

ABSTRACT

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Study Program : Hotel Business

Title : Obamah Bakery Expansion Business Plan

This project was aimed to give information for the readers about Obamah Bakery's business plan. The backstory of how this business was built is because a lot of breads using preservatives were sold in the industry, which can be dangerous for many people. Therefore, Obamah Bakery want to solve this problem by producing new breads every day. Besides that, this project can give some insights and inspirations to people who want to start their own business especially in the F&B industry. Obamah Bakery strive to encourage young entrepreneurs, showing that as long as you work hard and plan everything meticulously, the business will definitely go well. Obamah Bakery serves products that are freshly baked and suits our locals' taste in order to make customers feel satisfied with the high quality homemade breads. Obamah Bakery also has a vision to make Indonesian traditional bread become well-known by turning it into a modern local fusion bread. Aside from the taste, Obamah Bakery has an affordable yet reasonable price. Obamah Bakery's primary target is the middle to upper class people who regularly eat bread as their breakfast or snacks. This business plan project starts from February 2022 to May 2022. As for the preparation, there will be 7 months until the new branch outlet of Obamah Bakery opens on January 2023. It projects Obamah Bakery's operation starting from January 2023 to December 2025. The details of the total investment that Obamah Bakery needs to undergo the business will be included.

Keywords: Bakery, Bread, Business