

BUSINESS PROPOSAL PROJECT FOR FROST & FLOUR



FINAL PROJECT REPORT

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HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025

BUSINESS PROPOSAL PROJECT FOR FROST & FLOUR



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

Luke Duncan Matthew Pattikawa

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HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

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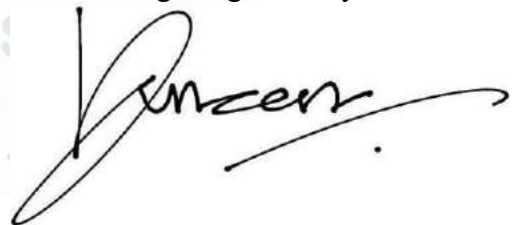
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PREFACE

First of all, the author would like to express his gratitude to the presence of God Almighty, for the completion of my final project report entitled "Business Proposal Project for Frost & Flour". Completing the final project product report becomes one of the requirements for passing the D3 Hotel Operation. I would like to express my deepest gratitude to those who have helped me in completing this final report. It started with a supervisor who guided me until I finished it. I really hope that this final assignment report can be used as a source of information for its readers.

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

Tangerang, 08 May 2025



Luke Duncan Matthew Pattikawa
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PROYEK PROPOSAL BISNIS UNTUK FROST & FLOUR

Luke Duncan Matthew Pattikawa

ABSTRAK

Industri Usaha Mikro, Kecil, dan Menengah atau yang biasa dikenal UMKM memiliki peran penting dalam mendorong pertumbuhan ekonomi, membuka lapangan kerja, dan melestarikan budaya. Salah satu UMKM yang muncul sebagai ide bisnis kreatif adalah Frost & Flour. Frost & Flour mengusung konsep inovatif dengan menggabungkan es krim dan roti, menghadirkan tiga rasa utama—cokelat, vanila, dan stroberi—yang disajikan dalam tiga format kreatif: one-dollar serving, toast bite, dan mix bite. Usaha ini menargetkan anak muda usia 18–25 tahun, khususnya mahasiswa di daerah Gading Serpong, yang memiliki minat tinggi terhadap makanan manis dan kekinian. Dengan harga terjangkau antara Rp. 20.000–Rp. 25.000. Frost & Flour menawarkan produk ekonomis, kemasan menarik, dan variasi menu yang berganti secara berkala untuk menjaga minat pelanggan. Penjualan dilakukan secara offline di G-Town Square Gading dan online melalui Instagram, GrabFood, dan GoFood. Promosi khusus dan program membership juga digunakan untuk meningkatkan loyalitas pelanggan. Meskipun harga online sedikit lebih tinggi karena biaya aplikasi, nilai yang ditawarkan tetap kompetitif. Strategi Frost & Flour menekankan kualitas rasa yang konsisten, pemasaran berbasis tren, serta masukan pelanggan sebagai dasar pengembangan bisnis. Dengan menggabungkan pengalaman rasa dan visual yang unik, Frost & Flour menempatkan dirinya sebagai merek yang terjangkau namun tetap eksklusif. Frost & Flour diproyeksikan mencapai payback period pada hari ke-126 sejak mulai beroperasi. Bisnis ini diperkirakan menghasilkan keuntungan bersih setelah pajak sebesar Rp322.727 per hari, Rp9.681.904 per bulan, dan Rp116.181.653 per tahun. Margin keuntungan bersih mencapai 28,68%, yang menunjukkan tingkat profitabilitas yang kuat dan efisien.

Kata kunci: *UMKM, industri makanan, bisnis dessert, es krim, Gading Serpong*

A BUSINESS PROPOSAL FOR FROST&FLOUR

Luke Duncan Matthew Pattikawa

ABSTRACT

The Micro, Small, and Medium Enterprises (MSMEs) industry, commonly known as MSMEs, plays a crucial role in driving economic growth, creating jobs, and preserving culture. One MSME that has emerged as a creative business idea is Frost & Flour. Frost & Flour carries an innovative concept by combining ice cream and bread, presenting three main flavors—chocolate, vanilla, and strawberry—served in three creative formats: one-dollar serving, toast bite, and mixed bite. This business targets young people aged 18–25, particularly students in the Gading Serpong area, who have a strong interest in sweet and trendy foods. With affordable prices between Rp. 20,000–Rp. 25,000, Frost & Flour offers economical products, attractive packaging, and a varied menu that changes regularly to maintain customer interest. Sales are conducted offline at G-Town Square Gading and online through Instagram, GrabFood, and GoFood. Special promotions and membership programs are also used to increase customer loyalty. Although online prices are slightly higher due to application fees, the value offered remains competitive. Frost & Flour's strategy emphasizes consistent taste quality, trend-driven marketing, and customer feedback as the foundation for business development. By combining unique taste and visual experiences, Frost & Flour positions itself as an affordable yet exclusive brand. Frost & Flour is projected to reach its payback period on the 126th day of operation. The business is estimated to generate a net profit after tax of IDR 322,727 per day, IDR 9,681,904 per month, and IDR 116,181,653 per year. The net profit margin reaches 28.68%, indicating a strong and efficient level of profitability.

