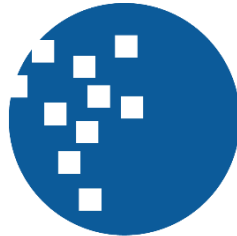


A BUSINESS PROPOSAL PROJECT FOR

CLAIR DE LUNE



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

FINAL PROJECT REPORT

Maximilian Alfie Marcia

00000057275

HOTEL OPERATIONS STUDY PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2024

**A BUSINESS PROPOSAL PROJECT FOR
CLAIR DE LUNE**



FINAL PROJECT REPORT

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

Maximilian Alfie Marcia

00000057275

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

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Study Program : Hotel Operations

Faculty : Business

Has been approved to be presented on a Final Project Seminar
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Tangerang, 14 May 2024

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VALIDATION PAGE

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PREFACE

Praise to God Almighty that finally I have finished this final project report. When I started this final project, I wanted to combine all of the knowledge and abilities I had learned during my academic period into a significant end to my education. This project is both my major academic achievement and my personal commitment to learn about business plan research to further help me to open my own F&B business with my family. It has been a demanding and fulfilling process that has offered chances for development, education, and creativity. I would like to deepen my gratitude to:

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 and my Advisor who has provided guidance, direction, and motivation for the completion of this final project.
4. Ms. Adestya Ayu Armielia, SST.Par, M.Si.Par., CHE, as the Final Project Coordinator who has assisted for the administration completion of this final project.
5. My family who has provided material and moral support, so that I can complete this thesis.

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

Tangerang, 14 May 2024



(Maximilian Alfie Marcia)

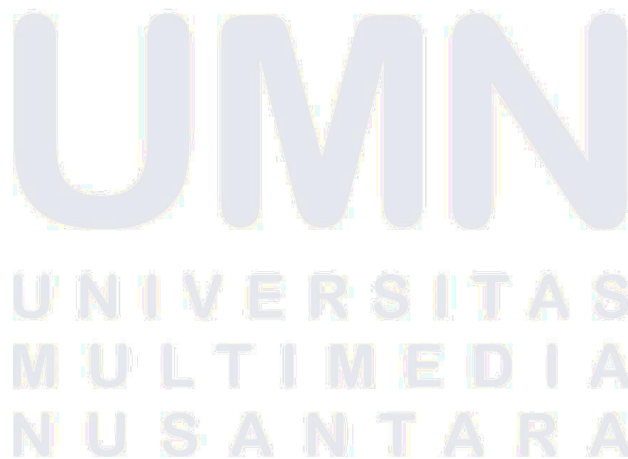
A BUSINESS PROPOSAL PROJECT FOR CLAIR DE LUNE

(Maximilian Alfie Marcia)

ABSTRAK

Clair de Lune adalah nama kafe yang akan menyajikan makanan ringan berbahan dasar ubi ungu. Untuk saat ini, Clair de Lune sudah mengembangkan 3 menu berbahan dasar ubi ungu. Menu-menunya adalah tapis talas, bola ubi ungu, dan muffin ubi ungu. Bahan utama menu yang akan ditonjolkan di kafe ini adalah umbi-umbian khas Indonesia. Clair de Lune memiliki arti yaitu cahaya bulan. Bahasa yang diambil untuk nama dari kafe ini adalah bahasa Prancis. Nantinya, para pelanggan bisa datang untuk memesan secara langsung maupun secara online melalui layanan pesan antar makanan yang sudah disediakan. Target pasar dari Clair de Lune adalah anak-anak muda yang masih bersekolah dan berkuliah di sekitar Bogor. Clair de Lune akan memberikan kesan tenang, nyaman, dan damai di kafanya. Modal yang dibutuhkan Clair de Lune adalah sebesar IDR 58.784.068 dengan proyeksi keuntungan diperkirakan sekitar IDR 140.897.468 dalam satu tahun.

Kata kunci: Clair de Lune, kafe , ubi ungu, makana



A BUSINESS PROPOSAL PROJECT FOR CLAIR DE LUNE

(Maximilian Alfie Marcia)

ABSTRACT (English)

Clair de Lune is the name of the cafe that will serve snacks made from purple sweet potatoes. Currently, Clair de Lune has developed three menus based on purple sweet potatoes. The menus include tapis talas, purple sweet potato balls, and purple sweet potato muffins. The highlight of main commodity used in this cafe's menu will be taro or purple sweet potato. Clair de Lune means "moonlight." The language chosen for the name of this cafe is French. Customers will be able to order directly at the cafe or online through the available food delivery services. The target market of Clair de Lune is teenagers who are still in school and college around Bogor. Clair de Lune will provide a calm, comfortable, and peaceful atmosphere in the cafe. The annual profit of Clair de Lune is estimated to be around IDR 140,897,468 and requires capital of IDR 58.784.068.

