

BUSINESS PROPOSAL PROJECT FOR

CEN'KA



FINAL PROJECT REPORT

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HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2024

BUSINESS PROPOSAL PROJECT FOR

CEN'KA



FINAL PROJECT REPORT

Submitted to Fulfil one of the requirements
to obtain the title of Associate Degree in Tourism

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FACULTY OF BUSINESS
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PREFACE

With all praise and gratitude, I pray to God Almighty so that the author can complete the final assignment report entitled "Cen'ka (Cempedak n' Nangka) Business Proposal Project". This work represents the culmination of years of academic study, research, and personal dedication. Author hope the research presented here will inspire further inquiry, spark meaningful discussion, and contribute to progress in the field of tourism. Author would like to thank:

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Tangerang, March 11th 2024



Radhinka Syafitri Dalores

BUSINESS PROPOSAL PROJECT FOR CEN'KA

Radhinka Syafitri Dalores

ABSTRAK

Indonesia memiliki keanekaragaman Fauna dan Flora termasuk buah-buahan. Cempedak merupakan buah khas Indonesia yang paling banyak ada di Kalimantan. Untuk itu, hal ini memberikan peluang besar bagi usahawan untuk dapat mengembangkan inovasi seperti yang dilakukan Cen'ka. Cen'ka merupakan bisnis yang bergerak dibidang kuliner yang menyajikan olahan dari buah cempedak yang menjadi isian dari lumpia. dengan harga dari Rp 20.000 sampai Rp 40.000 dan cita rasa yang unik, Cen'ka menargetkan pasarnya pada orang yang menginginkan experience kuliner. Cen'ka sendiri berlokasi di tempat strategis yaitu Pasar Lama Tangerang yang dapat mudah dijangkau oleh konsume. Beberapa promosi yang dilakukan Cen'ka yaitu dengan menggunakan Sosial Media. Menargetkan persentase penjualan 65% per hari untuk mencapai titik impas. sehingga, per hari Cen'ka akan mendapatkan keuntungan Rp 1.700.000.

Kata kunci: UMKM, Cempedak, Inovasi Bisnis.

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BUSINESS PROPOSAL PROJECT FOR CEN'KA

Radhinka Syafitri dalores

ABSTRACT

Indonesia has a diversity of fauna and flora including fruit. Cempedak is a typical Indonesian fruit that is most abundant in Kalimantan. For this reason, this provides a great opportunity for entrepreneurs to be able to develop innovations like what Cen'ka did. Cen'ka is a business operating in the culinary sector that serves processed cempedak fruit which is used as a filling for spring rolls. With prices from IDR 20,000 to IDR 40,000 and unique flavors, Cen'ka targets its market at people who want a culinary experience. Cen'ka itself is located in a strategic location, namely Pasar Lama Tangerang, which can be easily reached by consumers. Some of the promotions carried out by Cen'ka are by using Social Media. Target sales percentage of 65% per day to break even. So, per day Cen'ka will get a profit of IDR 1,700,000.

Keywords: UMKM, Cempedak, Innovative Business

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U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A

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EXECUTIVE SUMMARY

Cen'ka is a micro business located in Pasar Lama Tangerang which specializes in serving processed cempedak fruit as a filling for spring rolls and Jam. This business offers a variety of unique flavors priced between IDR 20,000 and IDR 40,000, focusing on customers looking for an extraordinary culinary experience. Located in Pasar Lama Tangerang, Cen'ka benefits from its strategic location and easy reach for consumers.

Cen'ka's advantage over other competitors is that Cen'ka focuses on the quality of the fruit it uses, which comes from Kalimantan, which is the best producer of cempedak fruit. For this reason, you are confident in presenting the product. To promote its offerings, Cen'ka utilizes social media platforms as part of its marketing strategy specifically Instagram. By leveraging these channels, the business aims to reach a wider audience and increase its visibility in the market.

In addition, Cen'ka sets a sales percentage target of 65% per day to reach the break-even point, thus ensuring a daily profit of IDR 1,700,000. Cen'ka. With that calculation, it is predicted that Cen'ka will get a return on investment after 1 month of running operations.

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