

**BUSINESS PROPOSAL PROJECT
FOR SOY SCOOP**



FINAL PROJECT REPORT

Jessica Fernanda

00000067039

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

**BUSINESS PROPOSAL PROJECT
FOR SOY SCOOP**



FINAL PROJECT REPORT

Proposed to Fulfill one of the requirements
to obtain the title of Associate degree in Hotel Operations

Jessica Fernanda

00000067039

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

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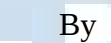
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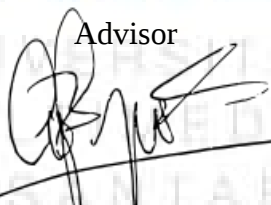
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By 
Full Name : Jessica Fernanda
Student ID : 00000067039
Study Program : Hotel Operations
Faculty : Business

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Advisor


Rudolf Liska Bikardi SST.Par MSMM
(NIDN.3744765666137042)

Head of Hotel Operations Program


Oqke Prawira, S.ST, M,Si.Par
(NIDN. 0428108007)

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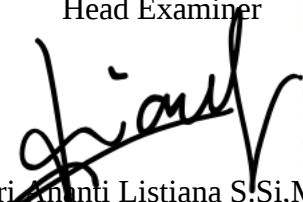
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By
Full Name : Jessica Fernanda
Student ID : 00000067039
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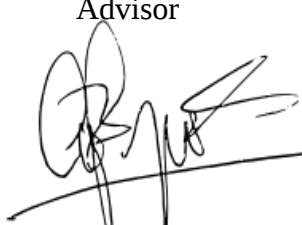
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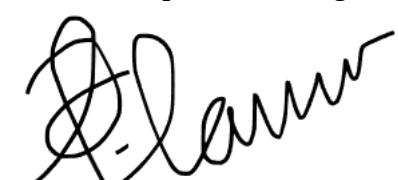
Examiner


Adestya Ayu Armielia, S.ST.M.Si.Par
(NIDN. 0323128505)

Advisor


Rudolf Liska Bikardi SST.Par MSMM
(NIDN.3744765666137042)

Head of Hotel Operations Program


Oqke Prawira, S.ST, M,Si.Par
(NIDN. 0428108007)

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PREFACE

In the preparation of this final report, submitted in partial fulfillment of the requirements for the Associate Degree in Hotel Operations, the author would first like to express sincere gratitude to the Almighty God for His guidance and blessings throughout this journey. The completion of this report would not have been possible without the support, assistance, and encouragement of many individuals.

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8. All of my friends and colleagues who have provided me with moral support and companionship throughout the process of completing this final report.

Hopefully this scientific work contributes as a source of information and inspiration for others.

Tangerang, 9 May 2025


Jessica Fernanda

SOY SCOOP

Jessica Fernanda

ABSTRAK

Soy Scoop adalah merek es krim nabati yang dikembangkan sebagai respons terhadap meningkatnya kekhawatiran akan konsumsi makanan tidak sehat dan tingginya permintaan akan alternatif makanan dairy-free yang lebih mudah diakses. Dengan menggunakan susu kedelai sebagai bahan utama, Soy Scoop menawarkan pilihan hidangan penutup yang lebih sehat bagi konsumen dengan keterbatasan diet atau tujuan gaya hidup sehat. Sebagai UMKM, Soy Scoop akan menawarkan empat varian rasa dan dijual seharga Rp 20.000 per cup, dengan penyesuaian harga pada aplikasi pemesanan makanan untuk mengakomodasi biaya komisi platform. Soy Scoop akan memasarkan produknya melalui GoFood, GrabFood, ShopeeFood, dan WhatsApp, dengan lokasi produksi di rumah pemilik yang berlokasi di Tangerang. Berdasarkan proyeksi keuangan Soy Scoop, bisnis ini diperkirakan akan menghasilkan total pendapatan sebesar Rp 1.314.000.000, dengan laba bersih bulanan sebesar Rp 19.362.650. Laba bersih tahunan diperkirakan mencapai Rp 1.016.809.803 atau sekitar 44% dari total pendapatan.

