

ABSTRACT

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Study Program : Hotel Business

Title : Healfroz Business Plan

Healfroz is a frozen food product but still maintains the quality of the food so as not to damage the nutritional content in it and without preservatives. Can be consumed at breakfast, lunch or dinner. Just warm it up and the food is ready to eat. Healfroz will work with online motorcycle taxi services to deliver food. Healfroz has no competitors with a similar concept, namely healthy frozen food. Proforma will be forecast within 1 year. For the first capital we spent Rp. 91.750.000 for Capex and Rp. 32,658,000 for Opex for 6 months. So, our total expenditure for the first 6 months is Rp. 154,558,000. We will get the investment return in the 9th month. With an overview of the concept, types of cuisine, prices, and strategies that have been set.

Keyword : Frozen, Healthy, Food, Quality.