

**BUSINESS PROPOSAL PROJECT FOR URBAN BITES
WARKOP**



FINAL PROJECT REPORT

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**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2026**

BUSINESS PROPOSAL PROJECT FOR URBAN BITES

WARKOP



FINAL PROJECT REPORT

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

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HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

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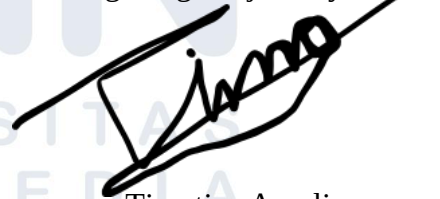
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PREFACE

(Preface can be elaborated but must include acknowledgments, final project goals, and expectations about the final project)

I would like to thank

1. Dr. Andrey Andoko, M.Sc., Ph.D, as the Rector of Universitas Multimedia Nusantara.
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6. 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, 30 January 2026



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BUSINESS PROPOSAL PROJECT URBAN BITES WARKOP

Timotius Anerlie

ABSTRAK

Proposal bisnis ini menganalisis kelayakan Urban Bites Warkop, sebuah kedai kopi modern yang beroperasi dalam format kios kecil di Gading Serpong, Kabupaten Tangerang. Tujuan studi ini adalah untuk mengevaluasi potensi bisnis dari perspektif industri, pasar, operasional, dan keuangan. Sektor makanan dan minuman (F&B) di Indonesia, khususnya dalam kategori usaha mikro, kecil, dan menengah (UMKM), terus menunjukkan pertumbuhan yang stabil dan ketahanan. Didukung oleh kebiasaan konsumsi harian yang kuat, perkembangan budaya kafe, dan meningkatnya permintaan akan camilan dan minuman yang terjangkau, konsep warkop modern tetap sangat relevan. Urban Bites Warkop menargetkan mahasiswa, pekerja muda, dan penduduk lokal berusia 18–27 tahun yang mengutamakan harga terjangkau, layanan cepat, dan porsi yang sesuai. Produk utama yang ditawarkan meliputi pizza mie, lumpia goreng, berbagai pilihan roti panggang, mie instan (goreng dan sup), teh, dan kopi. Semua menu ditawarkan dengan harga berkisar antara IDR 10.000–20.000 untuk memastikan keterjangkauan bagi pasar sasaran. Keunggulan kompetitif bisnis ini meliputi pilihan menu yang sederhana namun populer, operasional kios yang efisien, kualitas rasa yang konsisten, dan lokasi strategis dekat dengan kawasan perumahan dan pendidikan. Aktivitas pemasaran berfokus pada platform digital seperti Instagram, didukung oleh strategi promosi termasuk penawaran mingguan, paket menu, dan pemasaran dari mulut ke mulut. Secara operasional, Urban Bites Warkop dikelola oleh tim kecil dengan alur kerja yang terstruktur untuk menjaga efisiensi dan konsistensi produk. Analisis keuangan menunjukkan bahwa bisnis ini layak, menghasilkan pendapatan harian sebesar IDR 2.765.000 dengan laba bersih harian IDR 1.400.492 dan margin laba bersih 50,91%. Hasil ini menunjukkan bahwa Urban Bites Warkop memiliki kinerja keuangan yang kuat, kelayakan operasional, dan potensi pertumbuhan sebagai UMKM modern di industri F&B.

Kata kunci: Urban Bites Warkop, UMKM, hemat biaya

BUSINESS PROPOSAL PROJECT URBAN BITES WARKOP

Timotius Anerlie

ABSTRACT

This business proposal analyzes the feasibility of Urban Bites Warkop, a modern coffee stall operating in a small kiosk format located in Gading Serpong, Tangerang Regency. The purpose of this study is to evaluate the business potential from industry, market, operational, and financial perspectives. The food and beverage (F&B) sector in Indonesia, particularly within micro, small, and medium enterprises (MSMEs), continues to show stable growth and resilience. Supported by strong daily consumption habits, evolving café culture, and increasing demand for affordable snacks and beverages, the modern warkop concept remains highly relevant. Urban Bites Warkop targets students, young workers, and local residents aged 18–27 who prioritize affordable prices, fast service, and suitable portion sizes. The main products offered include pizza noodles, fried lumpia, various toast options, instant noodles (fried and soup), tea, and coffee. All menu items are priced within the range of IDR 10,000–20,000 to ensure accessibility for the target market. The business's competitive advantages include simple yet popular menu selections, efficient kiosk-based operations, consistent taste quality, and a strategic location near residential and educational areas. Marketing activities focus on digital platforms such as Instagram, supported by promotional strategies including weekly deals, bundle menus, and word-of-mouth marketing. Operationally, Urban Bites Warkop is managed by a small team with streamlined workflows to maintain efficiency and product consistency. Financial analysis indicates that the business is feasible, generating daily revenue of IDR 2,765,000 with a daily net profit of IDR 1,400,492 and a net profit margin of 50.91%. These results demonstrate that Urban Bites Warkop has strong financial performance, operational viability, and growth potential as a modern MSME in the F&B industry.