Keywords: Clair de Lune, cafe, purple sweet potato, food

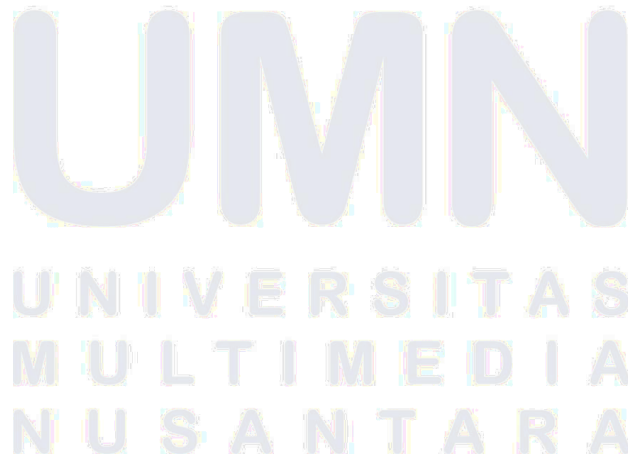


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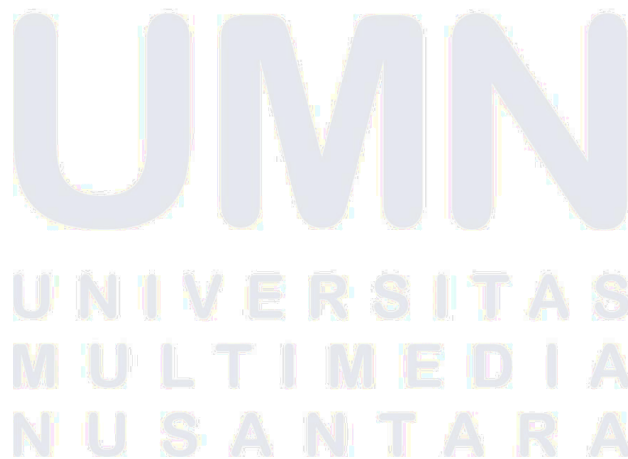
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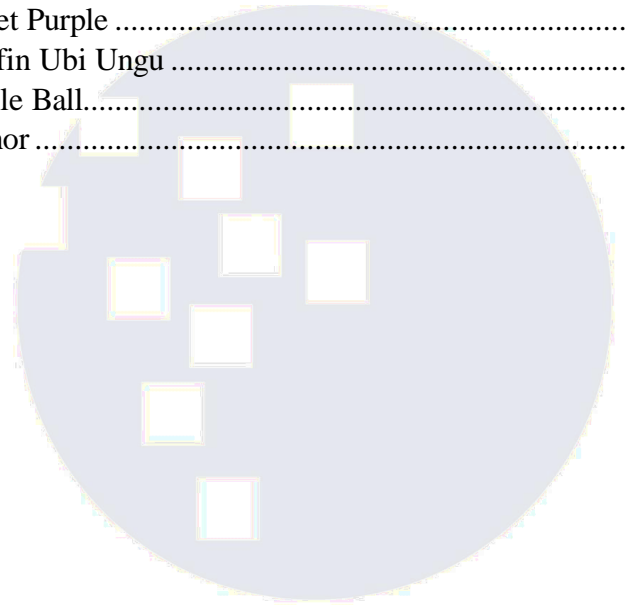
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EXECUTIVE SUMMARY

The Indonesian food and beverage (F&B) industry is growing quite fast, supported by the large and diverse population of over 279 million, all in the search for innovative and culturally relevant food experiences. Clair de Lune offers a supermarket café incorporating purple sweet potato into menu offerings. Clair de Lune seeks to establish this with the use of traditional tastes through the most contemporary culinary infrastructure while, at the same time, winning different customer segments with its very attractive menu. The concept is built on providing a peaceful and serene, yet comfortable environment wherein such innovative snacks can be enjoyed.

The target customers of Clair de Lune are teenagers, particularly students of schools and colleges within Bogor. The target customers in this age group are very social and always look forward to a new and trendy dining concept. Clair de Lune is uniquely profitable because it focuses on its prime ingredient, the purple sweet potato, which is a health food and can be utilized in various applications. The ambiance of the café combined with the unique menu selection differentiates the company. Its business model relies on: direct cafe sales and internet sales linked to popular food delivery platforms such as GoFood, ShopeeFood, and GrabFood.

The Clair de Lune team comprises experienced F&B professionals who combine the culinary and business experience that the venture requires in order to be successful. The café's estimated average annual profit projection is IDR 140,897,468, and the initial capital injection is booked at IDR 58.784.068. The financial brief becomes the proof that the business model is not only profitable but also expandable. Clair de Lune will be a profitable café that sources ingredients locally to offer new, innovative products, while at the same time fulfilling a desire for a new dining experience and increasing the economic development in the community.