

**BUSINESS PROPOSAL PROJECT FOR
PAGARUMA COFFEE**



FINAL PROJECT REPORT

Mathias Senna Suryadi

00000055900

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

**BUSINESS PROPOSAL PROJECT FOR
PAGARUMA COFFEE**



FINAL PROJECT REPORT

Proposed to Fulfil one of the requirements to obtain the title of
Associate Degree in Tourism (A.Md.Par)

Mathias Senna Suryadi

00000055900

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

NO PLAGIARISM STATEMENT

I hereby,

Full Name : Mathias Senna Suryadi

Student ID : 00000055900

Study Program : Hotel Operations

state that the Final Project titled:

“Business Proposal Project for Pagaruma” is the result of my own work. It is not a plagiarism nor written by anyone else, and all quoted and referenced sources have been correctly stated and included in the Bibliography.

Should it is proven that there is a fraud / irregularities in my paper, both related to the research process or Final Project writing, I am willing to accept the consequence of being declared NOT PASS for the Final Project that I have taken. I will also bear all legal consequences against me and will not involve Universitas Multimedia Nusantara, regarding the act of plagiarism.

Tangerang, 06 March, 2024



A handwritten signature in black ink, appearing to be 'MS', is written over the stamp and QR code.

Mathias Senna Suryadi

APPROVAL PAGE

The Final Project titled

BUSINESS PROPOSAL PROJECT

FOR PAGARUMA COFFEE

By

Full Name : Mathias Senna Suryadi

Student ID : 00000055900

Study Program : Hotel Operation

Faculty : Business

Has been approved to be presented on a Final Project Seminar

at Universitas Multimedia Nusantara

Tangerang, 12 March, 2024

Advisor



Ringkar Situmorang, B.Sc., MBA, Ph.D. , CHE

NIDN. 0328107302

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 PAGARUMA COFFEE

By

Full Name : Mathias Senna Suryadi
Student ID : 00000055900
Study Program : Hotel Operations
Faculty : Business

Has been tested on Monday, March 25, 2024

from 08.00 to 09.30, and was stated

PASSED

with the order of examiners as follows:

Examiner



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

Head Exaiminer



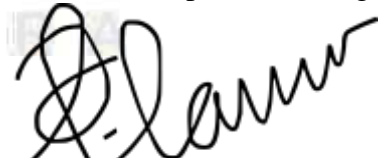
Oqke Prawira, S.ST. M.Si. Par., CHE
NIDN.0428108007

Advisor



Ringkar Situmorang, B.Sc., MBA, Ph.D ,CHE
NIDN. 0328107302

Head of Hotel Operations Program



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

APPROVAL OF PUBLICATION

I hereby,

Full Name : Mathias Senna Suryadi

Student ID : 00000055900

Study Program : Hotel Operations

Faculty : Business

Type of Work : * ~~Thesis~~ / Final Project (* cross out one)

Solely state that:

- 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*) **

Tangerang, 06 March, 2024



Mathias Senna Suryadi

** 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

Without the help, support and blessing from the God Almighty the author finally can reach this point. The author felt so blessed and grace given because can complete this Final Project Report with the tittle “Business Proposal Project for Pagaruma Coffee”. This Final Project Report has been made and submitted to fulfill 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, it would be very difficult for me to finish this Final Project, Therefore, 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, S.ST.M.Si.Par , as the Head of Hotel Operations Program, Universitas Multimedia Nusantara.
4. Mr. Ringkar Situmorang Ph.D, as my advisor who has spent a lot of time to provide Time, direction, and dedication to complete this report.
5. My parents and my friends who have supported me to to completely support me, so that I able complete this final project report.

