

**BUSINESS PROPOSAL PROJECT FOR PASTA BALL**



**FINAL PROJECT REPORT**

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**UNIVERSITAS MULTIMEDIA NUSANTARA**  
**TANGERANG**  
**2025**

# **BUSINESS PROPOSAL PROJECT FOR PASTA BALL**



Submitted in partial fulfillment of the requirement for Diploma Program

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## PREFACE

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Hopefully, this report contributes as a source of information and inspiration for others.

Tangerang, 26 March 2024



Patrick Edward Suryajaya

# BUSINESS PROPOSAL PROJECT FOR PASTA BALL

Patrick Edward Suryajaya

## ABSTRAK

*Pasta Ball adalah inovasi bisnis yang menghadirkan sentuhan kreatif pada pasta tradisional dengan mengubahnya menjadi camilan praktis berukuran kecil yang diisi dengan bahan-bahan lezat. Proposal ini dibuat sebagai respons terhadap meningkatnya permintaan akan makanan cepat saji dan siap santap di Indonesia, khususnya di kalangan pelajar, profesional, dan anak muda. Studi ini menggunakan metode penelitian kualitatif dan kuantitatif, termasuk survei pasar dan wawancara dengan pakar, untuk menganalisis preferensi konsumen dan peluang pasar. Secara finansial, bisnis ini menunjukkan kelayakan yang kuat. Total modal yang dibutuhkan adalah sebesar Rp 41.103.000, dengan proyeksi titik impas (break-even point/BEP) yang dapat dicapai dalam dua bulan pertama operasional. Pendapatan tahunan diperkirakan akan mencapai Rp 695.700.000 dengan Laba Bersih tahunan lebih dari Rp 242.549.270 di tahun pertama. Margin laba kotor dimulai dari 59% dan diperkirakan akan meningkat setiap tahunnya. Biaya akuisisi pelanggan diperkirakan dimulai dari Rp 4.000 per orang dan akan menurun seiring meningkatnya kesadaran merek. Selain itu, periode pengembalian modal diperkirakan sekitar dua bulan satu hari, mencerminkan tingkat pengembalian investasi yang tinggi. Strategi pertumbuhan Pasta Ball mencakup kombinasi antara saluran distribusi fisik dan digital, pemasaran digital, serta inovasi produk. Dengan harga yang terjangkau, penawaran produk yang unik, dan operasional yang dapat diskalakan, Pasta Ball siap bersaing dan berkembang di industri makanan dan minuman Indonesia yang sangat kompetitif.*

**Kata kunci:** UMKM, Bisnis Makanan, Inovasi Produk, Pasta, Proposal Bisnis

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# BUSINESS PROPOSAL FOR PASTA BALL PROJECT

Patrick Edward Suryajaya

## ABSTRACT

*Pasta Ball is a business innovation that introduces a creative twist on traditional pasta by transforming it into convenient, bite-sized snacks filled with flavorful ingredients. This proposal responds to the growing demand for fast, ready-to-eat foods in Indonesia, particularly among students, professionals, and young adults. The study uses both qualitative and quantitative research, including market surveys and expert interviews, to analyze consumer preferences and market opportunities. Financially, the business demonstrates strong feasibility. The total capital required is Rp. 41.103.000, with a projected break-even point (BEP) achievable within the two months of operations. Annual revenue is expected to grow to Rp. 695.700.000 with an annual Net Earnings of over Rp. 242.549.270 in its first year. The gross profit margin begins at 59% and is projected to rise annually. The estimated customer acquisition cost starts at Rp. 4.000 per person and declines over time due to increased brand awareness. Additionally, the payback period is calculated at approximately two months and one day, reflecting a high return on investment. Pasta Ball's growth strategy involves a combination of physical and digital distribution channels, digital marketing, and product innovation. With affordable pricing, unique offerings, and scalable operations, Pasta Ball is positioned to thrive in Indonesia's competitive food and beverage industry.*

**Keywords:** MSMI, food business, innovative product, pasta, business proposal



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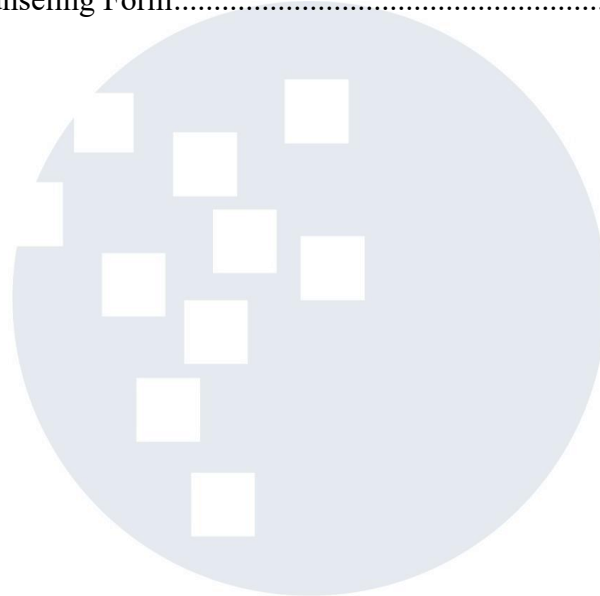
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## EXECUTIVE SUMMARY

The food and beverage industry in Indonesia is experiencing strong growth, driven by a rising population and increasing demand for convenient, ready-to-eat meals. Despite the challenges of the COVID-19 pandemic, the industry has shown resilience, with the food and beverage sector contributing IDR 1.12 quadrillion to GDP in 2021—a 34.3% increase from 2017. This presents an excellent opportunity for innovative food businesses like Pasta Ball, which introduces bite-sized, deep-fried pasta snacks designed for modern, on-the-go consumers.

Pasta Ball offers a fresh take on traditional pasta by combining popular pasta varieties with flavorful fillings, served in a convenient and portable format. Targeting young adults aged 18–35, especially students, professionals, and food trend followers, Pasta Ball caters to a demographic that values quick meals, social media trends, and new culinary experiences. Located in Sedayu City, Kelapa Gading, a hotspot for trendy, higher-end street food, Pasta Ball is ideally placed to attract a wide range of customers with its affordable pricing and high-quality, halal-certified ingredients.

The business will operate through a physical tenant serving both walk-in and delivery orders via GoJek, Grab, and ShopeeFood, and will expand online through frozen product sales on Tokopedia and Shopee. The initial team consists of the owner and supporting staff responsible for cooking, marketing, and operations, all trained to maintain consistent quality and service. With a total capital of Rp 41.103.000, the business projects strong financial performanceRp 695.700.000 in annual revenue and Rp 242.549.270 in net income, with a gross margin of 59%. Through affordable pricing, creative products, and strong digital marketing, Pasta Ball is well-positioned to grow and succeed in Indonesia's fast-paced food and beverage industry.

# CHAPTER I

## COMPANY OVERVIEW

### 1.1 Industry Analysis

The hospitality and tourism industry has always been one of the biggest and most influential industries in the world. Not only that it promotes cultural exchange between countries but it also contributes a lot to the country's economic state (McNamee & Sachs, 2015). Indonesia is one of those countries that leverages and utilizes their hospitality and tourism industry to boost its total economic. The hospitality and tourism industry has played a crucial role in boosting Indonesia's economy growth (Armielia et al., 2023). In 2017, the contribution of tourism to Indonesia's GDP amounted to IDR 536.8 trillion, which was 4.1% of the country's total GDP. In the same year, tourism provided 12.7 million jobs, representing 10.5% of total employment. Tourism receipts totaled IDR 200 billion, and the sector outperformed the general growth of the Indonesian economy (Yakup & Haryanto, 2019).

However, the COVID-19 pandemic temporarily disrupted the growth in the hospitality and tourism industry. In 2020, Indonesia's GDP fell by 2.1%, with sectors like tourism and hospitality being significantly affected. Indonesia's economy shows that the country has the potential to boost its economic recovery through appropriate reforms and policy actions (Indonesia Has an Opportunity to Boost Growth, 2021). Despite the challenges posed by the pandemic, Indonesia managed to get the industry back on its feet and push the growth again. The government implemented strategies to support the industry, such as relaxing visa policies, improving infrastructure, and amplifying marketing efforts to showcase Indonesia's diverse offerings to a global audience (Solihin et al., 2023). These initiatives were instrumental in attracting tourists and enhancing their experience within the country. Furthermore, the government introduced several extraordinary support measures for businesses, such as a large-scale loan restructuring program and interest subsidies for the most affected sectors,



including hospitality. These measures helped avert mass bankruptcies and supported the recovery of the hospitality industry (Islands, 2023).

The food and beverages industry are one of the examples of the hospitality and tourism sector that continues to experience significant growth each year but also experienced a downfall during the COVID-19 pandemic. But, with the increasing population in Indonesia, the demand for food and beverages kept on rising with it (Wiratha & Kemalasari, 2022). Additionally, the tendency of the Indonesian population to enjoy ready-to-eat meals has led to the emergence of numerous new innovations and ideas in the food and beverages sector. And with that, the food and beverages industry grow significantly over the years and is now one of the leading industries in Indonesia. Data from the Indonesian Statistic Bureau (2022) show that over the previous five years from the year 2017, Indonesia's real income from the food and beverage (F&B) sector has increased. The following shows the annual revenue in the food and beverage industry, expressed in billions of Indonesian Rupiah (Ningrum, 2024):

**Table 1.1 Annual Revenue of Food and Beverage industry**

<b>Annual Revenue of Food and Beverage industry in Indonesia</b>	
2017	Rp. 834.425.000.000
2018	Rp. 927.443.000.000
2019	Rp. 1.012.959.000.000
2020	Rp. 1.057.000.000.000
2021	Rp. 1.121.360.000.000

The food and beverage industry in Indonesia has experienced an increase over the years as seen from table 1.1 As reported by the Central Statistics Agency (BPS), the growth of the industry had increased 34.3% from 2017 to 2021. The gross domestic product (GDP) of the national food and beverage industry, based on recent prices, amounted up to Rp 1.12 quadrillion in 2021. This value represents 38.05 percent of the non-oil processing industry or 6.61 percent of the national GDP, which reached Rp16.97 quadrillion. The food and beverages (F&B) industry is the main motor for the growth of the non-oil and gas processing industry in Indonesia. In the first quarter of 2023, for example, the

eating and drinking industry will grow at 5.35%. This figure is in line with the national Gross Domestic Product (GDP), namely 5.03%.

One of the biggest driving forces and factors to the growth of the Food and Beverage industry in Indonesia is Micro, Small-to-Medium Enterprise (MSME) (Armielia et al., 2023). MSME is the perfect place for entrepreneurs in the country, especially the low to middle incomes ones to actualize their ideas and dreams and participate in the food and beverage industry. SME now are also one of the sectors that had grown significantly over these past years. In the last 5 years, the contribution of Micro, Small, and Medium Enterprises (SME) to Indonesia's Gross Domestic Product (GDP) has increased from 57.8% to 61%. This positions SME as both a safety net and a driving force for the economy. The rapid transaction cycles and the direct relevance of SME products to the essential needs of the community contribute to this. As a result, SME plays a crucial role in stabilizing and propelling the economy (Aprilia et al., 2025).

Not only SME, also restaurants are one of the biggest parts and contributors of the Food and Beverage industry in Indonesia. Their growth and contribution to Indonesia's economy and culture are enormous and significant, especially in the F&B industry. According to the website of Mordor Intelligence (2024), the Indonesian foodservice market is expected to reach USD 55.25 billion in 2024 and grow at a CAGR of 13.43% to reach USD 103.76 billion by 2029. The foodservice profit sector recorded value sales of IDR 543.8 trillion (\$36.6 billion) in 2022 and is forecasted to record a compound annual growth rate (CAGR). Indonesia is home to a vibrant foodservice industry, offering lucrative business opportunities for both international and local market players. One of the best-selling products available here in Indonesia is snacks. Among all products of the food and beverage business, the manufacturing of snacks seems to be most popular in Indonesia, as evidenced by a YouGov institution study revealing that 91% of respondents like to eat snacks on a daily basis, with 40% consuming them more than once. Furthermore, Indonesia emerged as the top snacking nation in Asia, with one in three individuals consuming snacks up to three times a day in addition to three full meals. Given how frequently

Indonesians eat snacks, it is evident that snacks have a significant impact on the country's food and beverage economic margin. Based on the data and information above, Pasta Ball saw an opportunity to grow and contribute to these industries in Indonesia. Pasta Ball wanted to create something innovative and convenient, whilst still in the affordable range for all of the people in Indonesia to enjoy. Pasta Ball's products will be able to offer what most people in Indonesia love the most, which is these two characteristics (Indonesia Foodservice Market Insights, n.d.).

### **1.2 Company Description**

PASTA BALL is a brand that will create a unique twist on pasta. Imagine the delightful combination of pasta and convenience, crafted into perfect bite-sized balls that burst with flavor. The PASTA BALL is a delicious twist on tradition, combining the beloved flavors of pasta with the convenience of bite-sized, portable balls, served with a variety of mouthwatering dipping.



**Figure 1 Company Logo**

The name PASTA BALL is self-explanatory which means a pasta but in a form of a ball. This name is simple yet catchy and can trigger people's thinking to be curious of what and how this concept of pasta in a form of a ball looks like, in which the concept is still considered very rare and unknown to most people to this day. The logo is made to demonstrate what the product's shape is, what it contains, and also shows the convenient way of eating it. The color of the logo is made with a soft orange color that depicts the color of a pasta with a combination of the black color which complements each other very well. The design of the logo is made to be modern, simple, yet fun and memorable.



**Figure 1.2 Brand's Colors**

Pasta Ball main color will always be Orange to resemble the color of Pasta and the Fried Pasta Ball, which is also Orange, whilst black and white are used to be combined with the orange color as they match each other very well. The orange colors used for the posts are a little bit brighter than the orange in the logo, so they can be combined in a future post without the logo disappearing because the color is the exact same.

The tagline will be "Twisting ythe Pasta Experience" which demonstrates the vision of shaping a new way of how people can enjoy pasta. The owner envisions PASTA BALL as a symbol of culinary creativity and convenience, introducing a delightful twist to traditional pasta. This tagline is aimed to attract curious consumers to want to experience the product.

### **1. Vision**

"Creating new and innovative ways of enjoying Pasta".

### **2. Mission**

In order to achieve the vision, the mission is as follows:

Mission

To support its vision, Pasta Ball sets out the following mission points:

1. **Keep Recipes Fun and Exciting**

Always bringing fresh ideas to the table by updating flavors, testing new fillings, and making sure every bite of Pasta Ball is both tasty and enjoyable.

2. **Make Things Easy**

Focus on simple and fast service, whether at the stall or through delivery apps, paired with packaging that is easy to carry and enjoy anywhere.

3. **Use Quality Ingredients**

Stick to fresh, good-quality ingredients to make sure every product tastes great and meets customer expectations.

4. **Serve with a Smile**

Create a friendly and welcoming atmosphere. Great food should come with good service, so every customer walks away happy and satisfied.

**3. Nature of Business**

Pasta Ball is established as a Micro, Small, and Medium Enterprise (MSME) with a small-scale operation and limited distribution, currently focused on selling from a single tenant. As a new and growing food business, Pasta Ball operates with a lean team and simple setup, making it suitable to be categorized as an MSME under Indonesia's business classification. While the business is starting small, the owner is optimistic about future growth and is open to fresh ideas and potential collaborations to expand the brand when the time is right. The priority for now is to build a strong foundation and customer base through quality, convenience, and creativity.

