

**BUSINESS PROPOSAL PROJECT FOR
PIGBY PORK NOODLES**



UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

FINAL PROJECT REPORT

STEVIA MEDELINE HERMAWAN

00000055305

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

2024

**BUSINESS PROPOSAL PROJECT FOR
PIGBY PORK NOODLES**

FINAL PROJECT REPORT

Submitted as one of the requirements for obtaining an Associate Degree



**STEVIA MEDELINÉ HERMAWAN
0000055305**

**UNIVERSITAS
MULTIMEDIA
NUSANTARA**

HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2024

NON-PLAGIARISM DECLARATION FORM

Hereby, I:

Name : Stevia Medeline Hermawan

NIM : 00000055305

Program : Hotel Operations

Who wrote a Final Project Report with title:

Business Proposal Project for PIGBY Pork Noodles

Confirm that this report is my own work and not copied from someone else's work (published or private) and not previously submitted for evaluation Universitas Multimedia Nusantara or elsewhere. Quote from Each Quote and Different Sources are provided in the References section of this report. If one day the fraud is discovered Report, I accept sanctions, but this fails and must fail in my final project proposal do it again.

Jakarta, 07 March 2024

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA



(Stevia Medeline Hermawan)

VALIDATION PAGE

The final project titled:

“BUSINESS PROPOSAL PROJECT FOR PIGBY PORK NOODLES”

By

Full Name : Stevia Medeline Hermawan

Student ID : 00000055305

Study Program : Hotel Operations

Faculty : Business

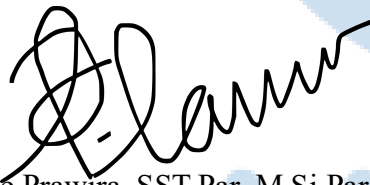
Has been tested on Wednesday, 20 March 2024

From 11.00 to 12.00 WIB, and was stated

PASSED

With the order of examiners as follows:

Head Examiner



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

Examiner



Adestya Ayu Armiela, SST.Par, M.Si.Par.,CHE
(NIDN. 0323128505)

Advisor



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

Head of Hotel Operations Program



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

VALIDATION FORM

Final project report with title of
“**BUSINESS PROPOSAL PROJECT FOR PIGBY PORK
NOODLES**”

By

Name : Stevia Medeline Hermawan

Student ID : 00000055305

Study Program : Hotel Operations

Faculty : Business

Has been approved to be submitted to

Final Project Seminar

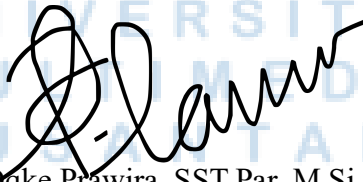
Universitas Multimedia Nusantara

Advisor



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

Head of Hotel Operations Program



Ojke Prawira, 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 : Stevia Medeline Hermawan

Student ID : 00000055305

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 PROJECT FOR PIGBY PORK NOODLES”

With this non-exclusive Royalty Free Right, Multimedia Nusantara University has the right to store, transfer media/format it, manage it in the form of a database, maintain and publish my final assignment as long as it still includes my name as the author/creator and as the copyright owner.

Jakarta, 07 March 2024



(Stevia Medeline Hermawan)

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

PREFACE

In this opportunity the writer would like to thank God Almighty for the grace of God in developing on this Final Project Report with title: “BUSINESS PROPOSAL PROJECT FOR PIGBY PORK NOODLES”. This report is being submitted to partially fulfill the curriculum requirements for the completion of the Hotel Operations program at the Faculty of Business, Multimedia Nusantara University. I am aware that without the assistance and support from various parties, it would have been extremely challenging for me to complete this final project.

Therefore, I would like to thank:

1. Dr. Ninok Leksono Ph.D as the Rector of Universitas Multimedia Nusantara.
2. Dr. Florentina Kurniasari T., S.Sos.M.B.A, as the Dean Business Faculty of Universitas Multimedia Nusantara.
3. Oqke Prawira, SST.Par, M.Si.Par as Head of Hotel Operations Program of Universitas Multimedia Nusantara.
4. Yoanita Alexandra M.Par as the Advisor who has spent a lot of time time to provide guidance, direction and motivation completion of this thesis.
5. My parents and family have provided assistance moral material support and prayers, so that the author can complete this thesis.
6. The writer would like to express their gratitude to all the lecturers who have taught them the basic skills necessary to enter the hotel industry and have consistently provided support.
7. And finally, I am grateful to my friends who provided valuable advice and understanding for this business idea.

