

BUSINESS PROPOSAL PROJECT FOR GOGETBIG



FINAL PROJECT REPORT

Vellix Tartanto

00000068601

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

BUSINESS PROPOSAL PROJECT FOR GOGETBIG



FINAL PROJECT REPORT

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

Vellix Tartanto

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**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA**

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iii

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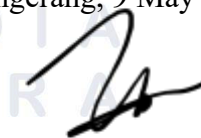
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PREFACE

I am happy to say that this proposal is proof of my learning and practicing throughout the years of being a hospitality student. Thus I want extend these gratitude toward these people who have helped me to finish this paper.

I would like to thank,

1. Dr. Andrey Andoko.,MSc as the Rector of Universitas Multimedia Nusantara.
2. Dr. Florentina Kurniasari T., S.Sos. M. B. A., as the Dean of the Business Faculty in Universitas Multimedia Nusantara.
3. Mr, Oqke Prawira, S.ST.M.Si.Par.,CHE., as the Head of the Hotel Operations Program in Universitas Multimedia Nusantara.
4. Tri Ananti Listiana Ssi.MM, as the Advisor who has provided guidance, direction, and motivation for the completion of this final project report.
5. My family who has provided material and moral support, so that I can complete this final project report.
6. For the lecturers who have guided me throughout the learning process in the Hotel Operations study program from the first to the sixth semester.
7. For the friends who have supported the progress of this final project, enabling its completion and submission as a requirement for graduation.

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

Tangerang, 9 May 2025



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BUSINESS PROPOSAL PROJECT FOR GOGETBIG

Vellix Tartanto

ABSTRAK

GoGetBig adalah merek yang didedikasikan untuk menawarkan protein shake bergizi terjangkau yang dibuat dengan Yakult, minuman susu fermentasi yang mendukung pencernaan. Produk ini dirancang untuk individu yang mencari gaya hidup sehat tanpa biaya tinggi, menyediakan semua nutrisi yang diperlukan untuk menjaga tubuh bugar dan sehat. Resep unik GoGetBig meningkatkan manfaat kesehatan dan rasa, melayani mereka yang menginginkan pilihan yang nyaman dan lezat setelah latihan atau minuman sehat umum. Produk memenuhi Permintaan saat ini untuk makanan penambah kesehatan di tengah kondisi cuaca yang tidak stabil. Selain itu, GoGetBig menawarkan opsi shake yang dapat disesuaikan, memungkinkan pelanggan untuk membuat campuran protein mereka sendiri, memastikan kepuasan dan nilai gizi. GoGetBig adalah protein shake sehat yang dirancang untuk kenyamanan dan nutrisi. Ini melayani individu yang mencari pilihan cepat, bergizi pasca-latihan dan mereka yang menikmati minuman sehat. Tantangan global seperti cuaca yang tidak stabil, yang telah meningkatkan masalah kesehatan. GoGetBig memberikan alternatif yang bermanfaat untuk mendukung kesejahteraan dan pemulihan secara keseluruhan. GoGetBig akan memiliki harga antara Rp 40.000 – Rp 50.000. Agar GoGetBig mencapai BEP, GoGetBig harus menjual lebih dari 20 unit barang terlaris GoGetBig yang harganya sekitar Rp 50.000. Keuntungan yang dijanjikan GoGetBig adalah sekitar Rp 74.452.050/bulan dan kebutuhan modal GoGetBig sekitar Rp 12.260.000. Ini tidak terlalu mahal karena GoGetBig akan menjadi Kiosk hemat sehingga tidak ada area makan di tempat. Alasan GoGetBig melakukan ini adalah karena ingin GoGetBig menjadi cepat, efisien, dan mobile.

Kata kunci: *GoGetBig, Nutrisi, Minuman, UMKM, Proposal Bisnis*

BUSINESS PROPOSAL PROJECT FOR GOGETBIG

Vellix Tartanto

ABSTRACT

GoGetBig is a brand dedicated to offering an affordable, nutritious protein shake made with Yakult, a fermented milk drink that supports digestion. This product is designed for individuals seeking a healthy lifestyle without high costs, providing all the necessary nutrients for maintaining a fit and healthy body. GoGetBig's unique recipe enhances both health benefits and flavor, catering to those who want a convenient, tasty option post-workout or a general healthy beverage. The product meets current demands for health-boosting foods amidst unstable weather conditions. Additionally, GoGetBig offers a customizable shake option, allowing customers to create their own protein blends, ensuring both satisfaction and nutritional value. GoGetBig is a healthy protein shake designed for convenience and nutrition. It caters to individuals seeking a quick, nutritious option post-workout and those who enjoy healthy beverages, which has increased health concerns. GoGetBig provides a beneficial alternative to support overall well-being and recovery. GoGetBig will have a price between IDR 40.000 – IDR 50.000. In order for GoGetBig to reach BEP it will need to sell over 20 unit of our best selling item which is around IDR 50.000. GoGetBig promising profit will be around IDR 74.452.050/month and our capital requirement is around IDR 12.260.000 this is not very expensive because GoGetBig will be a low spending Kiosk so there is no dine-in area, the reason the author do this is because GoGetBig want to be fast, efficient and mobile.