**4. Address of Business**

PASTA BALL will be located at Sedayu city in Kelapa Gading. Sedayu city is a culinary center in Kelapa Gading filled with Stalls and Tenants offering all sorts of food and beverages, combined with a nice and warm ambience. Sedayu City often gets very crowded during the night, especially on weekends. Housing complexes and apartments surround the area of Sedayu city which makes it a go-to place for people in the Sedayu and Kelapa Gading area for

hanging out and enjoying all sorts of cuisine. Kelapa Gading is also filled with hidden gems of food and beverage destinations that often go viral on social media, giving an opportunity for PASTA BALL to be one of those hidden gems in the future. PASTA BALL will be selling their product using a Tenant/Stall (offline) and also through online applications using delivery. The Tenant will be operated by 2 or more people to ensure quickness and efficiency.

The main reason why Kelapa Gading is the location that the owner chose is that it is one of the go-to culinary destinations here in Jakarta (Sari et al., 2023). There is so many viral foods and cuisines that are available here in Kelapa Gading which explains the food culture and the opportunity that Kelapa Gading offers (Suorineni, 2023). It is a place where people can enjoy all kinds of foods and beverages with their own uniqueness and specialties. That is why the owner believes that Kelapa Gading is a great place for Pasta Ball to start its journey.

### **1.3 Product and Services**

The product that PASTA BALL offers is new and unique. A new twist for people to enjoy a bite of Pasta. PASTA BALL is designed to be convenient and can be easily eaten anywhere. This is in line with the current trend of people getting more caught up and busier with their daily jobs and duties, so they prefer to enjoy a bite of a snack that is convenient and easy to bring anywhere rather than having to eat heavy meals (Rajiv et al., n.d.). This can make PASTA BALL a great option for consumers who prefer instant and convenient food.

People who enjoy pasta and enjoy snacks would love PASTA BALL, as Pasta Ball designs the product to be the best combination of those two aspects. Pasta Ball is basically a fried ball with pasta inside it.





**Figure 1.3 Photo of Product**

These fried ball products will have a variety of pasta for their filling. Not only pasta, the fried balls' filling consists of pasta, meat, veggies, cheese, and white sauce. Consumers will be given an option for their filling, for the pasta, the options are (spaghetti, macaroni, or fettuccine).



**Figure 1.4 The Filling of the Product**

These Pasta Balls will be paired with the special dipping sauce to enhance the flavor. The dipping will have 3 flavor options, which are Carbonara, Cheese Sauce, and Bolognese Sauce. From classic Italian-inspired flavors to innovative and special options, the PASTA BALL and the dipping sauce will redefine a new way for consumers to experience a bite of pasta. Not only Pasta Ball, Pasta Ball will offer other products of pasta, like for example the regular Carbonara and Special Sauce pasta as the other options in the menu.



**Figure 1.5 Cheese Dipping Example**



**Figure 1.6 Carbonara Dipping Example**

The Product can be ordered easily and quickly at the spot or ordered through delivery applications like GoJek, Grab, Maxim, and ShopeeFood, so that people can enjoy it from everywhere. Although the name of the brand resembles its main product, it does not mean the menu is limited to only PASTA BALL. Pasta Ball will keep on adding and creating new products and keep on developing the menu. Pasta Ball may create a special dipping sauce that will only be available for a while to attract consumers and create more variety.

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## **CHAPTER II**

### **MARKETING PLAN**

#### **2.1 Market Size**

It is important for a business to conduct research on its products before deciding to sell them. Information on the preferences of the market will be included as part of the research. The information will be used to compile consumer behavior patterns that will help the brand in creating an effective marketing strategy. The brand may then determine what to sell, where to sell it, and to whom, using the data about the market's behavioral patterns. By having knowledge of the market, the brand can make the right decisions and strategies that will boost sales and profits.

To understand Pasta Ball's future consumers, it is crucial for us to find out the reason why snack lovers love eating snacks. In understanding the market's preference for Pasta Ball, it is crucial to delve into the habits and motivations behind consumers' choices in consuming snacks. This involves identifying both internal factors, such as personal taste preferences, and external influences, such as recommendations from peers or influencers. Additionally, the taste and experience value of the product play a significant role in driving consumption patterns. Pasta Ball aims to offer a product to consumers that has a habit of eating snacks with a "Tasty & Crispy" characteristic. That is why Pasta Ball is focusing on delivering product that has a variety of delicious tastes that fit with the majority of consumers, with an exceptional experience of eating Pasta in a convenient way. One of the consumer segments that Pasta Ball wants to target is consumers who have a busy schedule. This can include younger to a more middle-aged consumer who are battling with their busy schedule on a daily basis. This can include workers/employees, students, families, and snack-lovers. Pasta Ball is arranged to be a snack that is convenient enough to be eaten anywhere, but can also help make people feel full. This will help those who do not have the time to eat a heavy meal, but still want to enjoy something delicious, simple, and filling in the midst of their busy life. Pasta Ball aims to target these consumer

segments in the area of Jakarta as a start, and will start to expand as the business grows.

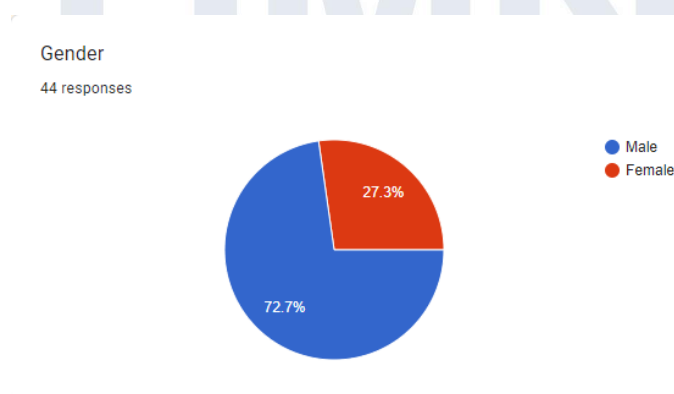
Now that Pasta Ball already has an idea of the consumer segments that Pasta Ball is aiming to target, it is important to know the best ways to reach and sell the products to them. In order to get a definitive answer, the author conducted a qualitative survey using Google Forms to friends and families to see their opinion regarding Pasta Ball.

#### 2.1.1 Quantitative

In order to better understand about the market, a survey or questionnaires are one of the simplest and cost-efficient ways to get answers from consumers. Supporting data like demographic, preference, and habit data as well as the spending power of the consumers can be obtained by spreading and sharing this questionnaire.

##### 1. Demographic

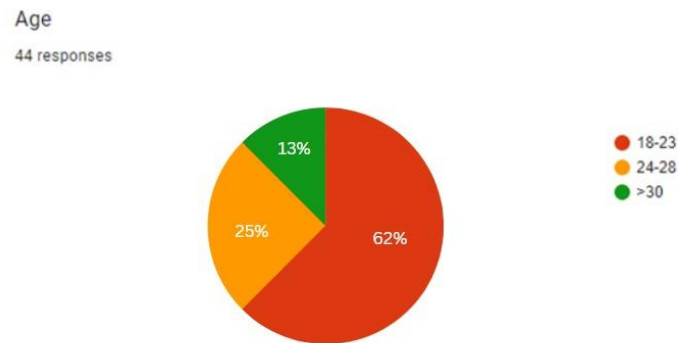
To begin the survey, in the first page of the Google form there are several questions regarding the demographic of the market. These questions include asking their gender, domicile, age, profession, and also their spending power in the span of a month. This information will be able to help in determining the right price for Pasta Ball's products and the best way to sell them to the customers.



**Figure 2.1 Respondent Gender'**

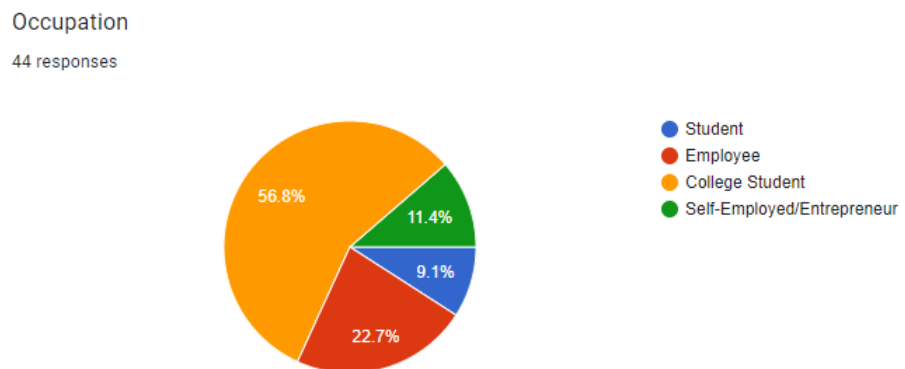
Based on the chart above, the male respondents (72,7%) seems to be a lot more compared to the female respondents (27,3%) out of 44 total

respondents. This may indicate that male is more interested in trying and knowing more about Pasta Ball.



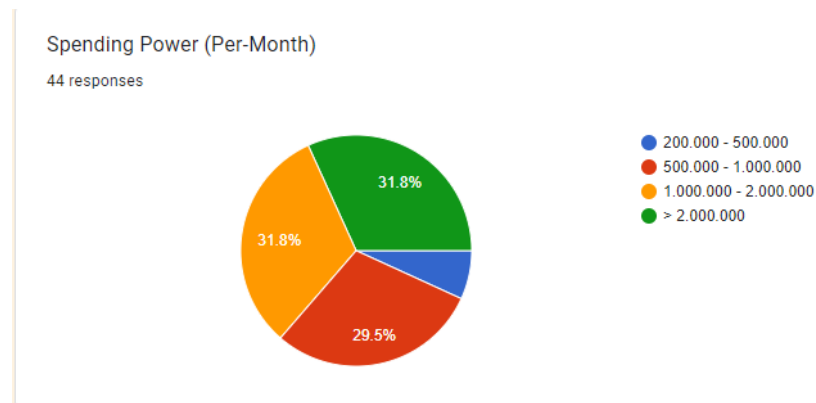
**Figure 2.2 Respondents' Age**

Based on the chart above, it can be seen that the respondents in the age range of 18-23 are the most to answer the survey with a whopping percentage of (62%) which may indicate that these age range are the ones to be the most interested in Pasta Ball's product. The age range of above 18-23 is also dominant with a percentage of 25% whilst the age range of >30 has a percentage of only 13%.



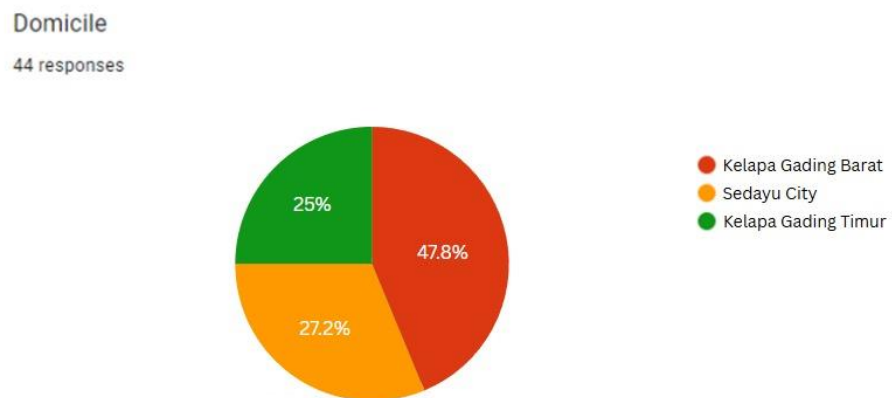
**Figure 2.3 Respondents' Occupation**

According to the chart above, 56,8% of the respondents or 25 of them are college students, 22,7% or 10 of them are employees, 11,4% or 5 of them are entrepreneurs, and 9,1% or 4 of them are students. This may indicate Pasta Ball is more appealing to college students and that college students are the most curious and eager to try Pasta Ball's products.



**Figure 2.4 Respondents' Spending Power**

Based on the chart above, it seems that respondents that have a spending power between 500.000-1.000.000, 1.000.000-2.000.000, and more than 2.000.000, all almost have the same amount of percentage in the chart in the range of 29-31%. This indicate that most respondents have the power to spend more than 500.000-1.000.000 a month whilst a small amount of the respondents (6,8%) only have the spending power of 200.000-500.000 per month.

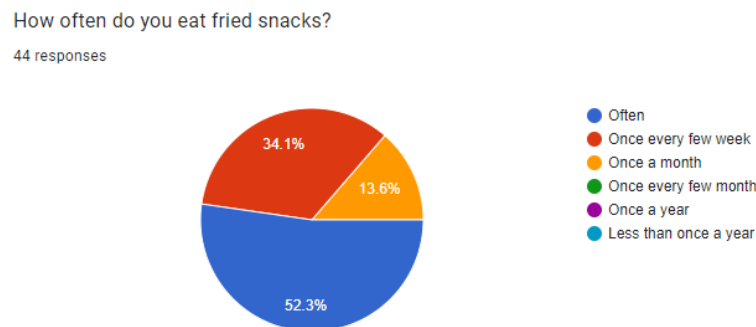


**Figure 2.5 Respondents' Domicile**

According to the chart above, most respondents came from Kelapa Gading Barat with a whopping percentage of 47.8%. A lot of respondents also came from Sedayu City with a total percentage amount of 27.2% whilst the rest 25% came from Kelapa Gading Timur.

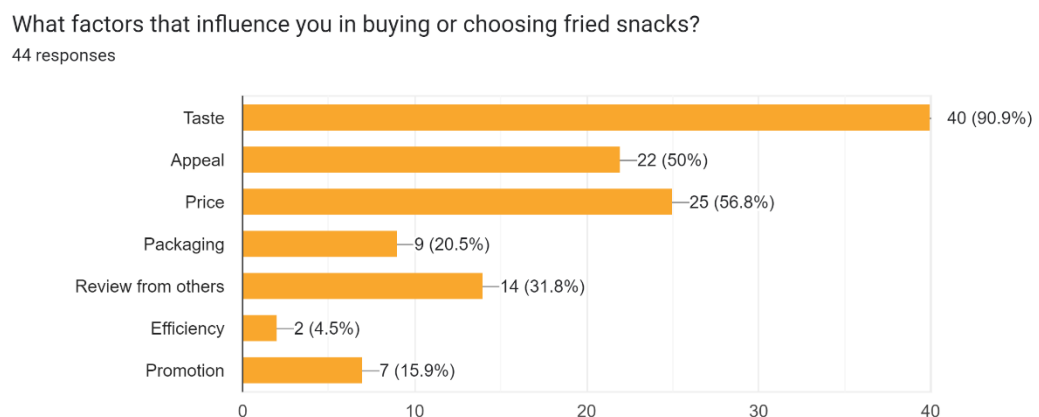
## 2. Customers' preferences and opinions regarding the product

In the second page of the Google form survey, Pasta Ball asked several questions that leans more towards how their daily habits, knowledge, experience, and also their preferences when it comes to Pasta Ball's products. Their answers can help us to decide what is best for the product and also note any additional insights from the respondents.



**Figure 2.6 Respondents' Habit of Eating Fried Snacks**

In this second page, the owner started by asking the habit of the respondents in eating fried snacks and how often they eat it. Based on the chart, 52,3% of the respondents ate fried snacks often, 34,1% of them ate it once every few weeks, and 13,6% of them ate it once a month. This indicates the habit of Indonesian people eating snacks specifically fried snacks often on their daily life.

