

## CHAPTER V

### CONCLUSION

The food and beverage business are one of the most popular businesses and has good prospects, because some products are well-known and loved by most people, especially dessert. The increasing demand for the food and beverage business motivates us to open our own dessert business, a roll cake shop named Roll N Eat. Our business's name means we rolled, and the customer eats.

These days, many people choose roll cake over regular cake because it's cheaper, easy to bring, and eat anywhere. However, in Indonesia all have thin cream, and people who love cream who are not too concerned about their health will not satisfy their desires. So, we took the concept of a roll cake similar to that sold in South Korea, a roll cake that has more cream filling but does not make the roll cake too sweet. We tried to combine the flavor of roll cake with Indonesian food, or Indonesian traditional cake to make this dessert as Indonesian's roll cake and can be bought for souvenir both local and international tourists.

Furthermore, our target customer is teenagers until adults, which is around 14 to 40 years old that like to eat sweets. Second is people who like to find a new trend, follow trends, and create a new trend such as influencers, Instagrammers, and teenagers. Third, a tourist both local and international who comes to visit, travel, and want to try Indonesian representative food such as traditional cakes, street food, etc.

Moreover, with the development of today's technology, it is very easy for other competitors to follow what we sell, only by changing the visual appearance and taste. To minimize the losses obtained from these actions, we will continue to innovate, by creating new flavor variants inspired by Indonesian food such as one of the products that we will release, *rendang* roll cake, where for now no one is selling roll cakes with that flavor.

Apart from that, we also attach great importance to the visuals seen by customers when they receive our products. It's important to have the same

visual as what they see in our social media promotions picture. Therefore, we use ice gel which is optional, a cover for the roll cake, and a thermal box to help maintain the visuals of our cake rolls. The clean profit that we will obtain in 24 months is Rp. 3,880,297,919, with ROI (Return of Investment) 1.305% in 24 months. Every month it reaches BEP (Break Even Point) except in January, June, and August 2022, also all month's reach BEP in 2023.  $PP = 275,677,030 / 1.028.668.587 = 0.268$ . In this case, our PP (Payback Period) will be within third month of our business running.

Lastly, for marketing purposes and to help us reach a bigger market, we made an application that can be downloaded from Appstore and Playstore, which we will use as a membership platform. The application will provide our latest product, promotions, exclusive benefits, and there are membership points that can be exchanged as a voucher for the next order. At the same time, we will also participate in some events and open a booth for several days, so people can come and see our product before buying. Also, in the middle of 2023, we plan to open our first offline store in Jakarta.