

ENTREPRENERUSHIP FINAL PROJECT
AYAM GORENG NA SULAWESI



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STUDY PROGRAM OF CULINARY ART OTTIMMO INTERNATIONAL
MASTER GOURMET ACADEMY
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APPROVAL

Title : “AYAM GORENG NA SULAWESI”

Which is carried out by Students of Culinary Arts OTTIMMO International Master
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Has been testes and declared successful. Done the entrepreneur program from
Febuary 9st, 2020 – Juni 30st, 2020

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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. Mr. Zaldy Iskandar, B.Sc. as the head Director of OTTIMMO International MasterGourmet Academy Surabaya.
2. Ms. Irra Chrisyanti Dewi, S.Pd., M.S.M as the Head of Culinary Arts Study Program at OTTIMMO International Master Gourmet Academy and my advisor who have helped me in order to understand the guideline by providing guidance until the completion of this report.
3. My parents who have supported and provided me to achieve good education
4. Ms. Feby Amely who have help me in so many ideas and suggestions, and helped me in motivation and courage.
5. My dearest friends, Ms. Annisa Tjiasari, Ms. Feby Amely, Ms. Meyke Datu, and Mr. Irwan Karwinata who all have help me by a lot of guidance and suggestions.

Surabaya, August 03th, 2020.

Natassia Chendra

EXECUTIVE SUMMARY

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 cooking enthusiast, the owner of Ayam Goreng Na Sulawesi 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, Makassar people demands, etc

Keywords : Enterpreneur

PLAGIARISM STATEMENT

I, Natassia Chendra 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, August 03, 2020

Natassia Chendra

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