

BUSINESS PROPOSAL PROJECT FOR NOEL T-HOS



FINAL PROJECT REPORT

Noel Putra Pramono

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HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

BUSINESS PROPOSAL PROJECT FOR NOEL T-HOS



FINAL PROJECT REPORT

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

Noel Putra Pramono

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**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS**

UNIVERSITAS MULTIMEDIA NUSANTARA

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PREFACE

This final report is intended for the fulfilment to acquire Associate Degree of Hotel Operations Program. During preparation the writer got many supports without which, the author could not complete the task.

Therefore, I would like to show gratitude to God Almighty and to all people here:

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6. My friends in batch 2025 who motivates me to complete this report.
7. All who have engaged in my survey for this proposal.

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

Tangerang, April 2025



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BUSINESS PROPOSAL PROJECT FOR NOEL T-HOS

Noel Putra Pramono

ABSTRAK

Minuman teh dalam kemasan menjadi pilihan ketika masyarakat menuju gaya hidup perkotaan. Pasarnya sudah menembus 9% dari total pasar minuman dalam kemasan, dan menjadikannya nomor 2 setelah air mineral. Meskipun demikian, sebagian besar minuman teh dalam kemasan mengandung banyak gula sehingga menjadi minuman yang tidak sehat, meskipun praktis. Dari survey yang dilakukan oleh penulis, masyarakat masih mau mencoba pilihan minuman teh yang sehat. Oleh sebab itu Noel T-Hos berusaha masuk dalam pasar ini dengan memproduksi dan menjual teh dalam botol yang tidak menambahkan gula di dalamnya. Rasa manis dan sepat dikeluarkan dari bahan baku the itu sendiri. Meskipun demikian tantangan terbesar pasti adalah dari industri the kemasan yang berasa manis. Survey yang dilakukan penulis membuktikan bahwa hanya kalangan terbatas yang akan menyukai teh tanpa gula, yaitu mereka yang berusia 20-40 tahun dan peduli terhadap kesehatan. Dengan dasar ini Noel T-Hos memasuki pasar teh sehat dalam kemasan dengan memproduksi 3 jenis minuman berbahan dasar teh Oolong, teh Osmanthus dan teh Masala. Pemasaran melibatkan banyak edukasi baik menggunakan banner maupun lewat sosial media, sebagai teh yang dilabel dengan kata sehat. Demikian juga pemilihan untuk menitipkan produk di kios-kios di sekitar universitas dan kantor. Dengan perhitungan BEP 58 botol sehari, Noel T-Hos berharap dalam waktu 4 bulan sudah bisa menembus pasar sesuai dengan target penjualan hariannya yaitu sebesar 120 botol per hari untuk mendapatkan keuntungan bersih sebesar Rp. 342.173,- setiap harinya.

Kata kunci: teh sehat – minuman dalam kemasan – oolong – osmanthus - masala

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BUSINESS PROPOSAL PROJECT FOR NOEL T-HOS

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ABSTRACT

Ready to Drink (RTD) tea are the choice when people are moving towards an urban lifestyle. The market has penetrated 9% of the total packaged beverage market, making it number 2 after mineral water. However, most RTD tea contain a lot of sugar, making them unhealthy drinks, although practical. From a survey conducted by the author, people still want to try healthy tea drink options. Therefore, Noel T-Hos is trying to enter this market by producing and selling bottled tea that does not add sugar to it. The sweet and astringent taste comes out from the raw material of the tea itself. However, the biggest challenge is definitely from the sweet-tasting RDT tea industry. The survey conducted by the author proves that only a limited group will like tea without sugar, namely those aged 20-40 years and care about health. On this basis, Noel T-Hos entered the healthy RTD tea market by producing 3 types of drinks made from Oolong tea, Osmanthus tea and Masala tea. Marketing involves a lot of education, both using banners and through social media, as the tea is labeled with the word healthy. Likewise, choosing to place products in kiosks around universities and offices. With a BEP calculation of 58 bottles per day, Noel T-Hos hopes that within 4 months the company can penetrate the market according to his daily sales target of 120 bottles per day to get a net profit of Rp. 342.173,- every day.

