

**BUSINESS PROPOSAL PROJECT FOR
SINYO CUSTARD CREAM PUDDING**



FINAL PROJECT REPORT

FIRA SEFIRNA ANANDA

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

**BUSINESS PROPOSAL PROJECT FOR
SINYO CUSTARD CREAM PUDDING**



FINAL PROJECT REPORT

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

FIRA SEFIRNA ANANDA

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HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

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PREFACE

Grateful praise to God who has accompanied the process of completing the final project “Business Proposal Project for Sinyo Custard Cream Pudding” until this paper can be finished to fulfill one of the graduation requirements for the associate degree of Hotel Operation Program at the University of Multimedia Nusantara's Faculty of Business. Without some guidance from the lecture period to the preparation of this final project, it would be difficult to complete the process.

I would like to thank

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. Oqke Prawira, S.ST. M.Si. Par., CHE, as the Head of the Hotel Operations Program in Universitas Multimedia Nusantara.
4. Adestya Ayu Armielia, S.ST.M.Si.Par. CHE, as the Advisor and Final Project Coordinator who has provided guidance, direction, and motivation for the completion of this final project report.
5. All lecturers of Hotel Operations Program who have supported the writer with knowledge and experience.
6. 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, 11 April 2025



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BUSINESS PROPOSAL PROJECT FOR

SINYO CUSTARD CREAM PUDDING

Fira Sefirna Ananda

ABSTRAK

Industri makanan penutup di Indonesia mengalami pertumbuhan yang signifikan, khususnya selama dan setelah pandemi COVID-19. Lonjakan ini didorong oleh preferensi konsumen terhadap makanan manis yang praktis dan siap santap, inovasi produk, serta perkembangan pesat usaha mikro, kecil, dan menengah (UMKM). Di antara tren yang muncul, dessert jar—makanan penutup berlapis dalam toples—menjadi populer, terutama di kalangan Gen Z dan konsumen urban di Jakarta yang mencari pilihan makanan yang praktis. Menanggapi tren ini, Sinyo Custard Cream Pudding didirikan sebagai UMKM yang beroperasi dari Tangerang. Bisnis ini mengkhususkan diri pada puding krim custard dengan inovasi rasa unik seperti Keju Cheddar, Mugwort Kacang Merah, Mint Oreo, Jagung Manis, Pisang Kayu Manis, dan Cokelat Matcha, yang ditujukan untuk selera eksploratif konsumen muda. Dengan harga yang kompetitif sebesar Rp 20.000 per cup, Sinyo Custard Cream Pudding memanfaatkan kantin universitas sebagai saluran penjualan utama untuk meningkatkan visibilitas merek serta menyesuaikan dengan kebiasaan konsumsi mahasiswa saat istirahat di kampus. Strategi pemasarannya menggabungkan metode pull dan push, termasuk pemasaran konten, pemberian tester produk, testimoni pelanggan, dan diskon untuk mendorong uji coba dan pembelian berulang. Secara finansial, bisnis ini memproyeksikan pendapatan bersih tahunan sebesar Rp 48.474.679 dari modal awal sebesar Rp 47.085.500, dengan estimasi periode balik modal selama 12 bulan, yang menunjukkan potensi pasar dan profitabilitas yang menjanjikan.

Kata kunci: *Sinyo Custard Cream Pudding, usaha mikro, dessert jar, konsinyasi.*

BUSINESS PROPOSAL PROJECT FOR SINYO CUSTARD CREAM PUDDING

Fira Sefirna Ananda

ABSTRACT

Indonesia's dessert industry has experienced significant growth, especially during and after the COVID-19 pandemic. This surge is driven by consumer preferences for convenient, ready-to-eat sweets, product innovation, and the rapid development of micro, small, and medium enterprises (MSMEs). Among emerging trends, dessert jars—layered sweet treats in jars—have gained popularity, particularly among Gen Z and urban consumers in Jakarta who seek practical food options. In response to these trends, Sinyo Custard Cream Pudding was established as an MSME operating from Tangerang. The business specializes in custard cream puddings with unique flavor innovations such as Cheddar Cheese, Mugwort Red Bean, Mint Oreo, Sweet Corn, Cinnamon Banana, and Choco Matcha, catering to the adventurous palates of younger consumers. With a competitive price of Rp 20,000 per cup, Sinyo Custard Cream Pudding utilizes university canteens as its primary sales channel to boost brand visibility and align with the consumption habits of students during their campus breaks. The marketing strategy involves both pull and push methods, including the use of content marketing, product testers, customer testimonials, and discounts to stimulate trial and repeat purchases. Financially, the business projects annual net earnings of IDR 48,474,679 from an initial capital of IDR 47,085,500, with a payback period estimated at 12 months, indicating promising market potential and profitability.

Keywords: Sinyo Custard Cream Pudding, micro enterprise, dessert jar, consignments.