This report aims to be a valuable source of information and inspiration for our readers

Jakarta. 07 March 2024



(Stevia Medeline Hermawan)

BUSINESS PROPOSAL PROJECT FOR

PIGBY PORK NOODLES

Stevia Medeline Hermawan

ABSTRACT

PIGBY Pork Noodles is a food and beverage business founded by Stevia Medeline Hermawan, a Hotel Operations Program student at Multimedia Nusantara University. Inspired by his grandmother's recipe, the author developed the concept with various dishes, including yamien, misoa, and Kwetiau, all of which use meat and pork fat as toppings. The mixture of meat and fat topping is then processed into a topping called "Jineng" which is the advantage of the PIGBY Pork Noodles product. The opening of the PIGBY Pork Noodles shop in Pantjoran PIK is a strategic step to offer a new culinary taste image to the public, with a typical Chinatown atmosphere. The location was chosen to attract the desired target market. By providing an atmosphere using a Japanese-style ramen stall and delicious food, PIGBY Pork Noodles hopes to become a culinary destination that is much sought after by both local people and tourists. Apart from that, the presence of this business will have a positive impact on the community's economy and increase the variety of culinary choices in the area. PIGBY Pork Noodles is estimated to get IDR 91.420.107 in the first month and will get a return on investment in the first month.

Keywords: Noodles, Pork-based, Pantjoran PIK, Food and Beverage

BUSINESS PROPOSAL PROJECT FOR

PIGBY PORK NOODLES

Stevia Medeline Hermawan

ABSTRAK

PIGBY Pork Noodles merupakan bisnis makanan dan minuman yang didirikan oleh Stevia Medeline Hermawan, mahasiswi Hotel Operations Program Universitas Multimedia Nusantara. Terinspirasi dari resep neneknya, penulis mengembangkan konsep tersebut dengan berbagai masakan, antara lain yamien, misoa, dan Kwetiau, semuanya menggunakan daging dan lemak babi sebagai topping. Topping campuran daging dan lemak tersebut kemudian di olah menjadi topping Bernama “Jineng” yang merupakan keunggulan dari produk PIGBY Pork Noodles. Pembukaan kedai PIGBY Pork Noodles di Pantjoran PIK merupakan langkah strategis untuk menawarkan citra rasa kuliner baru kepada masyarakat, dengan suasana khas Pecinan. Lokasi tersebut dipilih menarik target pasar yang diinginkan. Dengan menghadirkan suasana menggunakan Kios ramen gaya Jepang dan santapan lezat PIGBY Pork Noodles berharap dapat menjadi destinasi kuliner yang banyak dicari baik oleh masyarakat lokal maupun wisatawan. Selain itu, kehadiran usaha ini akan memberikan dampak positif bagi perekonomian masyarakat dan menambah beragam pilihan kuliner di daerah tersebut. PIGBY Pork Noodles diperkirakan akan mendapatkan Rp 91.420.107 di bulan pertama dan akan mendapat balik modal di bulan pertama.

Kata Kunci: *Mie, Berbahan Dasar Babi, Pantjoran PIK, Makanan dan Minuman*

EXECUTIVE SUMMARY

The food industry has experienced rapid growth, making it a lucrative business opportunity. As food is a staple for humans, the demand for it has increased with the development of society and its consumerist culinary lifestyle. In response to this opportunity, the owner has opened a pork noodle shop called "PIGBY Pork Noodles". This shop caters to the market of noodle lovers who prefer it as a substitute for rice. PIGBY Pork Noodles is a home-based business that specializes in three main noodle dishes: Yamien, Misoa, and Kwetiau. These dishes are made with Jineng, a mixture of meat and pork fat that gives them a delicious and rich flavor. The price for a bowl of PIGBY Pork Noodles ranges from IDR 45,000 to 55,000.

The target market for PIGBY Pork Noodles is the upper middle class, particularly families. According to research, 52% of their customers are aged 45 and above. One of the main strengths of PIGBY Pork Noodles is their rare topping called "Jineng". Additionally, the strategic location of the shop in Patjoran PIK, with its Chinatown atmosphere, adds to the overall dining experience. PIGBY Pork Noodles prides itself on offering noodles with a unique "Jineng" topping, which is a family recipe passed down through generations.

PIGBY Pork Noodles is a home-based business that will require 2 operational staff to handle cooking and running the shop. Additionally, 1 marketing staff and 1 finance staff will be needed to support the business. The monthly cost for these employees will be at least IDR 20,000,000. Based on PIGBY Pork Noodles' capital requirement of IDR 63,573,000 and its projected income of IDR 91.420.107 in the first month, the business will be able to cover both its capital and generate profit in the second month.

