's average BEP .....	38
Table 4. 6 Mochimaru's annual income statement.....	39
Table 5. 1 Budget exhibition .....	41



## EXECUTIVE SUMMARY

Being the fourth most populous country also means that there is a lot of crucial demand to fulfill. With a large population, there is a large opportunity for the F&B industry sector to grow and expand more since one of human basic needs are food. Director General of Argo Industry at the Ministry of Industry mentioned that in the second quarter of 2022, the F&B industry successfully grew 3.68%. Those results have proven that the F&B industry is increasing post-pandemic, which means growth of entrepreneurship.

Mochimaru is a home-based micro business that focuses on creating new flavors and innovations to the traditional Japanese dessert, mochi. “Mochimaru” means plump mochi in Japanese, because ‘maru’ in Japanese means plump or round. Mochimaru has a tagline “Delicacy Beyond Happiness” which aims to bring happiness to consumers with our product. Mochimaru’s target market are Gen Z and Millennials. Mochimaru offer five different mochi variations which are Cold Skin Yakult Mochi, Original Mochi, and Mochi Dip. Mochimaru wants to combine new taste of mochi while maintaining the traditional mochi texture and balances it out with a well-known mochi flavors.

Mochi sellers in Gading Serpong and Jakarta area are still hard to find. Looking at this opportunity, the owner wants to grow a mochi business that can fulfill the consumer’s sweet cravings. Due to the limited resources that Mochimaru has, Mochimaru products in a school canteen near the owner’s house to increase brand exposure. Mochimaru will also do pop-up booth that can be through a school event, mall event, or big events that is around the area and selling through pre-order. Promotions will be done during pre-opening and post-opening to attract customers and it will be done mostly through social media with the help of influencers.

Mochimaru is predicted to achieve yearly net earnings of Rp 243.342.828 and will need capital as much as Rp 20.903.720. Mochimaru will be expected to have its payback period on the first month of its operations.