

**BUSINESS PROPOSAL PROJECT FOR
OMÓ CHOUX**



FINAL PROJECT REPORT

Michelle Lippman

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

**BUSINESS PROPOSAL PROJECT FOR
OMÓ CHOUX**



FINAL PROJECT REPORT

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

Michelle Lippman

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

2024

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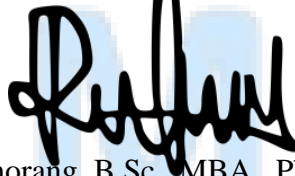
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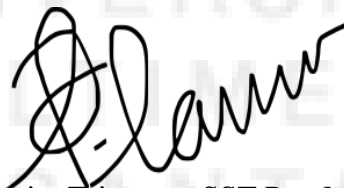
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PREFACE

All praise and gratitude go to God Almighty, because thanks to His grace the author can complete this final project smoothly and on time. The making of this final project is not only to fulfill one of the requirements to obtain the title of Associate Degree, but also to hone the author's knowledge about building a business plan. The author hopes that this final project can provide benefits and increase knowledge for those who want to start a business. Therefore, the author would like to thank:

- 1) Dr. Ninok Leksono, M.A., CHE as the Rector of Multimedia Nusantara University.
- 2) Dr. Florentina Kurniasari T., S.Sos., M.B.A., as the Dean of Business Faculty of Multimedia Nusantara University.
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- 4) Ringkar Situmorang, B.Sc., MBA., Ph.D., CHE as the Advisor who has provided guidance, direction, and motivation for the completion of this final project.
- 5) Adestya Ayu Armielia, S.ST.M.Si.Par., as the Head Examiner who has provided more guidance, direction, and motivation for the completion of this final project.
- 6) My family has provided material and moral support so that I can complete this final project.

Hopefully, this final project could give information and inspiration for those who want to start a business.

Tangerang, 15th March 2024



Michelle Lippman

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ABSTRAK

Makanan adalah kebutuhan dasar yang paling penting dalam kehidupan manusia. Seiring dengan perkembangan zaman, manusia mulai berinovasi menciptakan makanan yang dapat menarik minat konsumen. Seperti yang kita ketahui, industri kuliner di Indonesia mengalami perkembangan yang sangat pesat. Ini merupakan peluang yang baik bagi pebisnis kuliner seperti OMÓ Choux. OMÓ Choux merupakan bisnis kuliner yang berfokus menciptakan cream puff yang unik dengan kualitas bahan yang premium dan harga yang terjangkau. OMÓ Choux menargetkan pasarnya kepada mahasiswa dan pekerja dengan rentang harga yang berkisar dari Rp. 23.000 hingga Rp. 26.500. Dengan menargetkan mahasiswa dan pekerja sebagai pasar utama, OMÓ Choux akan mengoperasikan penjualannya dengan membuka booth di salah satu mall besar yang ada di Gading Serpong, yaitu Summarecon Mall Serpong. Letaknya yang cukup strategis, dekat dengan beberapa kampus dan hotel memberikan peluang yang besar untuk mendapatkan target pasar. Selain itu, OMÓ Choux juga melayani pembelian online melalui Go-Food, Tiktok, Instagram, dan Shopee-Food. OMÓ Choux membutuhkan modal sebanyak Rp. 99.563.743 untuk keperluan fasilitas dan perlengkapan yang dibutuhkan. OMÓ Choux menargetkan penjualannya dengan rata-rata 51 pcs per hari untuk mencapai titik impas. Dengan target penjualan tersebut, OMÓ Choux akan mendapatkan pendapatan bersih Rp. 255.690.625 dengan persentase 29% per tahun. Dengan perhitungan modal dan pendapatan bersih per tahun, OMÓ Choux akan mencapai periode pengembalian modal dalam 4,5 bulan.

Kata kunci: OMÓ Choux, bisnis kuliner, cream puff

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ABSTRACT

Food is the most important basic need in human life. Along with the times, humans began to innovate to create food that could attract consumers. As people know, the culinary industry in Indonesia is experiencing very rapid development. This is a good opportunity for culinary business like OMÓ Choux. OMÓ Choux is a culinary business that focusing on create unique cream puffs with premium quality ingredients and affordable prices. OMÓ Choux targets its market to students and workers with a price range that ranges from Rp. 23.000 to Rp. 26.500. By targeting college students and workers as the main market, OMÓ Choux will operate its sales by opening a booth in one of the big malls in Gading Serpong, namely Summarecon Mall Serpong. It is a strategic location, close to several universities and hotels, provides a great opportunity to get the target market. In addition, OMÓ Choux also serves online purchases through Go-Food, Tiktok, Instagram, and Shopee-Food. OMÓ Choux requires a capital of Rp. 99.563.743 for the facilities and appliances needed. OMÓ Choux targets average sales of 51 pcs per day to break even point. With the sales target, OMÓ Choux will get a net income of Rp. 255.690.625 with a percentage of 29% per year. With the calculation of capital and net income per year, OMÓ Choux will reach the payback within 4,5 months of sales.

Keywords: OMÓ Choux, culinary business, cream puff

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EXECUTIVE SUMMARY

Culinary business is one of the most popular choices for those who wish to start a venture. In Indonesia, numerous culinary businesses are scattered throughout the archipelago, leading to intense competition within the culinary sector. Innovative strategies can greatly assist entrepreneurs in competing with others.

OMÓ Choux is a new business that will continue innovating to create new variants to meet the diverse desires of consumers. It is a small business offering crunchy cream puffs with sweet fillings at affordable prices, targeting primarily students and middle to upper-class workers. The prices range from Rp. 23.000 to Rp. 26.500 per piece, carefully calculated considering the purchasing power of our target consumers, who are mostly college students and middle to upper-class workers. One of the marketing strategies to introduce OMÓ Choux products and attract customers is through participating in bazars, particularly those held at prestigious campuses where the student demographic is predominantly middle to upper-class. Additionally, OMÓ Choux will leverage social media platforms for promotions to reach a wider customer base.

A business will run smoothly when there is good cooperation among the teams. OMÓ Choux has a team consisting of the Owner, a cook helper, and a daily worker, each with different tasks and responsibilities that complement each other. With the capital available, each worker will be provided with a monthly salary of Rp. 2.000.000. The calculations for capital and revenue have been carefully calculated, ensuring that OMÓ Choux will achieve a profit of Rp. 255.690.625 in a year with a 29% annual profit percentage. OMÓ Choux is projected to generate an average revenue of Rp. 885.600.000 in first year of sales and will have the payback within 4,5 months.