

FOODPRENEUR REPORT “PLET DINER”



**ARRANGED BY
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**CULINARY ARTS STUDY PROGRAM
OTTIMMO INTERNATIONAL
MASTERGOURMET ACADEMY
SURABAYA
2025**

PLAGIARISM STATEMENT

I certify that this assignment is my own work, based on my personal study and research and that I have acknowledged all material and sources used in its preparation, whether they be books, articles, reports, lecture notes, and any other kind of document, electronic or personal communication. I also certify that this assignment/report has not previously been submitted for assessment in any other unit, except where specific permission has been granted from all unit coordinators involved, or at any other time in this unit, and that I have not copied in part or whole or otherwise plagiarized the work of other students and/or persons.

On this statement, I am ready to bear the risk/any sanctions imposed to me in accordance with applicable regulations, if in the future there is a breach of scientific ethics, or you have a claim against the authenticity of my work.

Surabaya, September 27th, 2025



Grace Evania Sandjojo

APPROVAL 1

FOODPRENEUR REPORT

Title : FOODPRENEUR PROJECT PLET DINER

Company name : PLET DINER

Company address : Manyar Tirtoyoso No 89 Surabaya

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Which is carried out by Students of Culinary Arts OTTIMMO International
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Has been tested and declared successful.

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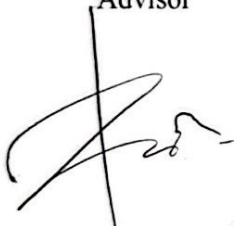
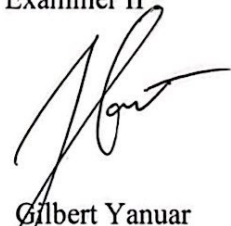
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APPROVAL 2
FOODPRENEUR REPORT

Arranged By:
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Foodpreneurship conducted from February until August

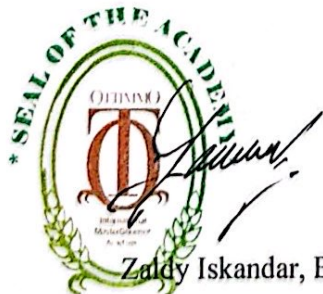
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PREFACE

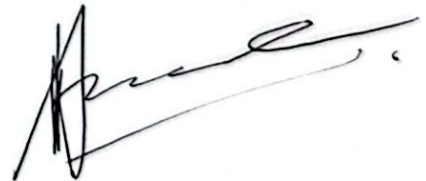
Praise be to God Almighty because on this occasion I was able to complete this report. Completion of this report intended to fulfill the requirements for foodpreneurship.

I also take this opportunity to express my gratitude to:

1. Zaldy Iskandar, B. Sc as director of Ottimmo International Culinary Art and Patisserie Academy.
2. Fillias Kusuma S.E., M.M as advisor.
3. Heni Adhianata, S.TP., M.Sc as head of Culinary art study program.
4. My parents who always support and help me in personally and providing moral & material support for me.
5. My friend who has supported the progress of this report from beginning to end.

That is all I can say, I apologize if there are any errors or inconsistencies in the use of words or sentences. Hopefully, the following report is helpful for the readers. Thank you.

Surabaya, September 27th 2025



Grace Evania Sandjojo

ABSTRACT

This report discusses the development of *plēt diner*, a foodpreneurship project introducing a customizable potato-based dining concept in Surabaya. Conducted from February to August 2025, the project aimed to build brand awareness, penetrate the local market, and test operational sustainability. Sales data collected through Olsera POS show a sharp dynamic: minimal revenue in February due to a soft opening, rapid growth in March and April, and a peak in May with Rp116.8 million supported by viral exposure. Sales later stabilized at Rp50–55 million per month, with net profit ranging from Rp9–52 million. The results indicate that while projections emphasized expansion, real performance was shaped more by seasonal trends and customer flow, highlighting the need for revenue stability and loyal customer retention before scaling further.

Keywords: *Foodpreneur, Plet Diner, Ottimmo International*

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