

BUSINESS PROPOSAL PROJECT FOR NOODLE TIME



FINAL PROJECT REPORT

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HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025

BUSINESS PROPOSAL PROJECT FOR NOODLE TIME



FINAL PROJECT REPORT

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

Nadya Elena Wijaya

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HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

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PREFACE

I would like to express my gratitude to God Almighty for the completion of my final project report title “Business Proposal Project for Noodle Time”. Completing this final project report is to fulfill the graduation requirements in obtaining a Diploma in Hotel Operation. I would like to express my deepest gratitude to those who have helped me in completing this final report.

1. Dr. Ir. Andrey Andoko., M.Sc, as the Rector of Universitas Multimedia Nusantara.
2. Prof. 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. Rudolf Liska Bikardi, SST. Par MSMM, as the Advisor who has provided guidance, direction, and motivation for the completion of this final project report.
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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, 02 July 2025



Nadya Elena Wijaya
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PROPOSAL BISNIS UNTUK NOODLE TIME

Nadya Elena Wijaya

ABSTRAK

Noodle Time terbentuk oleh Nadya Elena Wijaya, mahasiswa Operasional Perhotelan Universitas Multimedia Nusantara. Noodle Time adalah sebuah usaha makanan berbasis UMKM yang berfokus pada inovasi mie instan berbahan dasar kentang, berlokasi di Gading Serpong. Tujuan utama Noodle Time adalah menghadirkan alternatif mie instan yang lebih sehat, praktis, dan tetap memiliki cita rasa yang lezat serta kekinian. Noodle Time mengusung konsep ready to eat potato noodle dengan berbagai varian saus unik seperti Peanut Butter Sauce, Chili Oil Sauce, Black Bean Sauce, dan Gochugaru Sauce. Produk ini menyasar konsumen usia 18–35 tahun dari kalangan menengah ke atas yang peduli terhadap makanan praktis namun sehat. Keunikan produk terletak pada bahan dasar bebas gluten dan menawarkan bahan 100% bahan organik, kandungan lebih sehat, dan kemasan modern yang menarik. Proses penjualan dilakukan secara online melalui media sosial dan e-commerce seperti di Shopee dan Tokopedia. Proyeksi penjualan harian mencapai 100 porsi dengan pendapatan tahunan sebesar Rp612.000.000 dan laba bersih sekitar Rp121.485.769 atau 20%. Usaha ini memiliki potensi besar untuk dikembangkan lebih lanjut, baik melalui penambahan varian produk, peningkatan kapasitas produksi, maupun ekspansi distribusi. Noodle Time hadir sebagai inovasi kuliner yang menjawab kebutuhan konsumen akan mie instan sehat dan praktis, dengan potensi pertumbuhan yang menjanjikan di pasar lokal.

Kata kunci: *Noodle Time, Tugas Akhir, Mie Kentang Instan, UMKM, Makanan Sehat.*

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A BUSINESS PROPOSAL FOR NOODLE TIME

Nadya Elena Wijaya

ABSTRACT

Noodle Time was formed by Nadya Elena Wijaya, a Hospitality Operations student at Multimedia Nusantara University. Noodle Time is an UMKM based food business that focuses on innovating potato-based instant noodles, located in Gading Serpong. Noodle Time's main goal is to present an alternative to instant noodles that is healthier, practical, and still has a delicious and contemporary taste. Noodle Time carries the concept of ready to eat potato noodle with various unique sauce variants such as Peanut Butter Sauce, Chili Oil Sauce, Black Bean Sauce, and Gochugaru Sauce. This product targets consumers aged 18-35 years old from the middle to upper class who care about practical yet healthy food. The uniqueness of the product lies in the gluten-free ingredients and offering 100% organic based, healthier ingredients, and attractive modern packaging. The sales process is done online through social media and e-commerce such as Shopee and Tokopedia. Daily sales projections reach 100 servings with annual revenue of Rp612,000,000 and net profit of around Rp121,485,769 or 20%. This business has great potential to be developed further, both through adding product variants, increasing production capacity, and expanding distribution. Noodle Time comes as a culinary innovation that answers consumer needs for healthy and practical instant noodles, with promising growth potential in the local market.

Keywords: Noodle Time, Final Project, Instant Potato Noodles, UMKM, Healthy Food.

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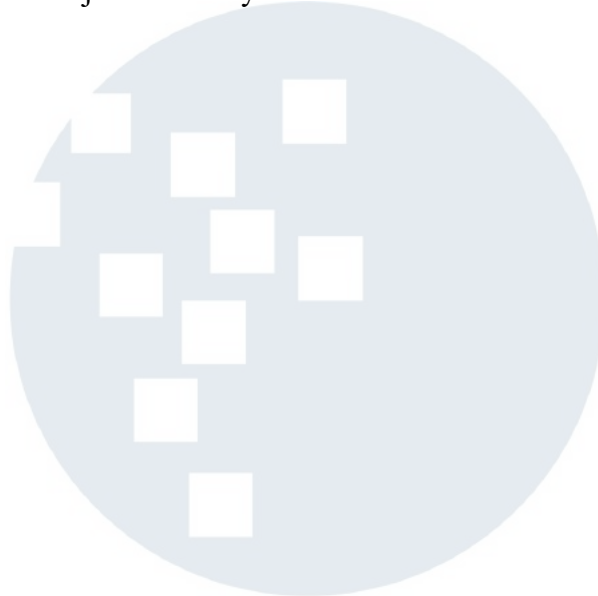
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EXECUTIVE SUMMARY

The instant food industry, especially within food-based UMKM, is growing due to the fast-paced lifestyles of urban communities. Instant food is now seen as more nutritious, with businesses using natural ingredients, fewer preservatives, and modern methods like dehydration to maintain quality. Products like instant noodles and soups are gaining popularity for their convenience and familiar taste. Attractive packaging and presentation also play a key role in appealing to consumers in this market. Noodle Time innovates in this segment by offering potato-based instant noodles as a healthier alternative to wheat flour-based noodles. This product is marketed at an affordable price of Rp17,000 per serving, and is available in four signature sauce variants: Chili Oil, Peanut Butter, Gochugaru, and Black Bean.

The business is engaged in the e-commerce-based culinary industry and relies on digital distribution as its sales channel. Noodle Time's target market is consumers aged 18-35, especially students, college students, and young workers in big cities who need practical, fast, yet healthy food. Noodle Time's competitive advantage lies in its noodle base made from 100% organic potatoes and gluten-free, as well as strong branding and attractive visuals on social media. The business is based online through platforms such as Shopee, Tokopedia, and Instagram, which allows for operational cost efficiency and more targeted marketing.

The business was formed by Nadya Elena, a student of the Hospitality Operations Study Program at Multimedia Nusantara University, who also leads the product development, marketing strategy, and operational management. With projected sales of Rp612,000,000 per year and estimated net profit of around Rp121,485,769 (20%), Noodle Time has the opportunity to grow into a competitive healthy instant food brand.