

ENTREPRENEURSHIP FINAL PROJECT

POPPO PATISSERIE



By

Celine Laurence

1674130010023

STUDY PROGRAM OF CULINARY ART

OTTIMMO INTERNATIONAL

MASTER GOURMET ACADEMY

SURABAYA

2019

APPROVAL

Title : “POPPO PATISSERIE”

Which is carried out by Students of Culinary Arts OTTIMMO International

MasterGourmet Academy Surabaya

Name : Celine Laurence

Reg. Name : 1674130010023

Has been testes and declared successful. Done the entrepreneur program from
December 1st, 2018 – May 31st, 2019

Approve,

Surabaya, MONTH ?? 2019

Advisor

Irra Chrisyanti Dewi, S.Pd.,M.S.M

NIP. 197812011702028

Examiner I

Examiner II

?

NIP. ?

?

NIP. ?

Academy Director of OTTIMMO
International MasterGourmet Academy
Surabaya

Head of Study Program of OTTIMMO
International MasterGourmet Academy
Surabaya

Zaldy Iskandar, B.Sc.
NIP. 197310251201001

Irra Chrisyanti Dewi, S.Pd.,M.S.M
NIP. 197812011702028

PREFACE

As for the beginning, I would like to thank my Holy God, Jesus Christ for His blessings and spiritual guidance in order for me to complete this Entrepreneur report. The main purpose for this report is based on the entrepreneurship result conducted by the Author during the 6 months process. help each student in Ottimmo to be creative and innovative as we have to create a whole new product that never been in Indonesia. One of the reasons why I come up with the idea of making Kiefe is because I want to create a healthier alternative consumption which can be very beneficial to human's health condition.

During this process of completing this report, I received so much guidance and support. By this, I would like to express my gratitude to the names below:

1. My parents who have supported and provided me to achieve good education
2. Ms. Irra Chrisyanti Dewi, S.Pd., M.S.M as the Head of Culinary Arts Study Program at OTTIMMO International MasterGourmet Academy and my advisor who have helped me in order to understand the guideline by providing guidance until the completion of this report.
3. Mr. Zaldy Iskandar, B.Sc. as the head Director of OTTIMMO International MasterGourmet Academy Surabaya.
4. Ms. Cindy Tanio who have help me in so many ideas and suggestions, and helped me in motivation and courage.
5. My dearest friends, Ms. Celine Nicola, Ms. Stella Gracia, Ms. Diane Yudith, and Mr. Tommy who all have help me by a lot of guidance and suggestions.

Surabaya, MONTH 00th, 2019.

Celine Laurence

ABSTRACT

An Entrepreneur Program is an excellent choice of practice to train people how to do business, starting from the planning to the financial report post operating. It's a good practice especially for young millennials nowadays that have so much creativity and innovations.

Though, the average income level is not that high, Indonesian people can be considered to be very consumptive, especially on buying via online. Culinary is intensely growing more in Indonesia, so many new crazy creations. It's a very good impact because the rate of demand will be high enough to give possibilities for new food entrepreneurs to emerge into the market.

As a baking and pastry enthusiast, the owner of Poppo Patisserie were encouraged by the idea of using OTTIMMO's Entrepreneur Program as a starting line to create her own business. Starting small is what the author wanted to achieve first from her list of goals, because it's more flexible for the author to adjust the current market trend, Surabaya people demands, etc.

PLAGIARISM STATEMENT

I, Celine Laurence as the author of this report certify that this report is purely made and finished by my own using my personal knowledge, researches, and practices, based on every sources and materials in any form of books, lecture notes, documents, electronic or personal communication. I also certify that this report has not previously been submitted or used 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 hear the risk or 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, MONTH XX, 2019

Materai

Celine Laurence

TABLE OF CONTENTS

APPROVAL.....	i
PREFACE	ii
ABSTRACT	iii
PLAGIARISM STATEMENT	iv
TABLE OF CONTENT	v
LIST OF PICTURES	vii
LIST OF TABLE.....	ix
CHAPTER I – INTRODUCTION.....	1
1.1 BACKGROUND OF STUDY	1
1.2 PROBLEM STATEMENT	2
1.3 FOOD ENTREPRENEUR OBJECTIVES	2
1.3 THE EXPECTED OUTCOME.....	2
1.3 THE BENEFITS OF FOOD ENTREPRENEUR	3
CHAPTER II – BUSINESS PLAN OVERVIEW	
2.1 MARKET POTENTIAL	4
2.1.1 SEGMENTATION.....	4
2.1.2 TARGETING	4
2.1.3 POSITIONING.....	5
2.2 LOCATION	5
2.3 PRODUCT & PRICE.....	6
2.4 SALES PROJECTION.....	24
2.5 MARKETING STRATEGIES.....	24
2.6 SWOT ANALYSIS.....	24
CHAPTER III – IMPLEMENTATION OF ACTIVITIES & DISCUSSION ..	
3.1 FINANCIAL STATEMENT	27
3.1.1 INVESTMENT COST	27
3.1.2 OPERATIONAL COST	27

