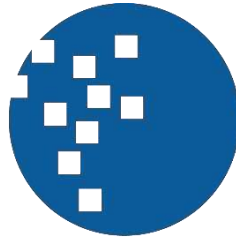


BUSINESS PROPOSAL PROJECT FOR SCOFFEE



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FINAL PROJECT REPORT

Abang Ilman Qaultsabit

00000046941

**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025**

BUSINESS PROPOSAL PROJECT FOR SCOFFEE



FINAL PROJECT REPORT

Submitted to fulfill one of the requirements to obtain
the title of Associate Degree in Hotel Operations Program (A.Md.Par.)

Abang Ilman Qaultsabit

00000046941

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

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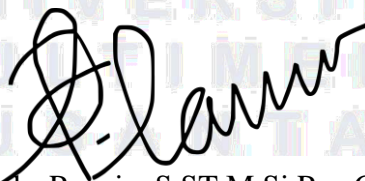
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Head of Hotel Operations Program



Oqke Prawira S.ST.M.Si.Par. CHE
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Student ID : 00000046941
Study Program : Hotel Operations
Faculty : Business

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and was stated

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with the order of examiners as follows:

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Examiner



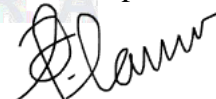
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PREFACE

To finally finish this Business Proposal Project has been a long journey for me. I have been exploring the food and beverage business as students and back of the house in a fine dining restaurant to get insights and invaluable guidance from mentors and peers along the way. I am grateful to Allah SWT because this business proposal project can be the proof of my theoretical understanding and practical application from what I have learned in both fields. I extend my heartfelt gratitude to those who has supported me to bring this paper to fruition.

I would like to thank

1. Dr. Andrey Andoko as the Rector of Universitas Multimedia Nusantara.
2. Dr. Florentina Kurniasari T., S.Sos., M.B.A. as the Dean of the Business Faculty in Universitas Multimedia Nusantara.
3. Oqke Prawira, S.ST.M.Si.Par. CHE as the Head of the Hotel Operations Program in Universitas Multimedia Nusantara.
4. Adestya Ayu Armielia, S.ST.M.Si.Par., as the Advisor and as the Final Project Coordinator who has provided guidance, direction, and motivation for the completion of this final project report.
5. My family who has provided material and moral support, so that I can complete this final project report.

Hopefully this business plan project contributes as a source of information and inspiration for others.

Tangerang, 3/1/2025



Sign

Abang Ilman Qaultsabit
00000046941

PROYEK PROPOSAL BISNIS UNTUK SCOFFEE

Abang Iman Qaultsabit

ABSTRAK

Scoffee adalah konsep kafe inovatif yang menggabungkan kopi lokal dengan Irish liquor, menciptakan pengalaman unik dalam suasana kafe bertema Irlandia. Berlokasi di Gading Serpong, Tangerang, Scoffee menargetkan profesional muda dan individu yang mencari tempat bersantai dan bersosialisasi dengan harga terjangkau namun tetap berkualitas tinggi. Dengan menawarkan produk khas yang memadukan bahan-bahan berkualitas serta atmosfer yang berkesan, Scoffee bertujuan untuk menonjol di industri kafe yang kompetitif. Bisnis ini secara strategis dirancang untuk menarik pelanggan melalui pemasaran digital, promosi di media sosial, serta kolaborasi dengan influencer, guna meningkatkan visibilitas merek. Lokasi yang strategis juga menjadi nilai tambah dalam menjangkau pelanggan, meningkatkan lalu lintas pengunjung, serta memperkuat keterlibatan konsumen. Harga yang terjangkau tetap menjadi salah satu aspek utama, memungkinkan Scoffee untuk menarik berbagai segmen pelanggan tanpa mengorbankan profitabilitas. Secara finansial, Scoffee memiliki potensi yang kuat, dengan proyeksi pendapatan tahunan sebesar IDR 2,2 miliar dan margin laba bersih sebesar 32%. Dengan periode pengembalian modal hanya dalam empat bulan, bisnis ini dirancang untuk pertumbuhan yang cepat dan keberlanjutan jangka panjang. Dengan fokus pada inovasi, kualitas, serta strategi pemasaran yang efektif, Scoffee memiliki potensi sebagai peluang investasi yang menjanjikan di sektor kuliner dan minuman..

Kata kunci: industri minuman, kopi, alcohol, Irlandia, proposal bisnis

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BUSINESS PROPOSAL PROJECT FOR SCOFFEE

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ABSTRACT

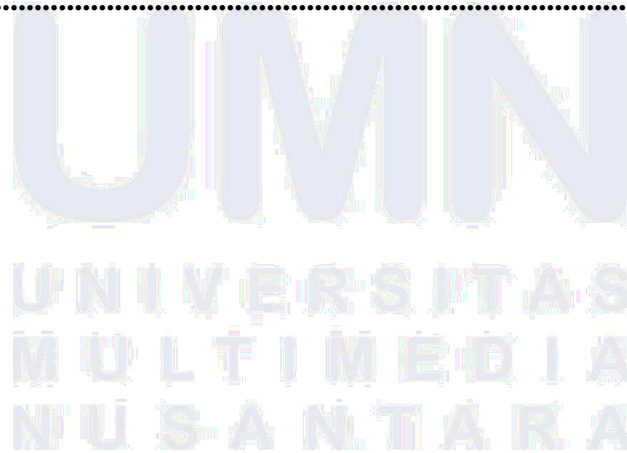
Scoffee is an innovative cafe concept that combines local coffee with Irish liquor, creating a unique alcoholic coffee experience in an Irish-themed setting. Located in Gading Serpong, Tangerang, Scoffee targets young professionals and individuals seeking an affordable yet premium-quality place to relax and socialize. By offering a distinct product that blends high-quality ingredients with a memorable atmosphere, Scoffee aims to stand out in the competitive cafe industry. The business is strategically positioned to attract customers through digital marketing, social media promotions, and influencer collaborations, ensuring strong brand visibility. Its prime location further enhances accessibility, increasing foot traffic and customer engagement. Affordability remains a key aspect, allowing Scoffee to appeal to a broad customer base while maintaining profitability. Financially, Scoffee demonstrates strong potential, with projections estimating an annual revenue of IDR 2.2 billion and a net profit margin of 32%. With a payback period of only four months, the business is designed for rapid growth and long-term sustainability. By focusing on innovation, quality, and a strong marketing strategy, Scoffee positions itself as a promising and highly viable investment opportunity in the local food and beverage market.

