

**BUSINESS PROPOSAL PROJECT FOR
BAKED O CLOCK MINI CAFE**



FINAL PROJECT REPORT

Yoshella Yuliana

00000075485

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

**BUSINESS PROPOSAL PROJECT FOR
BAKED O CLOCK MINI CAFE**



FINAL PROJECT REPORT

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

Yoshella Yuliana

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

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By

Full Name : Yoshella Yuliana

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Study Program : Hotel Operations

Faculty : Business

Has been approved to be presented on a Final Project Seminar
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Tangerang, 5 May 2025

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PREFACE

Being able to finish this business proposal has been a blessing for me. Thanks to this I was able to learn and grow as a hospitality student. I am happy to say that this proposal is proof of my learning and practicing throughout the years of being a hospitality student. Thus, I want extend these gratitude toward these people who have helped me to finish this paper.

1. Dr. Andrey Andoko as the Rector of Universitas Multimedia Nusantara.
2. Dr. Florentina Kurniasari T., S.Sos.M.B.A., as the Dean of the Business Faculty in Universitas Multimedia Nusantara.
3. Mr. Oqke Prawira M.Si.Par., CHE, as the Head of the Hotel Operations Program in Universitas Multimedia Nusantara.
4. Ms. Tri Ananti Listiana SSI., MM, as the Advisor who has provided guidance, direction, and motivation for the completion of this final project report.
5. All the lecturers of the Hotel Operations Program for their guidance, knowledge, and support in completing my final project.
6. My friends for their continuous support throughout the journey of completing my final project.
7. My family who has provided material and moral support, so that I can complete this final project report.

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

Tangerang, 7 May 2025



Yoshella Yuliana
00000075485

BUSINESS PROPOSAL

FOR BAKED O CLOCK MINI CAFE

Yoshella Yuliana

ABSTRAK

Baked O Clock berfokus menjual makanan untuk sarapan. Bagel sandwich cukup populer di New York sebagai sarapan karena mudah mengenyangkan perut dan juga cepat dalam proses pembuatannya. Baked O Clock memiliki konsep hangat dan menyenangkan bagi para konsumen, dengan menyediakan tempat Photobooth juga membuat Baked O Clock memiliki daya tarik tersendiri, Sistem yang kami buat juga akan dikembangkan dimana para konsumen bisa memesan terlebih dahulu lewat aplikasi / website agar memudahkan proses pemesanan, sehingga saat konsumen tiba mereka bisa langsung mengambil pesannya. Penulis juga tentunya akan menyediakan Baked O Clock di platform website. Pemilihan lokasi juga dipertimbangkan saat membuka Baked O Clock, penulis memilih Blok M karena daerah-nya yang strategis. Bagel yang disediakan tersedia dengan macam-macam variasi yang menarik, seperti Chocosins, Meaty God, dan Tuna Mayo yang akan menjadi best seller di Baked O Clock. Tidak hanya itu, Baked O Clock juga menerima pesanan dalam jumlah banyak, seperti untuk acara meeting di kantor, dan acara sekolah. Dalam mencapai titik impas jual (Break-Even Point/BEP), Baked O Clock harus menjual rata-rata sebanyak 86 buah bagel, Secara finansial, Baked O Clock mencatat laba kotor sebesar IDR 1.138.162.000 (margin 61%), biaya operasional IDR 739.773.000 (4%), dan laba setelah dikurangi biaya tetap IDR 398.403.000 (21,57%). Setelah pengurangan pajak sebesar IDR 32.742.000 (0,50%), laba bersih yang diperoleh adalah IDR 365.931.000, dengan margin laba bersih sebesar 19,81%.

Kata kunci: *Baked O Clock, Bagel sandwich, Photobooth, Blok M, New York*

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A BUSINESS PROPOSAL

FOR BAKED O CLOCK MINI CAFE

Yoshella Yuliana

ABSTRACT

It was reported that Baked O Clock focused on selling breakfast food. Bagel sandwiches were stated to be quite popular in New York as breakfast items, as they were considered filling and quick to prepare. Baked O Clock was described as having a warm and pleasant concept for its customers. It was also mentioned that the inclusion of a photobooth space added a unique appeal to the place. The system was planned to be developed further, allowing consumers to place orders in advance through an application or website, in order to streamline the ordering process. It was stated that customers would be able to pick up their orders immediately upon arrival. Regarding the location, it was explained that the selection process was carefully considered. Blok M was chosen due to its strategic position, which was expected to support the business's target market effectively. It was also reported that Baked O Clock offered a variety of unique bagel flavors, such as Chocosins, Meaty God, and Tuna Mayo, which were anticipated to become best sellers. To reach its break-even point (BEP), Baked O Clock was projected to sell an average of 86 bagels per day. Financially, the business reported a gross profit of IDR 1,138,162,000, representing a 61% margin. Operating expenses were reported to be IDR 739,773,000 (4%), while earnings after covering fixed costs amounted to IDR 398,403,000 (21.57%). After tax deductions of IDR 32,742,000 (0.50%), net earnings were calculated to be IDR 365,931,000, resulting in a net profit margin of 19.81%.

Keywords: Baked O Clock, Bagel sandwich, Photobooth, Blok M, New York

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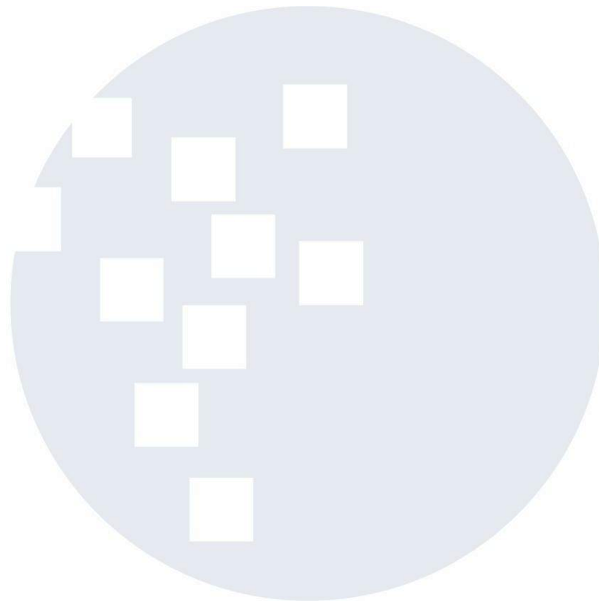
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