

ABSTRAK

Nama : Roll N Eat Team
Program Studi : Bisnis Perhotelan
Judul : Roll N Eat Business Plan

Bisnis roll cake dari Korea telah berkembang pesat dan telah menjadi bagian dari tren di Indonesia untuk hidangan penutup, mengikuti kesempatan kami ingin berpartisipasi dalam membuka bisnis roll cake kami sendiri. Tujuan utama dari pembuatan proposal rencana bisnis ini adalah untuk memperkenalkan roll cake Korea yang dimana memiliki lebih banyak krim, serta kami menggabungkan krim tersebut dengan rasa makanan perwakilan Indonesia untuk membuat roll cake khas bisnis kami yang dapat dijadikan sebagai hadiah atau souvenir untuk wisatawan domestik maupun internasional. Sebelum meluncurkan produk kami, kami melakukan survei melalui Google Form, yang kami distribusikan kepada orang-orang berusia antara 14-40 tahun. Dari survei tersebut, kami menyimpulkan bahwa peserta dari survei kami suka memakan makanan penutup, ingin mencoba hal baru, dan mengikuti tren yang terbaru. Dari total 55 peserta, terdapat 74,5% yang suka memakan roll cake. 63,6% dari mereka bersedia merogoh kocek Rp.70,000 - Rp.100,000 untuk roll cake, dan 80% of 55 peserta ingin mencoba roll cake kami. Oleh karena itu, kami mengetahui bahwa para peserta menyukai roll cake dan ingin mencoba produk kami dari hasil survei ini. Untuk investasi awal, Roll N Eat membutuhkan Rp.275.677.030. Persentase ROI (Return of Investment) selama 24 bulan menjalankan bisnis adalah 1.305%. Setiap bulan mencapai BEP kecuali pada bulan Januari, Juni, dan Agustus 2022. Dan sepanjang bulan mencapai BEP pada tahun 2023.

Kata kunci: Roll cake, dessert, online

EXECUTIVE SUMMARY

Dessert has become a part of life for some people that they have to eat every day. The increasing demand for the food and beverage business motivates us to open our own dessert business, specifically roll cake, which is a well-known dessert, but we want to add our uniqueness that makes it different from basic roll cake. Roll N Eat is a food company that focuses on people who love to eat sweet foods and want to try new things. Our target markets are defined into 4 categories, the first category is a person around 21-24 years old who have an income between 2 million to 3 million rupiah, a second category is a person around 15-18 years old who have an income between 1 million or 2 million rupiah, the third category is a person around 27-30 years old who have an income of between 3 million or 4 million rupiah, and the last category is a person who is more than 33 years old who has an income of 4 million rupiah and more. Roll N Eat will reach the market by using our social media, advertisements, collaboration, reviews from people who bought our product, and we are going to write an email containing the latest information, promotion, and seasonal packages that we are offering each month.

There are a lot of thoughts that go into the research and process to create the product. Roll N Eat is made based on roll cake, then we combine the ordinary cream with a flavor of Indonesian representative food. The business will maintain and grow the customer by using customer relationship planning. This business plan is aimed at capital ventures. The information is provided to investors and capital ventures prior to further commitment.

The total investment needed to run the business for 24 months or 2 years will be Rp. 275,677,030. The clean profit that is obtained in the financial projection by 24 months is Rp. 3,880,297,919. The ROI (Return of Investment) percentage of 24 months running the business is 1.305%. Every month it reaches BEP (Break Even Point) except in January, June, and August 2022, also all month's reach BEP in 2023. Our PP (Payback Period) will be within the third month of our business running.