

ABSTRACT

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Study Program : *Hotel Business Program*
Title : *Planning of Tempe Chips with Indonesian Flavor Variants
Business*

This research is a business feasibility test for Tempe Bray products. Tempe Bray product is a sago tempe chip product that has a unique flavor variant, namely Beef Rendang, Padang Satay and Soto Betawi. This business idea was inspired by the high demand for snack products. Tempe Bray is a solution for tempe chip lovers who are bored with the flavors on the market today. The intended target market is young people who have an interest in Indonesian specialties and crunchy products. This business feasibility test is carried out using analytical tools including market analysis, competitor analysis, product competitive advantages including financial aspects such as projected operational costs, projected development costs, projected income, projected profit and loss to cash flow projections. From the results of the feasibility test, information is obtained that this business will reach the break event point (BEP) in the first year and a return on investment (ROI) of 156.3%.

Keywords: Product, Tempe Chips, Business