

BUSINESS PROPOSAL PROJECT FOR HOCHIB



FINAL PROJECT REPORT

Anastasia Veronica
00000069087

HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025

BUSINESS PROPOSAL PROJECT FOR HOCHIB



FINAL PROJECT REPORT

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

Anastasia Veronica

00000069087

**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS**

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

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Student ID : 00000069087
Study Program : Hotel Operations
Faculty : Business

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Advisor



Adestya Ayu Armielia, S.ST.M.Si.Par. CHE
(NIDN. 0323128505)

Head of Hotel Operations Program



Oqke Prawira, S. ST, M.Si.Par. CHE
(NIDN. 0428108007)

ENDORSEMENT PAGE

The thesis titled:

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By

Full Name : Anastasia Veronica

Student ID : 00000069087

Study Program : Hotel Operations

Faculty : Business

Has been tested on Monday, 23th May 2025
from 14.00 to 15.00, and was stated

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Examiner



Tri Ananti Listiana SSi.,MM
(NIDN. 0324127604)

Advisor



Adestya Ayu Armielia, S.ST.M.Si.Par. CHE
(NIDN. 0323128505)

Head of Hotel Operations Program



Oqke Prawira, S. ST, M.Si.Par. CHE
(NIDN. 0428108007)

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PREFACE

I would like to first thank God Almighty for the completion of this thesis with the title “Business Proposal Project for Hochib”. With his blessings and permission, I was able to fulfill my internship and write a report about it. I know that without the help of people around me I would not be able to finish this thesis, therefore I would like to thank:

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7. My friends who have been there to give moral support and motivation, so that I can complete this thesis.

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

Tangerang, 6th May 2025



(Anastasia Veronica)

BUSINESS PROPOSAL PROJECT FOR HOCHIB

(Anastasia Veronica)

ABSTRAK

Proposal bisnis ini bertujuan untuk memperkenalkan Hochib, sebuah usaha kios camilan baru di Paskal Food Market Bandung yang mengkhususkan diri pada hotteok sebagai basis berbagai variasi menu camilan. Hochib adalah rencana bisnis yang dibuat oleh Anastasia Veronica, mahasiswa Perhotelan Universitas Multimedia Nusantara. Ide bisnis makanan ini dilandaskan oleh popularitas makanan dan camilan Korea (K-food) yang semakin meningkat di Indonesia seiring dengan pengaruh budaya Korea yang meluas. Produk Hochib merupakan inovasi baru dari makanan hotteok yang dipadukan dengan variasi rasa. Terdapat 5 menu yang akan diluncurkan saat pembukaan yaitu varian original, hotdeog, sweetest, tacoed, dan cheezy. Produk ini memiliki harga yang cukup terjangkau mulai dari Rp.12.000 sampai Rp.18.000 per produk. Kios camilan Hochib akan dipasarkan melalui sosial media, influencer, dan juga Hochib akan mengadakan promo harga serta event. Secara finansial, berdasarkan perhitungan break event point, Hochib perlu menjual kurang lebih 62 produk setiap harinya, dengan begitu dalam 3 bulan usaha Hochib akan mencapai break event point dan mulai mendapatkan keuntungan. Mengetahui hal tersebut, owner membuat target penjualan yaitu menjual 70 produk setiap harinya, dengan begitu Hochib akan lebih cepat mencapai break event point.

Kata kunci: Hochib, Hotteok, Snack kiosk, Street food



BUSINESS PROPOSAL PROJECT FOR HOCHIB

(Anastasia Veronica)

ABSTRACT (English)

This business proposal aims to introduce Hochib, a new snack kiosk business in Paskal Food Market Bandung that specializes in hotteok as the basis for various snack menu variations. Hochib is a business plan created by Anastasia Veronica, a Hospitality student at Multimedia Nusantara University. This food business idea is based on the increasing popularity of Korean food and snacks (K-food) in Indonesia along with the widespread influence of Korean culture. Hochib's products are a new innovation of hotteok food combined with a variety of flavors. There are 5 menus that will be launched at the opening, namely the original, hotdeog, sweetest, tacoed, and cheezy variants. This product has a fairly affordable price starting from IDR 12.000 to IDR 18.000 per product. Hochib's snack kiosk will be marketed through social media, influencers, and Hochib will also hold price promos and events. Financially, based on the break event point calculation, Hochib needs to sell approximately 62 products every day, so that in 3 months Hochib's business will reach break event point and start making a profit. Knowing this, the owner set a sales target of selling 70 products every day, so that Hochib would reach the break even point faster.

Keywords: Hochib, Hotteok, Snack kiosk, Street food

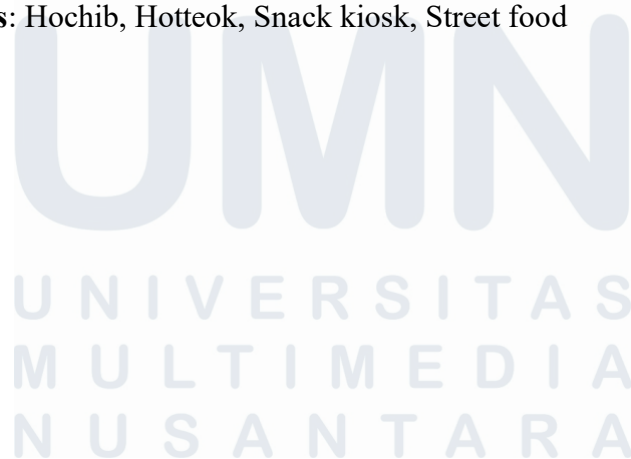


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EXECUTIVE SUMMARY

The rising popularity of Korean culture, including food, music, and dramas, has boosted the demand for K-food in Indonesia, leading to over 200 Korean restaurants. This trend will support the launch of Hochib, a new snack kiosk specializing in hotteok, in 2025 at Paskal Food Market in Bandung. The kiosk aims to attract Korean culture enthusiasts and provide a warm snack option in a popular street food area.

Hochib targets Gen-Z enthusiasts of Korean culture, using social media for promotion and collaborating with influencers to generate buzz. Marketing strategies include K-pop-themed packaging, fan meetings, and participation in bazaars to increase brand familiarity. Hochib aims to offer unique flavor combinations and a distinctive eating experience with its cute, easy-to-hold cup packaging. Initially launching at Paskal Food Market in Bandung, Hochib plans to expand across Indonesia to cities like Jakarta and Tangerang.

The opening team for Hochib will consist of five members: the owner, three cooks who will also work as cashiers, and a sales and marketing personnel who will handle purchasing duties. Hochib aims to sell 70 pieces of hotteok per day to eventually reach the break-even point, which is estimated to be in 3 months after opening. The break-even point is based on the projected monthly profit meeting sales goals, at which point the business will start to generate profit.