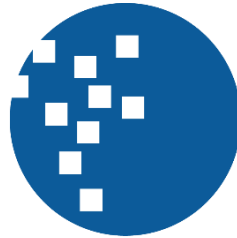


**BUSINESS PROPOSAL PROJECT FOR
HIGH CREAM**



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

FINAL PROJECT REPORT

CHRISTIAN WIJAYA

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

**BUSINESS PROPOSAL PROJECT FOR
HIGH CREAM**



FINAL PROJECT REPORT

Submitted as one of the requirements for obtaining
an Associate degree Diploma in Tourism

CHRISTIAN WIJAYA

00000064534

**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS**

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TANGERANG

2024

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PREFACE

Gratitude for the blessing and grace to God Almighty, for the completion of this final project report with the title: “A Business Proposal Project for High Cream” is done to fulfil 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, from the lecture period to the preparation of this final project report, it would have been very difficult for me to complete it.

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. Oqke Prawira, SST.Par, M.Si.Par. CHE, as the Head of Hotel Operations Program of Universitas Multimedia Nusantara.
4. Yoanita Alexandra, S.E, B.A, M.Par, as the Advisor who has provided guidance, direction, and motivation for the completion of this final project.
5. My family who has provided material and moral support, so that I can complete this final project.

Tangerang, 9 March 2024



(Christian Wijaya)

BUSINESS PROPOSAL PROJECT FOR

HIGH CREAM

(Christian Wijaya)

ABSTRAK

Es krim merupakan hidangan penutup yang sangat di sukai banyak orang karena tekstur dan rasa yang menyegarkan membuat orang-orang sangat suka menikmatinya. Es krim juga memiliki tempat khusus dalam jajaran makanan penutup. Yang pada dasarnya terbuat dari campuran susu atau krim dengan pemanis seperti gula dan perasa. High Cream menyediakan inovasi dengan campuran es krim dan alkohol yang menciptakan rasa baru yang unik dimana rasa manis dan tekstur es krim yang lembut bertemu dengan sentuhan aroma dan rasa unik alkohol yang baru. Dengan harga Rp40.000 per cup High Cream akan di jual secara luring di Goldfinch dimana lokasi tersebut sudah sangat terkenal sebagai lokasi yang ramai akan makanan dan minuman. High Cream menargetkan segemen pasar kepada usia di atas 21 tahun, dengan target penjualan perharinya sekitar 40 porsi dimana pendapatan kotor per tahun sekitar 600 juta rupiah. Dan laba bersih sekitar 140 juta rupiah. Dengan begitu dapat juga di kalkulasikan bahwa High Cream akan balik modal dalam 5 bulan.

Kata kunci: pasar, es krim alkohol, Analisa pasar

A BUSINESS PROPOSAL PROJECT FOR

HIGH CREAM

(Christian Wijaya)

ABSTRACT

Ice cream is a dessert that is beloved by many people because of its refreshing texture and flavor, making it a favorite treat for all. Ice cream also holds a special place among desserts. Basically, made from a mixture of milk or cream with sweeteners like sugar and flavorings. High Cream offers innovation with a blend of ice cream and alcohol that creates a unique new flavor where the sweetness and smooth texture of ice cream meet the unique aroma and taste of alcohol. Priced at Rp40,000 per cup, High Cream will be sold offline at Goldfinch, a location already well-known for its bustling food and beverage scene. High Cream targets the market segment aged 21 and above, with a daily sales target of around 40 portions. Where the annual gross income will be about 600 million rupiah and a net profit of 140 million rupiah. With this calculation, it can also be estimated that High Cream will get break-even point in 5 months.

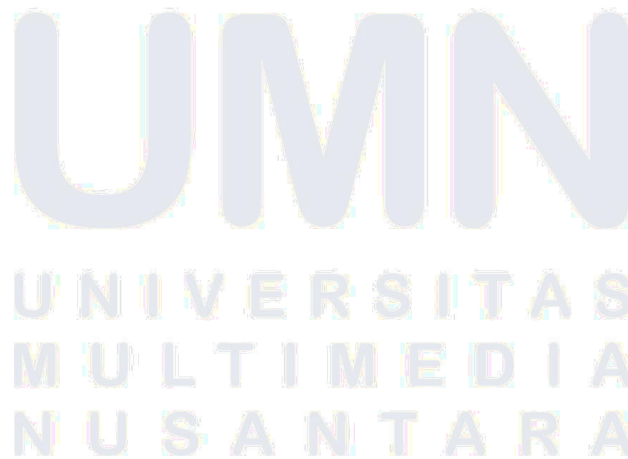
Keywords: market, alcoholic ice cream, market analysis

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EXECUTIVE SUMMARY

Ice cream is the most beloved dessert of all time, which have it very own place in dessert line where typically made by mixing milk or heavy cream with sweetener or flavoring, where its allure lies in its delightful taste and creamy texture. High Cream specialize its product to an alcoholic ice cream, offering a various flavor of alcoholic ice cream for the customer. High Cream aim to sell the product to a middle low customer so all customer can enjoy a playful experience of alcoholic ice cream.

High Cream target market is a middle low customer where it will have an affordable price to attract and let the consumer to enjoy a taste full ice cream in an affordable price, High Cream advantage are lies in their unique flavor where High Cream offer a new mix of alcoholic ice cream also in the affordable price. Where High Cream business will be sold offline at goldfinch.

High Cream Team will consist of 4 people where there will be 1 admin to maintain the work flow and manage the worker also there will be 3 workers to run the operation under the supervision of the admin. Also, High Cream are expected to gain an annual gross income for around 600million and the net income of around 140million where it will gain the break-even point at the 5th month of the operation. High Cream will also open every day. In summary, High Cream's innovative approach to blending alcohol with ice cream, coupled with its commitment to affordability and accessibility, positions it for success in the dessert market. With a dedicated team, sound operational plan, and promising financial projections, High Cream is poised to become a beloved destination for indulgent, flavorful experiences.