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

Tangerang, 06 March 2024



Mathias Senna Suryadi

BUSINESS PROPOSAL PROJECT FOR PAGARUMA COFFEE

Mathias Senna Suryadi

ABSTRAK

Pagaruma merupakan usaha mikro (UMKM) di bidang minuman yang dibuat oleh Mathias Senna dari Program Studi Perhotelan Universitas Multimedia Nusantara. Pagaruma, sebuah kedai minuman buatan sendiri yang memperkenalkan inovasi minuman berbasis kopi, termasuk yang dicampur dengan alkohol seperti Rum atau Vodka. Martini Espresso yang menjadi ikon, yang diperkaya dengan air berkarbonasi, mencerminkan penawaran unik yang bertujuan menciptakan tren baru dalam industri minuman. Visi Pagaruma adalah untuk memproduksi minuman kopi berkualitas tinggi dengan pelayanan yang luar biasa yang tentu dapat dinikmati oleh semua orang. Misi termasuk berbagi dan mempromosikan rasa kopi baru, menyediakan bahan berkualitas tinggi dengan harga yang wajar, dan menjamin kepuasan pelanggan. Beroperasi sebagai kedai kopi kecil, Pagaruma memiliki sumber daya dan saluran distribusi terbatas, dengan pemilik secara aktif terlibat dalam operasi. Bisnis ini bertujuan untuk tumbuh dan berencana untuk meningkatkan tempat usahanya agar lebih bisa berkembang dan juga lebih dikenal oleh banyak orang yang ingin mencoba inovasi minuman yang ditawarkan oleh Pagaruma. Terletak di Ruko Pisa Grande, Gading Serpong, Tangerang, Banten, Pagaruma Coffee menawarkan minuman kopi tradisional dan inovatif, dengan fokus pada memperkenalkan kopi yang dicampur dengan alkohol kepada konsumen. Dengan pendapatan tahunan sampai dengan sekitar empat ratus juta rupiah pagaruma juga membidik titik impas dalam kisaran lima bulan dan rencana masa depan termasuk memperluas menu dengan inovasi kopi dan non-kopi tambahan.

Kata kunci: *Pagaruma, Kopi, Espresso, Kedai kopi*

BUSINESS PROPOSAL PROJECT FOR PAGARUMA COFFEE

Mathias Senna Suryadi

ABSTRACT

Pagaruma is a micro enterprise (MSME) in the beverage sector created by Mathias Senna from the Multimedia Nusantara University Hospitality Study Program. Pagaruma, a homemade drink shop that introduces innovative coffee-based drinks, including those mixed with alcohol such as Rum or Vodka. The iconic Martini Espresso, enriched with carbonated water, represents a unique offering aimed at creating new trends in the beverage industry. Pagaruma vision is to produce high quality coffee drinks with extraordinary service that can be enjoyed by everyone. Missions include sharing and promoting new coffee flavors, providing high-quality ingredients at reasonable prices, and ensuring customer satisfaction. Operating as a small coffee shop, Pagaruma has limited resources and distribution channels, with the owner actively involved in operations. This business aims to grow and plans to improve its business premises so that it can develop more and also be better known by many people who want to try the innovative drinks offered by Pagaruma. Located in Ruko Pisa Grande, Gading Serpong, Tangerang, Banten, Pagaruma Coffee offers traditional and innovative coffee drinks, with a focus on introducing consumers to coffee mixed with alcohol. With annual revenues of around four hundred million rupiah, Pagaruma is also aiming to break even in around five months and future plans include expanding the menu with additional coffee and non-coffee innovations.

Keywords: Pagaruma, Coffee, Espresso, Coffee shop

TABLE OF CONTENT

BUSINESS PROPOSAL PROJECT FOR.....	i
BUSINESS PROPOSAL PROJECT FOR.....	ii
NO PLAGIARISM STATEMENT	iii
APPROVAL PAGE.....	iv
VALIDATION PAGE.....	v
APPROVAL OF PUBLICATION	vi
PREFACE	vii
ABSTRAK.....	viii
<i>ABSTRACT (English)</i>.....	ix
TABLE OF CONTENT	x
LIST OF TABLE.....	xii
LIST OF FIGURE.....	xiii
EXECUTIVE SUMMARY	xiv
CHAPTER I COMPANY OVERVIEW	1
1.1 Industry Analysis.....	1
1.2 Company Description	3
1.3 Product and Services	4
CHAPTER II MARKETING PLAN.....	7
2.1 Market Size.....	7
2.2 Competitor Analysis	14
2.2.1 Competitor	14
2.2.2 SWOT	16
2.3 Marketing Strategy.....	17
2.3.1 Product Characteristics.....	17
2.3.2 Distribution	18
2.3.3 Promotion.....	18
2.3.4 Pricing.....	19
CHAPTER III OPERATIONAL PLAN	20
3.1 Location & Facilities.....	20
3.2 Manufacturing/Service Methods.....	21
3.3 Supplies and Suppliers	22