Table of Contents

COVER PAGE	i
NON-PLAGIARISM DECLARATION FORM	ii
VALIDATION PAGE	iii
VALIDATION FORM	iv
SCIENTIFIC PAPER PUBLICATION APPROVAL PAGE FOR ACADEMIC PURPOSE	v
PREFACE	vi
ABSTRACT	vii
ABSTRAK	viii
EXECUTIVE SUMMARY	ix
List Of Table	xii
List of Chart	xiii
List of Figures	xiv
CHAPTER I	1
COMPANY OVERVIEW	1
1.1 Industry Analysis	1
1.2 Company Description	2
1.2.1 Vision	3
1.2.2 Mission	3
1.2.3 Nature Of Bussines	3
1.2.4 Address of the Business	4
1.3 Product and Service	4
CHAPTER II	8
MARKETING PLAN	8
2.1 Market Size	8
2.1.1 Qualitative	8
2.1.2 Quantitative	10
2.1.3 Market Conclusion	16
2.2 Competitor Analysis	17
2.2.1 Direct Competitor	17
2.2.2 Indirect competitor	18
2.3 Sales Goals	19
2.4 Marketing Strategy	20

2.4.1	Product Characteristic	20
2.4.2	Place/Distribution	21
2.4.3	Promotion	21
2.4.4	Pricing	22
CHAPTER III		23
OPERATIONAL PLAN		23
3.1	Location & Facilities	23
3.2	Manufacturing/Service Methods	24
3.2.1	Manufacturing	24
3.2.2	Manufacturing and Packaging SOPs	25
3.3	Supply and Suppliers	26
3.4	Control Procedure	27
3.5	Staffing	31
3.6.1	Staff Requirements	31
3.6.2	Job Description	32
3.6.3	Salary	33
CHAPTER IV		34
FINANCIAL PLAN		34
4.1	Capital Needs	34
4.3	Operating Expenses/Fixed Cost	36
4.4	BEP	37
4.5	Annual Income Statement	37
CHAPTER V		40
EXHIBITION		40
5.1	Location	40
5.2	Budget	40
5.3	Product Presentation	41
5.4	Media and Promotion	42
REFERENCE		45
List Of Appendices		46
Cash Flow Projection.....		47
Product Cost		47
Products Pricing.....		50
Revenue Projection		51

List Of Table

Table 2. 1 Qualitative Questions Structure.....	8
Table 2. 2 Direct Competitor Matrix	18
Table 2. 3 Indirect Competitor Matrix.....	19
Table 2. 4 PIGBY Pork Noodles Sales Goals Projection	19
Table 2. 5 PIGBY Pork Noodles SWOT Table.....	20
Table 3. 1 Appliances and Supplier	26
Table 3. 2 Inventory Control Form.....	29
Table 3. 3 Invoice Control Form	30
Table 4. 1 PIGBY Pork Noodles Capital Needs	34
Table 4. 2 PIGBY Pork Noodles COGS	35
Table 4. 3 PIGBY Pork Noodles Operating Expense.....	36
Table 4. 4 PIGBY Pork Noodles Average BEP	37
Table 4. 5 PIGBY Pork Noodles Anual Income Statement.....	37
Table 5. 1 Exhibition Budget.....	40
Table 5. 2 Noodles Cost.....	48
Table 5. 3 Packaging Food Cost.....	50

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

List of Chart

Charts 2. 1 Respondent Gender	10
Charts 2. 2 Respondent Age.....	11
Charts 2. 3 Respondent Domicile	12
Charts 2. 4 Respondent Profession	12
Charts 2. 5 Monthly Expense.....	13
Charts 2. 6 Respondent Consumption	14
Charts 2. 7 Respondent Preferences	14
Charts 2. 8 Respondent Environment Interest	14
Charts 2. 9 Respondent Interest to PIGBY Pork Noodles	15
Charts 2. 10 Recommendation Rate to PIGBY Pork Noodles.....	15
Charts 2. 11 Rate of PIGBY Pork Noodles.....	16



List of Figures

Figure 1. 1 PIGBY Pork Noodles Logo	2
Figure 1. 2 Pantjoran PIK.....	4
Figure 1. 3 Kwetiau	5
Figure 1. 4 Yamien	5
Figure 1. 5 Misoa	6
Figure 1. 6 PIGBY Pork Noodles Menu	7
Figure 2. 1 PIGBY Online Platform.....	22
Figure 2. 2 Hazard Analysis Card	30
Figure 3. 1 PIGBY Pork Noodles Location	23
Figure 3. 2 PIGBY Noodle Shop.....	24
Figure 3. 3 Manufacturing Process	24
Figure 3. 4 Service Method	25
Figure 3. 5 PIGBY Pork Noodles Organizational Diagram.....	31
Figure 3. 6 Hourly Wage Formula.....	33
Figure 5. 1 Table Exhibition.....	41
Figure 5. 2 Exhibition.....	41
Figure 5. 3 X-Banner.....	43
Figure 5. 4 Sticker	43