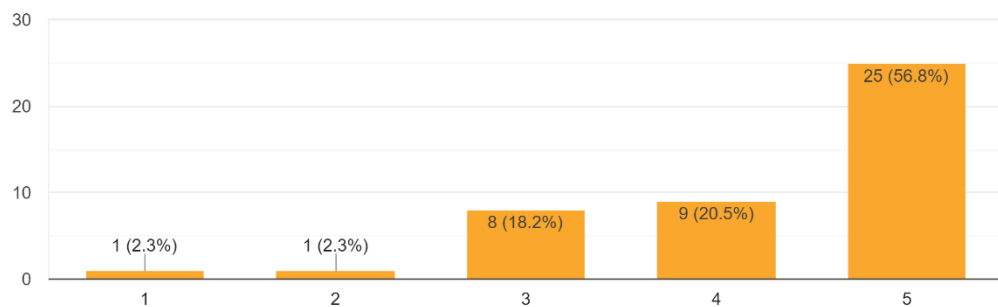


**Figure 2.7 Factors that influence Respondents in Choosing a Fried Snack**

The second question is about the factors that influences the respondents in buying or choosing a fried snack. Based on the chart, the factor with the most pick is Taste with a whopping 90,9% or 40 people. In second place, a factor that also has a lot of vote is Price with a percentage of 56,8% or 25 people, In third place, Appeal also seems to influence buyers in choosing a fried snack with a percentage of 50% or 22 people. Review from others also has a great influence to buyers with a percentage of 31,6% or 14 people whilst packaging, promotion, and efficiency each only get a vote below 25%. This shows that Taste, Price, and Appeal seems to be the most influencing factors for buyers when deciding and choosing to buy a fried snack.

How likely are you to try PASTA BALL?

44 responses

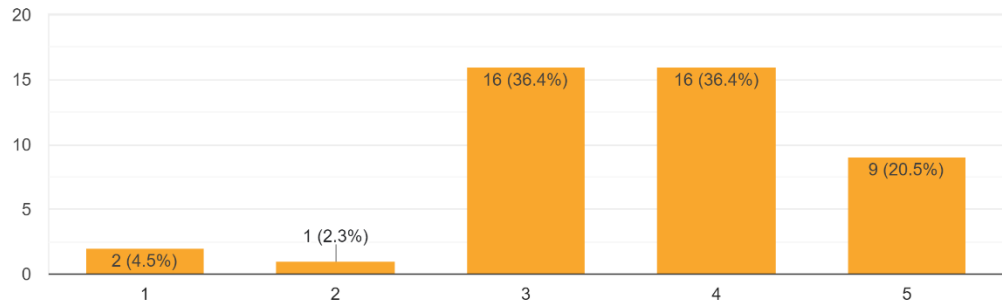


**Figure 2.8 Respondents' interest in Pasta Ball**

Based on the chart above, most respondents are eager and interested to try Pasta Ball based on the pictures and the brief information the owner share to them about the business, whilst a smaller amount of them are not so eager to try the product.

How does the price of the product affect your likeliness of buying PASTA BALL's products?

44 responses

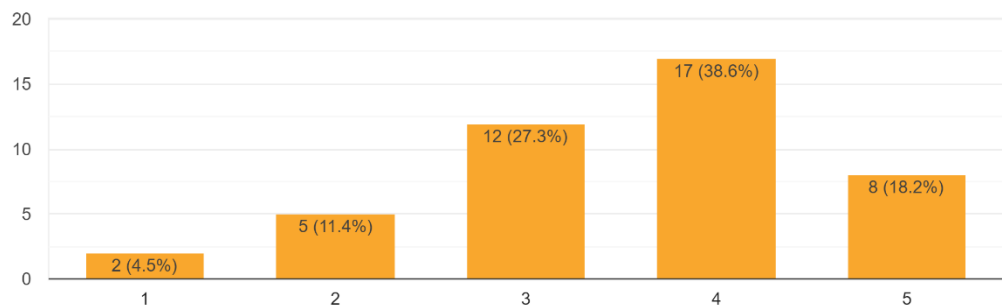


**Figure 2.9 Respondents' opinion about price**

In this next question, the owner asked the respondents about how the price of the product will influence their likeliness in wanting to buy the product with 1 being less likely and 5 being most likely. The answer with the most vote seems to be in the 3-4 scale with the same amount of percentage at 36,4% or 18 people. Another scale that has quite a lot of votes is the 5 scale, with a percentage of 20,5% or 9 people whilst the scale of 1-2 only has less than 5% voting. This indicate that price has a major influence to how likely these respondents are willing to spend their money on the product.

How does PASTA BALL's menu variation affect your likeliness of buying PASTA BALL's products?

44 responses

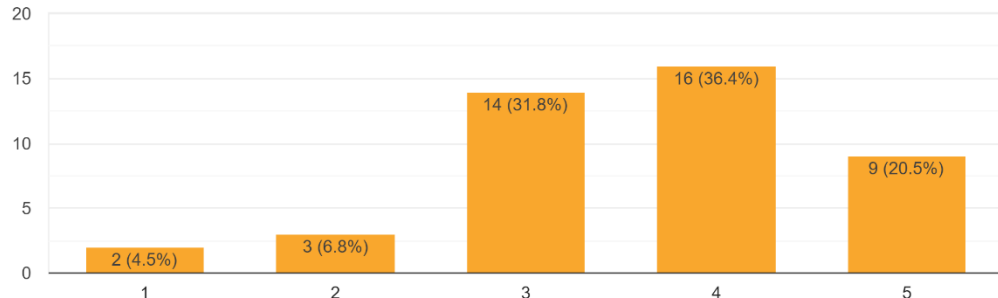


**Figure 2.10 Respondents' opinion about menu variation**

In this next question, it was asked if the variety of menu in Pasta Ball will influence the respondent's decision to buy the product. The scale of 4 has the most voting with 38,6% or 17 people, the scale of 3 has 27,4% voting or 12 people, scale of 5 has a voting of 18,2% or 8 people, and the scale of 1 and 2 only have a voting of less than 12%. This answer indicates that menu does influence on how these respondents will want to try out the products. Having lots a variety of options in the menu can really affect how people decide what to buy. When there are many options, customers can find something they like and feel they are getting good value. It also keeps them coming back for more. Having a diverse menu helps restaurants stand out and adapt to different tastes and trends. It is good for groups too, and it gives chances to upsell more by offering extras

How does PASTA BALL's social media and marketing appearance affect your likeliness of buying PASTA BALL products?

44 responses



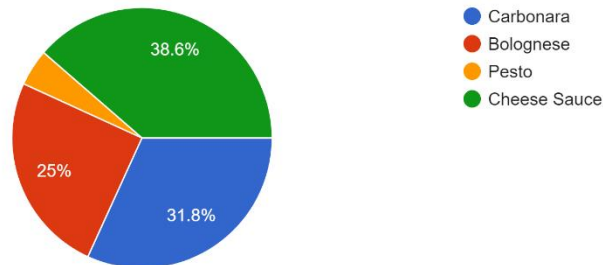
**Figure 2.11 Respondents' Opinion about Marketing Appearance**

Based on the chart, it seems that the answer was similar like before. The scale of 4 gets the most voting of 36,4% or 16 people, the scale of 3 with 31,8% or 14 people, the scale of 5 with 20,5% or 9 people, whilst the scale of 1-2 has a percentage of lower than 7%. This indicates that these respondents thinks that marketing promotion through social media has a great influence in attracting consumers to buying the product.



What dipping flavor would you prefer to pair with PASTA BALL's product?

44 responses

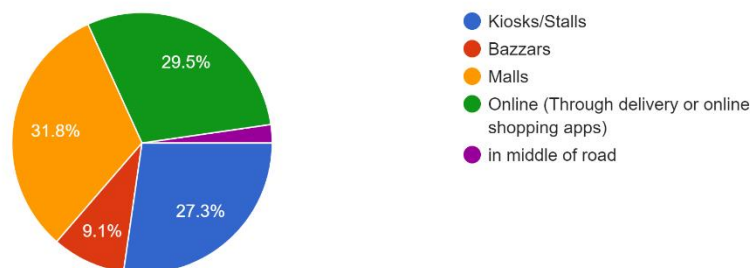


**Figure 2.12 Respondents' Preference on Pasta Ball's Dipping Sauce**

In this question, the owner asked the respondents on what are the best pairing of dipping that they think matches best with the product. The answer with the most voting is cheese sauce with 38,6% or 17 people, then carbonara sauce with 31,8% or 14 people, Bolognese sauce with 25% or 11 people and lastly Pesto sauce with 4,5% or 2 people. Based on the result of this chart, it can be concluded that the respondent's preference seems to be divided and not centered to one type of sauce. But to dig deeper into the consumers' preference, the owner also made a question regarding their suggestions for the dipping sauce.

Where do you usually buy Fried Snacks?

44 responses



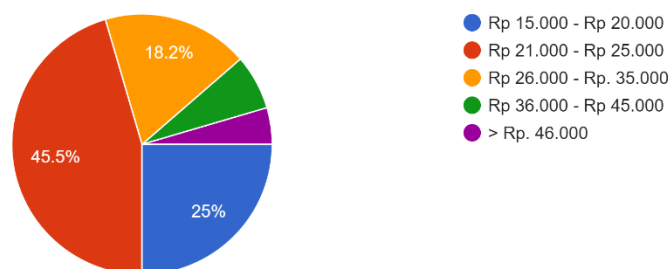
**Figure 2.14 Respondents' Preferred Location in Buying Fried Snack**

In order to understand what location and platform is best to sell Pasta Ball's products, the owner include a question regarding where these respondents usually buy fried snacks. The answer seems to be balanced between Kiosks/tenants (27,3%), Malls (31,8%), Online (29,5%) and bazaars (9,1%).

One respondent also added his/her own answer which is “in the middle of the road”. From this answer, Pasta Ball can conclude that fried snacks seem to be sold in many places and not just in specific type of place which indicates that they are widespread and competitors are everywhere.

### 3. Pricing

How much would you be willing to pay for a PASTA BALL's smallest package? Our smallest package contains 4 Pasta Balls + 1 Dipping  
44 responses



**Figure 2.15 Respondents' Opinion about The Product's Pricing**

In this last question, the owner wanted to know what the preferred price for Pasta Ball's product are in the eyes of the respondents. 45,5% or 20 respondents answered Rp. 21.000-Rp.25.000, 25% or 11 respondents answered Rp 15.000 - Rp 20.000, 18,2% or 8 respondents said Rp 26.000 - Rp. 35.000, 6,8 or 3 people answered Rp 36.000 - Rp 45.000, and lastly 2 people or 4,5% said more than Rp. 45.000. This indicates that the price range should be no more than Rp, 35.000 and are preferred to be in the Rp. 15.000-Rp. 25.000 range.

### Quantitative Conclusion

The survey results provide valuable insights into Pasta Ball's market strategy. The majority of respondents are young, college students with a low-moderate spending power, indicating a potential target audience. Taste, price, and appeal emerged as key factors influencing snack choices, with the majority of respondents showing interest in trying Pasta Ball's products. The ideal price range falls between Rp. 15.000 to Rp. 25.000, with a preference for not exceeding Rp. 35.000. Cheese, carbonara, and Bolognese sauces seems to be

avored almost equally whilst respondents also added some suggestions for other potential sauces for product development. Fried snacks seem to be purchased from various locations, not only from online platforms but also from kiosks, stalls, and malls indicating diverse distribution channels and competitors everywhere. Overall, targeting young adults with a low-moderate spending power with flavorful offerings, affordable pricing, and accessible distribution channels is crucial for Pasta Ball's success in the market.

### 2.1.2 Qualitative

Participant 1: Mr. Wenny Ray Peppy Hutajulu, Owner of Doea Tjangkir & Café Hortus Bogor

Mr. Wenny is a successful entrepreneur who bought Doea Tjangkir and established Café Hortus and are now the official owner of these 2 establishments. Doea Tjangkir was originally opened by another person sometime in the 1980s. But the business did not seem to hold up well with this modern era as their concept lean more towards the traditional and historical era of Indonesia and sadly was on the verge of bankruptcy when the COVID-19 pandemic hits. During that time, Mr. Wenny saw an opportunity to get this business back on its feet, so he decided to purchase it and make some very big changes to it. He divided Doea Tjangkir's location into 2 establishment, which makes half of it a café named Hortus (Garden in Latin) and the other half to stay as Doea Tjangkir. But he decided to change the menu, concept, and many other things to keep the establishment more relevant to this newer era. At the moment, Doea Tjangkir not only serve traditional menu, but now had improved the menu by expanding it and including other varieties like the western cuisines, Asian cuisines, and many more. Now, Doea Tjangkir are much more successful compared to before, making the restaurant and café almost always crowded especially during the night time.

After explaining and mentioning details about Pasta Ball, Mr. Wenny seems intrigued by the concept. However, he gave the owner numerous insights so that the owner can prepare his business even better. Mostly, he gave the owner

tips and steps to take to analyze the market. He told the owner to check thoroughly the competitors that will be around Pasta Ball's physical location in Sedayu City. He told the owner to compare prices with the neighboring competitors and set where Pasta Ball's product want to be in the price level, whether it is at the lower side, medium, or higher than others, and think of a reason why the owner should set it at that level. He also stated to focus on the uniqueness which of the product which is the Pasta Ball, but at the same time also have to provide a variety to the menu but not too much so that consumer will still notice the main product. He also mentioned to be smart in attracting consumers by making promotions and strategy to develop a certain appeal to consumers. But overall, he is excited to see how the business will grow and told the owner that the idea is unique, new and innovative. He said that it might have a chance to succeed in this tight competition of the Food and Beverage Industry.

Participant 2: Ms. Josephine Clarissa, Student

Ms. Josephine is a high school student who have a deep love of pasta. She often visits new places that sell pasta and are very up to date when it comes to foods that went viral. Ms. Josephine said that the reason she loves pasta is because of how her grandmother like to take her to a pasta restaurant every time she is celebrating her birthday. Sadly, her grandmother passed away a couple years back due to COVID-19. Ms. Josephine stated that her deep love of pasta was created through her memories of eating them with her grandmother and every time she got to eat pasta, it reminded her of the simpler time that she used to spend with her grandmother. But not only that, she also loves the rich history of the pasta cuisine and loves the texture and flavor and numerous types of pasta.

After mentioning details about Pasta Ball, her first thought was that deep lovers of pasta would not be happy when seeing this product, as it is a big twist to the traditional version of the cuisine. On the other hand, she told the owner to relax and said that people would not really care much about traditions anymore nowadays. She told the owner that she liked the concept and that the idea is very creative and unique. She added by saying to make the dipping's sauce as tasty

and delicious as possible and try to experiment more on it before selling it. She also told the owner to bring the product when it is ready so she can give further insights about it. She also thinks that the price is excellent if it were to be under Rp. 25.000 because it will make it a very affordable pasta product compare to other competitors. Ms. Josephine is also from Kelapa Gading and said that Sedayu City is an excellent location to open this business. Overall, she thinks that the concept is marvelous and the success of the business will depend more on how the owner will be able to gain brand recognition and how Pasta Ball can adapt to changing trends later on in the future.

#### Participant 3: Louis Nicholas, University Student

Mr. Louis is a university student who has a deep love for snack. He often consumes all sorts of snacks including fried snacks like chips and crackers. He is also a big fan of Macaroni Ngehe, which is one of the future competitors of Pasta Ball. Mr. Louis is also a big fan of pasta, although he did not consume it very often. Because of his deep love and daily consumption of fried snacks, his knowledge and insight may be valuable for Pasta Ball's business plan.

After explaining and telling him details about Pasta Ball, he immediately grew excited and could not wait to try the product. He told the owner that if the owner were to be able to get the texture and taste just right, it would be a very special and distinctive snack that would stand out. He also reminded the owner to not forget about the packaging and that packaging may even be the one to attract consumers. He also told the owner to boost on advertising and pay influencers to promote the product to gain more recognition as he thinks that Pasta Ball has a good chance of going viral in social media because of its unique concept. Overall, he thinks that the idea is new and innovative. However, he told the owner that usually unique ideas like this tends to grow very fast at first but will start decreasing slowly after a while since many consumers can start to grow bored after consuming it a number of times. That is when he told the owner to also focus on developing strategies to cope and adapt with this issue by making

other unique menus or even collaborating with other brands to attract consumers again.

