

BUSINESS PROPOSAL PROJECT FOR SCOUTCHY



FINAL PROJECT REPORT

Samuel Wijaya

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

2025

BUSINESS PROPOSAL PROJECT FOR SCOUTCHY



FINAL PROJECT REPORT

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

Samuel Wijaya

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**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS**

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

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PREFACE

For the completion of my final project report, this report becomes one of the requirements for achieving D3 Hotel Operation. I like to express my gratitude to my advisor for guiding me to finish my final assignment report.

I would like to thank

1. Dr.Ir. Andrey Andoko, M.Sc as the Rector of Universitas Multimedia Nusantara.
2. Dr.Florentina Kurniasari T.S.Sos, as the Dean of the Business Faculty in Universitas Multimedia Nusantara.
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4. My family who has provided material and moral support, so that I can complete this final project report.
5. My lecturer and my friend who has 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, 4 July 2025



Samuel Wijaya
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SCOUTCHY BUSINESS PROPOSAL PROJECT FOR

SCOUTCHY

Samuel Wijaya

ABSTRAK

Scoutchy adalah Usaha Mikro, Kecil, dan Menengah (UMKM) berbasis makanan yang mengkhususkan diri pada produk camilan inovatif yang terinspirasi dari scotch egg. Beroperasi di sektor makanan dan minuman Indonesia yang sedang berkembang pesat, khususnya dalam subkategori makanan ringan, Scoutchy menyasar konsumen urban yang mencari camilan praktis, tinggi protein, dan penuh cita rasa. Berlokasi di G Town Gading Serpong kawasan ramai yang dipenuhi oleh mahasiswa dan pekerja kantoran Scoutchy mengadopsi model layanan takeaway tanpa tempat makan di tempat, dengan pemesanan daring tersedia melalui Instagram, Gojek, dan GrabFood. Produk Scoutchy terdiri dari empat varian menu: Scoutch Egg, Scoutch Cheese, Scoutch Duck Egg, dan Scoutch Ground Chicken, yang dijual dengan harga terjangkau Rp30.000–Rp35.000 per porsi. Camilan ini menggabungkan daging berbumbu, telur, dan isian tambahan seperti keju, menghasilkan produk renyah, tinggi protein, dan disajikan dengan sausocolan. Hasil riset pasar menunjukkan bahwa 96,8% responden tertarik mencoba scotch egg, meskipun 70% belum pernah mendengarnya sebelumnya, menandakan potensi pasar yang besar dan peluang menciptakan tren kuliner baru. Secara operasional, usaha ini dijalankan oleh dua staf dari pukul 17.00 hingga 22.00 setiap hari, dengan proses produksi yang menekankan kebersihan dan konsistensi. Proyeksi pendapatan tahunan mencapai Rp473.400.000, dengan laba bersih setelah pajak sebesar Rp193.651.560 atau margin laba bersih sebesar 41%. Dengan investasi awal sebesar Rp20.460.000 dan estimasi laba bersih harian Rp537.921, Scoutchy diperkirakan mencapai titik impas (payback period) dalam waktu sekitar 38 hari. Dengan kombinasi inovasi produk yang unik, strategi harga yang efektif, dan operasional yang efisien, Scoutchy memiliki potensi menguntungkan.

Keywords: Inovasi Scotch Egg, UMKM Makanan Ringan, Pasar Gading Serpong

SCOUTCHY BUSINESS PROPOSAL PROJECT FOR

SCOUTCHY

Samuel Wijaya

ABSTRACT

Scoutchy is a food-based Micro, Small, and Medium Enterprise (MSME) that specializes in innovative snack products inspired by scotch eggs. Operating in the fast-growing Indonesian food and beverage sector particularly within the snack subcategory Scoutchy caters to urban consumers seeking practical, high-protein, and flavorful snacks. Located at G Town Gading Serpong, a busy area filled with students and office workers, Scoutchy offers a takeaway-only service model with online orders available through Instagram, Gojek, and GrabFood. Scoutchy's core products include four menu variants: Scoutch Egg, Scoutch Cheese, Scoutch Duck Egg, and Scoutch Ground Chicken, priced affordably at Rp30.000–Rp35.000 per piece. These snacks combine seasoned meat, eggs, and optional fillings like cheese, providing a crispy, protein-rich snack with dipping sauces included. Market research shows that 96.8% of respondents are interested in trying scotch eggs, despite 70% having never heard of them indicating strong market potential and space for new food trends. Operationally, the business runs with two staff from 5:00 PM to 10:00 PM daily. The annual revenue projection is Rp473.400.000, with a yearly net profit after tax of Rp193.651.560, representing a net profit margin of 41%. With an initial capital investment of Rp20.460.000 and projected daily net earnings of Rp537.921, Scoutchy achieves a payback period of approximately 38 days. Combining unique product innovation, effective pricing, and efficient operations, Scoutchy is positioned to become a profitable and scalable MSME in Indonesia's competitive snack food market.

