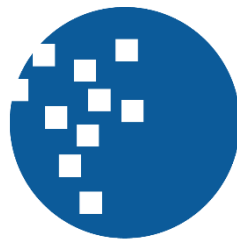


BUSINESS PROPOSAL PROJECT FOR CAKE MISS U



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

FINAL PROJECT REPORT

VALERIE KYLE SCHIFRA KINTADJAJA

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HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

JAKARTA

2024

BUSINESS PROPOSAL PROJECT FOR CAKE MISS U



FINAL PROJECT REPORT

Submitted to fulfill one of the requirements to obtain the title of Associate Degree

VALERIE KYLE SCHIFRA KINTADJAJA

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HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

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JAKARTA

2024

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Student ID : 00000056151

Study Program : Hotel Operations Program

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The final project titled:
A BUSINESS PROPOSAL PROJECT FOR CAKE MISS U

By

Name : Valerie Kyle Schifra Kintadjaja
Student ID : 00000056151
Study Program : Hotel Operations
Faculty : Business

Has been approved to be presented on a Final Project Seminar
at Universitas Multimedia Nusantara

Tangerang, March 14 2024

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VALIDATION PAGE

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PASSED

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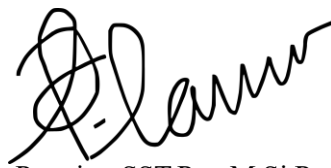
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PREFACE

Gratitude for the blessings and grace to God Almighty, for the completion of this Final Project with the title: " A Business Proposal Project For Cake Miss U ", which was done to fulfill one of the requirements for obtaining a Associate Degree in the field of Hotel Operations Program at the Faculty of Business, 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, it would have been very difficult for me to complete it. Through this, 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 Business Faculty, Universitas Multimedia Nusantara.
3. Oqke Prawira, SST.Par, M.Si.Par, CHE as the Head of Hotel Operation Program of Universitas Multimedia Nusantara.
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5. My family who has provided material and moral support, so that I can complete this final project.
6. My friend, Melvern Alexander and Yulfahrio Ramdhani who has already given their time to accompany me in working on this Final Project.

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

Tangerang, March 8 2024



Valerie Kyle Schifra Kintadjaja

A BUSINESS PROPOSAL PROJECT FOR CAKE MISS U

Valerie Kyle Schifra Kintadjaja

ABSTRAK

Sejak masa pandemi, dessert memiliki banyak varian yang menjadi viral di media sosial. Terutama dessert box yang masih tetap populer dikalangan pecinta dessert. Cake Miss U menjual 4 macam rasa dessert box yang dapat dipilih pembeli dan dikemas dengan kotak plastik. Saat ini penggunaan teknologi sudah sangat maju dan banyak digunakan oleh masyarakat, terutama media sosial yang sangat mudah digunakan untuk membuat sesuatu menjadi viral. Maka dari itu, Cake Miss U berfokus pada pemasaran di media sosial seperti Instagram dan Tiktok dan toko online seperti Gojek, Grab, Shopee dan Tokopedia. Pemasaran ini akan sangat efektif, terutama untuk industri pemasaran bisnis rumahan. Penjualan Cake Miss U merupakan industri online rumahan dan pengiriman akan dilakukan menggunakan ojek online. Cake Miss U mempekerjakan 3 karyawan untuk bagian operasional dan pemasaran, sedangkan pemilik mengurus bagian keuangan. Cake Miss U memperhitungkan gross margin harian per produknya adalah, Tiramisu Marie 71%, Tiramisu Chocolate 67%, Matcha 67% dan Strawberry 66%. Sedangkan pendapatan bersih perbulannya sebesar Rp44,387,628 dan pertahunnya sebesar Rp532,651,535.

Kata kunci: Makanan, Dessert Box, Tiramisu

A BUSINESS PROPOSAL PROJECT FOR CAKE MISS U

Valerie Kyle Schifra Kintadjaja

ABSTRACT

Since the pandemic, desserts have had many variants that have gone viral on social media. Especially dessert boxes that remain popular among dessert lovers. Cake Miss U sells 4 types of dessert box flavors that buyers can choose from and package them in plastic boxes. Nowadays, technology usage is very advanced and widely used by society, especially social media, which is very easy to use to make something go viral. Therefore, Cake Miss U focuses on marketing on social media platforms such as Instagram and TikTok, and online stores such as Gojek, Grab, Shopee, and Tokopedia. This marketing strategy will be very effective, especially for home-based business marketing. Cake Miss U sales are a home-based online industry and delivery will be done using online motorcycle taxis. Cake Miss U employs 3 employees for operational and marketing departments, while the owner manages the financial department. Cake Miss U calculates the daily gross margin per product, Tiramisu Marie 71%, Tiramisu Chocolate 67%, Matcha 67%, and Strawberry 66%. Meanwhile, the net income per month is Rp44,387,628 and per year is Rp532,651,535.

Keywords: Food, Dessert Box, Tiramisu

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EXECUTIVE SUMMARY

Since the pandemic era, desserts have been in the spotlight with many variants going viral on social media. Especially, dessert boxes remain a favorite among sweet food enthusiasts. Capitalizing on this trend, Cake Miss U's final business project is to sell dessert boxes containing tiramisu without coffee. Cake Miss U offers 4 flavors of dessert boxes that buyers can choose from, neatly packaged in plastic boxes to maintain the beauty of its layers. Thus, this product is also suitable for gifts and hampers.

Currently, the use of technology has become very widespread in society and has become an integral part of everyday life. Cake Miss U's products are sold and promoted through e-commerce and social media. Cake Miss U focuses its marketing efforts on social media platforms such as Instagram and TikTok, as well as on online store platforms such as Gojek, Grab, Shopee, and Tokopedia. This business targets teenagers and adults aged between 15-35 years who enjoy sweet food. Cake Miss U sales are part of the online home industry, where delivery is done using efficient online motorcycle taxi services that deliver directly to buyers. It is made from high-quality ingredients and the production process is carried out hygienically.

To run daily operations and expand marketing reach, Cake Miss U employs a team of 2 operational staff and 1 marketing employee, while the owner focuses on managing the financial aspect and overall business strategy. With this strategy, Cake Miss U has successfully reached more potential customers and strengthened its position in the competitive dessert market. A business must also generate profitable financial reports, with daily net earnings of Rp1,479,588, and Rp532,651,535 annually. For each Cake Miss U product, the gross margin for each product is Tiramisu Marie at 71%, Tiramisu Chocolate at 67%, Matcha at 67%, and Strawberry at 66%.