Kata kunci: Veganisme, Nabati, Makanan penutup, Kacang kedelai, Es krim, Sehat, Bebas susu

SOY SCOOP

Jessica Fernanda

ABSTRACT

Soy Scoop is a plant-based ice cream brand developed in response to growing concerns about unhealthy food consumption and the rising demand for accessible, dairy-free alternatives. Using soy milk as its main ingredient, Soy Scoop offers a healthier dessert option for consumers with dietary restrictions or wellness goals. Soy Scoop as an UMKM will offer four variants of flavors and will be priced at Rp 20.000 per cup, with adjusted prices on delivery apps to account for platform commission fees. Soy Scoop will sell its products through GoFood, GrabFood, ShopeeFood, and WhatsApp, with production based at the owner's home in Tangerang.. Based on Soy Scoop's financial projections, the business is expected to generate a total revenue of Rp1.332.000.000, with a monthly net income of Rp19.736.342. The projected annual net income is Rp1.032.040.109, which is approximately 44% of the total revenue.

Keywords: Veganism, Plant-based, Dessert, Soy bean, Ice cream, Healthy, Dairy-free

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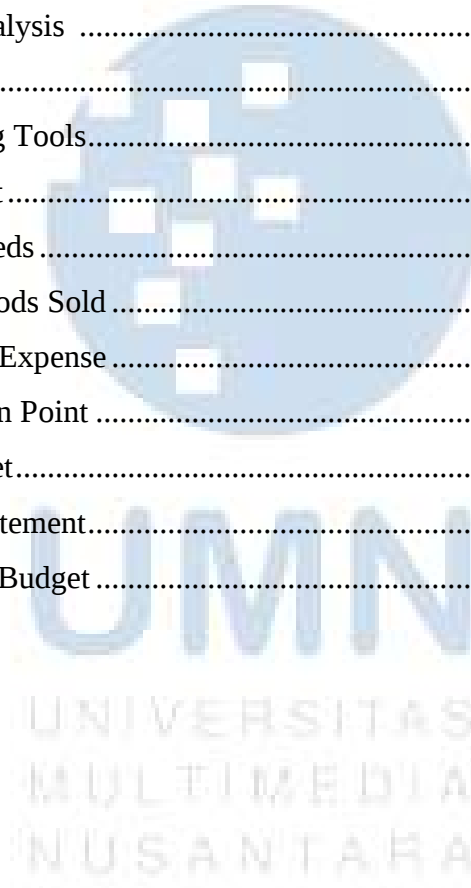
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EXECUTIVE SUMMARY

Soy Scoop is a plant-based ice cream brand offering soy milk-based frozen desserts designed for health-conscious consumers and individuals with dietary restrictions, such as lactose intolerance and vegan lifestyles. The product is available in four flavors vanilla, strawberry, chocolate, and matcha.

Indonesia's growing demand for dairy-free and plant-based desserts, particularly among urban millennials and Gen Z, presents a strong market opportunity. While familiarity with soy-based ice cream remains limited, the overall enthusiasm for ice cream and rising health awareness suggest high potential for market entry and brand adoption.

Soy Scoop will operate through a direct-to-consumer model, leveraging digital platforms such as GoFood, GrabFood, ShopeeFood, and WhatsApp for distribution. Products will be priced at Rp 20.000 per cup, with adjusted prices on delivery apps to account for platform commission fees.

The business targets monthly sales of 550 cups, with an average unit cost of Rp 8.000 and an estimated gross profit margin of 62%, resulting in approximately Rp 26.000.000 in monthly gross profit. An initial capital investment of Rp 13.000.000 is required, allocated toward production equipment, packaging, cold storage, and digital marketing.

With a strong digital presence, influencer collaborations, and a scalable production strategy, Soy Scoop aims to establish itself as a key player in Indonesia's plant-based dessert market and expand into retail distribution within the next two years.