### **Qualitative Conclusion**

The feedback from various participants highlights both enthusiasm and concerns regarding the Pasta Ball concept. Mr. Wenny, a successful entrepreneur, emphasized the importance of market analysis, pricing strategy, and promotion to ensure competitiveness. Ms. Josephine, a pasta enthusiast, appreciated the creativity of the idea but stressed the need for delicious dipping sauces and affordability. Meanwhile, Mr. Louis, a snack lover, expressed excitement about the product's potential but cautioned about the need for continuous innovation and adaptation to maintain consumer interest. Overall, there is optimism about the unique concept of Pasta Ball, but careful consideration of market dynamics and consumer preferences will be essential for its success.

## **2.2 Competitor Analysis**

### **2.2.1 Competitor**

Before entering a market of interest, entrepreneurs must first create a comprehensive plan. A sustainable business has a variety of essential components that must all be implemented at the same time, including staffing, operational procedure, financial planning, product development, client segmentation, and competitor analysis. Entrepreneurs must plan a marketing strategy before launching a business, and since competition is a constant for any industry, one of the most important aspects of this process is identifying competitors.

As seen from the quantitative survey, fried snack seller and distributors are everywhere. Ranging from online platforms to kiosks, tenants, and malls. This indicates that competitors of Pasta Ball will not be the only one that sells a certain class of product and that competitors are everywhere. It is crucial for us to be able to identify

and learn from competitors. The brand may then use the rivals' strategy as a foundational model for how their business should operate by learning from them. Sorting rivals according to the goods they choose is one way to do this. By using a competitor's business plan or operational plan as an example while assessing and establishing a business, a competition analysis may serve as a guidance for new business. There are a number of methods to learn about and comprehend rivals, including benchmarking, comparing planning and operational matrix data, and getting directly involved as employees to acquire tacit knowledge. Analysing competitors may also aid in a company's expansion and inspire fresh concepts for the development of new ideas and products.

#### 2.2.1.1 Direct Competitors

Pasta Ball as brand that has the idea to create an innovative and new way of eating Pasta currently does not have a direct competitor with same exact idea especially in the region of Jakarta. However, there are numerous other companies and brands that offer a somewhat similar type of product although it is not the exact same form or kind. By creating deep fried balls with pasta as the filling, Pasta Ball's most appealing competitors are brands that sell a product with a similar taste, texture, and experience. Some of the examples of those type of competitors are Macaroni Ngehe and Potato Corner. Macaroni Ngehe is brand that created the crispy macaroni snacks that is covered with spicy powders. It is a very convenient, simple, and tasty snack that can be eaten practically anywhere. The company was founded in 2013 and it came from a humble beginning. Started from a small outlet near Binus University in Anggrek Jakarta, the business has now expanded ever since and now has more than 35 outlets in many parts of the Java Island. In Jakarta alone, Macaroni Ngehe have over 12 outlets and has made the brand very well-known amongst young adults in the city.



Another direct competitor of Pasta Ball is Potato Corner. Potato Corner is a well-known Flavtheed French Fries selling brand that was founded back in 1992 in the Philippines. Potato Corner specializes in selling flavtheed French fries that are covered with tasty flavthe powders and has been dubbed to be the best brand to sell the flavtheed fries. Potato Corner has expanded to 11 countries world-wide and have over 98 branches here in Indonesia. Their focus is to sell a convenient and tasty snack which in this case is French fries, with an affordable price. Potato Corner has made a name for themselves and are very iconic in the eyes of children, teens, and young adults here in Indonesia. Now, they have expanded their menu and start selling other fried snacks as well to adapt to newer trends. Some examples of their new products include the boneless fried chicken snacks, flavtheed nachos, and newer forms of fries. To this day, Potato Corner are still considered a go-to snack in many big malls here in Jakarta.

**Table 2.1 Direct Competitor Matrix**

	Pasta Ball	Potato Corner	Macaroni Ngehe
Strategy	Low Cost/Affordable, Tasty	Low Cost/Affordable, Tasty	Low Cost/Affordable, Tasty & Spicy
Core	Fried Ball with Pasta as filling	French Fries	Deep fried dry macaroni
Customer	Students, snack-lovers	Students, snack-lovers	Students, snack-lovers
Competitive Advantage	Food innovation Taste	Tasty Fries Taste	Spicy taste Taste
Revenue	Food Products	Food Products	Food Products
Cost Model	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost

#### 2.2.1.2 Indirect Competitors

An indirect competitor refers to a business or product that offers different food or beverage options addressing similar customer needs or desires as ythe own establishment, without directly competing with ythe specific offerings. Unlike direct competitors, which offer similar menu



items or cuisines targeting the same customer base, indirect competitors provide alternative dining experiences or food choices but still fulfilling a similar need or wants of the customer. Understanding indirect competitors is essential for strategic planning and market analysis in the F&B industry. By identifying indirect competitors and analysing their menu offerings, pricing strategies, and customer experience, Pasta Ball can gain insights into consumer preferences and market trends.

The indirect competitors of Pasta Ball are brands that sell food products that has a not very identical but still in the same category of Pasta Ball's product. For example, Gerobak Jepang is a brand that specializes in selling Sushi and other Japanese cuisines. Sushi and Pasta Ball are not similar at all to each other, one is aa Asian cuisine whilst the other is a Western food product, but they have similarities when it comes to consumers that are looking for a food that is convenient and tasty but also quite filling. Gerobak Jepang is brand that sell a variety of Japanese foods and mainly sell sushi. The brand was founded back in 2023 as an MSMI type of business. It opened its first store in Mall of Indonesia, then after a year, it opened another store in Sedayu City which makes it a competitor for Pasta Ball.

Another example of Pasta Ball's indirect competitor is Les Bonnes Pasta. Even though, Les Bonnes Pasta does not mainly sell snacks or fried snacks, Les Bonnes Pasta do sell the same type of food product as Pasta Ball which is Pasta and other Italian cuisines. Les Bonnes Pasta was founded in 2023 and opened its first store in Gading Festival, Sedayu city which also makes it a competitor for Pasta Ball. Both of these businesses are considered as an MSME, have the same location but different kinds of menus, yet similar customer base.

**Table 2.2 Indirect Competitor Matrix**

	Pasta Ball	Les Bonnes Pasta	Gerobak Jepang
Strategy	Low Cost/Affordable	Menu Variety	Moderate Cost/Affordable

Core	Fried Ball with Pasta as filling	Pasta	Sushi
Customer	Students, snack-lovers	General, Families	Students, Japanese-lovers
Competitive	Food innovation	Affordable pasta product	Authentic Japanese
Advantage	Taste & Price	Taste	Taste
Revenue	Food Products	Food Products	Food Products
Cost Model	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost

### 2.2.2 SWOT

Based on the research and the analyzing of Pasta Ball's competitors, below are the SWOT (Strength, Weakness, Opportunity, and Threat) analysis of Pasta Ball:

**Table 2.3 SWOT Analysis**

Strength	Weakness
<ol style="list-style-type: none"> <li>1. Unique/New product</li> <li>2. Affordable price</li> <li>3. Fast on the go snack</li> <li>4. Convenient snack</li> <li>5. Halal ingredients</li> <li>6. Full-filling snack</li> </ol>	<ol style="list-style-type: none"> <li>1. Unhealthy</li> <li>2. Made by a college student</li> <li>3. A newly emerged brand</li> <li>4. Limited menu</li> </ol>
Opportunity	Threats
<ol style="list-style-type: none"> <li>1. Indonesians love fried and flavorful snack</li> <li>2. Growing Street Food Culture</li> <li>3. Collab with other brands</li> <li>4. Expansion to other cities</li> <li>5. Selling frozen versions of the product</li> </ol>	<ol style="list-style-type: none"> <li>1. Tight Competition with many other snack brands</li> <li>2. Changing customer preferences</li> <li>3. Increase in ingredient prices</li> </ol>

In conclusion, Pasta Ball presents a unique and affordable new snack option that caters to Indonesian consumers' love for flavorful, fried snacks. It is a convenient, fast, and filling option, using halal ingredients to appeal to the majority Muslim population. However, it faces challenges such as being perceived as unhealthy, being managed

by an inexperienced college student, limited brand recognition, and a limited menu. Despite these weaknesses, there are significant opportunities for growth, including tapping into the growing street food culture, potential collaborations with established brands, expansion to other cities, and selling frozen versions of the product. However, the business must navigate certain threats, including intense competition from numerous other snack brands, the risk of changing consumer preferences, and the possibility of rising ingredient prices, which could impact product affordability and pricing strategies. Overall, while Pasta Ball has a solid foundation and several growth opportunities, it must strategically address its weaknesses and threats to succeed in the competitive snack market.

**Table 2. 4 Competitor Analysis**

<b>Factors</b>	<b>Macaroni Ngehe</b>	<b>Pizza Hut</b>	<b>Pasta Ball</b>
<b>Location</b>	Multiple Locations	Multiple Locations	Sedayu city, Kelapa Gading
<b>Core Product</b>	Deep-fried dry Macaroni	Pizza and Italian food products	Pasta Ball and Italian food products
<b>Customer</b>	Low-Middle class	Middle-High class	Low-middle class
<b>Service</b>	Take away	Dine in and take away	Take away
<b>Distribution</b>	Stalls and tenants	Restaurant	Stalls
<b>Marketing</b>	WOM & social media	Brand recognition and social media	WOM & social media

### 2.3 Sales Goal

Below is the Explanation of how the company expect to reach certain number of customers monthly through several advertising tools that have been decided in the table below.

**Table 2. 5 Pasta Ball's Sales Goal Projection**

<b>Sales Goals</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Annual Revenue	Rp 695.700.000	Rp. 765.270.000	Rp 841.797.000
Gross profit	59%	60%	61%
Unit sold	9000	10.350	12.110
New customer acquisition	1800 person	2070 person	2.422 person

Growth			15%	17%
Customer Acquisition Cost		Rp 4.000,-/ pax	Rp 3.478,-/ pax	Rp 2.973,-/ pax

#### Assumptions:

1. Unit sold is 25 unit daily x 360 days a year.
2. With the target of marketing cost Rp. 600.000 per month and 25 products sold daily, Pasta Ball will do digital branding to acquire new customers. With the digital branding, Pasta Ball expected to get 5 new customers daily. Annually it will reach 1800 new customers who visit or buy Pasta Ball from digital promotion.
3. Pasta Ball promotion budget is Rp. 7.200.000 per year, with that amount, the cost for customer acquisition is roughly Rp 4.000,- per person for the first year and will grow accordingly to the table's data.
4. Every year, Pasta Ball is expected to achieve 10 percent increase in annual revenue and also an increase of 1% in gross profit.

Pasta Ball anticipates a gradual growth in sales over time as the business gain more and more recognition. Pasta Ball wants to focus first in improving social media advertising and enhance the brand's reputation. Pasta Ball expects to be able to reach around 1800 customers in the first year of opening. These sales and revenue will be achieved through selling directly to consumers through a tenant and also selling it through online (social media, website, and delivery platforms). Pasta Ball anticipates an ongoing decrease in marketing expenses as well as an increase in market awareness. Pasta Ball will also keep developing new strategies and future plans to adapt and boost the sales while keeping it stable and consistent at all times.

## 2.4 Marketing Strategy

### 2.4.1 Product Characteristics

PASTA BALL offer and introduced a unique new way of eating pasta in a form of bite-sized portable balls. People can enjoy a bite of their favorite pasta anywhere they want. Pasta Ball offer a

collaboration of crunchy mouth-watering texture filled with all sorts of pasta and other ingredients like beef ham and vegetables plus it is paired with a combination of additional flavorful dipping with a variety of options. Pasta Ball is a unique, bite-sized snack that reimagines traditional pasta dishes with a convenient, on-the-go twist. Each golden, crispy ball is filled with high-quality pasta and fresh ingredients, available in a variety of fillings like macaroni, spaghetti, and fettuccine filling, complemented by dipping sauces such as carbonara, cheese, and Bolognese dipping sauce. Designed for busy individuals, students, and workers, Pasta Balls offer a quick, satisfying meal. Deep-fried to perfection, they deliver a consistent, crunchy exterior and tender interior, all packaged in eco-friendly, visually appealing packaging that emphasizes brand identity. Not only Pasta Ball, the menu will consist of other varieties as well, including a Special Sauce Pasta, providing a mysterious and delightful flavor experience that keeps customers coming back for more. And for those craving a classic, creamy pasta dish, Spaghetti Carbonara is also available as an option. The package and eating tools will be designed to be as convenient as possible so that consumers can enjoy the product anywhere, they want. Ideal for young adults, families, and professionals, Pasta Ball stands out in the competitive food market as a trendy, innovative, and delicious snack option.

#### **2.4.2 Distribution**

For the distribution channels, PASTA BALL will be sold through social medias, internet, and delivery applications. Online selling method let us offer and sell the product to a broader audience that can go beyond the location we are selling the product at. Pasta Ball will focus on providing a fast and quick service through delivery apps and ensure that the information available in the online store are complete and enough for customers to understand the product and brand. Delivery applications that Pasta Ball will use includes GoJek, Grab

Food, and ShopeeFood (the application options may be modified or even be added as time goes). The owner believes that providing numerous channels for delivery options is crucial, because nowadays customers are always trying to find promotions through these delivery apps, and selling them through only one of the apps would not be enough for maximum engagement.

Pasta Ball will also plan to sell frozen version of the product (specifically Pasta Ball) through online stores like Tokopedia and Shopee so that people from other cities or further areas can enjoy the products as well. Pasta Ball also plans to open a physical store or a small food tenant in Sedayu city to sell the products directly to consumers. This place will be the central production for the products where delivery app's drivers will take the products and deliver it to the consumer. Consumers who visits the online store will also be able to enjoy the products on the location at Sedayu city as they provide dine in areas for visitors.

#### **2.4.3 Promotion**

PASTA BALL will mainly focus in promoting their product through online applications, social media, and the internet. Online promotion in this modern era has been the best way to introduce the product to a wider audience. Additionally, choosing Kelapa Gading as the location to launch PASTA BALL, was because of the demographics that showcases the busy lives of students, employees, etc. which fits into the need of having a convenient snack that can accompany their duties. Kelapa Gading's average population income also ranges mostly from low-moderate which fits with PASTA BALL price which may not be the cheapest but are still very much affordable. PASTA BALL target market will mostly target Students and Workers. PASTA BALL will make an account on various social media platforms to promote and update information regarding the brand and its products as well as service. PASTA BALL will have a designated



person to control all the advertising and promotion to boost consumer reach. Pasta Ball may also collaborate and pay influencers to better promote the product and to gain public's interest. Aside from social media, PASTA BALL will also promote their product through delivery applications to make it easier for consumers to order and enjoy its product. We'd also hope to PASTA BALL can deliver a product that meets the consumer's' expectations so that they can also spread information about us through word of mouth. The owner will also create Pasta Ball's phone number and social media accounts like Instagram, TikTok, YouTube and delivery apps as a platform for information and for customers to contact us and order the product. The owner believes that having a platform where the customers can easily and efficiently reach Pasta Ball's information and a platform to order it is very crucial. Many businesses seem to underestimate providing information for their customers to easily access it, but the owner thinks that in the customer's journey, the first part, where they are trying to discover and get to know more about the business or brand, is the key to engagement. That is why Pasta Ball will create as many accounts in social media platforms and also a website to provide easy access to information and orders for customers. The author believes that the best way to reach new audiences and introduce the product is through social media as it is a cheap and cost-efficient way to promote the product. Pasta Ball's marketing team will be posting in social media that will focus on attracting consumers by visualizing the product as mouth-watering as possible, combined with promotions and discounts to make it more attractive. Pasta Ball will not only post photos but also videos, in which will be made following trends and viral videos to enhance brand engagement. Posts will be made one to three times a week because the author feels that posting too often or everyday will make us run out of ideas too fast. There will also be posts dedicated on

celebrating special days or public holidays to commemorate and celebrate the special occasion.



