

BUSINESS PROPOSAL PROJECT FOR S'ROLL



FINAL PROJECT REPORT

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HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

BUSINESS PROPOSAL PROJECT FOR S'ROLL



FINAL PROJECT REPORT

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

FINNILISYA OKTAVIANY

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**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS**

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

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Tangerang, 23 April 2025

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PREFACE

Praise and gratitude for the completion of this Final Project Report with title: “Business Proposal Project for S’Roll”. This report is submitted to partially fulfill the curriculum requirement to complete the program in Hotel Operations, Faculty of Business, Universitas Multimedia Nusantara. I realize that without assistance and support from various parties, it would be very difficult for me to complete this final project. I would like to thank:

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

Tangerang, 23 April 2025



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BUSINESS PROPOSAL PROJECT FOR S'ROLL

Finnilisya Oktaviany

ABSTRAK

S'Roll adalah Usaha Mikro, Kecil, dan Menengah (UMKM) produk makanan penutup yang rencananya akan dirintis di Indonesia terutama di daerah Tangerang, Banten. S'Roll menawarkan produk makanan penutup unik berupa kue crepe gulung yang menyerupai handuk. Beroperasi di industri dessert yang berkembang pesat, S'ROLL menjawab tantangan umum yang dihadapi UMKM—seperti keterbatasan produksi, visibilitas rendah, dan persaingan ketat—dengan menonjolkan keunikan produk, desain yang menarik, dan keterlibatan digital yang kuat. S'ROLL menawarkan empat varian rasa utama: klepon, blueberry cheese, choco mint, dan gingerbread, serta menjual produknya melalui model hybrid yang menggabungkan outlet fisik dan layanan pengiriman online seperti GoFood dan ShopeeFood. S'ROLL menargetkan konsumen berusia 18–28 tahun di wilayah perkotaan seperti Tangerang dan Jakarta. Dengan tampilan yang estetik dan rasa yang beragam, produk S'ROLL cocok untuk dinikmati langsung, dibawa pulang, atau dijadikan hadiah. Keunggulan kompetitifnya terletak pada desain visual yang menarik, varian rasa unik, dan kemasan praktis. Struktur tim yang jelas dan strategi pemasaran digital mendukung kelancaran operasional dan pertumbuhan jangka panjang. Untuk mecapai BEP (Break Event Point) S'ROLL menjual rata-rata 25 produk dengan total penjualan Rp 3.000.000. S'ROLL akan mencapai periode pengembalian dalam waktu 54 hari atau 1,7 bulan

Kata kunci: industri makanan penutup, UMKM, crepe gulung, bisnis makanan, strategi pemasaran

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BUSINESS PROPOSAL PROJECT FOR S'ROLL

Finnilisya Oktaviany

ABSTRACT

S'ROLL is expected to be established as a Micro, Small, and Medium Enterprise (MSME) in Tangerang, Indonesia. It offers a unique dessert product in the form of a rolled crepe cake. Operating in the rapidly growing dessert industry, S'ROLL addresses common challenges faced by MSMEs—such as limited production, low visibility, and intense competition—by highlighting product uniqueness, attractive design, and strong digital engagement. S'ROLL offers four main flavors: klepon, blueberry cheese, choco mint, and gingerbread, and sells its products through a hybrid model that combines physical outlets and online delivery services such as GoFood and ShopeeFood. S'ROLL targets consumers aged 18–28 in urban areas such as Tangerang and Jakarta. With an aesthetic appearance and diverse flavors, S'ROLL products are suitable for immediate consumption, takeaway, or as gifts. Its competitive advantage lies in its visually appealing design, unique flavors, and practical packaging. A clear team structure and digital marketing strategy support smooth operations and long-term growth. To reach the Break Even Point (BEP), S'ROLL sells an average of 25 products with total sales of Rp 3,000,000. S'ROLL will reach its payback period in 54 days or 1.7 months.

Keywords: Dessert Industry, MSME, rolled crepe, Food business, Marketing Strategy

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	4
CHAPTER II MARKETING PLAN.....	5
2.1 Market Size.....	5
2.1.1. Qualitative Result.....	6
2.2.2. Quantitative Result.....	7
2.2.3. Conclusion	10
2.2 Competitor Analysis.....	10
2.2.1 Direct Competitor.....	10
2.2.2 Indirect Competitor.....	11
2.2.3 SWOT	12
2.3 Marketing Strategy	13
2.3.1 Product.....	13
2.3.2 Distribution	14
2.3.3 Promotion	14
2.3.4 Pricing.....	14

