

BUSINESS PROPOSAL PROJECT FOR TACOLICIOUS



FINAL PROJECT REPORT

Edward Suryadharma Fernando
00000078663

HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025

BUSINESS PROPOSAL PROJECT FOR TACOLICIOUS



FINAL PROJECT REPORT

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

Edward Suryadharma Fernando

00000078663

**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS**

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

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The final project report titled
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By

Full Name : Edward Suryadharma Fernando
Student ID : 000000078663
Study Program : Hotel Operations
Faculty : Business

Has been approved to be presented on a Final Project Seminar
at Universitas Multimedia Nusantara

Tangerang, 8 May 2025

Advisor



Adestya Ayu Armielia, S.ST, M.Si.Par
NIDN 0323128505

Head of Hotel Operations Program



Oqke Prawira, S.ST. M.Si. Par., CHE
NIDN 0428108007

VALIDATION PAGE

The final project report titled:

“BUSINESS PROPOSAL PROJECT FOR TACOLICIOUS”

By

Full Name : Edward Suryadharma Fernando

Student ID : 00000078663

Study Program : D3 Perhotelan

Faculty : Business and Management

Has been tested on Friday, 23 May 2025
from 13.00 to 14.00, and was stated

PASSED

with the order of examiners as follows:

Advisor

Adestya Ayu Armielia, S.ST, M.Si.Par
NIDN 0323128505

Examiner

Oqke Prawira, S.ST. M.Si. Par., CHE
NIDN 0428108007

Head Examiner

Tri Ananti Listiana SSi.,MM
NIDN 0324127604

Head of Hotel Operations Program

Oqke Prawira, S.ST. M.Si. Par., CHE
NIDN 0428108007

APPROVAL OF PUBLICATION

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Full Name : Edward Suryadharma Fernando

Student ID : 00000078663

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PREFACE

This final project, titled "BUSINESS PROPOSAL PROJECT FOR TACOLICIOUS," has been completed with thanks to Almighty God for his blessings and grace. It fulfills a requirement for the diploma in Hotel Operations Program at the Faculty of Business, Universitas Multimedia Nusantara. I admit that it would have been quite difficult for me to finish it without the help and direction from the lecturer. Therefore, I express my sincere appreciation to:

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2. Dr. Florentina Kurniasari T., S.Sos., M.B.A. as the Dean of the Business Faculty in Universitas Multimedia Nusantara.
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Hopefully this business plan project contributes as a source of information and inspiration for others.

Tangerang, 28 May 2025



Edward Suryadharma Fernando
00000078663

LAPORAN TUGAS AKHIR TACOLICIOUS

Edward Suryadharma Fernando

ABSTRAK

Meningkatnya permintaan konsumen untuk berbagai pengalaman kuliner dan program pemerintah yang mendorong wisata kuliner mendorong pertumbuhan industri makanan dan minuman Indonesia. Tacolicious adalah restoran yang berfokus pada taco Meksiko asli. Tacolicious menawarkan berbagai jenis protein, seperti daging sapi Saikoro, ayam, dan opsi vegan, serta minuman menyegarkan seperti Blue Lagoon dan Aguas Frescas semangka. Tacolicious, yang terletak di kawasan Modernland yang strategis di Tangerang, melayani Gen Z, keluarga, dan orang dewasa muda yang mencari makanan cepat saji yang khas dan berkualitas tinggi. Dengan harga mulai dari Rp 17.000 hingga Rp 35.000 per produk, sehingga Tacolicious memiliki keunggulan di pasar lokal. Layanan makan di tempat, dibawa pulang, dan pengiriman melalui platform pemesanan berbasis online populer adalah fokus utama rencana operasional. Tacolicious harus menjual rata-rata 62 produk taco, yang menghasilkan total Rp2.020.193, dan rata-rata 95 minuman, yang menghasilkan total Rp1.771.648, untuk mencapai Break Event Point (BEP). Setelah dikurangi biaya operasional dan pajak, Tacolicious dapat memperoleh keuntungan sebesar Rp50.726.974 dalam satu bulan. Tacolicious akan membutuhkan waktu sekitar 12,9 bulan atau sekitar 388 hari, untuk balik modal. Tacolicious memiliki model layanan yang efektif, lokasi strategis, dan berbagai macam jenis menu untuk menarik dan mempertahankan pelanggan setia, yang memungkinkannya berkembang sehingga menghasilkan keuntungan yang berkelanjutan.

