

BUSINESS PROPOSAL PROJECT FOR ROLLIE CREPES



FINAL PROJECT REPORT

Naila Shafa Hanifa

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HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025

BUSINESS PROPOSAL PROJECT FOR ROLLIE CREPES



FINAL PROJECT REPORT

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

Naila Shafa Hanifa

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**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS**

UNIVERSITAS MULTIMEDIA NUSANTARA

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2025

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PREFACE

Gratitude for the blessings and grace to God Almighty, for the completion of this final project report with the title: “Business Project For Rollie crepes” 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.

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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, 20 Januari 2025



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PROJEK PROPOSAL BISNIS UNTUK ROLLIE CREPES

Naila Shafa Hanifa

ABSTRAK

Rollie Crepes adalah bisnis kuliner yang berfokus pada membuat dan menjual crepe yang lezat. Crepe roll dengan berbagai rasa unik seperti Chocoreo, Chocomarie, Matchaberry, dan Matcha Lotus adalah produk unggulan. Rollie Crepes bertujuan untuk menarik pelanggan dari berbagai kelompok usia, terutama generasi Z dan milenial, dengan tampilan unik dan berbagai rasa. Untuk menjangkau pasar yang lebih luas, Rollie Crepes hadir secara offline di lokasi strategis, yaitu Taman Jajan Bintaro di Tangerang Selatan. Rollie Crepes juga aktif menggunakan media sosial, terutama Instagram, Tiktok, dan Facebook, sebagai alat promosi untuk memperluas pasarnya. Rollie Crepes bukan hanya penutup. produk ini adalah Ini juga cocok untuk dimakan dengan kopi atau teh, menjadikannya pilihan yang sempurna untuk waktu santai bersama teman, keluarga, atau sendiri. Setiap gigitan memberikan pengalaman menyenangkan karena kombinasi rasa manis yang lezat dan tekstur yang lembut. Rollie Crepes optimis untuk peluangnya untuk terus berkembang dan menjadi pilihan utama di industri makanan penutup dengan memadukan rasa berkualitas tinggi, tampilan yang menarik, dan strategi pemasaran yang kuat. Metode kreatif ini untuk crepe memenuhi keinginan untuk makan kudapan manis. Ini juga menjadikan Rollie Crepes sebagai merek yang menghargai inovasi, kepuasan pelanggan, dan aksesibilitas di tengah persaingan kuliner yang ketat.

Kata kunci: *Crepes, Rollie Crepes, Makanan penutup*



BUSINESS PROPOSAL PROJECT FOR ROLLIE CREPES

Naila Shafa Hanifa

ABSTRACT

Rollie Crepes is a culinary business that focuses on making and selling delicious crepes. Crepe rolls with various unique flavors such as Chocoreo, Chocomarie, Matchaberry, and Matcha Lotus are the flagship products. Rollie Crepes aims to attract customers from various age groups, especially generation Z and millennials, with a unique appearance and various flavors. To reach a wider market, Rollie Crepes is present offline in strategic locations, such as Taman Jajan Bintaro in South Tangerang. Rollie Crepes also actively uses social media, especially Instagram, Tiktok, and Facebook, as a promotional tool to expand its market. Rollie Crepes is not just a dessert. This product is It is also suitable to be eaten with coffee or tea, making it a perfect choice for relaxing with friends, family, or alone. Every bite provides a pleasant experience because of the combination of delicious sweet taste and soft texture. Rollie Crepes is optimistic about its opportunities to continue to grow and become the main choice in the dessert industry by combining high-quality taste, attractive appearance, and strong marketing strategies. This creative method for crepes fulfills the desire to eat sweet snacks. This also makes Rollie Crepes a brand that values innovation, customer satisfaction, and accessibility amidst tough culinary competition.

Keywords: *Crepes, Rollie Crepes, Dessert*

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EXECUTIVE SUMMARY

The dessert industry is experiencing significant growth, with consumer demand for unique and visually appealing desserts increasing. One emerging trend is innovative twists on desserts, such as crepe rolls, Rollie Crepes aims to capture this market by offering a variety of delicious crepe rolls, with rich cream fillings complemented by fresh fruits and popular biscuits such as Oreo, Regal, and Lotus Biscoff. Rollie Crepes is available at the offline store at Taman Jajan Bintaro, Rollie Crepes provides high quality ready-to-eat products at competitive prices, ensuring a pleasant experience for dessert lovers.

Rollie Crepes can be enjoyed by various age groups, especially generation z and millennials, who are looking for a unique and fun dessert experience. Its location in Taman Jajan Bintaro, a popular culinary spot, provides easy access to a variety of potential customers. Its business model is centered on establishing an offline store, focusing on high-quality products that are made fresh and presented in a quality manner to attract consumers. This model encourages customer loyalty and takes advantage of the busy culinary market in the Bintaro area.

The business is led by Naila Shafa Hanifa, who oversees overall operations, policies and growth strategies. Supported by a dedicated team responsible for production, marketing and operational functions, Rollie Crepes ensures smooth day-to-day operations and high product standards. Financially, the joint venture aims to achieve sustainable growth by focusing on efficient operations, strong local marketing and a premium in-store experience. The initial focus on offline stores ensures a controlled environment where quality is maintained, allowing for gradual expansion as demand increases. Through careful cost management and a focus on customer satisfaction, Rollie Crepes plans to achieve profitability within its first year of operation.