3.1.3 WORKING CAPITAL COST	28
3.2 MONTHLY SALE REPORT	29
3.3 PROFIT & LOSS	41
CHAPTER IV – CONCLUSION.....	
4.1 CONCLUSION.....	42
4.2 SUGGESTION	42
REFERENCES.....	43
APPENDIX	
Appendix 1. Logo Design.....	44
Appendix 2. Endorsement	47

LIST OF PICTURES

Picture 1. Poppo Patisserie Production Area.....	5
Picture 2. Fondant Cake with Fresh Flower Decoration for Ms. Anastasia I's Bridal Shower.....	7
Picture 3. The Bridal Shower Cake as the centerpiece for the venue	7
Picture 4. Chinese New Year Themed Cake	8
Picture 5. Custom Fondant Cake for Mrs. Licu's Birthday	8
Picture 6. Fondant-Covered Cake with Fresh Flowers for Mrs. Priscillia's 50 th Birthday Celebration	9
Picture 7. Fondant-Covered Marble Cake decorated with Fresh Flower	9
Picture 8. Fondant-Covered Cake decorated with Fresh Flowers for Mrs. Renny's Birthday Celebration	10
Picture 9. Buttercream with Chocolate Ganache Glaze and Chocolate Sails	10
Picture 10. Marble Buttercream Cake with Fresh Flowers and Chocolate Sails ..	11
Picture 11. Simple Chocolate Ganache Glazed Cake with Creamy Chocolate Buttercream and Caramel Sauce as fillings.....	11
Picture 12. Geode Buttercream-Covered Cake	12
Picture 13. Custom Fondant-Covered Cake. Special request from the customer for their friend's new house celebration	12
Picture 14. Custom Fondant-Covered Cake. My Little Pony Themed cake for 4 th Birthday of dearest Jillian	13
Picture 15. Simple Fondant-Covered Cake	13
Picture 16. Marble Buttercream Cake for Ms. Mega's Birthday Celebration	14
Picture 17. Chocolate Ganache Glazed Cake with Sweets Decoration and Chocolate Sails for Mrs. Elvin	14
Picture 18. Geode Buttercream Cake for Ms. Mei Ling's Birthday Celebration..	15
Picture 19. Fondant-Covered with Fresh Flowers for Mrs. Maya's dearest Mother's Birthday Celebration	15
Picture 20. Box of 25 Bite-Size Fudgy Brownies	16
Picture 21. 19 x 7 cm Slice of Chocolate Fudgy Brownies	17
Picture 22. 19 x 7 cm Slice of Cheese Fudgy Brownies	17

Picture 23. Our Brownies Packaging. We store every order with Thick Plastic Bag	17
Picture 24. 24 x 24 cm of Fudgy Brownies.....	18
Picture 25. 19 x 7 Slice Size of Fudgy Brownies.....	18
Picture 26. Brownies Hampers.....	19
Picture 27. Brownies in Tube Packaging	19
Picture 28. Mini Tarts Flavors	20
Picture 29. Mini Tarts Packaging option 1, Box of 2 Round Mini Tarts with 3 Cookies.....	21
Picture 30. Mini Tarts Packaging option 2, Box of 1 Rectangular Mini tarts with 6 Cookies.....	21
Picture 31. Box of 7 pieces of French Macarons	22
Picture 32. Jiggly Cheesecake.....	23
Picture 33. Poppo Patisserie Logo	44
Picture 34. Poppo Patisserie Cake Topper	44
Picture 35. Greeting Card (Front Side)	45
Picture 36. Greeting Card (Back Side).....	45
Picture 37. Christmas Edition Greeting Card (Front Side)	46
Picture 38. Christmas Edition Greeting Card (Back Side).....	46
Picture 39. Endorsement by Food Blogger, Amanda Kohar.....	47
Picture 40. Endorsement by Food Blogger, Amanda Kohar.....	48
Picture 41. Endorsement by Food Blogger, Amanda Kohar.....	49
Picture 42. Endorsement by Food Blogger, Amanda Kohar.....	50
Picture 43. Endorsement by Food Blogger, Amanda Kohar.....	51
Picture 44. Endorsement by Food Blogger, Amanda Kohar.....	52
Picture 45. Endorsement by Food Blogger, Amanda Kohar.....	53
Picture 46. Endorsement by Food Blogger, Amanda Kohar.....	54

LIST OF TABLES

Table 1. Investment Cost.....	27
Table 2. Operational Cost	27
Table 3. Working Capital	28
Table 4. December Sale Report	31
Table 5. January Sale Report	33
Table 6. February Sale Report	35
Table 7. March Sale Report	37
Table 8. April Sale Report	38
Table 9. May Sale Report.....	40
Table 10. 6 Months Sales Report Summary.....	40
Table 11. Profit & Loss Table	41