Keywords: MSME, food industry, dessert business, ice cream, Gading Serpong

TABLE OF CONTENT

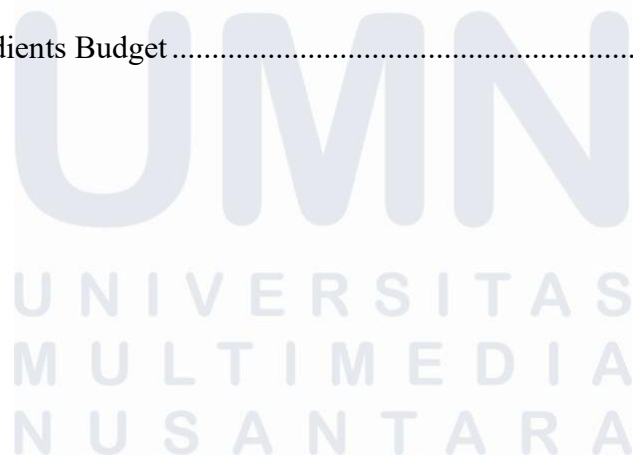
NON - PLAGIARISM STATEMENT	ii
APPROVAL PAGE	iii
VALIDATION PAGE.....	iv
APPROVAL OF PUBLICATION.....	v
PREFACE.....	vi
Luke Duncan Matthew Pattikawa	vii
ABSTRAK.....	vii
ABSTRACT.....	viii
TABLE OF CONTENT.....	ix
LIST OF TABLE	xi
LIST OF FIGURE	xii
LIST OF APPENDIX	xiii
EXECUTIVE SUMMARY.....	xiv
CHAPTER I COMPANY OVERVIEW.....	1
1.1 Industry Analysis	1
1.2 Company Description	2
1.3 Product and Services	3
CHAPTER II MARKETING PLAN.....	5
2.1 Market Size	5
2.2.2. Quantitative Survey	6
2.2 Competitor Analysis	8
2.2.1 Direct Competitor	8
2.2.2 Indirect Competitor	9
2.2.3 SWOT.....	11
2.3 Sales Goal.....	12
2.4 Marketing Strategy	12
2.4.1 Product.....	12
2.4.2 Distribution.....	13
2.4.3 Promotion	14
2.4.4 Pricing	16

CHAPTER III OPERATIONAL PLAN	17
3.1 Location	17
3.2 Operational Flow	18
3.3 Supplies and Suppliers	18
3.4 Control Procedures	19
3.5 Staffing	21
CHAPTER IV FINANCIAL PLAN	24
4.1 Capital Needs	24
4.2 COGS	25
4.3 Operating Expense	25
4.4 Breakeven Point	26
4.5 Income Statement	27
CHAPTER V EXHIBITION	29
5.1 Location & Venue	29
5.2 Budget	29
5.3 Product Presentation	30
5.4 Media and Promotion	31
REFERENCE	33
APPENDIX	35



LIST OF TABLE

Table 2.1 Demographic Survey Result	6
Table 2.2 Consumer Dessert Consumption Pattern	7
Table 2.3 Direct Competitor Analysis	9
Table 2.4 Indirect Competitor Analysis	10
Table 2.5 Analysis SWOT	11
Table 2.6 Sales Goal	12
Table 3.1 Ice cream manufacturing process.....	19
Table 3.2 Staffing.....	22
Table 4.1 List of Assets.....	24
Table 4.2 Cost of Good Sold (in Rupiah)	25
Table 4.3 Operating Expense (in Rupiah).....	25
Table 4.4 Break Even Point	26
Table 4.5 Income Statement.....	27
Table 5.1 Budget	29
Table 5.2 Ingredients Budget	30