Keywords: *GoGetBig, Nutrition, Beverage, UMKM, Business Proposal*

TABLE OF CONTENT

NO PLAGIARISM STATEMENT	ii
APPROVAL PAGE	iii
ENDORSEMENT PAGE	iv
APPROVAL OF PUBLICATION	v
PREFACE	vi
ABSTRAK	vii
ABSTRACT (English)	viii
TABLE OF CONTENT	ix
LIST OF TABLE	xi
LIST OF FIGURE	xii
LIST OF APPENDIX	xiii
EXECUTIVE SUMMARY	xiv
CHAPTER I COMPANY OVERVIEW	1
1.1 Industry Analysis	1
1.2 Company Description	5
1.3 Product and Services	8
CHAPTER II MARKETING PLAN	10
2.1 Market Size	10
2.1.1 Qualitative	11
2.1.2 Quantitative	14
2.2 Competitor Analysis	17
2.2.1 Competitor	17
2.2.2 SWOT	20
2.3 Sales Goal	20
2.4 Marketing Strategy	21
2.4.1 Product Characteristics	21
2.4.2 Distribution	21
2.4.3 Promotion	22
2.4.4 Pricing	22
CHAPTER III OPERATIONAL PLAN	23
3.1 Location & Facilities	23

3.2	Manufacturing/Service Methods	23
3.3	Supplies and Suppliers	25
3.4	Control Procedures	25
3.5	Staffing	27
CHAPTER IV FINANCIAL PLAN		28
4.1	Capital Needs	28
4.2	COGS	29
4.3	Operating Expense	30
4.4	Break Even Point	31
4.5	Income Statement	32
CHAPTER V EXHIBITION		33
5.1	Location & Venue	33
5.2	Budget	34
5.3	Product Presentation	34
5.4	Media and Promotion	34
REFERENCE		35
APPENDIX		37



LIST OF TABLES

Table 2. 1 Direct Competitors	18
Table 2. 2 Indirect Competitors	19
Table 2. 3 Analysis SWOT	20
Table 2. 4 Sales Goal	20
Table 3. 1 Facilities List.....	25
Table 4. 1 Capital Needs	28
Table 4. 2 Cost of Goods Sold	29
Table 4. 3 Operating Expenses	30
Table 4. 4 Break Even Point	31
Table 4. 5 Income Statement.....	32
Table 5. 1 Booth Budget	26



LIST OF FIGURES

Figure 1.1 Company Logo	6
Figure 1.2 Product Example.....	9
Figure 2.1 Age Respondent.....	14
Figure 2.2 Gender Respondent.....	14
Figure 2.3 Domicile Respondent.....	15
Figure 2.4 Spending Power Respondent.....	15
Figure 2.5 Occupation Respondent.....	16
Figure 2.6 Location Respondent	16
Figure 3.1 Location	23
Figure 5.1 GoGetBig Exhibition Booth	33
Figure 5.2 GoGetBig Exhibition Booth	33



LIST OF APPENDIXS

Appendix A - COGS Calculation.....	37
Appendix A - COGS Calculation.....	38
Appendix A - COGS Calculation.....	39
Appendix B - Nutritional Facts	40
Appendix B - Nutritional Facts	41
Appendix B - Nutritional Facts	42
Appendix C - Turnitin Result.....	43
Appendix D - Counseling Form.....	44



EXECUTIVE SUMMARY

From 2019 to 2024, Indonesia's tourism industry experienced fluctuating trends. In 2019, tourism revenue was positive, with Indonesia climbing from No. 42 to No. 40 in the World Economic Forum's Travel & Tourism Competitiveness Report for the Southeast Asia region. The risen of many micro, small and medium enterprises (MSME) because some to demand of a healthy product in big cities like Jakarta. Most common one is a healthy drink that have so much potential to expand with the growing demand of consuming healthy and balance lifestyle in Indonesia.

GoGetBig is a brand focused on providing an affordable, nutritious protein shake made with Yakult, a fermented milk drink that aids digestion. The drink is designed to support a healthy lifestyle and physical fitness, offering a flavorful and healthy alternative to traditional milk-based drinks. The brand name "GoGetBig" reflects the motivation to build a strong, healthy body. The logo features a classic design with green as the background color to symbolize health, complemented by a neon fade color for the image to make it stand out. The tagline "drink and powered up" emphasizes the energizing effect of the product.

GoGetBig will have a price between IDR 40.000 – IDR 50.000. This also comes with free toppings that have the best quality and are suited for each menu. All of this product comes with protein powder called WHEY as our base ingredient. For GoGetBig to reach BEP, it will need to sell over 20 units of our best-selling item, which is around IDR 50.000. GoGetBig promising profit will be around IDR 74.452.050/month and our capital requirement is around IDR.12.260.000 this is not very expensive because GoGetBig will be a To Go Kiosk so there is no dine-in area, the reason GoGetBig do this, is because GoGetBig to be fast, efficient and mobile, GoGetBig want our customers to be able to enjoy our product while doing other things.