3.4	Control Procedure	23
3.5	Staffing	24
CHAPTER IV FINANCIAL PLAN		27
4.1	Capital Needs	27
4.2	COGS	28
4.3	Operating Expense	28
4.4	Break Even Point	30
4.5	Income Statement	31
CHAPTER V EXHIBITION		33
5.1	Location & Venue	33
5.2	Budget	34
5.3	Product Presentation	34
5.4	Media and Promotion	35
REFERENCE		36
APPENDIX		38



LIST OF TABLE

Table 2.1 Indirect Competitor Analysis	15
Table 2.2 Direct Competitor Analysis.....	16
Table 2. 3 Advertising Tools.....	19
Table 2. 4 Pricing	19
Table 3. 1 Equipment & Appliances List.....	22
Table 3.2 Inventory Control Form.....	24
Table 4.1 List of assets	27
Table 4. 2 Cost of Goods Sold	28
Table 4. 3 Operating Expenses (in rupiah).....	29
Table 4. 4 Break Even Point.....	30
Table 4. 5 Sales Target	31
Table 4. 6 Income Statement	31
Table 5.1 Exhibition Budget	32



LIST OF FIGURE

Figure 1.1 Company Logo.....	3
Figure 1.2 Company Location.....	4
Figure 1.3 Pagaruma Menu	5
Figure 1.4 Pagaruma Espresso Martini	6
Figure 1.5 Pagaruma White Russian	6
Figure 1.6 Pagaruma Tropical Punch	6
Figure 2.1 Respondent Gender.....	9
Figure 2.2 Respondent Age	10
Figure 2.3 Respondent Domicile.....	10
Figure 2.4 Respondent Employment Status	11
Figure 2.5 Respondent Income Per Month.....	11
Figure 2.6 Respondent Expenses Per Month.....	12
Figure 2.7 Respondent Coffee consumption data.....	12
Figure 2.8 Percentage of Interest of Pagaruma product	13
Figure 2.9 Respondent Interest where to buy the product.....	13
Figure 3.1 Location of Pagaruma	20
Figure 3.2 Pagaruma Café Layout.....	20
Figure 3.3 Pagaruma Bar Seating Concept.....	21
Figure 3.4 Pagaruma Organizational Chart.....	24
Figure 5.1 Pagaruma Booth.....	33
Figure 5.2 Product Presentation.....	34
Figure 5.3 Product Presentation.....	35

EXECUTIVE SUMMARY

Coffee, as one of the most loved drinks in the world, has a special place in Indonesian culture. It started a long time ago when coffee was synonymous with adult drinks, now this has changed because now young people have also started consuming coffee. Coffee drinking culture in Indonesia has its own uniqueness. Nowadays, drinking coffee has started to become a culture in Indonesian society. In other cases, this makes us aware that local coffee has its own advantages. The emergence of trends like the Aren Latte, which is spreading across many coffee shops, helps illustrate the industry capacity for growth and customer engagement.

Pagaruma is a micro-business in the beverage industry established by Mathias Senna from the Hotel Operations Program at Universitas Multimedia Nusantara. Pagaruma is a self-made beverage café that introduces innovative coffee-based drinks, including those infused with alcohol such as Rum or Vodka. The iconic Espresso Martini, enriched with carbonated water, reflects a unique offering aimed at creating a new trend in the beverage industry. Operating as a small coffee shop, Pagaruma has limited resources and distribution channels, with the owner actively involved in operations. Located in Cihuni, Banten, Pagaruma Coffee offers both traditional and innovative coffee beverages, with a focus on introducing coffee mixed with alcohol to consumers.

In arrange to set up a solid brand presence, Pagaruma will use the social media platforms to share its items. Through these attempt, it is expected that Pagaruma The projected net profit for Pagaruma are expected to reach Rp 418,000,000 every year. Despite this substantial figure, the business remains classified as a Small Enterprise due to its revenue falling within the range of 300 million to 2.5 billion rupiah.