

BUSINESS PROPOSAL PROJECT POUTINE.ID



FINAL PROJECT REPORT

BILLY

00000071962

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

BUSINESS PROPOSAL PROJECT POUTINE.ID



FINAL PROJECT REPORT

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

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**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS**

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

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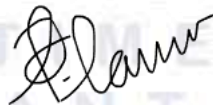
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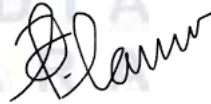
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PREFACE

I would like to thank

1. Dr. Andrey Andoko.,Msc, as the Rector of Universitas Multimedia Nusantara.
2. Dr. Florentinna Kurniasari T.,S.Sos.M.B.A, as the Dean of the Business Faculty in Universitas Multimedia Nusantara.
3. Oqke Prawira, S.ST. M.Si. Par. CHE, as the Head of the Hotel Operations Program in Universitas Multimedia Nusantara and as the Advisor who has provided guidance, direction, and motivation for the completion of this final project report.
4. My family who has provided material and moral support, so that I can complete this final project report.
5. 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 POUTINE.ID

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ABSTRAK

Bisnis ini berbentuk Usaha Mikro, Kecil dan Menengah (UMKM), yaitu jenis kemitraan usaha di Indonesia. Usaha ini akan menjual camilan poutine di food court Puri Mall, sebuah pusat perbelanjaan yang ramai. Poutine adalah camilan yang terdiri dari makanan goreng yang disajikan dengan keju dan saus gravy. Untuk membuatnya lebih unik, bisnis ini akan menggunakan bahan-bahan international dan local. Ada lima jenis poutine yang ditawarkan: Poutine kentang goreng, Poutine singkong goreng, Poutine ubi goreng, poutine kulit ayam, dan poutine keripik tortilla. Semua menu dijual dengan harga yang sama, yaitu Rp 40.000. Ini memudahkan pelanggan dalam memilih dan memudahkan staff dalam mengatur penjualan. Variasi produk ini memberikan pelanggan pilihan rasa yang berbeda tetap mempertahankan gaya utama dari poutine. Lokasi di Puri Mall diharapkan akan menarik banyak pelanggan karena pusat perbelanjaan tersebut ramai setiap hari. Dengan pelayanan yang baik, makanan yang enak, dan strategi pemasaran yang kuat, bisnis ini diperkirakan akan mendapatkan perkiraan pendapatan sebesar Rp 58.570.013 dalam waktu dua bulan pertama. Rencana ini menunjukkan bahwa ide bisnis ini sederhana, terjangkau, dan memiliki peluang sukses di lingkungan pusat perbelanjaan yang ramai dan penuh dengan orang yang senang mencoba camilan baru.

Kata kunci: *Poutine, Food Court, Break Even Point, pendapatan, Variasi Produk.*

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ABSTRACT

This business is a Micro, Small and Medium Enterprise (MSME), which is a type of business partnership in Indonesia. This business will sell poutine-based snacks in the food court of Puri Mall, a popular shopping center. Poutine is a snack made from fried food topped with cheese and gravy. To make it more unique, this business will use both international and local ingredients. There are five types of poutine offered: French fries poutine, Fried cassava poutine, Fried sweet potato poutine, Chicken skin poutine, and Tortilla Chip Poutine. All menu items are priced the same at Rp 40.000. This make it easier for customer to choose and for staff to manage sales. The product variety allows customers to enjoy different taste while keeping the main style of the dish. The location in Puri Mall is expected to bring many customer because it is busy every day. With good customer service, tasty food, and a strong marketing plan, the business is expected to earn Rp 58,570,013 in revenue within the first two months. The plan show that the business idea is simple, affordable, and likely to succeed in a mall setting where people enjoy trying new and tasty snacks with affordable price.

Keywords: Poutine, Food Court, Break-even, Revenue, Product Variety.



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EXECUTIVE SUMMARY

The food business in Indonesia is growing fast, with more than 270 million people, it is a big market for food and drinks, Jakarta is a busy city with many people, including tourists and foreigners, who enjoy trying new foods. One special food author want to offer is poutine, a Canadian dish made with French fries, cheese curds, and gravy. Poutine is not common in Indonesia, so this make it a new and exciting choice. Author company, Poutine.ID will open it first location at the Puri Mall Food Court, where many people come every day. Author will offer tasty, high-quality poutine at a good price for people who want something new and delicious.

Author main customer will be young people, food lovers, tourists, and expats in Jakarta who like Western food. Poutine.ID will be the first to sell real Canadian poutine in Indonesia, which gives us a big advantage. Author will sell food in author store at the mall, also through online delivery apps, catering for parties or offices, and join food events and bazaars to promote author brand. This help us reach more people. We will also give customers the option to choose different toppings and flavors so they can enjoy the poutine their own way. Author goal is to offer something special that other food stalls do not have.

Author team includes people who are passionate about food and know the local market. We aim to give a great food experience with high quality and friendly service. We will sell all poutine menu items for a flat price of Rp 40.000, making it simple and affordable. With low cost, high quality, and many selling options, Author expect to earn profit within the first year. Author also plan to expand by opening more stalls in other malls in Jakarta. Our dream is to make Poutine.ID a well-known brand that brings something new and exciting to the Indonesian food scene.