Keywords: Scotch Egg Innovation, Snack Food MSME, Gading Serpong Market

TABLE OF CONTENT

NON - PLAGIARISM STATEMENT	ii
APPROVAL PAGE	iii
VALIDATION PAGE.....	iv
APROVAL 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.....	2
1.3 Product and Services	3
CHAPTER II MARKETING PLAN.....	5
2.1 Market Size	5
2.1.1. Quantitatif method	5
2.1.2. Qualitative method.....	7
2.2 Competitor Analysis.....	8
2.2.1 Direct Competitor.....	8
2.1.1 Indirect Competitor	8
2.1.2 SWOT	9
2.2 Sales Goal.....	9
2.3 Marketing Strategy.....	10
2.3.1 Product	10
2.3.2 Distribution	11
2.3.3 Promotion.....	11

2.3.4 Pricing	12
CHAPTER III OPERATIONAL PLAN.....	13
3.1 Location.....	13
3.2 Operational Flow.....	14
3.3 Supplies and Suppliers	14
3.4 Control Procedures.....	15
3.5 Staffing.....	15
CHAPTER IV FINANCIAL PLAN	18
4.1 Capital Needs	18
4.2 COGS	19
4.3 Operating Expense	20
4.4 Breakeven Point	21
4.5 Income Statement.....	22
CHAPTER V EXHIBITION.....	24
5.1 Location & Venue	24
5.2 Budget.....	24
5.3 Product Presentation.....	25
5.4 Media and Promotion	25
REFERENCE	27
APPENDIX	29



LIST OF TABLE

Tabel 2.1 1 Demographic statistic.....	5
Tabel 2.1 2 Geographic statistic.....	6
Tabel 2.1 3 Psychographic Statistic	6
Tabel 2.2 1 Direct Competitor Analysis	8
Tabel 2.2 2 Indirect Competitor Analysis	8
Tabel 2.2 3 Analysis SWOT	9
Tabel 2. 5 Advertising Tools and Budget	12
Tabel 3. 1 Facilities List.....	14
Tabel 3. 2 Staff position and job description	16
Tabel 3. 3 Working schedule	17
Tabel 4. 1 List of Assets.....	18
Tabel 4. 2 Cost of Goods Sold (in Rupiah).....	19
Tabel 4. 3 Operating Expense (in Rupiah).....	20
Tabel 4. 4 Breakeven Point	21
Tabel 4. 5 Sales goal for income statement.....	22
Tabel 4. 6 Income Statement.....	22
Table 5. 1 Exhibition budget.....	24



LIST OF FIGURE

Figure 1. 1 Scoutchy logo	3
Figure 1. 2 Scoutchy product picture	4
Figure 2. 1 Gojek, Grab distribution	11
Figure 2. 2 Scoutchy Instagram	11
Figure 3. 1 Store location	13
Figure 3. 2 Layup setup	13
Figure 3. 3 Scoutchy booth	14
Figure 3. 4 Operational Flow	14
Figure 3. 5 Organizational Chart	16
Figure 5. 1 Scoutchy exhibition venue	24
Figure 5. 2 Scoutchy product	25
Figure 5. 3 Scoutchy exhibition banner	25
Figure 5. 4 Scoutchy media promotion	26



LIST OF APPENDIX

Apendix 1 Questionnaire Raw Data.....	29
Apendix 2 Qualitative row interview.....	32
Apendix 3 COGS Calculation.....	33



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EXECUTIVE SUMMARY

Scoutchy is a specialty food business that offers premium, hand-crafted Scotch eggs made from locally sourced, organic ingredients. By blending traditional recipes with creative flavor innovations, Scoutchy caters to modern consumers who seek convenient, high-protein snacks and gourmet street food. The target market includes students, employees, and busy individuals who need nutritious, ready-to-eat food options but lack the time to prepare them. Scoutchy products can be easily purchased through food delivery platforms like Gojek, Grab, and Instagram, providing accessibility and convenience for its urban customers.

Positioned as a street food business, Scoutchy operates from a booth in Gtown Gading Serpong, focusing on take-away and delivery services rather than dine-in. The brand's primary offerings include various egg-based comfort foods such as Chicken Egg Scoutchy, Duck Egg Scoutchy, Scoutch Cheese, and Scoutch Chicken Ground. The flagship product, Scoutch Chicken Egg, holds special significance as it inspired the creation of the business. With a price range of Rp 30.000 to Rp 35.000 per piece, Scoutchy targets the middle-market segment by offering an affordable yet high quality snacking experience that blends crisp and savory fillings.

To support daily operations, Scoutchy employs a lean and efficient team. The business requires one full-time staff member responsible for ingredient preparation and pre-opening food processing, earning a monthly salary of Rp 3.000.000. Additionally, two daily workers support front-line operations, handling tasks such as cashier duties, cooking, and maintaining cleanliness and hygiene standards. Each daily worker earns Rp 80.000 per day, ensuring smooth and efficient service to meet customer expectations and maintain product quality. The annual revenue projection is Rp473.400.000, with a yearly net profit after tax of Rp193.651.560, representing a net profit margin of 41%. With an initial capital investment of Rp20.460.000 and projected daily net earnings of Rp537.921.