

BUSINESS PROPOSAL PROJECT FOR GETS BATTER



FINAL PROJECT REPORT

Abigail Calista

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

BUSINESS PROPOSAL PROJECT FOR GETS BATTER



FINAL PROJECT REPORT

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

Abigail Calista

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**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS**

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

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PREFACE

Praise God Almighty for enabling me to complete this Final Project, which is titled “Business Proposal Project for Gets Batter.” I realize it would be tough for me to complete this final project without assistance and support from various parties.

I would like to thank

1. Dr. Ir. Andrey Andoko, M.Sc., as the Rector of Universitas Multimedia Nusantara.
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Hopefully this business plan project contributes as a source of information and inspiration for others

Tangerang, 7 May 2025



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BUSINESS PROPOSAL PROJECT FOR GETS BATTER

Abigail Calista

ABSTRAK

Saat ini, bisnis makanan dan minuman sangatlah populer, terutama kafe. Generasi Milenial dan Generasi Z sering mencari kafe yang memiliki suasana yang baik dan nyaman untuk mereka bersantai atau bahkan work-from-cafe (WFC). Oleh karena itu, penulis sangat bersemangat untuk membuka bisnis kafe bernama 'Gets Batter' yang mengkhususkan diri dalam kue Tres Leches dengan rasa unik, dengan tema vintage modern yang cocok untuk orang-orang yang mencari suasana yang nyaman dan tenang. Makalah ini akan menguraikan rencana bisnis Gets Batter, termasuk gambaran perusahaan, pemasaran, rencana operasional, dan rencana keuangan. Untuk mengetahui pasar yang akan ditargetkan Gets Batter, pemilik menggunakan penelitian kualitatif. Sebagai hasilnya, bisnis ini akan menargetkan generasi milenial dan generasi Z. Penulis telah memikirkan strategi pemasaran untuk mempromosikan Gets Batter menggunakan media sosial seperti Instagram, menjaga hubungan dengan pelanggan dengan memberikan kartu loyalitas, dan berinteraksi dengan pelanggan di media sosial. Kafe Gets Batter akan berlokasi di ruko Pisa Grande karena sebagian besar responden memilih lokasi ini. Untuk mencapai BEP (Break Event Point), Gets Batter harus menjual rata-rata 45 produk Tres Leches dengan total penjualan sebesar Rp. 2.141.600 dan rata-rata 44 produk minuman dengan total penjualan sebesar Rp. 1.668.333. Gets Batter akan mencapai periode pengembalian dalam waktu 6.2 bulan atau sekitar 140 hari.

Kata kunci: Kafe, Work-from-cafe, Atmosfer, Millennial, Generasi Z

BUSINESS PROPOSAL PROJECT FOR GETS BATTER

Abigail Calista

ABSTRACT

Nowadays, food and beverage businesses are very popular, particularly cafes. Millennials and Generation Z often seek cafes that have a good atmosphere and are comfortable for them to hangout or even work-from-cafe (WFC). Therefore, the writer is thrilled to open her cafe business called 'Gets Batter' specializing in Tres Leches cake with unique flavor featuring a modern vintage theme suitable for people who seek a cozy and calm atmosphere. This paper will outline the business plan of Gets Batter, including company overview, marketing, operational plan, and financial plan. In order to know which market Gets Batter is going to target, the owner uses qualitative research. As a result, this business will target millennials and generation z. The writer has thought about the marketing strategy to promote Gets Batter using social media such as instagram, maintaining relationships with the customers by giving them loyalty cards and engaging with customers in social media. Gets Batter cafe will be located in Pisa Grande as most of the respondents chose this location. To reach the Break Event Point (BEP), Gets Batter needs to sell an average of 45 Tres Leches cakes with total sales of Rp. 2.141.600 and an average of 44 beverage products with total sales of Rp. 1.668.333 Gets Batter will reach its payback period in 6.2 months or approximately 140 days.

Keywords: Cafe, Work-from-cafe, Atmosphere, Millennials, Generation Z

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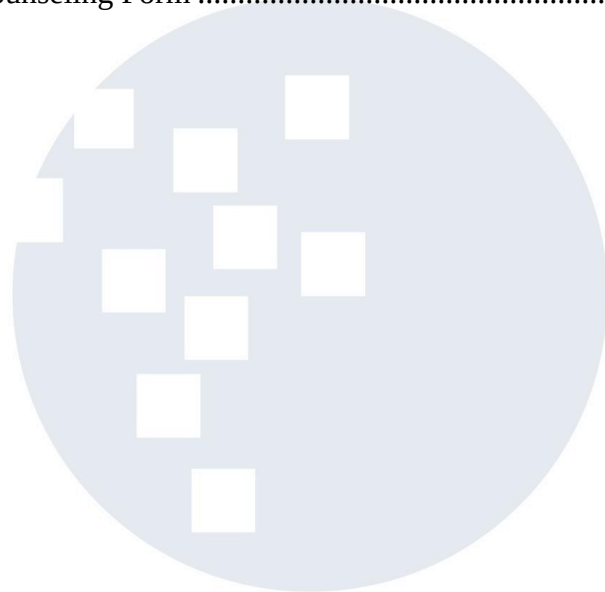
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EXECUTIVE SUMMARY

Food and Beverage sector plays a significant role in the economic growth of Indonesia, showing outstanding performance in enhancing the productivity, investment, exports, and employment opportunities. Cafe is one of the most popular F&B businesses these days. According to Priyogo (2020) Indonesia society loves cafe culture, and it became a popular culture among youth. The enthusiasm motivates the writer to open a cafe business. Gets Batter is the name of the business selling tres leches and beverages while providing a warm and calm ambiance for customers with the concept of modern vintage.

The writer conducted a market survey and found that Millennials and Gen Z are most interested in Gets Batter. The café's competitive edge lies in its cozy interior and exterior design. With 21 seats, Gets Batter offers dine-in and takeaway options, along with a loyalty card program to boost customer retention. Daily operations will be handled by a team of a baker, barista, and marketing staff, all focused on delivering quality products and service. A detailed financial plan has been prepared, covering capital needs, COGS, sales targets, expenses, break-even points, and income statements.

Based on the income statement, Gets Batter projects a yearly gross revenue of Rp1.274.520.000 with a gross profit margin of 76%. After deducting operating expenses and taxes, the business is expected to earn a net profit of Rp439.362.301 per year or 34% of the total revenue. The estimated payback period is approximately 6.2 months or 140 days.

In conclusion, Gets Batter is well-positioned to attract the Millennial and Gen Z market through its cozy-designed café and interesting products. Supported by an efficient team and strong financial projections, the business is ready to launch and grow sustainably.