
FOODPRENEUR REPORT

“HEAVENLYCAKE”



By

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SURABAYA

CULINARY ARTS PROGRAM STUDY

2021

APPROVAL

Title : Hesvenly Cake

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

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EXECUTIVE SUMMARY

Heavenly Cake offers cake, bread, pastry, and etc. We use premium ingredients and serve it with fresh condition. In this era, many people already like to order cake, bread and many more to give it to their family and friends.

Heavenly Cake based in Makassar, southeast Sulawesi. Heavenly Cake run in online method because of pandemic and to minimize cost. Our target market is for people who live in Makassar that like cake, bread and pastry.

Because we still in online method, we use Grab or Gojek to send our product. We also do a pick up method for customer who wants to take their cake. We take care of our hygiene and sanitation to process all of the product. Because we use Grab or Gojek to send our product we use cable ties to prevent unkind things. From 16th April 2021 – 31st October 2021 Heavenly Cake already got profit Rp.29.850.510.

Acknowledgment

Praise and thanks to God Almighty for the successful completion of this report. This report is prepared based on foodpreneur results conducted by the Authors during 6 months in 2021. This report is prepared as one of the requirements to complete the Diploma III of Culinary Arts.

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5. My Friends , for supporting me mentally and physically during finishing this report

Makassar , 5 Desember 2021

Gabrielle Jessica Witomo

PLAGIARISM STATEMENT

I certify that this assignment/report is my own work, based on my personal study and/or research and that I have acknowledge 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, expect where specific permission has been granted from all unit coordinators involved, or 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.

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Makassar, 5 Desember 2021

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