

BUSINESS PROPOSAL PROJECT MUSUBITE'S



FINAL PROJECT REPORT

Nino Pramudya Ryantara

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

BUSINESS PROPOSAL PROJECT MUSUBITE'S



FINAL PROJECT REPORT

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

Nino Pramudya Ryantara

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

This proposal presents MusuBite'S, a final project product for Hotel Operations Study Program, And to fulfill the requirements for graduation. And also with appreciation to those who supported its development.

I would like to thank

1. Dr. Andrey Andoko.,MSc as the Rector of Universitas Multimedia Nusantara.
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7. Gratitude is extended to the friends who have supported the smooth 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 MUSUBITE'S

Nino Pramudya Ryantara

ABSTRAK

Dalam rutinitas masyarakat saat ini khususnya di Indonesia yang berkegiatan serba cepat, kebutuhan hal pendukungnya juga ikut meningkat, salah satunya adalah kebutuhan makanan yang simple dan cepat. Tren ini memberikan peluang bagi MusuBite'S yang menawarkan musubi—makanan yang dapat dijadikan opsi sarapan bagi orang orang, Musubi sendiri mirip dengan onigiri atau sushi sehingga hal ini bisa menambahkan opsi konsumen dalam memilih produk sejenis. Meskipun onigiri dan sushi sudah tidak asing lagi bagi masyarakat Indonesia, musubi menawarkan pilihan baru bagi para konsumen sehingga konsumen dapat dikenalkan dengan inovasi produk baru dan juga memiliki pilihan selain sushi atau onigiri.. Bisnis ini akan menggunakan strategi hadir ke masyarakat langsung sehingga masyarakat lebih mudah menemukan produk ini. MusuBite'S menghadirkan beberapa menu seperti TamagoSubi, DoriSubi, KatsuSubi, TofuSubi. dengan harga yang terjangkau yakni Rp.5.000 hingga Rp.10.000 sehingga masih terjangkau di kalangan konsumen. MusuBite'S nantinya akan hadir di 3 titik penjualan yakni di Alun alun Pamulang, berkeliling dan stay di Sekolah (SMA Mater Dei) hingga di area dari Univesitas Pamulang sehingga lebih mudah untuk ditemui konsumen. Dan secara finansial MusuBite's menargetkan penjualan sekitar 80 pcs MusuBite'S dengan total sales revenue Rp. 2.250.000. Dan dengan hal ini diharapkan nantinya MusuBite'S akan berkembang menjadi brand yang lebih besar lagi.

Kata kunci: Musubi, gaya hidup cepat, harga terjangkau, pemasaran langsung, inoveasi produk

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ABSTRACT

In today's fast-paced lifestyle, especially in Indonesia, the demand for convenient solutions has also increased, including the need for simple and quick meals. This trend presents an opportunity for MusuBite'S, which offers musubi—a food option suitable for breakfast. Musubi is similar to onigiri or sushi product so that this can providing consumers with an alternative within the same category. Although onigiri and sushi are already familiar to Indonesians, musubi introduces a fresh option that brings product innovation and more variety for consumers. This business will apply a direct-to-community strategy, making the product more accessible and more aesier to find. MusuBite'S will offer several menu choices such as TamagoSubi, DoriSubi, KatsuSubi, and TofuSubi, all priced affordably between Rp. 5,000 and Rp. 10,000 to ensure it remains within reach for target consumers. The business will operate in three locations: Pamulang town square, mobile and stay at Mater Dei High School, and also around the University of Pamulang area. Financially, MusuBite'S aims to sell around 80 pieces with a total sales revenue of Rp. 2,250,000. With this strategy and positioning, MusuBite'S is expected to grow into a larger and more recognized brand in the future And MusuBite'S can become more well known.

Keywords: *Musubi, fast paced lifestyle, affordable pricing, direct marketing, product innovation*

TABLE OF CONTENT

NON - PLAGIARISM STATEMENT	ii
APPROVAL PAGE	iii
VALIDATION PAGE.....	iv
APPROVAL OF PUBLICATION.....	v
PREFACE	vi
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	5
1.3 Product and Service	9
CHAPTER II MARKETING PLAN.....	10
2.1 Market Size	10
2.1.1. Interview Result (Qualitative)	10
2.2 Competitor Analysis	15
2.2.1 Direct Competitor	15
2.2.2 Indirect Competitor	17
2.2.3 SWOT.....	19
2.3 Sales Goal.....	20
2.4 Marketing Strategy	21
2.4.1 Product.....	21
2.4.2 Distribution.....	21
2.4.3 Promotion	22
2.4.4 Pricing	24
CHAPTER III OPERATIONAL PLAN.....	25

