

ABSTRACT

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Title : Business Project “Ramuin”

The purpose of this paper is to project Ramuin’s business plan. Ramuin has a vision to promote Indonesian culture through distinctive flavor of traditional drinks which is easy to drink, 100% natural, without artificial coloring, sweeteners and preservatives. The primary customer targets of this business are businesswomen, wellness enthusiast, and young people. The products will be available through offline outlets in Bandengan, Astha District 8 and through online platforms such as GoFood, GrabFood, Shopee, and Tokopedia. This business plan proposal projects Ramuin’s operation plan starting from May 2021 to April 2024. The initial investment is IDR 1,549,931,335 with the total return on investment at the end of the period is projected to reach 91% of the initial investment value.

Keyword : Business, Traditional drink, Natural, Easy to drink