Keywords: healthy tea – RTD – oolong – osmanthus – masala

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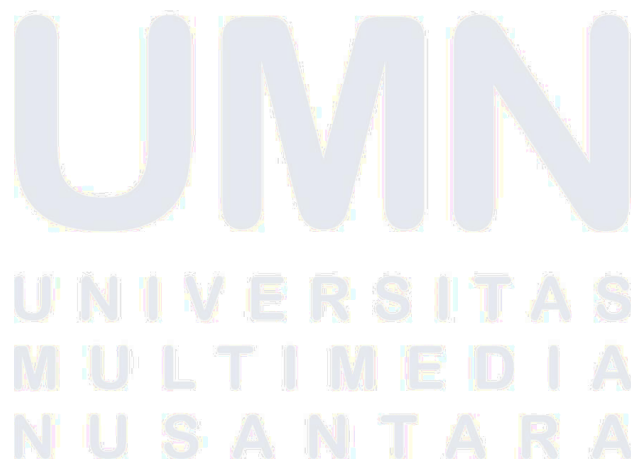
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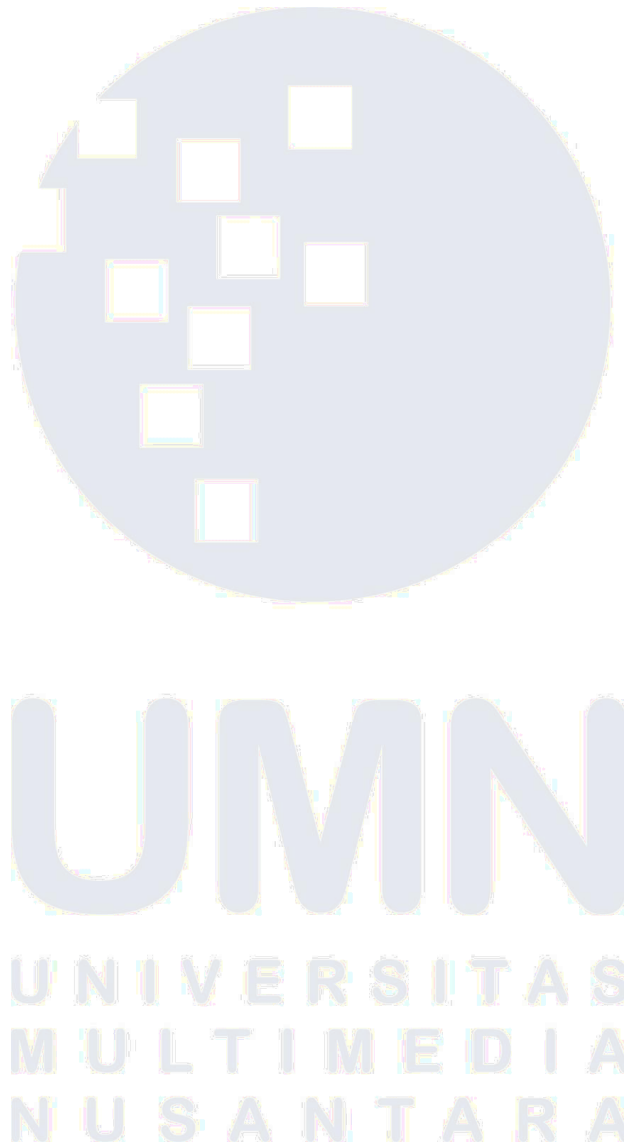
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EXECUTIVE SUMMARY

Tea can be found from many various parts of the world. The Noel T-Hos therefore besides giving knowledge about tea around the world, it also serves healthy tea. Tea with lots of sugar is easily found everywhere, is consumed a lot as well, but the content of the sugar itself is addicting and at the same time, dangerous to the health in the long run. Whereas, tea itself originally is a healthy drink. Therefore, Noel T-Hos is producing and introduce drinks that is healthy with the knowledge of the drink itself. Noel T-Hos provide 3 kinds of tea that is Oolong from China, Massala from India and Osmanthus from Thailand. By time, the writer shall add more kinds of tea from around the world, but for a start the writer shall produce drinks from these 3 countries.

The marketing channel of this business is thru eatery kiosk in university or offices that provides drinks for the employees and students. Because it is considered as healthy drink, so the market may go more to university students or faculty members, then employees in offices rather than children in amusement park. The production because it has to be served chilled then the writer produces the drinks in 500 ml bottle. A good amount for everyone to drink in 3 – 4 hours of work.

In the end it is the profit making that makes a company grow. Noel T-Hos make already the financial plan to see that it is a good opportunity to have this business. With 4 people working in the management, production and selling, Noel T-Hos can expect to sell 120 bottles every day, from which Noel T-Hos can make a net profit of Rp. 102.651.986,- yearly, which is already a proper number for an emerging business.