Keywords: Urban Bites warkop, MSME, affordable

TABLE OF CONTENT

Table of Contents

NON - PLAGIARISM STATEMENT	iii
APPROVAL PAGE	iv
VALIDATION PAGE.....	v
APPROVAL OF PUBLICATION.....	vi
PREFACE	vii
ABSTRAK	viii
ABSTRACT	ix
TABLE OF CONTENT.....	x
LIST OF TABLE	xii
LIST OF FIGURE	xiii
LIST OF APPENDIX	xiv
EXECUTIVE SUMMARY.....	xv
CHAPTER I COMPANY OVERVIEW	xv
1.1 Industry Analysis.....	Error! Bookmark not defined.
1.2 Company Description.....	Error! Bookmark not defined.
1.3 Product and Services.....	Error! Bookmark not defined.
CHAPTER II MARKETING PLAN.....	Error! Bookmark not defined.
2.1 Market Size	Error! Bookmark not defined.
2.1.1. Interview Result.....	Error! Bookmark not defined.
2.1.2. Survey Result.....	Error! Bookmark not defined.
2.1.3. Conclusion	Error! Bookmark not defined.
2.2 Competitor Analysis.....	Error! Bookmark not defined.
2.2.1 Direct Competitor	Error! Bookmark not defined.
2.2.2 Indirect Competitor	Error! Bookmark not defined.
2.2.3 SWOT.....	Error! Bookmark not defined.
2.3 Sales Goal	Error! Bookmark not defined.
2.4 Marketing Strategy	Error! Bookmark not defined.
2.4.1 Product.....	Error! Bookmark not defined.
2.4.2 Distribution.....	Error! Bookmark not defined.

2.4.3	Promotion	Error! Bookmark not defined.
2.4.4	Pricing	Error! Bookmark not defined.
CHAPTER III OPERATIONAL PLAN		Error! Bookmark not defined.
3.1	Location	Error! Bookmark not defined.
3.2	Operational Flow	Error! Bookmark not defined.
3.3	Supplies and Suppliers	Error! Bookmark not defined.
3.4	Control Procedures	Error! Bookmark not defined.
3.5	Staffing	Error! Bookmark not defined.
CHAPTER IV FINANCIAL PLAN		Error! Bookmark not defined.
4.1	Capital Needs	Error! Bookmark not defined.
4.2	COGS.....	Error! Bookmark not defined.
4.3	Operating Expense	Error! Bookmark not defined.
4.4	Breakeven Point.....	Error! Bookmark not defined.
4.5	Income Statement	Error! Bookmark not defined.
CHAPTER V EXHIBITION.....		Error! Bookmark not defined.
5.1	Location & Venue.....	Error! Bookmark not defined.
5.2	Budget.....	Error! Bookmark not defined.
5.3	Product Presentation.....	Error! Bookmark not defined.
	Figure 5. 1 product and presentation	Error! Bookmark not defined.
5.4	Media and Promotion	Error! Bookmark not defined.
REFERENCE		Error! Bookmark not defined.
APPENDIX		Error! Bookmark not defined.

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LIST OF TABLE

Table 2.1 survey form	5
Table 2.2 direct competitor analysis	8
Table 2.3 indirect competitor	9
Table 2.4 analysis SWOT	10
Table 2.5 sales goal	11
Table 2.6 advertising tools and budget	17
Table 3.1 facilities list	22
Table 3.2 staff and position	23
Table 4.1 capital needs	25
Table 4.2 COGS.....	41
Table 4.3 Operating Expense	42
Table 4.4 Break even point	42
Table 4.5 Daily Sales Goal.....	43
Table 4.6 Income Statement.....	43
Table 4.7 budget.....	44



LIST OF FIGURE

figure 1.1 pertumbuhan PDB industry makanan dan minuman Indonesia	1
Figure 1.2 Urban Bites Warkop logo	3
figure 2.1 Pizza mie.....	13
figure 2.2 lumpia goreng	13
figure 2.5 roti bakar PB & J	14
figure 2.6 instant noodle mie goreng	14
figure 2.7 intant noodle mie kuah	14
figure 2.8 tea.....	15
figure 2.9 black coffee	15
figure 2.10 Luwak white coffee	16
figure 3.1 urban bites warkop interior.....	19
figure 3.2 urban bites warkop exterior	19
figure 3.3 urban bites warkop service area layout	20
figure 3.4 urban bites warkop production area layout	21
figure 3.5 operational flow of urban bites warkop	21
Figure 5. 1 product and presentation.....	35
Figure 5.2 product and presentation.....	35
Figure 5. 3 promotion platform.....	36



LIST OF APPENDIX

Appendix A - Questionnaire Raw Data	50
Appendix B - Interview Questions and Photos with the manager/owner and customer	54
Appendix C - COGS Calculation.....	55



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EXECUTIVE SUMMARY

The food and beverage (F&B) industry in Indonesia, particularly the small-scale street food and coffee stall segment, continues to demonstrate strong and consistent growth. Warung kopi (warkop) remain highly relevant due to their affordability, accessibility, and alignment with daily consumption habits of urban communities. Urban Bites Warkop operates within this industry as a small kiosk-based food and beverage business, offering popular comfort foods such as pizza noodle, instant noodles (fried and soup variants), toasted bread, fried lumpia, and affordable beverages including coffee and tea. The business adopts a value-driven pricing strategy, ensuring products are affordable while maintaining acceptable quality and portion sizes for everyday consumption.

Urban Bites Warkop targets students, young adults, and workers aged 17–35 years who are active in the Gading Serpong area and surrounding neighborhoods. This segment prioritizes affordability, convenience, and fast service. The business's competitive advantage lies in its strategic location, simple yet high-demand menu, competitive pricing, and low operational costs. Urban Bites Warkop applies a direct-to-consumer business model, generating revenue from daily walk-in customers. Operations are kept efficient and flexible, with minimal staffing and locally sourced ingredients to maintain cost control and steady daily cash flow.

The business is managed by a small and lean team, with the owner overseeing daily operations, food preparation, procurement, and basic financial management. A part-time helper may be employed during peak hours to ensure smooth service. From a financial perspective, Urban Bites Warkop focuses on achieving stable daily revenue through high sales volume and low margins. Key expenses include raw materials, kiosk rent, utilities, and limited marketing costs. With disciplined cost management and consistent customer demand, the business aims to achieve sustainable profitability and gradual growth within its early operational period.