

BUSINESS PROPOSAL PROJECT FOR HAP! RICE BALL



FINAL PROJECT REPORT

Connie Brahmana
00000080787

HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025

BUSINESS PROPOSAL PROJECT HAP! RICE BALL



FINAL PROJECT REPORT

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

Connie Brahmana
00000080787

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FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

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Study Program : Hotel Operations
Faculty : Business

Has been approved to be presented on a Final Project Seminar
at Universitas Multimedia Nusantara
Tangerang, 9 May 2025

Advisor



Tri Ananti Listiana SSi.,MM
NIDN. 0324127604

Head of Hotel Operations Program



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

VALIDATION PAGE

The final project report titled:

BUSINESS PROPOSAL PROJECT HAP! RICE BALL

By
Full Name : Connie Brahmana
Student ID : 00000080787
Study Program : Hotel Operations
Faculty : Business

Has been tested on Friday, 30 May 2025
from 09.15 to 10.15, and was stated
PASSED

with the order of examiners as follows:

Advisor

Tri Ananti Listiana SSi.,MM
NIDN. 0324127604

Examiner

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

Head Examiner

Rudolf Liska Bikardi SST.Par, MSMM
NIK L01001

Head of Hotel Operations Program

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

APPROVAL OF PUBLICATION

I hereby,

Full Name : Connie Brahmana
Student ID : 00000080787
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PREFACE

I would like to express our deepest gratitude to all individuals and institutions who have contributed to the development of my business proposal.

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

Tangerang, 9 May 2025



Connie Brahmana
00000080787

Business Proposal Project HAP! Rice Ball

Connie Brahmana

ABSTRAK

HAP! merupakan usaha mikro di bidang makanan yang dikembangkan dari inspirasi makanan Jepang, seperti 'sushi'. HAP diambil dari suara makanan saat masuk ke dalam mulut. Produk utama berupa chicken bowl yang berbentuk mangkuk dari ayam goreng, diisi berbagai variasi nasi dan topping. Usaha ini ditargetkan untuk dijual di booth permanen serta pada bazar dan acara kuliner. HAP! memberikan pengalaman baru bagi pelanggan dan aktif di media sosial untuk promosi serta interaksi pelanggan. Secara finansial, HAP! menawarkan harga produk mulai dari Rp 20.000 per porsi. Dengan target penjualan harian sebanyak 24 porsi, diperkirakan pendapatan harian sebesar Rp 656.985. Break-even point (BEP) dapat dicapai dalam waktu 3 bulan dengan estimasi margin keuntungan bersih tahunan sebesar Rp 178.748.065. Kombinasi antara konsep inovatif dan potensi finansial ini menjadikan HAP! menarik untuk dijadikan peluang investasi di sektor UMKM kuliner.

Kata kunci: *Usaha Makanan, UMKM, Rice Balll, Profitabilitas, Produk Berbahan dasar Ayam*

Business Proposal Project HAP! Rice Ball

Connie Brahmana

ABSTRACT

HAP! is a micro food business inspired by Japanese cuisine such as sushi. The name “HAP!” comes from the sound made when food enters the mouth. Its main product is a chicken bowl—fried chicken shaped like a bowl—filled with various rice and toppings. HAP! aims to operate via a permanent booth and participate in bazaars and food festivals. It delivers a unique experience for customers and actively uses social media to promote the brand and interact with customers. From a financial perspective, HAP! offers an affordable pricing strategy starting at Rp 20,000 per portion. With a sales target of 24 portions per day, it is projected to generate daily revenue of Rp 656,985. The business is expected to reach break-even within 3 months, with an estimated annual net profit of Rp 178,748,065. This combination of product innovation and solid financial potential makes HAP! an attractive investment opportunity in the culinary MSME sector.

Keywords: Food Business, MSMEs, Rice Ball, Profitability, Chicken Based Product

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EXECUTIVE SUMMARY

HAP! is a food product that combines rice with chicken. chicken shaped like a bowl covered in flour which gives it a crunchy texture and various variations of rice which gives it a soft texture and delicious taste. 3 The MSME sector, as defined by Law Number 20 of 2008, plays a vital role in Indonesia's economic landscape, contributing significantly to employment, income distribution, and overall economic growth. With a vast number of MSMEs, particularly in the culinary sector, there exists ample opportunity for innovative business concepts like HAP! to thrive. HAP! aims to capitalize on this opportunity by offering affordable yet high-quality culinary experiences inspired by Japanese cuisine, targeting a broad customer base. Through its vision of becoming a sought-after culinary destination and a commitment to quality, innovation, and environmental responsibility, HAP! seeks to carve out a distinctive niche in the competitive culinary market, starting with its flagship location in Gading Serpong.

HAP! stands poised to enter the culinary market with a unique business concept centered around innovative food offerings. With a thorough understanding of the market size, consumer preferences, and purchasing factors obtained through qualitative and quantitative surveys, HAP! is strategically positioned to cater to the evolving snacking preferences of Indonesian consumers. Leveraging insights from competitor analysis and SWOT evaluation, HAP! aims to differentiate itself by offering chicken-based bowls with various toppings, filling a niche in the market. The comprehensive marketing strategy, encompassing product characteristics, distribution channels, promotional tactics, and pricing strategies, underscores HAP!'s commitment to establishing a strong brand presence and attracting a loyal customer base. As HAP! prepares to launch in Gading Serpong, Tangerang, it aspires to become a prominent destination for culinary enthusiasts seeking delightful, convenient, and affordably priced snacks, thus contributing to the vibrant landscape of Indonesia's MSME sector. HAP aims to achieve significant sales potential starting with a target of selling 24 pieces, generating a total sales revenue of Rp 656.985 per day.