Figure 2.16 Example of Social Media Post



Figure 2.17 Example of Social Media Post

But the author felt that promoting it only through social media sometimes cannot be enough, and would probably need to use tools like paid promotes, and promoting through influencers to make the product go viral and to better boost the reach and engagement of the promotion. By paying influencers or social media celebrities to make a content out of Pasta Ball's product, it will help Pasta Ball gain brand



recognition and help attract curious consumers to want to try the product. The strategy is to make attract consumers with the concept of the new and innovative way of eating pasta, which will create a sense curiosity to consumers.

#### **2.4.4 Pricing**

Aside from targeting workers as the primary market, Pasta Ball also strategically targets students, recognizing the need to keep the pricing within an affordable range while remaining competitive with other snack options. The pricing strategy takes into account several crucial factors, including operational costs, equipment, rent, wages, and the use of high-quality ingredients. Despite these considerations, Pasta Ball maintains a pricing structure that is both affordable and offers excellent value, particularly for a pasta product. Each purchase of the signature Pasta Balls comes with a complimentary, delicious dipping sauce, enhancing the overall value for the customers.

One of the strategic reasons behind selecting Kelapa Gading as the launch location is the area's demographic profile. The residents of Kelapa Gading generally have a moderate-income level, making them well-positioned to afford the products. Sedayu City, known for its vibrant street food culture, predominantly features vendors offering moderately to expensively priced items, rather than low-cost options. This aligns well with the pricing strategy, ensuring that Pasta Ball can compete effectively within this market. The pricing reflects the quality and uniqueness of the offerings while remaining accessible to both students and workers.

Moreover, we plan to offer a diverse menu to cater to different preferences. In addition to the staple Pasta Balls, available in varieties like Spaghetti, Macaroni, and Fettuccine, each served with a tasty dipping sauce for Rp. 30.000, we also offer other appealing pasta dishes. The Secret Sauce Pasta is priced at Rp. 35.000 per portion, providing a mysterious and delightful flavor experience that keeps

customers coming back for more. For those craving a classic, creamy pasta dish, the Spaghetti Carbonara, priced at Rp. 32.000 per portion, is an excellent choice. The owner have did research on snack prices from competitors in the area of Sedayu City. Most of the snacks, especially fried snacks, are in the range of Rp. 28.000 – Rp. 40.000. This proves that Pasta Ball's price will be able to compete in Sedayu City. By balancing affordability with quality, Pasta Ball ensures that the products are attractive to both students and workers. The strategic location in Kelapa Gading, combined with the competitive pricing and high-quality offerings, positions Pasta Ball as a unique and appealing choice in the bustling street food scene of Sedayu City. We are confident that the innovative pasta snacks will quickly become a favorite among the diverse and dynamic population of this area.

**Table 2. 6 Product Pricing**

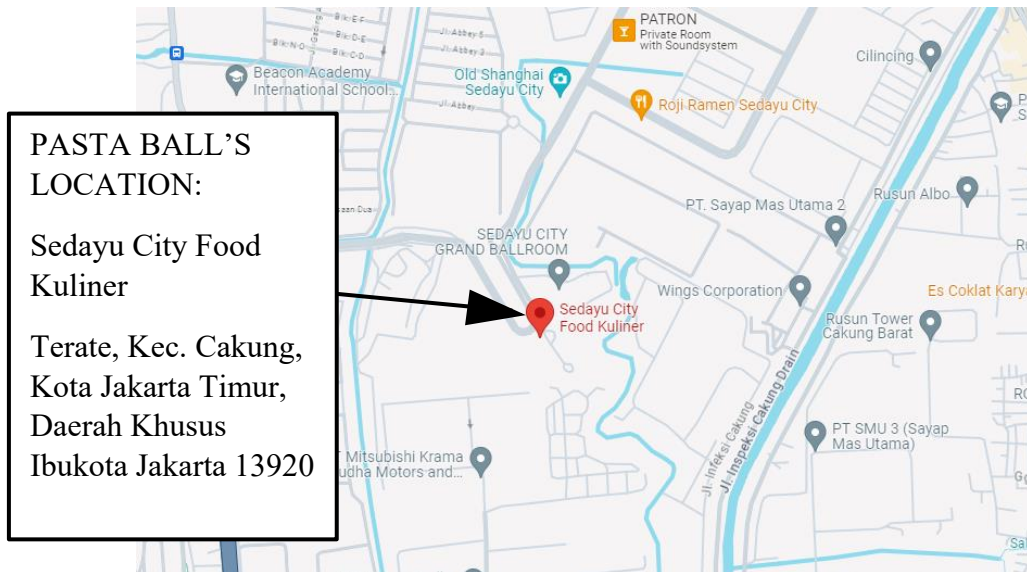
No.	Product	Size	Price
1.	Pasta Ball (Spaghetti)	3 pcs + 1 dipping	Rp. 30.000
2.	Pasta Ball (Macaroni)	3 pcs + 1 dipping	Rp. 30.000
3.	Pasta Ball (Fettucine)	3 pcs + 1 dipping	Rp 30.000
4.	Secret Sauce Pasta	1 portion	Rp. 35.000
5.	Spaghetti Carbonara	1 portion	Rp. 32.000

\*Note: Each piece of Pasta Ball is around 6 cm in diameter and 250 grams in weight.

## CHAPTER III

### OPERATIONAL PLAN

#### 3.1 Location & Facilities



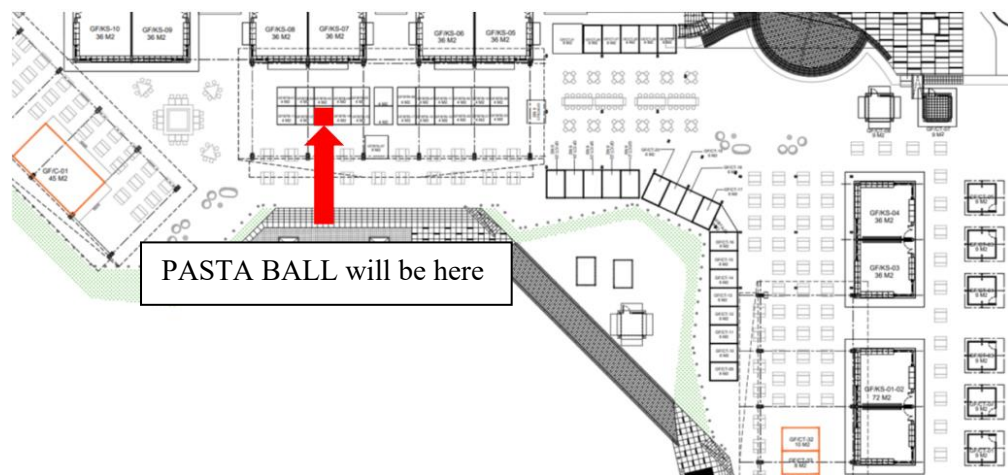
**Figure 3.1 Pasta Ball's Location**

Despite Sedayu City being listed as a part of the subdistrict of Cakung in Google Maps, many still consider it to be a part of Kelapa Gading because of how close the location is. Even their website and Instagram are named Sedayu City Kelapa Gading. One of the reasons as to why the owner chose Sedayu City as the location is because the owner himself had lived near the area almost his entire life, making him very familiar to it and able to understand the market segmentation of the location. The owner also chose an area in the region of Kelapa Gading because it is one of the go-to locations for culinary, as the place itself is filled with all sorts of culinarians, ranging from traditional ones to newer and innovative ones. Many viral and famous culinary places can be found in Kelapa Gading, and with that, the owner believes it can give a better chance for PASTA BALL to one day be a go-to culinary as well in Kelapa Gading. Another reason is because Kelapa Gading

houses more than 140 thousand people and are also filled with housing complexes, offices, and schools which means there will be many students and workers who'd like to enjoy a convenient and tasty meal in their busy lives. Another reason why the owner choose Sedayu City is because it is one of the most well-known food centers locations in Kelapa Gading. It is a place where people can enjoy an outdoor food cthet like place filled with Stalls and Tenants with all sorts of food combined with a nice and warm ambience. Sedayu City Food Culinary itself is surrounded by housing complexes and residences of Sedayu. Sedayu City is filled with house shops, offices, and clusters that keep the area busy throughout the day. Now, apartments and schools are starting to surface as well in the Sedayu area which indicates that there will more and more visitors to come and enjoy Sedayu City. Sedayu City also provides Instagrammable photo spots and a very relaxing environment for people to hangout and enjoy its culinary.

### 3.1.1 Layout of Shop

This will be the estimated layout of Pasta Ball's location as a tenant in Gading Festival, Sedayu City:



**Figure 3.2 Sedayu's Layout**

Below is an example of a depiction of how the Pasta Ball tenant will look like in Sedayu City:



**Figure 3.3 Tenant's Visual**

### **3.2 Manufacturing/Service Methods**

#### **3.2.1 1. Opening Procedures (2:00 PM – 3:00 PM)**

Staff Involved: 2 staff (cook & cashier)

General Setup:

1. Turn on lights, fan, and equipment (fryer, stove, warmer).
2. Clean and sanitize the tenant area.
3. Set up product display and restock packaging.

Kitchen Preparation:

1. Prepare ingredients using FIFO system.
2. Reheat sauces and precook any necessary fillings.
3. Ensure cooking tools (pans, spatulas, utensils) are clean and ready.

Cashier Setup:



1. Turn on the POS system.
  2. Check daily inventory and prep for delivery apps.
  3. Organize petty cash and payment tools.
2. Daily Operations (3:00 PM – 10:00 PM)

**Kitchen Duties:**

1. Cook Pasta Balls and other dishes per standardized recipes.
2. Maintain hygiene and food quality throughout service.
3. Monitor stock and report low ingredients to the owner.

**Cashier Duties:**

1. Handle payments from walk-in and online customers.
2. Manage delivery orders from apps (GoJek, Grab, ShopeeFood).
3. Record sales data and assist in kitchen when needed.

**Customer Service:**

1. Greet and serve walk-in customers quickly.
2. Provide product recommendations and upsell combos.
3. Monitor feedback and address customer concerns.

3. Closing Procedures (10:00 PM – 11:00 PM)

Staff Involved: All 2–3 available staff

**Kitchen Cleanup:**

1. Turn off equipment and deep-clean kitchen surfaces.
2. Store ingredients properly (refrigerate perishables).
3. Wash all utensils and sanitize prep areas.

**Tenant Cleanup:**

1. Tidy up and mop floors, wipe down all surfaces.
2. Restock for next day if needed (sauces, packaging, utensils).

**Cashier Duties:**

1. Reconcile cash and digital transactions.
2. Record end-of-day inventory and note any issues.
3. Secure POS and tenant equipment.

### 3.3 Supplies and Suppliers

Describe the supplies and suppliers that are important in the product manufacture and services.

**Table 3. 1 Equipment & Appliances List**

No.	Supply	Supplier
Packaging		
1.	Packaging Box (Paper Rice Box)	kertaspackagingindonesia, Shopee
2.	Packaging Sticker	K-Print, Kelapa Gading
3.	Spork (Spoon & Fork)	Mudaplas, Tokopedia
4.	Packaging Sheet	kertaspackagingindonesia, Shopee
Facilities Needed		
5.	CCTV	Station CCTV, Tokopedia
6.	Laptop	HP
7.	Handphone	iPhone
8.	Cooking Gas Tank	Elpiji
9.	Cart/Wagon	Pusat Meubel Interior, Tokopedia
10.	Trash Bin	Ace Hardware, Kelapa Gading
Furniture and Kitchenware		
11.	Spatula	Masterhome official, Tokopedia
12.	Showcase food warmer & display	Pamosroom Living, Tokopedia
13.	Portable stove	Cellis Hardware, Tokopedia
14.	Cooking pan	Carefthe
15.	Mini Fridge	V king Official, tokopedia
16.	Whisk	Carefthe
17.	Kitchen utensils	Carefthe
18.	Digital food scale	Diamond, Kelapa Gading
19.	Cutting Boards	Diamond, Kelapa Gading
20.	Knives	Diamond, Kelapa Gading
21.	Mixing Bowls	Diamond, Kelapa Gading
22.	Measuring Cup and Spoon	Diamond, Kelapa Gading
23.	Kitchen Scales	Diamond, Kelapa Gading
24.	Spatula	Diamond, Kelapa Gading
25.	Whisk	Diamond, Kelapa Gading
26.	Peeler	Diamond, Kelapa Gading
27.	Tray	Diamond, Kelapa Gading
28.	Napkin or Paper Towels	Diamond, Kelapa Gading
29.	Cleaning Chemicals	Diamond, Kelapa Gading
30.	Cleaning Equipment	Diamond, Kelapa Gading
31.	All Food Ingredients	Local Traditional Market, Kelapa Gading

### **3.4 Control Procedures**

**Below are the Standard Operating Procedures (SOP) for Pasta Ball:**

#### **1. Purchasing:**

Activity: Identify reputable suppliers for fresh and quality ingredients.

Procedure:

1. Regularly liaise with suppliers to ensure a steady supply of pasta, fillings, and dipping sauce ingredients.
2. Compare prices, quality, and delivery schedules from different suppliers.
3. Place orders based on anticipated demand while considering shelf life and freshness.
4. Employees would be told to package the goods using the first-in, first-out (FIFO) approach to cut down on waste.

#### **2. Receiving:**

Activity: Accept and inspect deliveries of ingredients.

Procedure:

1. Ensure that all delivered items match the order and meet quality standards.
2. Check for freshness, expiration dates, and any damage during transportation.
3. Record received quantities in the inventory log.

#### **3. Storage:**

Activity: Properly store ingredients to maintain freshness.

Procedure:

1. Organize storage to prevent cross-contamination and facilitate easy access.
2. Rotate stock to use older ingredients first.
3. Monitor inventory levels and reorder as needed.

#### **4. Production:**

Activity: Prepare and cook PASTA BALL.

Procedure:

1. Follow standardized recipes for consistency.



2. Ensure cooks are trained on hygiene and safety practices.
3. Maintain a clean and organized cooking area.
4. Regularly inspect equipment for proper functioning.

5. Packaging:

Activity: Package PASTA BALL for presentation and delivery.

Procedure:

1. Use standardized packaging materials to maintain brand consistency.
2. Implement quality checks to ensure correct quantity and appearance.
3. Clearly label products with date and any allergen information.

6. Delivery:

Activity: Arrange for timely and efficient deliveries.

Procedure:

1. Plan delivery schedules to match peak hthes.
2. Ensure proper packaging to maintain product quality during transportation.
3. Assign responsibility for delivery or coordinate with a third-party service.

7. Presentation:

Activity: Set up the tenant for an appealing presentation.

Procedure:

1. Maintain a clean and inviting tenant appearance.
2. Regularly restock the display to ensure a visually appealing presentation.
3. Use signage to highlight key offerings and promotions.

8. Sales:

Activity: Serve customers and process transactions.

Procedure:

1. Train sales and marketing personnel on product knowledge and customer service.
2. Implement a cash handling policy for accuracy and security.
3. Enctheage upselling through promotions or combo deals.

## 9. Daily Closing:

Activity: Ensure proper closing procedures for the tenant.

Procedure:

1. Thoroughly clean and sanitize workstations, utensils, and equipment.
2. Inventory Check:
3. Conduct daily inventory checks and record any discrepancies.

Day-to-Day Activities:

Morning Routine:

1. Check inventory levels.
2. Plan production based on anticipated demand.

Throughout the Day:

1. Regularly check product quality and appearance.
2. Ensure cleanliness and hygiene in the cooking and serving areas.
3. Monitor stock levels and restock as needed.

