

Business Proposal Project For WeiLai



FINAL PROJECT REPORT

Ignatius Lai

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HOTEL OPERATIONS STUDY PROGRAM
BUSINESS FACULTY
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025

Business Proposal Project For WeiLai



FINAL PROJECT REPORT

Proposed to fulfil one of the requirements
to obtain the title of Associate Diploma's in Hotel Operations

Ignatius Lai

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**HOTEL OPERATIONS STUDY PROGRAM
BUSINESS FACULTY**

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

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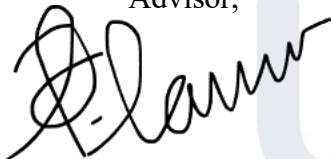
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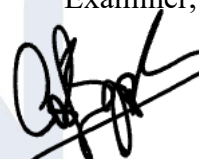
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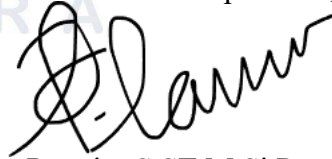
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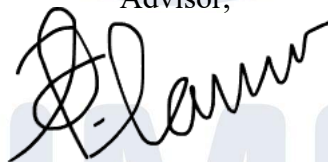
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PREFACE

I'd like to take a moment to sincerely thank you for the people around me that supporting me and thanks to the Lord for the chance He give me.

I would like to thank:

- a. Dr.Ir. Andrey Andoko, M.Sc, as the Rector of Universitas Multimedia Nusantara.
- b. Dr. Florentina Kurniasari T.,S.Sos., as the dean of the Faculty of Universitas Multimedia Nusantara.
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- d. All of my lecturers whose guidance, support, and insightful feedback have been invaluable throughout the course of the final project.
- e. My family who has provided material and moral support, so that I can complete this final project.

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



Tangerang, 1 July 2025



Ignatius Lai

Proyek Proposal Bisnis untuk WeiLai

Ignatius Lai

ABSTRAK

WeiLai merupakan UMKM di bidang kuliner yang menjual berbagai variasi mie, Didirikan oleh Ignatius Lai, mahasiswa program Hotel Operations di Universitas Multimedia Nusantara. Usaha ini menghadirkan perpaduan unik antara mie dan cita rasa masakan Cina, menjadikannya tambahan yang dinamis dalam dunia kuliner lokal. Nama "WeiLai" berasal dari bahasa Mandarin, di mana "Wei" berarti "memanggil" dan "Lai" diambil dari nama keluarga pendirinya, mewakili suasana yang mengundang dan menjanjikan pengalaman bersantap yang berbeda.

Menu di WeiLai dirancang dengan penuh kreativitas, menampilkan pilihan menarik seperti mie katsu, mie teriyaki, mie kungpao, mie charsi, dan chowmein seafood. Setiap hidangan menyajikan kombinasi rasa tradisional dengan saus dan topping yang inovatif, menyasar para pecinta kuliner yang menginginkan rasa yang familiar namun memiliki sentuhan khas.

Dari sisi keuangan, WeiLai menunjukkan kinerja bisnis yang sehat dan menjanjikan. Berdasarkan laporan keuangan, pendapatan kotor harian mencapai Rp 4.370.000, dan dengan laba kotor harian sebesar Rp 2.055.800 setelah dikurangi biaya bahan baku. Setelah memperhitungkan biaya operasional harian sebesar Rp 784.695, WeiLai memperoleh laba bersih harian sebesar Rp 1.264.750, yang jika dikalkulasikan secara tahunan, menghasilkan laba bersih sekitar Rp 455 juta. Angka ini menunjukkan bahwa WeiLai tidak hanya kreatif dalam membuat produk, tetapi juga membangun brand yang kuat serta relevan di tengah persaingan industri yang ketat.

Kata kunci: *UMKM, Industri Makanan, Bisnis, Mie, WeiLai*

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Business Proposal Project for WeiLai

Ignatius Lai

ABSTRACT (English)

WeiLai is a culinary UMKM that sells various types of noodles, founded by Ignatius Lai, a Hotel Operations student at Multimedia Nusantara University. This business presents a unique blend of noodles and Chinese cuisine flavors, making it a dynamic addition to the local culinary scene. The name "WeiLai" comes from Mandarin, where "Wei" means "to call" and "Lai" is taken from the founder's family name, representing an inviting atmosphere and promising a different dining experience.

The menu at WeiLai is designed with creativity, featuring interesting choices such as katsu noodles, teriyaki noodles, kungpao noodles, charsiou noodles, and seafood chowmein. Each dish presents a combination of traditional flavors with innovative sauces and toppings, targeting culinary lovers who want a familiar taste but with a distinctive touch.

In terms of finance, WeiLai shows healthy and promising business performance. Based on the financial report, daily gross income reached IDR 4,370,000, and with a daily gross profit of IDR 2,055,800 after deducting the cost of raw materials. After calculating daily operating costs of Rp 784,695, WeiLai earned a daily net profit of Rp 1,264,750, which if calculated annually, results in a net profit of around Rp 455 million. This figure shows that WeiLai is not only creative in making products, but also building a strong and relevant brand amidst tight industry competition.