TABLE OF CONTENT

NON - PLAGIARISM STATEMENT	ii
APPROVAL PAGE	iii
VALIDATION PAGE.....	iv
APPROVAL 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	3
1.3 Product and Services	7
CHAPTER II MARKETING PLAN.....	10
2.1 Market Size	10
2.1.1. Interview Result.....	10
2.2.2. Survey Result.....	14
2.2.3. Conclusion	17
2.2 Competitor Analysis	18
2.2.1 Direct Competitor	18
2.2.2 Indirect Competitor	19
2.2.3 SWOT.....	21
2.3 Sales Goal.....	22
2.4 Marketing Strategy	22
2.4.1 Product.....	22
2.4.2 Distribution.....	22
2.4.3 Promotion	23

2.4.4 Pricing	25
CHAPTER III OPERATIONAL PLAN.....	26
3.1 Location.....	26
3.2 Operational Flow.....	27
3.3 Supplies and Suppliers.....	28
3.4 Control Procedures	29
3.5 Staffing	30
CHAPTER IV FINANCIAL PLAN.....	34
4.1 Capital Needs.....	34
4.2 COGS	35
4.3 Operating Expense.....	35
4.4 Breakeven Point	36
4.5 Income Statement.....	37
CHAPTER V EXHIBITION.....	40
5.1 Location & Venue.....	40
5.2 Budget.....	41
5.3 Product Presentation.....	41
5.4 Media and Promotion	42
REFERENCE.....	45
APPENDIX.....	47



LIST OF TABLE

Table 2.1 Qualitative questions structure.....	11
Table 2.2 Quantitative demographic.....	14
Table 2.3 Customer's dessert consumption preferences.....	15
Table 2.4 Customer's preferences on Sinyo Custard Cream Pudding.....	16
Table 2.5 Direct competitor analysis.....	19
Table 2.6 Indirect competitor analysis.....	20
Table 2.7 SWOT analysis.....	21
Table 2.8 Sales goal.....	22
Table 2.9 Advertising tools and budget.....	25
Table 3.1 Supplies and suppliers.....	28
Table 3.2 Staffing job description.....	30
Table 3.3 Staff duty roster per week.....	32
Table 4.1 Sinyo Custard Cream Pudding's capital needs.....	34
Table 4.2 Sinyo Custard Cream Pudding COGS.....	35
Table 4.3 Sinyo Custard Cream Pudding operating expenses.....	36
Table 4.4 Sinyo Custard Cream Pudding's average BEP.....	37
Table 4.5 Sinyo Custard Cream Pudding's daily sales goal.....	37
Table 4.6 Sinyo Custard Cream Pudding income statement.....	38
Table 5.1 Budget exhibition.....	41

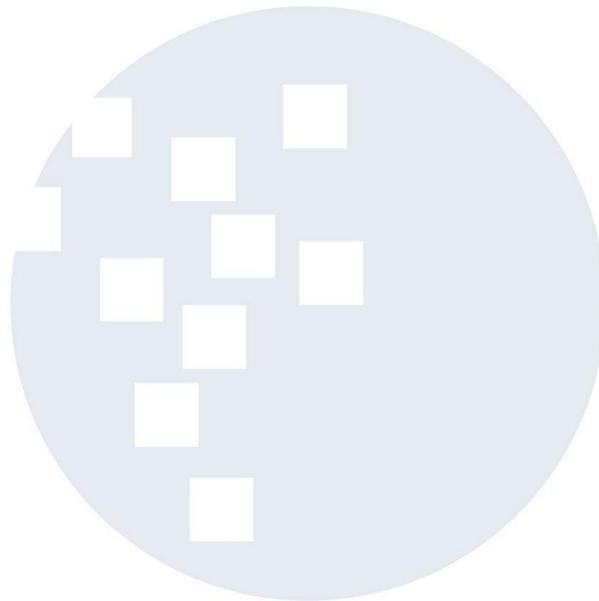
LIST OF FIGURE

Figure 1.1 Sinyo Custard Cream Pudding logo	3
Figure 1.2 Sinyo Custard Cream Pudding organizational chart.....	6
Figure 1.3 Sinyo Custard Cream Pudding menu.....	8
Figure 1.4 Sinyo Custard Cream Pudding promotion poster	9
Figure 3.1 Production area layout	26
Figure 3.2 University canteen	27
Figure 5.1 Sinyo Custard Cream Pudding exhibition booth	40
Figure 5.2 Sinyo Custard Cream Pudding exhibition layout	42
Figure 5.3 Exhibition X banner.....	42
Figure 5.4 Social media promotion	43
Figure 5.5 Product testimonial board.....	43



LIST OF APPENDIX

A. COGS Calculation.....	47
B. Turnitin Result.....	51
C. Counseling Form	52



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EXECUTIVE SUMMARY

Indonesia's dessert industry shows strong growth, particularly during and after the COVID-19 pandemic, driven by consumer convenience, innovative products, and the rise of micro, small, and medium enterprises (MSMEs). With increasing demand for ready-to-eat sweets, dessert jars—layered treats in jars—have gained popularity, especially among Gen Z and urban consumers in Jakarta. The dessert jar business offers strong market potential, supported by growing sweet consumption habits and lifestyle trends in Indonesia's urban population.

Sinyo Custard Cream Pudding is a micro, small, and medium dessert business operating on a home-industry scale in Tangerang. It specializes in custard cream pudding with unique and rare flavor combinations such as Cheddar Cheese, Mugwort Red Bean, Mint Oreo, Sweet Corn, Cinnamon Banana, and Choco Matcha. Sold at Rp 20.000 per cup, products are by sales conducted through university canteens to boost brand awareness and reach.

Nowadays, custard cream-based dessert jars with unique flavors are rarely sold in the Tangerang area. Considering the consumption behavior of Gen Z who are interested in trying new things and prefer food that is practical to consume, Sinyo Custard Cream Pudding brings a product that meets these demands. Sinyo Custard Cream Pudding itself offers dessert jar products that can be consumed during campus activity breaks, by selling products in university canteens to increase brand awareness that suits the consumption behavior of students. Promotion will be done with pull and push strategies, where brand awareness of Sinyo Custard Cream Pudding will be created with content marketing ads as well as testers, testimonials, and discounts.

Sinyo Custard Cream Pudding is expected to earn net earnings yearly around IDR 48,474,679 with capital of IDR 47,085,500. The payback period can be expected to be 12 months since the operation started.