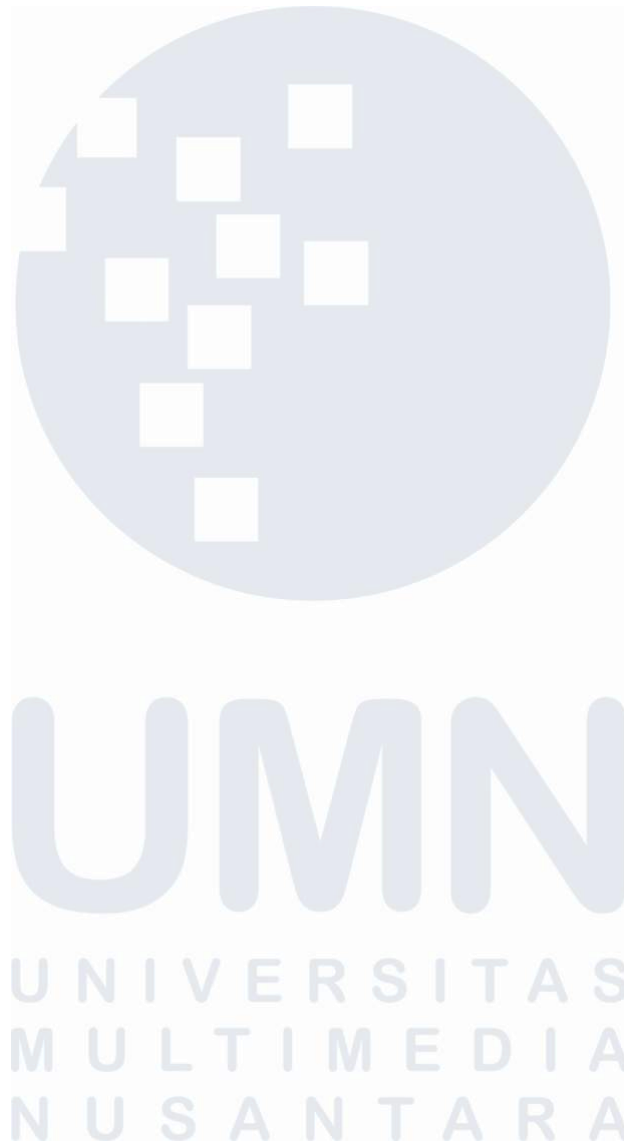


LIST OF FIGURE

Figure 1.1 Frost & Flour logo	3
Figure 1.2 One Dollar serving.....	4
Figure 1.3 Toast Bites	4
Figure 1.4 Mix bites	4
Figure 2.1 Minus 18 Creamery Product.....	8
Figure 2.2 Montblanc Dessert Product	9
Figure 2.3 Bread Pudding by Pudding Pals	10
Figure 2.4 Japanese Coin Pancake	10
Figure 2.5 Frost & Flour packaging design	13
Figure 2.6 G-Town Square.....	13
Figure 2.7 Qna.....	15
Figure 2.8 Banner Design	15
Figure 3.1 Location	17
Figure 3.2 Operational Flow	18
Figure 3.3 Organizational Chart.....	21
Figure 5.1 Booth	29
Figure 5.2 Product, menu, packaging display	30
Figure 5.3 Banner Design	31
Figure 5.4 Social media account	31
Figure 5.5 Social media content.....	32

LIST OF APPENDIX

Appendix A – Counseling Form	359
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EXECUTIVE SUMMARY

The Micro, Small, and Medium Enterprises (MSME) industry is rapidly growing, especially among startups, and plays a crucial role in economic development, job creation, and cultural preservation. This industry spans various sectors where trends heavily influence the rise of new businesses. One emerging MSME is Frost & Flour. The brand emphasizes innovation, practical packaging, and consistent taste across its three flavors such as chocolate, vanilla, strawberry, served in three creative formats, one dollar serving, toast bite, and mix bite.

Frost & Flour targets young adults, mainly students aged 18–25, particularly in the Gading Serpong area, where interest in sweet, trendy foods is high. The brand's competitive advantage lies in its visually appealing presentation, unique ice cream-and-bread concept and strong social media presence, making it attractive for both taste and shareability. While price sensitivity exists, many are willing to pay more for the quality, experience, and exclusivity Frost & Flour offers. The business model focuses on affordable pricing around Rp. 20.000–Rp. 25.000, mall kiosk sales, rotating packaging options, and gathering customer feedback to build brand loyalty and improve consistently. Market research also highlights the importance of standing out in a competitive dessert space filled with both direct and indirect rivals.

Based on the calculations, Frost & Flour is projected to earn a net profit after tax of Rp322,727 per day, Rp9,681,904 per month, and Rp116,181,653 per year. This profit represents the net income after deducting all operational costs and taxes, providing a clear picture of the business's earning potential. With this financial performance, the break-even point is expected to be reached on the 126th day of operation. This means the initial investment will be fully recovered in less than five months, after which the business will begin generating pure profit.