

**BUSINESS PLAN PROJECT FOR SEABOWL**



**FINAL PROJECT REPORT**

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**HOTEL OPERATIONS PROGRAM**

**FACULTY OF BUSINESS**

**UNIVERSITAS MULTIMEDIA NUSANTARA**

**2024**

# **BUSINESS PLAN PROJECT FOR SEABOWL**



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## **FINAL PROJECT REPORT**

Proposed to Fulfil one of the requirements to obtain the title of

Associates Degree in Hotel Operations Study Program

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**HOTEL OPERATIONS PROGRAM**

**FACULTY OF BUSINESS**

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**2024**

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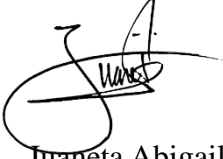
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## PREFACE

In the preparation of this final report for the fulfilment to acquire Associate Degree of Hotel Operations Program, author would like to show gratitude to the almighty God and author realize this report wouldn't be complete without the help and support from many people. Hence, I would like to thank :

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2. Dr. Florentina Kurniasari T., S.Sos.M.B.A, as the Dean of the Faculty of Universitas Multimedia Nusantara.
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5. My parents and family who has provided material and moral support, so that I can complete this final project report.

Hopefully this report can contribute as a source of information and inspiration for others.

Tangerang, 12 Maret 2024

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Juaneta Abigail

# **BUSINESS PROPOSAL PROJECT FOR SEABOWL**

Juaneta Abigail

## ***ABSTRAK***

*Setelah pandemi, industri makanan dan minuman telah berkembang lebih dari yang diharapkan. Industri ini telah kembali berdiri dan berjuang maju. Dengan demikian, hal ini menciptakan lebih banyak peluang untuk bisnis mikro. Seabowl adalah UMKM yang direncanakan oleh Juaneta Abigail selaku mahasiswa Hotel Operations Program di Universitas Multimedia Nusantara, UMKM Seabowl memiliki 5 variasi rasa, dengan kisaran harga Rp60.000 - Rp75.000. Seabowl berfokus pada penjualan di toko dan menggunakan Instagram sebagai platform e-commerce dan media sosial untuk terlibat dengan pelanggan potensial. Seabowl akan membuka toko di PIK by the sea, Jakarta Utara. Seabowl telah melakukan perhitungan pendapatan yang di dapatkan selama setahun Rp2.304.000.000 dengan laba bersih bulanan Rp64.615.972 dan laba bersih tahunan sebesar 38% dari pendapat setahun sejumlah Rp775.391.657.*

***Kata kunci:*** *Industri makanan dan minuman, seafood rice bowl, rasa Indonesia, Seabowl*



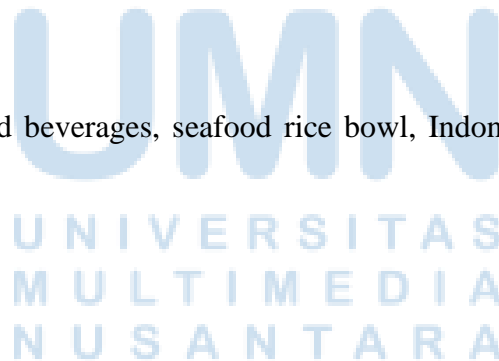
# **BUSINESS PROPOSAL PROJECT FOR SEABOWL**

Juaneta Abigail

## **ABSTRACT**

After pandemic, food and beverages industry have been developing more than expected. The industry has regained its foothold and striving forward. Seabowl is a UMKM planed by Juaneta Abigail who is a student of Hotel Operations Program of Universitas Multimedia Nusantara. Seabowl as a UMKM will 5 variants of flavour with the price range from Rp60.000 – Rp75.000. Seabowl focused on the sales at store and will use Instagram as an e-commerce platform and media social as platform to engage with potential customers. Seabowl will open its store at PIK by the sea, North Jakarta. Seabowl has done some calculations with total revenue of Rp2.304.000.000, with monthly net income Rp64.615.972 and yearly net income at 38% from total revenue Rp775.391.657.

**Keywords:** Food and beverages, seafood rice bowl, Indonesian flavor, Seabowl



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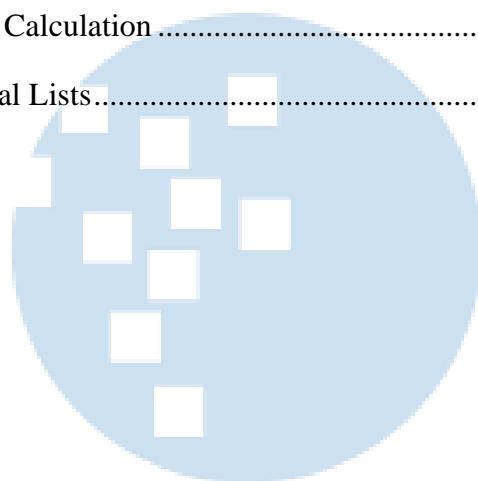
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## EXECUTIVE SUMMARY

During the pandemic era, food industry has been developing into many forms. Seabowl, a seafood rice bowl is the products for the final project business. It is a homemade business with selected ingredients that will bring Indonesian flavor. The products will be sold in a strategic location, located in PIK by the sea, North Jakarta and promoted with the usage of Instagram as the media with a goal to keep Indonesian taste to the market target.

The business is targeted to everyone especially seafood lovers who is seeking for new innovations. Since there are lots type of rice bowl with similar topping, Seabowl aims to give new innovations. Hence the usage of selected ingredients and spice is important and by keeping the quality and standard hygiene of the products, Seabowl hope to strive in the industry. The product will be packed using environment friendly packaging to help spreading the awareness for the environment too.

The business will consist of the owner and 2 monthly employees that will support the operational of the business. The business will also be resulting a profitable financial report of daily net earnings Rp1.653.048, monthly net earnings Rp51.996.054 and yearly net earnings Rp618.977.657. For each product daily gross margin, Gurita Asam Garam at Rp264.564, Gurita Balado at Rp267.048, Kakap Lempah Nanas at Rp526.518, Udang Bakar Jimbaran at Rp381.242 and Cumi Sambal Ijo at Rp516.914.