Closing Routine:

1. Conduct an end-of-day inventory check.
2. Clean and sanitize all equipment and surfaces.
3. Plan and prep for the next day.

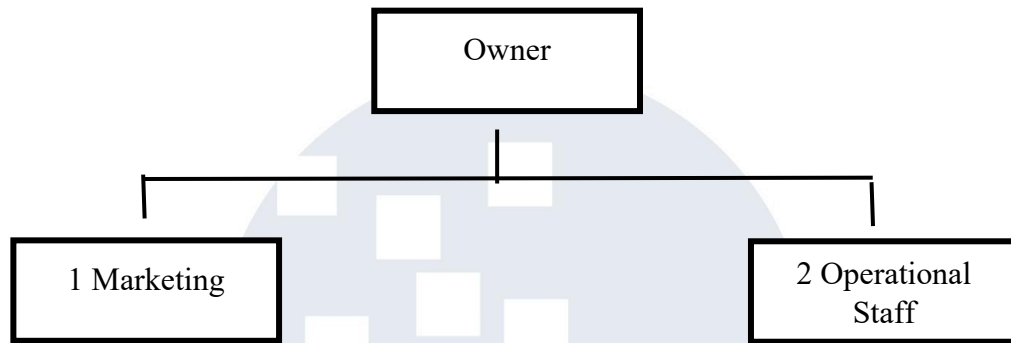
This SOP provides a foundational framework for the day-to-day operations of PASTA BALL' tenant. It will be regularly updated based on feedback and changing circumstances.

### 3.5 Staffing

Pasta Ball will have 1 operational staff ideally for each day on the weekend, there will be 2 operational staff who will come to work in different days during the weekdays except for Friday. These 2 operational staff will be a cook and a cashier as well during the shift when they are alone. The owner believes that at least 2 staff are needed during peak hours which usually starts around 6 pm from Friday-Sunday, and to be cost-efficient, the owner himself would help the team and also guide them during the process as well. Sales & Marketing's job is to boost the promotion and also focus on strategies that can be done to

improve the product and advertising. They will also control and utilize the social media and delivery applications as well to better promote the products.

**Table 3. 2 Pasta Ball Organizational Diagram**



The owner will be able to help the marketing as well as he has a background in editing and managing a business's social media. The owner will focus on figuring out the data about the income and outcome of the business and will also be the purchasing which involves buying the ingredients, buying the equipment, making sure everything is in order, and taking care of rent.

#### 1. Schedule

Below is the estimated schedule that the owner plans to use for PASTA BALL:

**Table 3.3 Pasta Ball Working Schedule**

No.	Position	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
1	Operational 1	15.00 - 22.00		15.00 - 22.00		16.00- 23.00	16.00- 23.00	16.00- 23.00
2	Operational 2		15.00 - 22.00		15.00 - 22.00	16.00 - 23.00	16.00- 23.00	16.00- 23.00
3	Owner (Flexible)	Flexible						
4	Marketing (Flexible)	Flexible						

1. Number of staff: 4 persons (including owner)
2. Positions: Owner (cook & finance), operational (2 person), Sales and marketing (1 person)

## 2. Salary

**Table 3.4 Staff Salary**

<b>Staff Position</b>	<b>Number of Staff</b>	<b>Monthly Salary (IDR)</b>	<b>Total Monthly Salary (IDR)</b>
Operational	2	2.000.000	4,000,000
Marketing Staff	1	2.200.000	2.200.000
<b>Total</b>	<b>3</b>		<b>6,200,000</b>

### **Notes:**

1. Marketing staff receive a higher salary of IDR 2.200.000 per month due to the skill needed and the research needed to keep the brand identity alive.
2. Cooking staff receives a salary of IDR 2.000.000 per month due to having only 2 days off per week.

Full-time employees are expected to work 5 days a week, according to their schedule hthes, they will work around 7 hthes per day.

Staffing will consist of a small but efficient team, including two operational staff, a sales & marketing staff, and the owner, who will also assist in cooking and operations and in handling the finance and purchasing side of the business. Scheduling is planned to optimize performance during peak hthes, especially weekends, while maintaining cost efficiency.

## CHAPTER IV

### FINANCIAL PLAN

#### 4.1 Capital Needs

Capital is used to supply the production of goods in which has a purpose to create value to the company. Provide the list of lands, facilities, appliances, furniture which are the assets of the company along with the prices.

**Table 4.1 Capital Needs**

Facilities	Unit	Price (Rp)	Total (Rp)
Motorcycle	1	14.000.000	14.000.000
Cash Register	1	500.000	500.000
Laptop	1	7.000.000	7.000.000
CCTV	1	400.000	400.000
Trash Bin	1	100.000	100.000
Mini Trash Bin	2	20.000	40.000
Food Stand Booth	1	4.500.000	4.500.000
Booth display	1	1.000.000	1.000.000
Handphone	1	7.000.000	7.000.000
Canva Premium Application (Lifetime)	1	100.000	100.000
Adobe Software	1	500.000	500.000
<b>Appliances &amp; Furniture</b>			
Bowls	5	50.000	250.000
Air Fryer	1	300.000	300.000
Portable Stove	1	320.000	320.000
Chair	2	50.000	50.000
2 Door Fridge	1	3.500.000	3.500.000
Food Display	1	1.500.000	1.500.000
Cooking Pot	1	50.000	50.000
Cooking Pan	2	100.000	200.000
<b>Kitchenware</b>			
Digital food scale	1	60.000	60.000
Cutting Boards	2	50.000	100.000
Knives	2	100.000	200.000
Mixing Bowls	2	55.000	110.000
Measuring Cup and Spoon	2	30.000	60.000
Kitchen Scales	1	100.000	100.000
Spatula	1	20.000	20.000

Whisk	1	30.000	30.000
Peeler	1	27.000	27.000
Tray	2	43.000	86.000
Total			Rp. 41.103.000

Source: Author Data

## 4.2 Cash Flow Projection

Before calculating the revenue projection, Pasta Ball will break down the products' pricing based on standardize recipes.

### 1. Product Pricing

After taking into consideration various factors, including fixed and variable costs, the owners intended to set a margin cost of 35–40%. Packaging, labor, and equipment are included in fixed costs. Meanwhile, raw materials are included in variable costs. Since this product is very simple to produce using inexpensive resources, the owner is willing to lower the price in accordance with consumer preferences in order to maintain a continuous and consistent demand.

**Table 4.13 Packaging Cost**

Packaging	Qty	Price
Paper Rice Box + Dipping Plastic	1	Rp. 430
Packaging Sheet	1	Rp. 150
Sticker	1	Rp. 500
Utensils	1	Rp. 120
Misc./Markup		Rp. 300
Total		Rp. 1.500

Source: Author Data

**Table 4.14 Product's Pricing**

Products Name	Cost per Portion	Packaging	Total	COGS	Selling Price
Pasta Ball (Spaghetti)	10.905+2000 (Dipping)= Rp. 12.905	Rp. 1.500	Rp. 14.405	48.02%	Rp. 30.000
Pasta Ball (Macaroni)	10.866+2000 (Dipping)= Rp. 12.866	Rp. 1.500	Rp. 14.366	47.89%	Rp. 30.000
Pasta Ball (Fettucine)	11.112+2000(Dipping)= Rp. 13.112	Rp. 1.500	Rp. 14.612	48.71%	Rp. 30.000
Spaghetti Carbonara	Rp. 8.260	Rp. 1.500	Rp. 9.760	30.5%	Rp. 32.000

Special Sauce Pasta	Rp. 6.348	Rp. 1.500	Rp. 7.848	22.4%	Rp. 35.000
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The total cost of each Pasta Ball is summed up from the COGS recipe (Appendix F) of their own respective white sauce recipes, ham recipe, vegetable recipe, and coating recipe, and then times three, as each portion consists of 3 pieces of Pasta Balls.

The dipping sauces are rounded to Rp. 2.000 as all of them are in the range of Rp. 1.500 – Rp. 2.000 to make it simpler.

## 2. Revenue Projection

Pasta Ball can make a visualization for daily revenue. This financial data is believed to predict a realistic revenue projection, but there is no guarantee that this outcome or assumption would satisfy the establishment's expectations going forward.

**Table 4.15 Pasta Ball's Revenue Projection**

<b>Product/Service Description</b>	<b>Price</b>	<b>Units Sold/Day</b>	<b>Total Revenue</b>
Pasta Ball (Spaghetti)	Rp. 30.000	25 Customer *40%*2 portions	Rp. 600.000
Pasta Ball (Macaroni)	Rp. 30.000	25 Customer *40%*2 portions	Rp. 600.000
Pasta Ball (Fettucine)	Rp. 30.000	25 Customer *20%*1 portions	Rp. 150.000
Secret Sauce Pasta	Rp. 35.000	25 Customer *15%*2 portions	Rp. 262.500
Spaghetti Cabonara	Rp. 32.000	25 Customer *20%*2 portions	Rp. 320.000
<b>Total</b>			<b>Rp. 1.932.500</b>

#### Assumptions:

The revenue projection for Pasta Ball is based on the assumption that the business serves an average of 35 customers per day. Each product's expected daily sales are calculated using estimated purchasing behavior patterns:

1. Pasta Ball (Spaghetti): It is assumed that 40% of daily customers will choose this item, with each of them ordering 2 portions.
2. Pasta Ball (Macaroni): Similar to spaghetti, 40% of customers are projected to purchase this option, also ordering 2 portions each.
3. Pasta Ball (Fettucine): This dish is expected to appeal to 20% of customers, with each ordering 1 portion.
4. Secret Sauce Pasta: It is estimated that 15% of customers will buy this item, and each will order 2 portions.
5. Spaghetti Carbonara: Expected to be chosen by 20% of customers, with each ordering 2 portions.

These assumptions help form the basis for a realistic daily revenue forecast, although actual outcomes may vary due to factors such as customer preferences, seasonal demand, or operational changes.

## 4.2 COGS

Cost of goods sold (COGS) is the direct costs of the items sold.

**Table 4.16 Cost of Goods Sold**

<b>Product description</b>	<b>Price</b>	<b>Gross Margin</b>	<b>COGS Margin</b>	<b>Total Revenue</b>	<b>COGS</b>
Pasta Ball (Spaghetti)	Rp. 30.000	51.98%	48.02%	Rp. 600.000	Rp. 288.120
Pasta Ball (Macaroni)	Rp. 30.000	52.11%	47.89%	Rp. 600.000	Rp. 287.340
Pasta Ball (Fettucine)	Rp. 30.000	51,29%	48.71%	Rp. 150.000	Rp. 73.065
Special Sauce Pasta	Rp, 35.000	69,5%	30.5%	Rp. 262.500	Rp. 80.063
Spaghetti Carbonara	Rp, 32.000	77,6%	22.4%	Rp. 320.000	Rp. 71.680
	<b>Total</b>			<b>Rp. 1.932.500</b>	<b>Rp. 800.268</b>



- |                        |               |
|------------------------|---------------|
| 1. Total revenue       | Rp. 1.932.500 |
| 2. COGS                | Rp. 800.268   |
| 3. Gross profit        | Rp. 1,132,232 |
| 4. Gross Profit Margin | 59%.          |

The **Cost of Goods Sold (COGS)** refers to the direct expenses involved in producing the products sold by the business, such as ingredients and packaging. Based on Table 4.16, each product listed maintains a **gross margin of 59%**, which indicates that 41% of the selling price accounts for its production cost. For instance, Pasta Ball variants (Spaghetti, Macaroni, and Fettucine), Special Sauce Pasta, and Spaghetti Carbonara are each priced accordingly, with their total revenues and COGS calculated to reflect this margin. The total revenue from all products amounts to **Rp. 1.932.500**, while the combined COGS stands at **Rp. 800.268**, resulting in a **gross profit of Rp. 1,132,232**. This confirms that the business retains 59% of its revenue as gross profit after covering the direct costs, highlighting efficient cost management and profitability within the given product range.

#### 4.3 Operating Expense

Pasta Ball will start small with 2 personnel in the operational department and 1 personnel in marketing department. Based on the statement in chapter 3, salaries of the operational staff will follow the regional UMR due to the clear scheduling of their working hours. The marketing staff, having a flexible schedule, being considered a part-timer, and having no clear working hours, they will be given salaries not according to the regional UMR but still paid monthly. Detailed explanation would be explained on the assumption below.:

Assumptions:

1. Building and rent expenses would be quite expensive costing around 3 million Rupiah per-month. However, the owner deems it necessary to have an offline store in an often-crowded place to gain brand recognition as Pasta Ball is still a new brand and are hardly recognized.

2. Salaries of the staff would include the 13th salaries or THR (Tunjangan Hari Raya) calculated from annual salary with the addition of one month of the salary. They will work 7 hthses a day for 5 days a week. Each of the cooks will be given each Rp. 2.000.000 salary per month whilst the marketing staff will be given Rp. 2.200.000 per month.
3. Pasta Ball will also provide marketing and advertising expenses with Rp 6.000.000 as the cost yearly by utilizing social media apps, paid promotions, influencers, Instagram paid ads, and other tools, to boost engagement and recognition.
4. Utilities cost is calculated from annual energy, wifi, water, and electricity expenses
5. Depreciation is calculated using the straight-line method. Rp. 10.525.750 of leasehold improvements and equipment depreciation per year which is 25% of the capital investment, depreciated over 4 years using the straight-line method.
6. Benefits are expenses used to give employees common working benefits such as Laundry, Lunch, Insurance (BPJS), Uniform, etc.
7. Miscellaneous cost would be based on assumption of additional necessities such as office equipment or supplies or in other words, it is an expense used to cover unexpected expenses.