Keywords: coffee industry, coffee, alcohol, Ireland, business proposal

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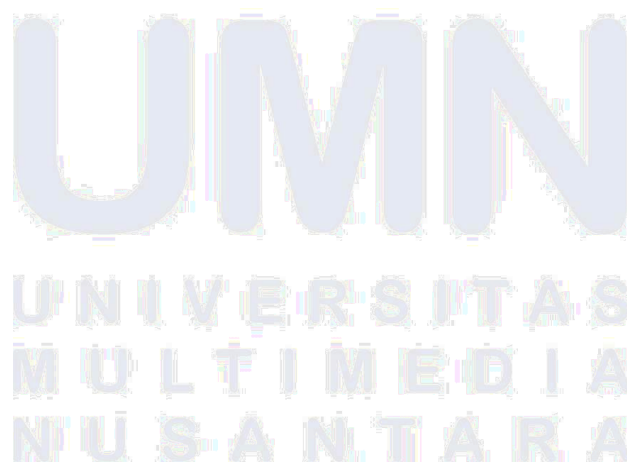
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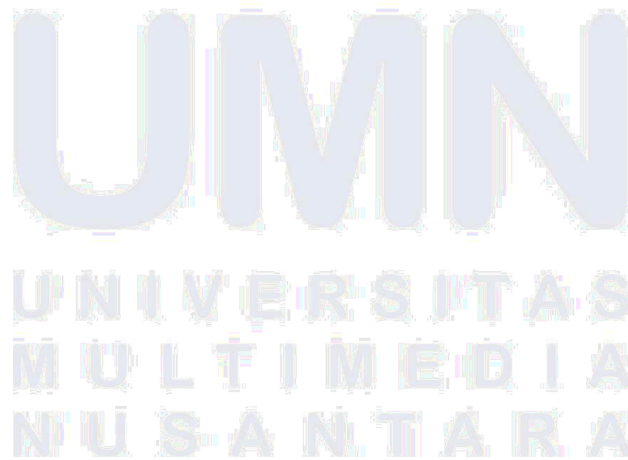
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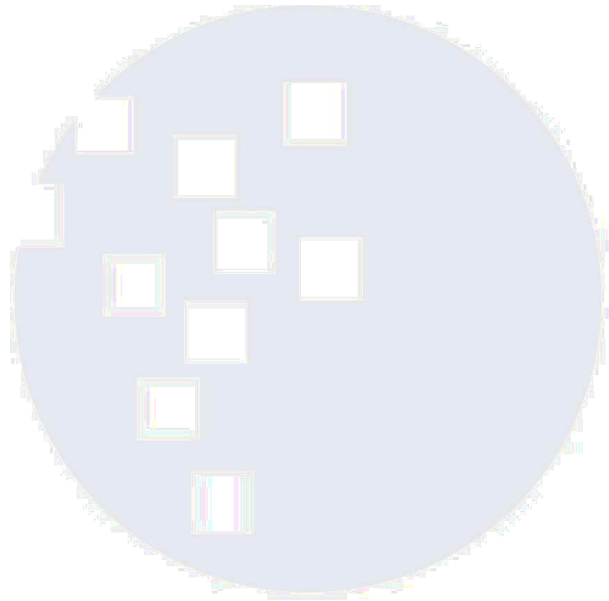
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EXECUTIVE SUMMARY

Scoffee is a coffee-based beverage business that uniquely blends premium Indonesian coffee with Irish liqueurs. Located in Gading Serpong, the business targets young professionals, students, and expatriates seeking high-quality and innovative drinks. Leveraging Indonesia's growing coffee culture, Scoffee offers distinctive products, including Irish coffee in various alcoholic and non-alcoholic options, complemented by strategic accessibility through physical locations and digital platforms.

The target market includes consumers aged 19–25 in urban areas with modern lifestyles. Positioned as the first to introduce coffee-based alcoholic beverages in the region, Scoffee's competitive edge lies in its signature offerings, strategic location, and creative marketing through social media. Its pricing strategy is designed to attract cost-conscious consumers while reflecting premium quality.

The Scoffee team comprises skilled professionals with expertise in the F&B industry. Financial projections indicate annual revenue of Rp 2.2 billion, a net profit margin of 32%, and a payback period of only four months. The business is underpinned by efficient operational strategies and robust cost control, ensuring its viability and potential for growth in a dynamic market.

Scoffee aims to redefine Indonesia's coffee experience by bridging tradition and innovation. As a pioneer in this niche market, Scoffee is positioned to become a leading brand in the local coffee industry.