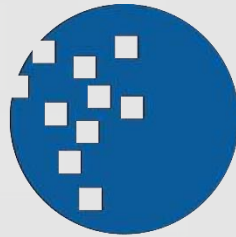


BUSINESS PROPOSAL PROJECT

FOR TEA TALES



UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

FINAL PROJECT REPORT

THAYA MAGENTA

00000068242

HOTEL OPERATIONS STUDY PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

**BUSINESS PROPOSAL PROJECT
FOR TEA TALES**



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

FINAL PROJECT REPORT

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

THAYA MAGENTA

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

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Tangerang, April 12, 2025

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**"BUSINESS PROPOSAL PROJECT
FOR TEA TALES"**

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PREFACE

The completion of this final project report titled "*Business Proposal Project for Tea Tales*" would not have been possible without the support, guidance, and encouragement from many individuals throughout both the academic journey and the report preparation process. I would like to sincerely express my gratitude to:

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8. My family who has provided material and moral support, so that I can complete this thesis.

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

Bandung, April 12, 2025



(Thaya Magenta)

A BUSINESS PROPOSAL PROJECT FOR TEA TALES IN BANDUNG

Thaya Magenta

ABSTRAK

Proposal bisnis ini menyajikan rencana pendirian Tea Tales, sebuah usaha mikro kecil dan menengah (UMKM) berbentuk slow bar yang menyajikan mocktail berbahan dasar teh. Usaha ini dirintis oleh Thaya Magenta, mahasiswa Program Studi Perhotelan Universitas Multimedia Nusantara, dan rencananya akan berlokasi di The Hallway, sebuah ruang kreatif di pusat kota Bandung. Tea Tales mengusung konsep unik yang menggabungkan pengalaman minum teh dengan suasana bar, ditujukan bagi konsumen dewasa muda yang menyukai eksplorasi rasa dan atmosfer baru. Pada tahap awal, produk yang ditawarkan mencakup lima varian minuman unggulan: Berry Potion, Green Sparkle, Lychee Blossom, Kombucha Splash, dan Periwinkle Splash, dengan rentang harga antara Rp15.000,00 hingga Rp25.000,00. Dengan target pangsa pasar sebesar 1,2% di segmen minuman non-alkohol premium, Tea Tales menargetkan penjualan sekitar 2.500 gelas per bulan. Proyeksi keuangan menunjukkan potensi pendapatan tahunan sebesar Rp540.000.000,00 dan laba bersih tahunan Rp172.800.000,00. Usaha ini diperkirakan akan mencapai titik impas (break-even point) dalam waktu 1 bulan 18 hari, mencerminkan potensi keberhasilan bisnis yang tinggi dalam waktu singkat.

Keywords: mocktail, kreasi teh, slow bar, UMKM, bisnis minuman, Bandung

A BUSINESS PROPOSAL PROJECT FOR TEA TALES

Thaya Magenta

ABSTRACT

This business proposal outlines the establishment plan for Tea Tales, a micro, small, and medium enterprise (MSME) operating as a slow bar that serves tea-based mocktails. Founded by Thaya Magenta, a Hospitality student at Universitas Multimedia Nusantara, the business is planned to be located in The Hallway, a creative space in the heart of Bandung. Tea Tales introduces a unique concept that blends the experience of tea drinking with a bar-style atmosphere, targeting young adult consumers who enjoy exploring new flavors and environments. In its initial phase, Tea Tales will offer five signature drinks: Berry Potion, Green Sparkle, Lychee Blossom, Kombucha Splash, and Periwinkle Splash, priced between IDR 15,000 to IDR 25,000. With a target market share of 1.2% in the premium non-alcoholic beverage segment, the business aims to sell approximately 2,500 drinks per month. Financial projections estimate an annual revenue of IDR 540,000,000 and a net annual profit of IDR 172,800,000. The business is expected to reach its break-even point within 1 month and 18 days, indicating strong potential for rapid success.

Keywords: mocktail, tea innovation, slow bar, MSMEs, beverage business, Bandung

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EXECUTIVE SUMMARY

Tea Tales presents a promising opportunity within Indonesia's fast-growing food and beverage industry, particularly in the evolving tea market. With tea consumption deeply rooted in Indonesian culture, and a rising demand for creative, health-conscious beverages among Millennials and Gen Z, Tea Tales positions itself as a unique offering in the landscape.

Launched in 2025 at The Hallway Space, Bandung, it is a vibrant hub for youth and creatives. Tea Tales offers a slow bar experience where customers enjoy tea-based mocktails crafted with premium ingredients while engaging in storytelling sessions with skilled baristas. This concept not only elevates the tea-drinking experience but also fosters emotional connections and brand loyalty.

Tea Tales blends traditional tea-making with modern mixology, offering 6 main menu items priced between Rp15.000 - Rp26.000. Its commitment to plant-based and premium-quality beverages appeals to the growing market segment of wellness-driven consumers. The compact seating capacity (5 seats) is designed to create a personal, immersive experience, with a daily target of 60 visitors through strategic customer turnover.

From a financial perspective, Tea Tales requires an initial investment of Rp35.000.000, with projected monthly revenue reaching Rp31.590.000. Over the course of a year, the business expects to generate an annual income of approximately Rp379.080.000, with an estimated net profit of Rp103.872.780, resulting in a net profit margin of around 27%. The projected payback period is just 5.7 months, indicating a fast return on investment and strong potential for sustainable growth.

With a lean operational structure and the owner managing daily operations, Tea Tales minimizes fixed salary costs. Additional part-time staff will be engaged during peak hours, maintaining cost efficiency. The unique concept, strategic pricing, and experiential value proposition give Tea Tales a strong competitive edge, with high potential for profitability and future growth.