Kata kunci: *Industri Makanan dan Minuman, Makanan Cepat Saji, Tangerang.*

BUSINESS PROPOSAL PROJECT FOR TACOLICIOUS

Edward Suryadharma Fernando

ABSTRACT

The Indonesian food and beverage business is expanding rapidly, driven by rising consumer demand for different culinary experiences and supported by government programs promoting culinary tourism. Tacolicious is a fast-casual restaurant that specializes on authentic Mexican tacos. Tacolicious serve a variety of protein options, including Saikoro beef, chicken, and vegan alternatives, as well as refreshing beverages like Watermelon Aguas Frescas and Blue Lagoon. Tacolicious, located in Tangerang is strategic Modernland district, caters to Generation Z, families, and young adults looking for distinctive, high-quality fast food options. Tacolicious' product costs range from IDR 17,000 to IDR 35,000 per item, giving it an advantage in the local market. The operational plan focuses on dine-in, takeaway, and online delivery services through popular ordering platforms. To reach the Break Event Point (BEP), tacolicious needs to sell an average of 62 tacos with average sales of Rp2.020.193 and an average of 95 beverage products with total sales of Rp1.771.648. In a month Tacolicious can earn Rp50.726.974 after reduced by operating expenses and taxes. Tacolicious will have a payback period of approximately 12,9 months or around 388 days. Tacolicious have a variety type of menu, strategic location, and efficient service model to capture and retain a loyal customer base, providing sustainable growth and profitability.

Keywords: Food and beverage, Fast food, Tangerang.

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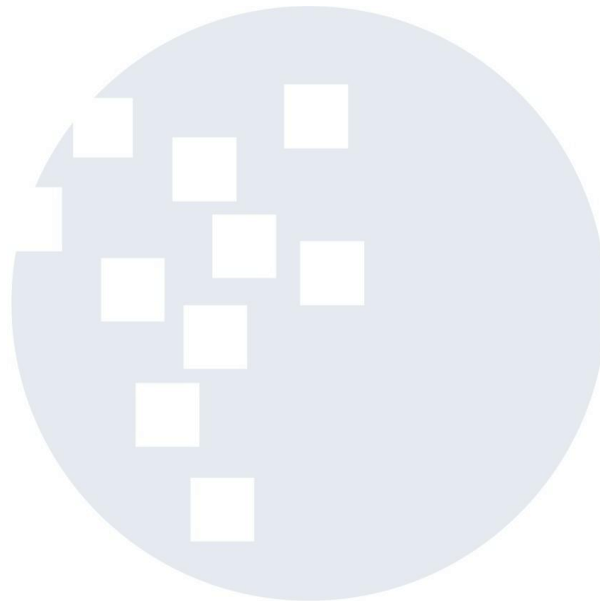
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EXECUTIVE SUMMARY

Indonesia's food and beverage business is growing, thanks to a dynamic culinary scene caused by globalization, increased consumer demand for different cuisines, and government support for culinary tourism. With a population of over 270 million and a culinary sector worth more than IDR 844 trillion by 2020, the market has huge potential for innovative developments. Tacolicious enters this competitive scene as a fast-casual restaurant focusing in authentic Mexican tacos, situated in Tangerang's crucial Modernland district. The menu offers a variety of protein selections, including Saikoro beef, chicken, and vegan alternatives, as well as cool beverages such as Watermelon Aguas Frescas and Blue Lagoon, with costs ranging from IDR 17,000 to IDR 35,000.

Tacolicious targets Tangerang's Generation Z, young adults, and families looking for different, high-quality dining experiences. The brand's competitive advantage comes from its authentic Mexican cuisine, variable menu, and lively, inviting setting inspired by the Mexican coastal side. Tacolicious operates on a hybrid business model, allowing consumers to dine in, order takeaway, or use popular delivery platforms like GoFood, GrabFood, and ShopeeFood. This multichannel approach expands market reach and convenience, while loyalty programs and special offers aim to establish a strong, repeat consumer base.

Tacolicious' day-to-day operations will be handled by a team of full-time, part-time, and marketing staff working under the supervision of the owner. The business is still classified as a micro enterprises, with a net income of 600 million IDR per year, Tacolicious falls within micro enterprises category, since it's far below the 2 billion IDR threshold. Tacolicious' capital of approximately 234 million rupiah indicates a payback period of around the one year of operation.