Keywords: UMKM, Food Industry, Business, Noodle, WeiLai

U N I V E R S I T A S
M U L T I M E D I A
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TABLE OF CONTENT

NO PLAGIARISM STATEMENT	iii
VALIDATION FORM.....	iv
APPROVAL OF PUBLICATION	vi
PREFACE	vii
ABSTRAK	viii
<i>ABSTRACT (English)</i>	ix
TABLE OF CONTENT	x
LIST OF TABLE	xii
LIST OF FIGURE.....	xiii
LIST OF APPENDIX	xiv
EXECUTIVE SUMMARY	1
CHAPTER I COMPANY OVERVIEW	1
1.1 Industry Analysis	2
1.2 Company Description.....	3
1.3 Product and Services	4
CHAPTER II MARKETING PLAN	8
2.1 Market Size	8
2.2 Competitor Analysis.....	11
2.2.1 Competitor.....	11
2.2.2 SWOT	12
2.3 Sales Goal.....	13
2.4 Marketing Strategy	14
2.4.1 Product Characteristics.....	14
2.4.2 Distribution	14
2.4.3 Promotion.....	15
2.4.4 Pricing	15
CHAPTER III OPERATIONAL PLAN	17
3.1 Location & Facilities.....	17
3.2 Manufacturing/Service Methods.....	18
3.3 Supplies and Suppliers	19

3.4	Control Procedures.....	19
3.5	Staffing.....	20
CHAPTER IV FINANCIAL PLAN		22
4.1	Capital Needs	22
4.2	COGS	23
4.3	Operating Expense	23
4.4	Break Even Point.....	25
4.5	Income Statement.....	26
CHAPTER V EXHIBITION.....		26
5.1	Location & Venue	28
5.2	Budget.....	29
5.3	Product Presentation.....	29
5.4	Media and Promotion	31
REFERENCE (10 ref).....		32
APPENDIX.....		34



LIST OF TABLE

Table 2. 1 Demographic statistic.....	8
Table 2. 5 Domicile.....	9
Table 2. 6 Behavioral	9
Table 2. 7 Factors of Buying.....	10
Table 2. 9 Direct Competitors analysis	11
Table 2. 10 Indirect Competitors analysis.....	12
Table 2. 11 Analysis SWOT	12
Table 2. 12 Sales Goal	13
Table 2. 14 Advertising Tools.....	15
Table 3. 1 Equipment & Appliances List.....	19
Table 3.2 Standard Operating Procedures (SOP).....	19
Table 3.3 Staffing.....	20
Table 3.5 Job Requirements.....	21
Table 4. 1 Capital needs	22
Table 4. 2 Cost of Goods Sold	23
Table 4. 3 Operating Expense	24
Table 4. 4 Break Even Point	25
Table 4. 5 Income Statement.....	26
Table 5. 1 Exhibition Budget	29



LIST OF FIGURE

Figure 1.1 Chart of Food and Beverage growth in Indonesia	2
Figure 1.2 WeiLai Logo	4
Figure 1.3 WeiLai Menu	5
Figure 1.4 Charsiu Noodle	5
Figure 1.5 Teriyaki Noodle	6
Figure 1.6 KungPao Noodle.....	6
Figure 1.7 Seafood Noodle	7
Figure 1.8 Katsu Noodle	7
Figure 3.1 WeiLai Location	17
Figure 3.2 GTown	17
Figure 3.3 WeiLai Booth.....	18
Figure 3.1 Production and Workflow.....	18
Figure 3.2 Organizational Structure	21
Figure 5. 2 Booth picture	28
Figure 5. 3 Exhibition table.....	30
Figure 5. 4 Booth with products.....	30
Figure 5. 5 WeiLai's Banner	31
Figure 1 Katsu noodle	38
Figure 2 Teriyaki noodle.....	38
Figure 3 Charsiu noodle.....	39
Figure 4 KungPao noodle.....	39
Figure 5 Seafood noodle	39



LIST OF APPENDIX

Appendix A Survey results	34
Appendix B Exhibition photo	38
Appendix C Advisory Form.....	40



EXECUTIVE SUMMARY

WeiLai is an emerging player in Indonesia's food and beverage industry, uniquely positioning itself by offering authentic Chinese noodles with a modern twist. Focused on affordable pricing and cultural authenticity, the business caters to a diverse market, particularly the low- to middle-income demographic seeking flavorful, convenient, and healthy meals. WeiLai's value proposition lies in its use of homemade ingredients, traditional cooking methods, and a fusion-inspired menu that blends Chinese culinary heritage with contemporary Asian influences, such as katsu, teriyaki, kungpao, and seafood options.

The business operates efficiently with lean monthly expenses totaling Rp 11,936,062 against a projected monthly revenue of Rp 45,000,000, yielding a strong monthly profit of Rp 33,063,938. With an annual revenue projection of Rp 540,000,000 and a profit margin of approximately 73%, WeiLai demonstrates high financial viability. Strategic pricing, operational simplicity, and customer-focused offerings give the business a competitive edge in a market driven by speed, affordability, and health-conscious dining preferences.

WeiLai's differentiation is further reinforced by its modern branding, eco-friendly practices, and strong digital marketing presence through platforms like Instagram, Gojek, and Grab. Its engagement strategies, such as influencer marketing and loyalty programs, help build community and brand loyalty. With scalable operations and expansion potential through additional outlets or mobile units, WeiLai is well-positioned for sustainable growth in Indonesia's dynamic post-pandemic food market.