3.1	Location.....	25
3.2	Manufacturing / Service Methods	26
3.3	Supplies and Suppliers.....	28
3.4	Control Procedures	28
3.5	Staffing	30
CHAPTER IV FINANCIAL PLAN		33
4.1	Capital Needs.....	33
4.2	COGS	35
4.3	Operating Expense.....	35
4.4	Breakeven Point	36
4.5	Income Statement.....	37
CHAPTER V EXHIBITION.....		39
5.1	Location & Venue.....	39
5.2	Budget.....	39
5.3	Product Presentation.....	40
5.4	Media and Promotion	41
REFERENCE		42
APPENDIX		43



LIST OF TABLE

Table 2. 1 Respondents Survey	12
Table 2. 2 Consumption Pattern	13
Table 2. 3 Buyer Factors	13
Table 2. 4 Product Buyer Factor Survey	14
Table 2. 5 Direct Competitor Analysis	15
Table 2. 6 Indirect Competitor Analysis	18
Table 2. 7 Analysis SWOT	19
Table 2. 8 Sales Goal	20
Table 3. 1 Facilities List.....	28
Table 4. 1 List of Assets.....	33
Table 4. 2 Cost of Goods Sold	35
Table 4. 3 Operating Expense	35
Table 4. 4 Break Even Point	36
Table 4. 5 Daily Sales Goals	37
Table 4. 6 Income Statement.....	37
Table 5. 1 Booth Budget	39
Table 5. 2 Ingredients.....	40



LIST OF FIGURE

Figure 1.1 MusuBite'S Company Logo	6
Figure 1.2 MusuBite'S Color Palette	7
Figure 1.3 Product Example of MusuBite'S	8
Figure 2.1 Example of Instagram post from MusuBite'S	23
Figure 3.1 Alun alun Pamulang	25
Figure 3. 2Universitas Pamulang Area	25
Figure 3. 3Operational flow	26
Figure 3.4Organizational Chart.....	30
Figure 5.1 The Booth of MusuBite'S in Exhibition.....	39
Figure 5. 2 MusuBite'S Presentation	40
Figure 5. 3 Product Example of MusuBite'S	41
Figure 5. 4Banner of MusuBite'S	41



LIST OF APPENDIX

Appendix A – COGS Calculations	44
Appendix B – Turnitin Result	46
Appendix C – Counseling Form	48



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EXECUTIVE SUMMARY

Micro, Small, and Medium Enterprises (UMKM) play a vital role in Indonesia's economy, contributing significantly to employment and gross domestic product (GDP). The UMKM sector has shown remarkable resilience and growth, particularly in the food and beverage (F&B) industry. And MusuBite'S emerges as a new UMKM product in the Food and Beverage (F&B) sector. Musubi is a type of food that originated from Hawaii, influenced by Japanese cuisine, especially onigiri and sushi. MusuBite'S introduced as a new product. MusuBite'S is here with a focus on where people currently need food that is fast and easy to find. MusuBite'S give consumers choices of the menu variants (TamagoSubi, DoriSubi, KatsuSubi, TofuSubi). For the price Based on survey results, the ideal pricing for MusuBite'S is Rp5,000–Rp10,000 per piece and Rp30,000 for bundle packages, supported by 87.5% of respondents.

MusuBite'S focuses its marketing on Instagram, targeting students and employees who are active on social media. The brand's competitive advantage comes from offering a new product, Musubi, which is still rare in the market. Additionally, the mobile sales concept provides an advantage by making the product more accessible to consumers. Future product innovations will further enhance MusuBite'S competitive edge. With a takeaway business model, MusuBite'S serves purchases in specific areas where the MusuBite'S cart is available. Additionally, MusuBite'S also operates through online platforms such as GoFood, GrabFood, and ShopeeFood to reach a wider range of consumers.

Managed by a single owner and supported by a team consisting of three mobile staff, one cooking staff, and one marketing staff, MusuBite'S will begin as an MSME /UMK brand. With an estimated annual revenue of Rp426,021,480 and a sales target of 60 pieces per menu, MusuBite'S falls under the micro-business category, as its revenue remains below Rp1 billion. Furthermore, with consistent sales over two months, the initial capital investment of Rp48,539,400 is expected to be recovered.