

**BUSINESS PROPOSAL PROJECT FOR
HEY DESSERT**



FINAL PROJECT REPORT

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

2024

**BUSINESS PROPOSAL PROJECT FOR
HEY DESSERT**



FINAL PROJECT REPORT

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

Novita Barek Kuma

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

2024

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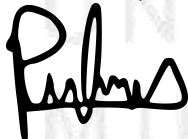
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PREFACE

Praise and gratitude for the completion of this Final Project Report with the title: "Business Proposal Project for Hey Dessert". This report is submitted to fulfill part of the curriculum requirements to complete the program in Hotel Operations, Faculty of Business, Multimedia Nusantara University. I realize that there are a lot of help and support from various parties because without this it would have been very difficult for me to complete this report. Therefore, I would like to thank:

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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, 12 March 2024



Novita Barek Kuma

Business Proposal Project for

Hey Dessert

Novita Barek Kuma

ABSTRAK

Industri makanan dan minuman (F&B) merupakan salah satu sektor yang digandrungi banyak orang, dikenal sebagai industri yang tidak pernah habis karena selalu dibutuhkan oleh masyarakat. Hey Dessert merupakan bisnis UMKM yang menjual dessert cup yang dibuat oleh Novita Barek Kuma mahasiswi dari Universitas Multimedia Nusantara. Hey Dessert menjual produk dessert cup dengan isian baru yaitu custard cremeux dengan harga mulai dari Rp 30.000 - Rp 35.000 untuk setiap produknya. Target pasar Hey Dessert adalah masyarakat kelas menengah yang berusia 15 -30 tahun. Hey Dessert akan membuka toko di Summarecon Mall Serpong dengan menggunakan booth untuk menjual produknya. Hey Dessert diperkirakan meraup keuntungan pada tahun pertama sebesar Rp 429,429,600 dan laba bersih sebesar Rp192,964,678 atau 59.51% persen setiap tahunnya. Hey Dessert diharapkan mendapat priode pengembalian modal di bulan pertama. Kedepannya Hey Dessert diharapkan dapat terus berkembang dan terus memberikan inovasi serta varian rasa baru.

Kata kunci: *UMKM, Makanan Penutup, Harga, Pendapatan bersih, Priode Pengembalian, sasaran pasar*

Business Proposal Project for

Hey Dessert

Novita Barek

Kuma

ABSTRACT

The food and beverage (F&B) industry is a sector that is loved by many people, known as an industry that never runs out because it is always needed by society. Hey Dessert is an MSME business that sells dessert cups created by student Novita Barek Kuma from Universitas Multimedia Nusantara. Hey Dessert sells dessert cup products with a new filling, namely custard cremeux, with prices starting from IDR 30,000 - IDR 35,000 for each product. Hey Dessert's target market is middle class people aged 15 -30 years. Hey Dessert will open a shop at Summarecon Mall Serpong using a booth to sell its products. Hey Dessert is estimated to make a gross profit in the first year of Rp 429,429,600 and a net profit of Rp 192,964,678 or 59.51% percent annually. Hey Dessert is expected to get a payback period capital in the first month. In the future, Hey Dessert is expected to continue to develop and continue to provide innovation and new flavor variants.

Keywords: *MSME, Dessert cup, Price, Net income, payback period, Target Market*

EXECUTIVE SUMMARY

The food and beverage industry is one of the industries that supports the Indonesian industrial world. The food and beverage industry is one of the flagship manufacturing sectors in making a significant contribution to national economic growth. Its performance has consistently been positive, ranging from its role in increasing productivity, investment, exports to employment absorption.

Due to Indonesians' love of sweet cuisine and the growing demand for dessert cups, this industry may offer interesting business opportunities. For those who prefer sweet treats or desserts in manageable portions, dessert cups can be a suitable option. Hey Dessert is a dessert company that enriches people's lives by offering a variety of delectable sweet meals, bitter and also sour. Hey Dessert is a small business that provides a dessert cup menu with new variants and also innovates by offering Lemon Marie Crumbs Dessert Cup, Matcha Dessert Cup and also Coffee Dessert Cup. This business will be opened at Summarecon Mall Serpong using a booth.

Hey Dessert wants to offer dessert products with new flavors and also good product quality. Dessert boxes are very well known by many people, especially among young people, of course the owner is trying to introduce this product to many people and Hey Dessert has the main target market, namely millennials. To be able to improve the brand, the owner will use Instagram and also Tiktok to promote this product because social media is one of the media that many people use, of course it is easy to attract customers. The net earnings that Hey Dessert will achieve is Rp 192,964,678, yearly. Of course, the business is still considered to be in the small business category.

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