CHAPTER III OPERATIONAL PLAN	16
3.1 Location	16
3.2 Operational Flow	17
3.3 Supplies and Suppliers	17
3.4 Control Procedures	18
3.5 Staffing.....	20
CHAPTER IV FINANCIAL PLAN	24
4.1 Capital Needs.....	24
4.2 COGS.....	25
4.3 Operating Expense	25
4.4 Breakeven Point.....	26
4.5 Income Statement	27
CHAPTER V EXHIBITION	29
5.1 Location & Venue.....	29
5.2 Budget	29
5.3 Product Presentation	30
5.4 Media and Promotion	30
REFERENCE.....	31
APPENDIX	33



LIST OF TABLE

Table 2.1 Quantitative Demographic	9
Table 2.2 Frequently consumed food types preferences	10
Table 2.3 Direct Competitor Analysis	12
Table 2.4 Indirect Competitor Analysis	13
Table 2.5 Analysis SWOT	13
Table 2.6 Advertising Tools and Budget	16
Table 3. 1 Facilities List	20
Table 3.2 Staff Duty Roster.....	24
Table 4.1 Capital Needs	27
Table 4. 2 Cost of Goods Sold (in Rupiah)	28
Table 4.3 Operating Expense (in Rupiah)	28
Table 4.4 Breakeven Point (in Rupiah).....	30
Table 4.5 Daily Sales Goal.....	30
Table 4.6 Income Statement	31
Table 5.1 Budget.....	32



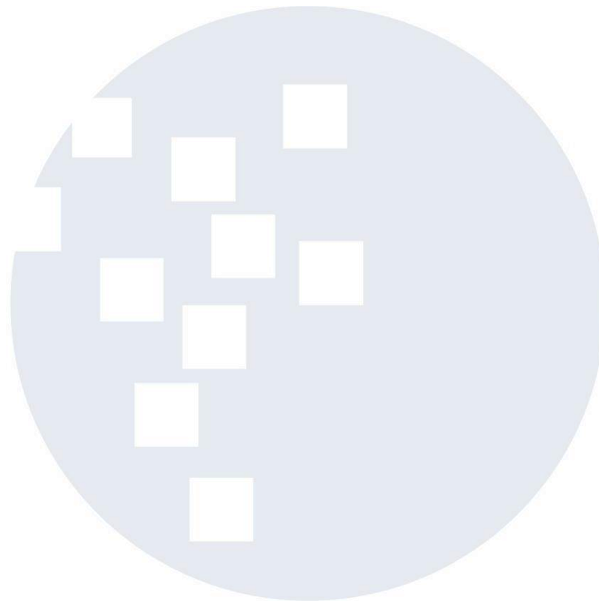
LIST OF FIGURE

Figure 1.1 Company Logo	2
Figure 1.2 Brand color	3
Figure 1.3 Brand Product	4
Figure 3.1 Location.....	18
Figure 3.1 Working area	18
Figure 3.2 Operational flow	19
Figure 3.3 Staff organizational chart	23
Figure 5.1 Location of venue	32
Figure 5.2 Product Presentation.....	33
Figure 5.3 Media and Promotion.....	33



LIST OF APPENDIX

Appendix A – Towel SROLL CAKE Products.....	35
Appendix B - Turnitin.....	33



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EXECUTIVE SUMMARY

Indonesia's fast-growing dessert industry continues to evolve through innovation and rising consumer interest in artisanal, social-media-friendly products. However, SMEs in this sector often face challenges such as limited visibility, short-shelf life, and strong competition. S'ROLL addresses these issues through its unique concept: rolled crepe cakes that resemble towels, offering soft textures, rich flavors, and aesthetic appeal. Operating as a Micro, Small, and Medium Enterprise (MSME), S'ROLL sells four main flavor variants—klepon, blueberry cheese, choco mint, and gingerbread—at competitive prices. Products are sold through a flexible model that includes a physical outlet at G-Town Square in Gading Serpong, as well as online platforms like GoFood, GrabFood, and ShopeeFood.

S'ROLL targets young adults, especially university students and urban millennials in Tangerang and Jakarta who enjoy sweet foods with visual appeal. With a strong brand identity, unique product presentation, and interactive social media engagement, S'ROLL stands out in a crowded dessert market. Its competitive advantage lies in product creativity, flexibility in sales channels, and customer-centric packaging. The business model combines dine-in, take-out, event-based pop-ups, and online delivery to maximize reach and customer convenience. Profitability is driven by premium pricing, high perceived value, and efficient production cycles, supported by strategic marketing and customer loyalty programs.

The S'ROLL team consists of an owner, an assistant controller, a dessert chef, a cashier, and a social media administration with clearly defined roles to ensure operational efficiency. This business achieves a gross revenue of Rp648,000,000 annually with a net income after tax of Rp283,030,841. Each product is sold at Rp30,000, with 60 units sold, showing strong demand. Impressively, the business has a payback period of only 54 days or 1.7 months, making it a highly promising venture.