

BUSINESS PROPOSAL PROJECT FOR

MIKU CREPES



Final Project Report

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

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MIKU CREPES



Final Project Report

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

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HOTEL OPERATIONS STUDY PROGRAM

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PREFACE

In this opportunity, writer would like to state the biggest gratitude for the God Almighty and also for the people who contribute a lot during the process of making this Final Project Report with the title : “Business Proposal Project for Miku Crepes”. This Final Project Report has been made and submitted to fulfil the graduation requirement and to finished the Hotel Operations process of making this report, I realized that this final project report would be really difficult for me to make without the help, support, and assistances from lots of parties. Therefore, I would like to thank :

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Lastly, from this business report. Writer hope that this business report could include a lot of new information, knowledge, and insights that can be useful for the readers in the future and also writer hope that this business report can be used for the reference in the future.

Tangerang, 06 March 2024



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Business Proposal Project for Miku Crepes

Brigita Angelica Cahya

ABSTRAK

Industri makanan dan minuman merupakan suatu industri yang paling banyak diminati hingga sekarang ini. Miku Crepes merupakan UMKM yang bergerak di bidang makanan dan minuman yang diproduksi oleh Brigita Angelica Cahya dari Hotel Operations Universitas Multimedia Nusantara. Produk yang dijual oleh Miku Crepes ini sendiri merupakan mille crepes yang dikombinasikan dengan es krim yang dijual dengan harga mulai dari Rp. 32.000 - Rp. 40.000 per produk nya. Target utama dari Miku Crepes sendiri adalah kalangan masyarakat yang berusia 15 hingga 35 tahun. Miku Crepes sendiri akan di operasikan dan di distribusikan secara online kepada masyarakat melalui sistem Pre-Order. Pendapatan yang diperkirakan akan dicapai oleh Miku Crepes pada tahun pertama adalah sebesar Rp. 597.240.000 dan laba bersih yang akan diperoleh Miku Crepes adalah Rp. 173.828.628 atau sebesar 29,1% per tahun. Pada bulan pertama, Miku Crepes sendiri akan memperoleh periode pengembalian modal. Diharapkan kedepannya bisnis Miku Crepes dapat semakin berkembang.

Kata Kunci: UMKM, Mille crepes, Industri makanan dan minuman.

Business Proposal Project for Miku Crepes

Brigita Angelica Cahya

ABSTRACT

The food and beverage industry is an industry that is most in demand today. Miku Crepes is an MSME operating in the food and beverage sector produced by Brigita Angelica Cahya from Hotel Operations at Multimedia Nusantara University. The product sold by Miku Crepes itself is mille crepes combined with ice cream which is sold at prices starting from Rp. 32,000 - Rp. 40,000 per product. The main target of Miku Crepes itself is people aged 15 to 35 years. Miku Crepes itself will be operated and distributed online to the public through a Pre-Order system. The revenue estimated to be achieved by Miku Crepes in the first year is Rp. 597,240,000 and the net profit that Miku Crepes will earn is Rp. 173,828,628 or 29.1% per year. In the first month, Miku Crepes itself will get a payback period. It is hoped that in the future the Miku Crepes business can further develop.

Keyword: Small business, Mille crepes, food and beverage industry.



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EXECUTIVE SUMMARY

Food and Beverages Industry is one of the biggest industries in the world that gives a big impact in many aspects especially in Indonesia. The Food and Beverages industry in Indonesia has a really strong appeal because the market in Indonesia related to this industry is very large. Food and Beverages Industry is keep growing until now. Miku Crepes is a business that related to the Food and Beverages Industry. The products and services that was offered by Miku Crepes is the type of desserts such as Mille Crepes. Miku Crepes is offering 5 types of Mille Crepes which are, matcha mille crepes, brown sugar mille crepes, chocolate mille crepes, chocolate mint mille crepes, and hojicha mille crepes that served together with vanilla ice cream on the side. The range of price for Miku Crepes products is start from Rp, 32.000 - Rp. 40.000 per products.

Miku Crepes main target market is the people that is on the productive age start from the range of 15-35 years old. Because, the products of Miku Crepes can be consume by every age. For the business of Miku Crepes itself is going to be in the form of Sole Proprietorship because this business was running and involves by only one person which is the owner of the business and all of the responsibilities for the business was handled and controlled by the owner.

To run the business of Miku Crepes, there is a small team that consists of Owner, Financial Staff, Marketing Staff, and also Operational staff. The salary of the staff of Miku Crepes itself is start from Rp. 1.500.000 - Rp. 2.000.000 per staff based on the agreement that has been made before through the recruitment process.

Miku Crepes needs to be able to sell 45 products in a day and Miku Crepes expecting to get the net income for about Rp. 173.828.628 in a year. The average number of products that need to be sell in a day to reach the Break Even Point is the total of 18 products with the number of average sales Rp. 658.200 in a day. Miku Crepes will get the payback period on the first month of sales and Miku Crepes hopes this business will be able to grow in the future.