

ABSTRACT

Name : Fionny & Celine Aurelia Congrentina
Study program : Hotel Business
Title : Proyek Bisnis “Sweebi”

Sweebi is a business started by Fionny and Celine Aurelia Congrentina, and will be sold through an online merchant sales system so that it can be easily reached by consumers. Sweebi can be enjoyed from the young to the elderly. We sell our products in 250ml bottles with prices starting from Rp. 40,000 to 45,000 for one product and Rp. 75,000 for a package of our products. We've researched our Sweebi business using the 9 Business Model Canvas. Regarding Business Process Flow, we started by making the materials needed before operating hours started, making product processes during operating hours, and finally delivering products to consumers. Our target customers are People with Healthy lifestyle, Pregnant Woman, Weight loss Chaser, and Sweet Tooth. We have done research through competitor mapping and market mapping. For Marketing Planning we use Online Marketing Strategy and BTL Marketing Strategy. We have made a Timeline from 2022 to 2024. Regarding the BEP of the Sweebi business for 3 years, it is at Rp. 123,561,895. And for the ROI of our business is 188954%.

Keyword: Healthy Drink, Business Plan, Purple Sweet Potato