

**A BUSINESS PROPOSAL PROJECT FOR
PANNACOTEA!**



FINAL PROJECT REPORT

Helena Alicia Sugondo

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

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FINAL PROJECT REPORT

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

Helena Alicia Sugondo

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

2025

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PREFACE

I would like to first and foremost thank God Almighty for the completion of this final project with the title “A Business Proposal Project for PannacoTea!”. With his blessings, I was able to complete my journey to making this final project. I know that without the help of people around me, I would not be able to finish this final project. Therefore, I would like to thank:

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6. My family and friends who has provided material, motivation, 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, May 8, 2025



Helena Alicia Sugondo

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A BUSINESS PROPOSAL PROJECT FOR PANNACOTEA!

Helena Alicia Sugondo

ABSTRAK

Proposal ini disusun untuk memaparkan rencana bisnis dari PannacoTea!, sebuah merek minuman panna cotta inovatif yang digagas oleh Helena Alicia Sugondo, mahasiswa Universitas Multimedia Nusantara. PannacoTea! hadir dengan konsep segar yang menggabungkan kelembutan panna cotta dengan cita rasa khas teh Indonesia, menciptakan pengalaman dessert-minuman yang unik dan menggugah selera bagi pecinta teh maupun pencinta pencuci mulut modern. Berlandaskan semangat keberlanjutan dan inovasi, PannacoTea! ingin membawa napas baru dalam industri minuman dessert di Indonesia. Produk ini ditawarkan dengan harga terjangkau sebesar Rp18.000 per botol dan dipasarkan secara aktif melalui media sosial seperti Instagram. Distribusi difokuskan melalui bazar komunitas dan layanan pemesanan daring untuk menjangkau konsumen secara lebih luas dan langsung. Segmentasi pasar PannacoTea! berfokus pada Gen Z, dewasa muda, serta konsumen yang peduli lingkungan dan menyukai produk yang tidak hanya enak, tetapi juga memiliki nilai estetika dan cerita di baliknya. Melalui partisipasi dalam berbagai pop-up event dan bazar komunitas, PannacoTea! mampu membangun hubungan yang kuat dengan pelanggan sekaligus meningkatkan visibilitas brand secara organik. Dengan modal awal sebesar Rp10,336,000, PannacoTea! diproyeksikan meraih pendapatan harian sebesar Rp1,500,000 dan mampu mencapai titik impas hanya dalam waktu 29 hari. Dalam jangka waktu satu bulan, keuntungan bersih yang dapat diperoleh diperkirakan mencapai Rp12,866,939, dengan margin keuntungan sebesar 28,6%. Proposal ini tidak hanya menjadi landasan untuk keberlanjutan bisnis, tetapi juga disusun sebagai strategi pertumbuhan dan kolaborasi dengan mitra maupun investor di masa depan.

Kata kunci: PannacoTea!, Panna Cotta Drink, Bazaar, Online Shop

A BUSINESS PROPOSAL PROJECT FOR PANNACOTEA!

Helena Alicia Sugondo

ABSTRACT

This proposal aims to outline the business plan for PannacoTea!, an innovative panna cotta drink brand founded by Helena Alicia Sugondo, a student of Universitas Multimedia Nusantara. PannacoTea! introduces a refreshing concept that blends smooth panna cotta with the rich and distinctive flavors of Indonesian tea, creating a unique dessert-drink hybrid that appeals to tea lovers and dessert enthusiasts alike. With a commitment to eco-friendliness and innovation, PannacoTea! aims to redefine modern dessert beverages in Indonesia. Products are offered at an accessible price of Rp18.000 per bottle, marketed primarily through digital platforms such as Instagram, and distributed via bazaars and online delivery services to reach a wide consumer base. The target market includes Gen Z, young adults, and eco-conscious consumers seeking both taste and experience. By focusing on pop-up events and community bazaars, PannacoTea! effectively builds brand awareness and customer engagement. With an initial capital of Rp10,336,000, the business is projected to generate a daily revenue of approximately Rp1,500,000 and reach break-even within 2 days of operation. Over the course of a month, PannacoTea! is expected to achieve a net profit of Rp12,866,939, representing a monthly profit margin of 28,6%. This proposal outlines the foundation for business growth, and serves as a strategic reference for future expansion and investor collaboration.

Keywords: PannacoTea!, Panna Cotta Drink, Bazaar, Online Shop

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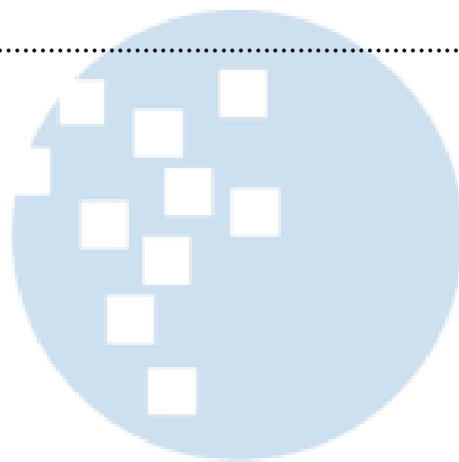
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EXECUTIVE SUMMARY

The food and beverage (F&B) sector in Indonesia has grown significantly as a result of rising commodity production and consumer demand for both conventional and innovative goods. Data from the Bureau of Statistics – Indonesia (BPS) indicates that in 2022, the food and beverage (F&B) industry grew by 4.90% annually, reaching IDR 813 trillion. Forecasts indicate that this trend will continue, with growth rates expected to be slightly higher in 2023—roughly 5%. Considering the cultural preferences within this growing market, it can be said that tea has a special place in Indonesian culture, where it is a daily necessity and is enjoyed all day long. Making the most of this, PannacoTea! offers a novel blend of tea-infused panna cotta, combining the opulent allure of Italian panna cotta with the rich history of tea drinking to create a dessert beverage that is appealing to both traditional and contemporary palates.

The target market for PannacoTea! consists of young adults and tea lovers who appreciate unique, premium flavor combinations. A commitment to using only the finest ingredients, practicing eco-conscious methods, and crafting a distinctive product that blends the comforting essence of tea with the rich texture of panna cotta provides PannacoTea! with a competitive advantage. The business strategy focuses on internet sales, participation in local bazaars, and event catering to ensure broad accessibility and convenience for customers. Social media platforms, particularly Instagram, serve as key marketing channels to engage a wide audience, showcase products, and establish a strong online brand presence.

The dedicated team, composed of tea enthusiasts and culinary learners, brings extensive knowledge and passion for creating exceptional beverage experiences. With an estimated gross revenue of Rp540,000,000 annually and a net income after tax of Rp154,403,265, PannacoTea! is well-positioned for sustainable long-term growth. The company projects a break-even point within 29 selling days, demonstrating the feasibility and profitability of the venture. Leveraging panna cotta's broad appeal alongside tea's rich cultural heritage, PannacoTea! aims to

deliver a delightful culinary experience that embraces innovation while honoring tradition.