**Table 4.17 Operating Expense**

Expense	Daily	Monthly	Yearly	Total
(all in Rupiah)				
Store rent	100.000	3.000.000	36.000.000	36.000.000
Operational Employee Salary (2)	100.000	2.000.000	26.000.000	52.000.000
Marketing Staff Salary	110.000	2.200.000	28.600.000	28.600.000
Marketing/Advertising	20.000	600.000	7.200.000	7.200.000
Water	5.000	150.000	1.800.000	1.950.000
Electricity	8.333	250.000	3.000.000	3.000.000
Transportation	10.000	300.000	3.600.000	3.600.000
Internet	3.333	100.000	1.200.000	1.200.000
Benefits	33.333	1.000.000	12.000.000	12.000.000
Depreciation	29.238	877.146	10.525.750	10.525.750

Misc.	13.888	416.666	5.000.000	5.000.000
Cleaning material	3.333	100.000	1.200.000	3.000.000
Total				164,075,750

#### 4.4 Income statement

**Table 4.18 Income Statement**

<b>Total revenues</b>			<b>Rp 695.700.000</b>	<b>100 %</b>
	<b>Daily</b>	<b>Monthly</b>	<b>Yearly</b>	
Pasta Ball (Spaghetti)	Rp. 600.000	Rp. 18.000.000	Rp. 216.000.000	
Pasta Ball (Macaroni)	Rp. 600.000	Rp. 18.000.000	Rp. 216.000.000	
Pasta Ball (Fettucine)	Rp. 150.000	Rp. 4.500.000	Rp. 54.000.000	
Secret Sauce Pasta	Rp. 262.500	Rp. 7.875.000	Rp. 94.500.000	
Spaghetti Cabonara	Rp. 320.000	Rp. 9.600.000	Rp. 115.200.000	
<b>Total COGS</b>			<b>Rp 288.096.480</b>	<b>41%</b>
Pasta Ball (Spaghetti)	Rp. 288.120	Rp. 8.643.600	Rp. 103.723.200	
Pasta Ball (Macaroni)	Rp. 287.340	Rp. 8.620.200	Rp. 103.442.400	
Pasta Ball (Fettucine)	Rp. 73.065	Rp. 2.191.950	Rp. 26.303.400	
Secret Sauce Pasta	Rp. 80.063	Rp. 2.401.890	Rp. 28.822.680	
Spaghetti Cabonara	Rp. 71.680	Rp. 2.150.400	Rp. 25.804.800	
<b>Gross Profit</b>			<b>Rp 407.603.520</b>	<b>59%</b>
<b>Operating Expenses</b>				
Store rent	Rp. 100.000	Rp. 3.000.000	Rp. 36.000.000	
Operational Employee Salary (2)	Rp. 100.000	Rp. 2.000.000	Rp. 52.000.000	
Marketing Salary	Rp. 110.000	Rp. 2.200.000	Rp. 28.600.000	
Marketing/Advertising	Rp. 20.000	Rp. 600.000	Rp. 7.200.000	
Water	Rp. 5.000	Rp. 150.000	Rp. 1.950.000	
Electricity	Rp. 8.333	Rp. 250.000	Rp. 3.000.000	
Transportation	Rp. 10.000	Rp. 300.000	Rp. 3.600.000	
Internet	Rp. 3.333	Rp. 100.000	Rp. 1.200.000	
Benefits	Rp. 33.333	Rp. 1.000.000	Rp. 12.000.000	
Depreciation	Rp. 29.238	Rp. 877.146	Rp. 10.525.750	
Misc.	Rp. 13.888	Rp. 416.666	Rp. 5.000.000	
Cleaning Material	Rp. 3.333	Rp. 100.000	Rp. 3.000.000	
<b>Total Operating Expenses</b>	<b>Rp. 455,766</b>	<b>Rp. 13,672,979</b>	<b>Rp. 164,075,750</b>	<b>24%</b>
<b>Earnings from Operations</b>	<b>Rp. 676,466</b>	<b>Rp. 20,293,981</b>	<b>Rp. 243.527.770</b>	
<b>Taxes</b>	<b>Rp. 2718</b>	<b>Rp. 81,542</b>	<b>RP 978.500</b>	
<b>Net Earnings</b>	<b>Rp. 673,748</b>	<b>Rp. 20,212,439</b>	<b>Rp. 242.549.270</b>	<b>35%</b>

1. Total revenue: Rp 1.932.500\* 360 days (not 365 due to 5 days of national holiday per year)

2. Total COGS: Rp 800.268\* 360 (5 days of national holiday per year)
3. Taxes (PPN 0,5%) is provided from the Total Revenue reduced by 500 million then multiplied by 0.5%
4.  $695.700.000 - 500.000.000 = 195.700.000 \times 0.5\% = \text{Rp}, 978.500$  (Taxes)
5. The percentage presentation on the right is used as a comparison

#### 4.5 Break Even Point

The breakeven point (BEP) is the production level at which total revenues equal total expenses. Below are the list of how much product and cost Pasta Ball needs to cover to reach BEP daily.

Product	Fixed Cost	Product Price	COGS	Average BEP/Unit (daily)	Average BEP/Sales (daily)
Pasta Ball (Spaghetti)	Rp 455.765	Rp30.000	Rp14.405	29	Rp 870.000
Pasta Ball (Macaroni)	Rp 455.765	Rp30.000	Rp14.366	29	Rp 870.00
Pasta Ball (Fettucine)	Rp 455.765	Rp30.000	Rp14.612	30	Rp 900.000
Special Sauce Pasta	Rp 455.765	Rp35.000	Rp9.760	18	Rp 630.000
Spaghetti Carbonara	Rp 455.765	Rp32.000	Rp7.848	19	Rp 608.000
Average Daily BEP				25	Rp. 775.600

#### The Breakdown formula of BEP per-unit:

1. Fixed Costs / (Selling Price – Variable Cost per Unit)
2. BEP per-unit of Pasta Ball (Spaghetti):
3.  $455.765 / (30.000 - 14.405) = 455.765 / 15.595 = 29 \text{ unit}$

(Fixed costs = Total operating expenses/12, then divided by 30)

#### The formula of BEP per-sale

1. Fixed costs/ (selling price – variable costs) X selling price per unit
2. BEP for sales of Pasta Ball (Spaghetti):
3.  $455.765 / 14.405 = 29\text{-unit} \times 30.000 = \text{Rp. } 870.000$

### **Payback Period**

The capital needs required to start the business, which include rent, equipment, inventory, and setup costs, is estimated at Rp. 20.212.439

1. Total Capital/Monthly Net Earnings  
 $= 41.103.000/20.212.439=2,03$

The payback period is approximately 2 months and 1 day.

To calculate the BEP, the company must divide the daily operating expense (fixed cost) with the gross margin (product price minus the COGS/variable cost). With the calculation of daily operating expense as much as Rp 455.765,- the company will reach the daily BEP if it can sell approximately 25 items or with the income around Rp 775.600,- every day. And to cover the initial capital needs, it will take approximately 2 months and 1 day for Pasta Ball to cover its capital cost.



## CHAPTER V

### EXHIBITION

#### 5.1 Location & Venue

The owner participated in an exhibition that was held in UMN to introduce the variety of products and business ideas by Hotel Operations Major. In this exhibition, the owner got to introduce Pasta Ball's concept, background, and products to the Hotel Operations lecturers and also other students in the university area. There were also judges who came to grade and gave the owners a review and feedback for their products and businesses. The exhibition was held on Tuesday, 2nd of May 2024 and took place in Universitas Multimedia Nusantara's D Building, Annex area, on the 1<sup>st</sup> floor.



**Figure 5.1 Pasta Ball's Exhibition Booth**

The image shows the booth layout during the exhibition that was held. The booth is simple yet eye-catching. The colors used for the booth are in theme with Pasta Ball's brand identity, which is fun and modern.





**Figure 5.2 Pasta Ball's Exhibition Booth**

The booth's table layout is designed for both function and customer convenience. The front right side is designated for cleaning supplies such as tissues and wet wipes, available for customers to use freely. Positioned behind these are banners and brochures that promote the Pasta Ball brand—featuring the menu, pricing, business background, and contact information to help customers get to know the product better. On the left side of the table, the food preparation and display area is set up, showcasing the pasta balls alongside their flavorful dipping sauces. At the center of the table, a white plate displays three pieces of the pasta balls (one cut open to reveal the filling), offering a visual example of the actual product. Behind it, eco-friendly cardboard food boxes are neatly placed and labeled with the Pasta Ball logo. These are used for takeout orders and keep the presentation tidy. And behind them, a white frame holds a QR code labeled "Feedback Form", inviting customers to scan and share their experience, an excellent touch for gathering post-purchase insights.



**Figure 5.3 Pasta Ball's Exhibition Booth**

The food displayed in the photo above serves as a tester for visitors who are curious to try the product before making a purchase. Offering samples is especially important, as Pasta Ball introduces a unique and unfamiliar concept to many customers. By allowing them to experience the taste firsthand, this approach helps build interest, reduce hesitation, and increase confidence in trying something new.

## 5.2 Budget

In the making of the booth, the owner spent several budgets in order to make an attractive booth. The budget that the owner spend is as below:

**Table 5.1. Budget list for Exhibition**

No.	Name of Items	Prices
1.	Mini Banner	Rp. 35.000
2.	Standing Banner	Rp, 65.000
3.	Food Packaging (40 pcs)	Rp. 30.000



4.	Plastic Fork (50 pcs)	Rp. 5.000
5.	Packaging Brand Sticker (54 pcs)	Rp. 11.000
6.	Brand Shirt Pin (1 pcs)	Rp. 10.000
7.	Folding Brochure (2 pcs)	Rp. 20.000
8.	Feedback Card (4 pcs)	Rp. 5.000
9.	Sauce Container (50 pcs)	Rp. 20.000
10.	Food Display Container	Rp. 25.000
Total		Rp. 226.000

### 5.3 Product Presentation

On the day of the exhibition, the owner of Pasta ball displays all of the available products that Pasta Ball offers in the current time. The products include; Pasta Ball with 3 variety of fillings (Spaghetti, Macaroni, Fettucine) with 3 selections of sauces (Bolognese, Carbonara, Cheese), Special Sauce Pasta, and Spaghetti Carbonara. The Pasta Balls are put inside a transparent food container and separated according to its filling whilst the sauces were put beside the Pasta Ball's container and separated accordingly to the flavor of the sauce. The owner also put two Pasta Ball products on a oval-shaped plate sliced open as a visual representation of the product. The Special Sauce Pasta and Spaghetti Carbonara are put inside a bowl so that visitors can have a look on its visual. If the visitors wanted to taste the product, the owner will put the product inside the packaging with a fork included, as the tool for them to try the product. Every visitor that came to try the Pasta Ball will be given one free dipping sauce as well which they can select freely from the 3 options available.



**Figure. 5.4 Table and Product Visual**



**Figure 5.5 Table and Product Visual**

## 5.4 Media and Promotion

In the exhibition, the owner uses multiple tools to promote and educate visitors regarding the products and concept of Pasta Ball. The tools include using a standing banner and mini banner to showcase the menu and also brief descriptions of the products.



**Figure 5.6 Standing Banner**

Another tool that the owner use is a folding brochure that contains information about Pasta Ball's concept, background, philosophy, and menu. This is made so that visitors can understand better about the unique and innovative concept that Pasta Ball is trying to create.

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**Figure 5.7 Folding Brochure and Mini Banner**

Aside from promoting directly on the spot of the exhibition, the owner also promotes the activity through Pasta Ball's social media specifically Instagram. The owner shares the exhibition activity through Instagram's story feature and invites followers to come and visit the booth as well. Below are the example of the pictures used to promote Pasta Ball's booth through Instagram:

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Figure 5.8 Instagram Story

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**Figure 5.9 Instagram Story**

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## APPENDIX

### Appendix A: Result of Attendee Survey / Feedback

#### A. Participant 1: Mr. Wenny Ray Peppy Hutajulu, Owner of Doea Tjangkir & Café Hortus Bogor

##### Result of Interview and Feedback:

Mr. Wenny is a successful entrepreneur who bought Doea Tjangkir and established Café Hortus and are now the official owner of these 2 establishments. Doea Tjangkir was originally opened by another person sometime in the 1980s. But the business did not seem to hold up well with this modern era as their concept leans more towards the traditional and historical era of Indonesia and sadly was on the verge of bankruptcy when the COVID-19 pandemic hits. During that time, Mr. Wenny saw an opportunity to get this business back on its feet, so he decided to purchase it and make some very big changes to it. He divided Doea Tjangkir's location into 2 establishments, which makes half of it a café named Hortus (Garden in Latin) and the other half to stay as Doea Tjangkir. But he decided to change the menu, concept, and many other things to keep the establishment more relevant to this newer era. At the moment, Doea Tjangkir not only serves traditional menu, but now had improved the menu by expanding it and including other varieties like the western cuisines, Asian cuisines, and many more. Now, Doea Tjangkir are much more successful compared to before, making the restaurant and café almost always crowded especially during the night time.

After explaining and mentioning details about Pasta Ball, Mr. Wenny seems intrigued by the concept. However, he gave the owner numerous insights so that the owner can prepare his business even better. Mostly, he gave the owner tips and steps to take to analyze the market. He told the owner to check thoroughly the competitors that will be around Pasta Ball's physical location in Sedayu City. He told the owner to compare prices with the neighboring competitors and set where Pasta Ball's product wants to be in the price level, whether it is at the lower side, medium, or higher than others, and think of a reason why the owner should set it at that level. He also stated to focus on the uniqueness which of the product which is the Pasta Ball, but at the same time also have to provide a variety to the menu but not too much so that consumers will still notice the main product. He also mentioned to be smart in attracting consumers by making promotions and strategy to develop a certain appeal to consumers. But overall, he is excited to see how the business will grow and told the owner that the idea is unique, new and innovative. He said that it might have a chance to succeed in this tight competition of the Food and Beverage Industry.

#### B. Participant 2: Ms. Josephine Clarissa, Customer, Student

##### Result of Interview and Feedback:

Ms. Josephine is a high school student who has a deep love of pasta. She often visits new places that sell pasta and are very up to date when it comes

to foods that went viral. Ms. Josephine said that the reason she loves pasta is because of how her grandmother like to take her to a pasta restaurant every time she is celebrating her birthday. Sadly, her grandmother passed away a couple years back due to COVID-19. Ms. Josephine stated that her deep love of pasta was created through her memories of eating them with her grandmother and every time she got to eat pasta, it reminded her of the simpler time that she used to spend with her grandmother. But not only that, she also loves the rich history of the pasta cuisine and loves the texture and flavor and numerous types of pasta.

After mentioning details about Pasta Ball, her first thought was that deep lovers of pasta would not be happy when seeing this product, as it is a big twist to the traditional version of the cuisine. On the other hand, she told the owner to relax and said that people would not really care much about traditions anymore nowadays. She told the owner that she liked the concept and that the idea is very creative and unique. She added by saying to make the dipping's sauce as tasty and delicious as possible and try to experiment more on it before selling it. She also told the owner to bring the product when it is ready so she can give further insights about it. She also thinks that the price is excellent if it were to be under Rp. 25.000 because it will make it a very affordable pasta product compare to other competitors. Ms. Josephine is also from Kelapa Gading and said that Sedayu City is an excellent location to open this business. Overall, she thinks that the concept is marvelous and the success of the business will depend more on how the owner will be able to gain brand recognition and how Pasta Ball can adapt to changing trends later on in the future.

C. Participant 3: Louis Nicholas, University Student

Result of Interview and Feedback:

Mr. Louis is a university student who has a deep love for snack. He often consumes all sorts of snacks including fried snacks like chips and crackers. He is also a big fan of Macaroni Ngehe, which is one of the future competitors of Pasta Ball. Mr. Louis is also a big fan of pasta, although he did not consume it very often. Because of his deep love and daily consumption of fried snacks, his knowledge and insight may be valuable for Pasta Ball's business plan.

After explaining and telling him details about Pasta Ball, he immediately grew excited and could not wait to try the product. He told the owner that if the owner were to be able to get the texture and taste just right, it would be a very special and distinctive snack that would stand out. He also reminded the owner to not forget about the packaging and that packaging may even be the one to attract consumers. He also told the owner to boost on advertising and pay influencers to promote the product to gain more recognition as he thinks that Pasta Ball has a good chance of going viral in social media because of its unique concept. Overall, he thinks that the idea is new and innovative. However, he told the owner hat usually unique ideas like this tends to grow very fast at first but will start decreasing slowly after a while since many consumers can start to grow bored after consuming it a number of times. That is when he told the owner to also focus on developing strategies to cope and

adapt with this issue by making other unique menus or even collaborating with other brands to attract consumers again.



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## Appendix B: Standardized Recipe for the Pasta Ball:

**Table 3.1 Beef Recipe**

Ham for Filling		
Quantity Actual	Ingredients	Quantity
1	Beef Ham Slice	200 gr

**Table 3.2 White Sauce Recipe**

White Sauce		
No.	Ingredients	Quantity
1	Butter	56,7 gr
2	Flthe	30 gr
3	Chicken Powder	4 gr
4	Black pepper	2 gr
5	Oregano Powder	1 gr
6	Milk	236 ml
7	Shredded cheddar cheese	100 gr
8	Broken up spaghetti	100 gr
9	Water	1.5 ltr
10	Salt	18 gr

For Macaroni and Fettucine, the filling can use the same recipe as the one above; the broken-up spaghetti in the recipe above can be changed into Macaroni and broken-up Fettucine.

