

BUSINESS PROPOSAL PROJECT FOR OLATCHA



FINAL PROJECT REPORT

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HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

BUSINESS PROPOSAL PROJECT FOR OLATCHA



FINAL PROJECT REPORT

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

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**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS**

UNIVERSITAS MULTIMEDIA NUSANTARA

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PREFACE

Praise and Gratitude for the blessings and grace to God Almighty, for the completion of this Final Project Report with the title: "Business Proposal Project for Olatcha". This report is submitted to fulfill part of the curriculum requirements to complete the program in Hotel Operations, Faculty of Business, at Multimedia Nusantara University. I realize that there are a lot of help and support from various parties, from the lecture period to the preparation of this Internship report, it would have been very difficult for me to complete it. Therefore, 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.
6. My friend who has encouraged and accompanied me to work on the final project, and also Treasure who has accompanied me in my free time between working on the final project.

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

Tangerang, 6 January 2025



Afiyah Hanan Fadhillah

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PROYEK PROPOSAL BISNIS UNTUK OLATCHA

Afiyah Hanan Fadhilah

ABSTRAK

Industri makanan dan minuman merupakan salah satu sektor industri non-migas yang menjadi sumber pendapatan negara terutama UMKM. Pendekatan industri berbasis komunitas dan menyentuh lapisan masyarakat paling bawah dan menjadi industri yang mudah untuk dikembangkan. Berangkat dari latar belakang tersebut, Olatcha diharapkan dapat hadir sebagai usaha UMKM yang memiliki spesialisasi di produk croffle dengan berbagai isian rasa yang kreatif. Pada proyek ini, Olatcha menyajikan produk dessert dengan isian whipping cream original, coklat, dan matcha dengan harga Rp 20.000,- untuk setiap produknya. Target pasarnya adalah masyarakat kelas menengah berusia 18 – 25 tahun. Olatcha diharapkan dapat membuka toko di Stasiun Jakarta Kota dengan menggunakan booth. Olatcha diperkirakan akan mendapatkan payback period pada bulan ketujuh dan ke depannya, Olatcha akan terus berevolusi dan menciptakan varian rasa baru.

Kata kunci: makanan penutup, UMKM, wirausaha, matcha, croffle



BUSINESS PROPOSAL PROJECT FOR OLATCHA

Afiyah Hanan Fadhilah

ABSTRACT

The food and beverage industry is one of the non-oil and gas industry sectors that gives good source of revenue to the government, especially from the MSMEs. The community-based industrial approach touches the lowest levels of society and is an industry that is easy to develop. Starting from this background, Olatcha is expected to be established as an MSME business that specializes in croffle products with various creative flavors. In this project, Olatcha presents croffle products with original whipping cream, chocolate, and matcha fillings with prices starting from Rp 20.000,- for each product. The target market is the middle class aged 18 - 25 years. Olatcha is expected to open a shop at Jakarta Kota Station using a booth. Olatcha is expected to get a payback period in the first month and in the future, Olatcha will continue to evolve and create new flavor variants.

Keywords: *desserts, MSMEs, entrepreneurship, matcha, croffle*

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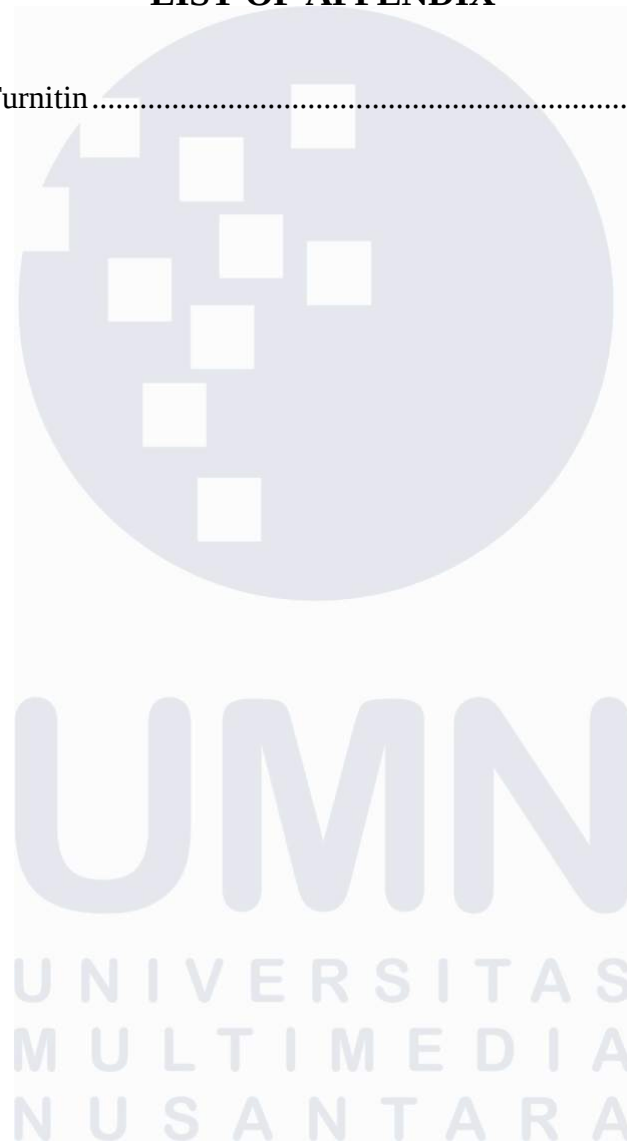


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EXECUTIVE SUMMARY

Culinary industry in Indonesia is significantly developed, especially the dessert business. The Indonesian urban lifestyle has tremendous impact in this development. Indonesian people have an ever-growing demand for sweet treats, leading to the growth of the dessert business. The Indonesian food and beverage industry sector contributes 34% to the Indonesian industry, further highlighting the importance of this sector.

Due to Indonesians adore of sweet food, this industry may offer curiously trade openings. For those who favor sweet treats or sweets in different taste, Olatcha can be a reasonable choice. Olatcha may be a dessert company that enhances people groups lives by advertising a variety of luscious sweet dinners. Olatcha could be a little commerce that gives a croffle with unused variations conjointly innovates by advertising Oreo Crumbs, Matcha Enchant conjointly Chocolate Choco Ball. This commerce will be opened at Jakarta Kota Station employing a booth.

Olatcha needs to offer dessert items with new flavors conjointly great item quality. Croffle are very well known by numerous individuals, particularly among youthful individuals, of course the proprietor is attempting to present this item to numerous individuals and Olatcha has the most target showcase, to be specific millennials. To be able to make strides the brand, the proprietor will utilize Instagram and Tiktok to advance this item since social media is one of the media that numerous individuals utilize, of course it is simple to draw in clients. The net profit that

Olatcha will accomplish is Net Profit Rp205.651.575,00, annually. Of course, the commerce is still considered to be within the little commerce category.

