

BUSINESS PROPOSAL PROJECT

FOR MADDIE BAKES



UMN

HOTEL OPERATIONS STUDY PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

**BUSINESS PROPOSAL PROJECT
FOR MADDIE BAKES**



Keyzia Laurensia

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**HOTEL OPERATION STUDY PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG**

2025

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Tangerang, 8 May 2025

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PREFACE

Praise and gratitude for the completion of this Final Project with title: **“Business Proposal Project For Maddie Bakes”** I realize that without assistance and support from various parties, it would be very difficult for me to complete this final project.

Therefore, I would like to thank:

1. Dr. Andrey Andoko, M.Sc. as the Rector of Universitas Multimedia Nusantara.
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5. My family and friends who has provided material and moral support, so that I can complete this Final Project.

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

Tangerang, 8 May 2025



Keyzia Laurensia

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BUSINESS PROPOSAL PROJECT FOR MADDIE BAKES

Keyzia Laurensia

ABSTRAK

Tugas akhir ini mengangkat bisnis yang didirikan oleh Keyzia Laurensia, mahasiswa Universitas Multimedia Nusantara, dengan nama Maddie Bakes. Bisnis ini menunjukkan pertumbuhan dan memberikan peluang besar bagi pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) untuk terus berinovasi. Maddie Bakes adalah UMKM yang mengkhususkan diri pada produk Madeleine, kue khas Prancis berbahan dasar tepung yang dikenal dengan bentuk menyerupai cangkang kerang. Kue ini memiliki tekstur yang lembut, aroma mentega yang menggoda, serta rasa yang dapat dikreasikan dalam berbagai varian unik dan menarik. Produk Madeleine dari Maddie Bakes dikemas secara estetik dan ditawarkan dengan harga terjangkau, yaitu mulai dari Rp8.000 per buah dan Rp45.000 untuk satu kotak berisi enam buah. Penjualan dilakukan secara daring melalui platform media sosial seperti Instagram dan TikTok, serta didukung oleh layanan pesan-antar digital seperti GoFood, GrabFood, dan ShopeeFood. Target pasar Maddie Bakes adalah konsumen dari kalangan menengah ke atas, termasuk pekerja kantoran, pelajar, dan keluarga. Strategi penjualan juga difokuskan pada momen-momen spesial seperti Natal, Idul Fitri, dan Imlek bertujuan meningkatkan penjualan selama musim perayaan. Dalam jangka panjang, Maddie Bakes berencana untuk membuka toko fisik di kawasan ruko Gading Serpong guna memperluas jangkauan pasar dan memperkuat eksistensi brand. Proposal ini disusun sebagai pedoman kerja sama dengan mitra produsen untuk mendorong pertumbuhan bisnis yang berkelanjutan. Dengan modal awal sebesar Rp19.062.199, bisnis ini diproyeksikan memperoleh keuntungan harian sebesar Rp1.569.115 dan diperkirakan akan mencapai balik modal dalam waktu tiga bulan penjualan.

Kata kunci: *Business Proposal Project, Maddie Bakes, Home Industry*

BUSINESS PROPOSAL PROJECT FOR MADDIE BAKES

Keyzia Laurensia

ABSTRACT (English)

This final project highlights a business founded by Keyzia Laurensia, a student at Universitas Multimedia Nusantara, called Maddie Bakes. The business has shown growth potential and offers great opportunities for Micro, Small, and Medium Enterprises (MSMEs) to continue innovating. Maddie Bakes specializes in Madeleines, a classic French sponge cake made from flour, known for its shell-like shape. These cakes have a soft texture, a rich buttery aroma, and come in various unique and appealing flavors. The products are aesthetically packaged and offered at affordable prices—starting from Rp8,000 per piece or Rp45,000 per box of six. Sales are conducted online through social media platforms like Instagram and TikTok, supported by delivery services such as GoFood, GrabFood, and ShopeeFood. The target market includes middle-to-upper-income consumers such as office workers, students, and families. Sales strategies also focus on festive seasons like Christmas, Eid, and Lunar New Year to boost seasonal revenue. In the long term, Maddie Bakes aims to open a physical store in the Gading Serpong area to expand market reach and strengthen brand presence. This proposal serves as a guide for collaboration with production partners to support sustainable business growth. With initial capital of Rp19,062,199, daily profits are projected at Rp1,569,115, with a return on investment expected within three months.

Keywords: *Business Proposal Project, Maddie Bakes, Home Industry*

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EXECUTIVE SUMMARY

The sweet food industry, including desserts, remains popular due to its stress-relieving qualities. With an array of shapes and flavors such as chocolate, cakes, and candy, the industry consistently attracts consumers eager to try new varieties. This constant interest presents opportunities for Micro, Small, and Medium Enterprises (MSME) to enter and thrive in the market. Maddie Bakes aims to capitalize on this trend by offering a distinctive flour-based snack called Madeleine, known for its unique shell shape. By focusing on unique flavors and appealing packaging, Maddie Bakes strives to stand out in the competitive landscape.

Maddie Bakes targets a wide audience by leveraging the power of social media platforms like Instagram and TikTok for online sales, making it accessible to a broad range of consumers. The use of online delivery services such as GoFood, GrabFood, and ShopeeFood further enhances convenience for busy customers who can order from anywhere, saving valuable time. This strategic focus on online sales and delivery positions Maddie Bakes uniquely in the market, offering a competitive edge through convenience and a strong online presence. The business model is designed to cater to the growing demand for online shopping and delivery, with a future plan to establish a store in the Gading Serpong shophouse to further expand its reach.

Maddie Bakes is driven by a dedicated team with a vision to become a leader in the sweet food industry. With a strong foundation and strategic partnerships, the company is poised for growth and success. The financial model is robust, offering products at competitive prices starting from Rp. 8,000.00 per unit and Rp. 45,000.00 per pack of six Madeleines. The focus on key sales periods such as Christmas, Eid, and Chinese New Year is expected to drive significant revenue, providing a solid financial snapshot for potential partners and investors.