**Table 3.3 Coating Recipe**

Coating		
No.	Ingredients	Quantity
1	Flthe	60 gr
2	Eggs	2 pcs
3	Salt	6 gr
4	Red Chilli Powder	3 gr
5	Bread Crumbs	150 gr

**Table 3.4 Method of Cooking**

<b>Method</b>
<b>Beef Ham</b>
1. To cook beef ham on a pan, start by preheating the pan over medium heat. While the pan heats up, season the beef ham with salt and pepper. Add a small amount of oil. Once the pan is hot, place the beef ham in the pan. Cook for 4-5 minutes on each side until the exterior is browned. Remove from the pan and let it rest for a few minutes to cool and set aside.
<b>White Sauce - Finish</b>
1. Melt butter in a pan and add fltthe, black pepper and oregano powder. Sauté for a minute on slow heat.
2. Gradually add 1 cup milk with constant stirring to avoid lumps. Adjust heat as required. Let sauce simmer for few seconds until thickened.
3. White sauce is ready, adjust salt if needed.
4. Simultaneously, while making sauce boil water in a pot with salt and add broken spaghetti noodles. Cook for 8-10 minute or follow instructions on the packet. Add spaghetti directly to white sauce and mix so they do not stick.
5. Add beef ham and boiled spaghetti to white sauce and mix.
6. Also add cream cheese triangles, mix well. Keep the mixture in fridge to cool while you chop veggies. (You may add cheddar or mozzarella cheese instead. )
7. Next add vegetables and green chilies. Mix. (Keep the mixture again in fridge while you set the breading station, cool mixture in thick and easy to roll.)
8. Whisk eggs With salt and red chili powder. Also place little fltthe on a plate.
9. To make spaghetti balls, tightly pack a measuring cup (¼ cup size) with a spaghetti mixture. Put the mixture on fltthe and roll coating generously.
10. Press each ball lightly with hand to make it tight. Similarly roll 20-22 balls.
11. Coat balls with eggs.
12. Then roll in bread crumbs. Roll again in egg and bread crumbs to form double coating of bread crumbs. (Fry immediately or store in fridge for 24 hthe and fry as needed.)
13. Deep fry 4-5 balls at a time in wok on medium high heat until golden. Turn the balls 3-4 times for even frying. Remove balls from oil on a paper towel.
14. Garnish with green onions. Serve hot with ketchup and lemon wedges.

### 3.2.2 Standardized Recipe for the Dipping Sauces:

**Table 3.5 Cheese sauce Recipe**

Cheese Sauce Dipping		
No.	Ingredients	Quantity
1	Full cream milk	350 ml
2	Margarine	15 gr
3	Fltthe	15 gr
4	Spready cheese	8 ml
5	Cheddar cheese	3 slices
6	French Fries Powder (Indofood)	1 packs

**Table 3.6 Carbonara sauce Recipe**

Carbonara Sauce (Dipping)		
No.	Ingredients	Quantity
1	Milk	200 ml
2	Maizena	1.25 gr
3	Salt	3 gr
4	Oil	13 gr
5	Cheddar Cheese	100 gr
6	Butter	14 gr
7	Garlic	8 gr
8	Eggs	1 pcs
9	Black Pepper	2 gr
10	Onion	52 gr

**Table 3.7 Bolognese sauce Recipe**









Bolognese Sauce (Dipping)		
No.	Ingredients	Quantity
1	Oil	60 ml
2	Onion	150 gr
3	Garlic	12 gr
4	Celery	1 stalk/64 gr
5	Carrot	1 pcs
6	Del Monte Bolognese Sauce	150 gr
7	Parsley	6 gr

## Appendix C: Advisory Form



### FINAL PROJECT ADVISORY FORM

NAME : Patrick Edward Suryajaya  
 STUDENT ID : 00000067655  
 ADVISOR : Tri Ananti Listiana SSi.,MM  
 TITLE : Business Proposal for Pasta Ball Project

Date	Topic Discussion	Advisors
28/02/2025	Review of Chapters 1 to 5	
08/03/2025	Feedback on Chapters 1 to 5	
16/04/2025	Paper submitted and discussion of revisions from chapters 1 to 5	
23/04/25	Questions and answers for revision	
24/04/25	Revision submitted and checked by advisor	
28/04/2025	More discussions and feedback given for the final revision	
07/05/2025	Final Revision submitted	
08/05/2025	Final Revision checked and signed	

Acknowledged by,

Tri Ananti Listiana SSi.,MM



NIDN 0324127604.



## Appendix D: Turnitin Result

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## Appendix E : Counseling Form

### Form Bimbingan Skripsi Program Studi Hotel Operations Semester Genap 2024/2025



Nama : PATRICK EDWARD SURYAJAYA  
 NIM : 00000067655  
 Angkatan : 2022  
 Dosen Pembimbing : Tri Ananti Listiana, S.Si., MBA (Pembimbing)

No	Tanggal	Jam	Keterangan	Tanggal Approval
1	28 Februari 2025	14:11	Review of Chapters 1 to 5	09 Mei 2025 14:5
2	08 Maret 2025	14:00	Feedback on Chapters 1 to 5	09 Mei 2025 14:5
3	16 April 2025	10:10	Paper submitted and discussion of revisions from chapters 1 to 5	09 Mei 2025 14:5
4	23 April 2025	13:00	Questions and answers for revision	09 Mei 2025 14:5
5	24 April 2025	10:00	Revision submitted and checked by advisor	09 Mei 2025 14:5
6	28 April 2025	13:30	More discussions and feedback given for the final revision	09 Mei 2025 14:5
7	07 Mei 2025	16:00	Final Revision submitted	09 Mei 2025 14:5
8	08 Mei 2025	12:30	Final Revision checked and signed	09 Mei 2025 14:5

## Appendix F: COGS Product Cost and Recipe

Below are the recipes of Pasta Ball (Macaroni, Spaghetti, Fettucine) (which includes Ham for Filling, Coating, White Sauce, and Vegetables), Special Sauce Pasta, and Spaghetti Carbonara

**Table 4.2 COGS Ham**

Item:	Ham for filling				
Pcs:	24 pcs				
Yield:	200 gr				
Ham for Filling					
Quantity Actual	Ingredients	Quantity	Price (Rp)	Price per	Subtotal (Rp)
1	Beef Ham Slice	200 gr	200.000	2 kg	20.000
Sub-total					20.000
Majoration 10%					2.000
Total					22.000
<b>Cost per portion:</b>					<b>916</b>

**Table 4.3 COGS White Sauce (Spaghetti)**

Item:	White Sauce (Spaghetti)				
Pcs:	26 pcs				
Yield:	800 gr				
White Sauce (Spaghetti)					
Quantity Actual	Ingredients	Quantity	Price (Rp)	Price per	Subtotal (Rp)
1	Butter	56,7 gr	64.000	1 kg	3.628
1	Flthe	30 gr	12.000	1 kg	360
1	Chicken Powder	4 gr	84.500	1 kg	338
1	Black Pepper	2 gr	17.000	83 gr	409
1	Oregano Powder	1 gr	40.000	250 gr	160
1	Milk	236 ml	98.000	3 ltr	7.709

1	Shredded Cheddar Cheese	100 gr	100.000	1 kg	10.000
1	Broken up Spaghetti	100 gr	22.000	1 kg	2.200
1	Water	1.5 ltr	35.000	19 ltr	2,763
1	Salt	18 gr	75.000	20 kg	67.5
Sub-total					28.000
Majoration 10%					2800
Total					30.800
<b>Cost per pcs:</b>					<b>1283</b>

**Table 4.4 COGS White Sauce (Macaroni)**

Item:	White Sauce (Macaroni)				
Pcs:	26 pcs				
Yield:	800 gr				
White Sauce (Macaroni)					
Quantity Actual	Ingredients	Quantity	Price (Rp)	Price per	Subtotal (Rp)
1	Butter	56,7 gr	64.000	1 kg	3.628
1	Flthe	30 gr	12.000	1 kg	360
1	Chicken Powder	4 gr	84.500	1 kg	338
1	Black Pepper	2 gr	17.000	83 gr	409
1	Oregano Powder	1 gr	40.000	250 gr	160
1	Milk	236 ml	98.000	3 ltr	7,709
1	Shredded Cheddar Cheese	100 gr	100.000	1 kg	10.000
1	Macaroni	100 gr	19.500	1 kg	1.950
1	Water	1.5 ltr	35.000	19 ltr	2.763
1	Salt	18 gr	75.000	20 kg	67.5
Sub-total					27.750
Majoration 10%					2750
Total					30.500



<b>Cost per pcs:</b>	<b>1270</b>
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**Table 4.5 COGS White Sauce (Fettucine)**

Item:	White Sauce (Fettucine)				
Pcs:	26 pcs				
Yield:	800 gr				
White Sauce (Fettucine)					
Quantity Actual	Ingredients	Quantity	Price (Rp)	Price per	Subtotal (Rp) (Rp)
1	Butter	56,7 gr	64.000	1 kg	3.628
1	Flthe	30 gr	12.000	1 kg	360
1	Chicken Powder	4 gr	84.500	1 kg	338
1	Black Pepper	2 gr	17.000	83 gr	409
1	Oregano Powder	1 gr	40.000	250 gr	160
1	Milk	236 ml	98.000	3 ltr	7.709
1	Shredded Cheddar Cheese	100 gr	100.000	1 kg	10.000
1	Broken up Fettucine	100 gr	23.500	1 kg	2350
1	Water	1.5 ltr	35.000	19 ltr	2,.63
1	Salt	18 gr	75.000	20 kg	67.5
Sub-total					29.500
Majoration 10%					2950
Total					32.450
<b>Cost per pcs:</b>					<b>1352</b>

**Table 4.6 COGS Vegetables**

Item:	Vegetables				
Pcs:	26 pcs				
Yield:	120 gr				
Vegetables					
No.	Ingredients	Quantity	Price (Rp)	Price per	Subtotal (Rp)
1	Large Carrot	1 pcs	10.000	7 pcs	1.428

2	Large Stalk Green Onion	100 gr	26.000	1 kg	2.600
3	Coriander Leaves	3.6 gr	13.200	100 gr	475.2
Sub-total					4503
Majoration 10%					450.3
Total					623
<b>Cost per portion:</b>					<b>23</b>

**Table 4.7 COGS Coating**

Item:	Coating				
Pcs:	24 pcs				
Yield:	350 gr				
Coating					
No.	Ingredients	Quantity	Price (Rp)	Price per	Subtotal (Rp)
1	Flthe	60 gr	12.000	1 kg	720
2	Eggs	2 pcs	28.000	16 pcs	3.500
3	Salt	6 gr	75.000	20 kg	22.5
4	Red Chilli Powder	3 gr	100.000	1 kg	2.600
5	Bread Crumbs	150 gr	20.000	1 kg	3.000
6	Oil	1 ltr	105.000	5 ltr	21.000
Sub-total					30.842
Majoration 10%					3.084
Total					33.926
<b>Cost per portion:</b>					<b>1413</b>

**Table 4.8 COGS Spaghetti Carbonara**

Item:	Spaghetti Carbonara			Per portion:	80 gr
Pcs:	10 portions				
Yield:	800 gr				
Carbonara Sauce (Dipping)					
No.	Ingredients	Quantity	Price (Rp)	Price per	Subtotal (Rp)
1	Milk	300 ml	98.000	3 ltr	9.800
2	Maizena	1.25 gr	22.000	1 kg	27.5

3	Salt	3 gr	75.000	20 kg	11.25
5	Cheddar Cheese	200 gr	100.000	1 kg	20.000
6	Butter	28 gr	64.000	1 kg	1.792
7	Garlic	32 gr	33.000	1 kg	1.056
8	Eggs	1 pcs	28.000	16 pcs	1.750
9	Spaghetti	500 gr	44.000	2 kg	11.000
10	Beef Ham Slice	250 gr	200.000	2 kg	25.000
11	Parmesan	25 gr	20.000	200 gr	2.500
12	Oregano	3 gr	18.000	25 gr	2.160
Sub-total					75.096
Majoration 10%					7.509
Total					82.605
<b>Cost per portion:</b>					<b>8.260</b>

**Table 4.9 COGS Special Sauce Pasta**

Item:	Special Sauce Pasta			Per portion:	80 gr
Pcs:	10 portions				
Yield:	800 gr				
<b>Carbonara Sauce (Dipping)</b>					
No.	Ingredients	Quantity	Price (Rp)	Price per	Subtotal (Rp)
1	Cream	300 ml	70.000	1 ltr	21.000
3	Salt	3 gr	75.000	20 kg	11.25
5	Straw Mushroom	250 gr	40.000	1 kg	10.000
6	Butter	14 gr	64.000	1 kg	896
7	Garlic	32 gr	33.000	1 kg	1.056
9	Spaghetti	500 gr	44.000	2 kg	11.000
1	Boneless Chicken	300 gr	40.000	1 kg	12.000
9	Black Pepper	2 gr	47.499	1 kg	94
	Tomato Sauce	32 gr	16.000	1 kg	512
10	Onion	52 gr	22.000	1 kg	1.144
Sub-total					57.713
Majoration 10%					5.771

Total	63.484
<b>Cost per portion:</b>	<b>6.348</b>

Below are the recipes for the 3 sauce selections to be paired with the Pasta Ball:

**Table 4.10 COGS Carbonara Sauce**

Item:	Carbonara Sauce			Per pcs sauce dip (Sauce):	30 gr/ml
Pcs:	10 pcs				
Yield:	300 gr				
No.	Ingredients	Quantity	Price (Rp)	Price per	Subtotal (Rp)
1	Milk	200 ml	98.000	3 ltr	6.533
2	Maizena	1.25 gr	22.000	1 kg	27.5
3	Salt	3 gr	75.000	20 kg	11.25
5	Cheddar Cheese	50 gr	100.000	1 kg	5.000
6	Butter	28 gr	64.000	1 kg	1.792
7	Garlic	32 gr	33.000	1 kg	1.056
8	Parmesan	15 gr	20.000	200 gr	1.500
9	Oregano	3 gr	18.000	25 gr	2.160
Sub-total					18.175
Majoration 10%					1,875
Total					19.992
<b>Cost per portion:</b>					<b>1,999</b>

**Table 4.11 COGS Cheese Sauce**

Item:	Cheese Sauce			Per pcs sauce dip (Sauce):	30 gr/ml
Pcs:	10 Pcs				
Yield:	300 gr				
Cheese Sauce Dipping					
No.	Ingredients	Quantity	Price (Rp)	Price per	Subtotal (Rp)

1	Full cream milk	350 ml	190.000	12 lt	5.541
2	Margarine	15 gr	26.000	400 gr	975
3	Flthe	15 gr	12.000	1 kg	180
4	Spready cheese	8 ml	12.000	170 gr	564
5	Cheddar cheese	3 slices	48.000	40 pcs	3.600
6	French Fries Powder (Indofood)	1 packs	13.000	3 packs	4.333
Sub-total					15.193
Majoration 10%					1.519.3
Total					16.712
<b>Cost per portion:</b>					<b>1.671</b>

**Table 4.12 COGS Bolognese Sauce**

Item:	Bolognese Sauce			Per pcs sauce dip (Sauce):	30 gr/ml
Pcs:	13 Pcs				
Yield:	400 gr				
<b>Bolognese Sauce (Dipping)</b>					
No.	Ingredients	Quantity	Price (Rp)	Price per	Subtotal (Rp)
1	Oil	60 ml	98.000	3 ltr	1.966
2	Onion	150 gr	22.000	1 kg	3.300
3	Garlic	12 gr	33.000	1 kg	396
4	Celery	1 stalk/64 gr	27.000	1 kg	1.728
5	Carrot	1 pcs	10.000	7 pcs	1.428
7	Del Monte Bolognese Sauce	150 gr	22.000	1 kg	3.300
8	Parsley	6 gr	45.000	45 gr	6.000
Sub-total					18.118
Majoration 10%					1811,8
Total					20.000
<b>Cost per portion:</b>					<b>1.538</b>



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