

**ENTREPRENEURSHIP FINAL PROJECT**  
**“SECRET BOWL”**



**By**  
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**STUDY PROGRAM OF CULINARY ART**  
**OTTIMMO INTERNATIONAL MASTER GOURMET**  
**ACADEMY**  
**SURABAYA**  
**2021**

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## APPROVAL

Title : Secret Bowl

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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## **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, except 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.

On this statement, I am ready to bear the risky/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.

Makassar, 26 November 2021

(Olivia Gladys Setiawan)

## **EXECUTIVE SUMMARY**

Now there many of people that use simple and fast lifestyle, the thing that affect why they use that lifestyle it's because sometimes they busy at work or busy with their daily activity. That's why Secret Bowl come to balance their lifestyle, cause our concept is ready to go. Ready to go it's means that you can enjoy our foods (Secret Bowl) anywhere and anytime (Secret bowl operational hour).

Secret Bowl basically selling a rice bowl and burger. Secret Bowl have six kinds of rice bowl with many variant of sauce. For protein we provide chicken and salmon. In one bowl or portion of Secret Bowl there will be approximately 240 grams of rice and 85 grams of fried chicken around 9-10 pieces of chicken or 40 gram of salmon with sauce. Every bowl or portion will be sold around IDR 30.000 – IDR 50.000.

Seven month of secret bowl established, we already gain a lot of costumer with their enthusiastic. Their enthusiastic, makes Secret Bowl being motivated to pay attention more at the quality and service. With our Motto "Our secretbowl will satisfying your mouth", we not only satisfied their mouth but also their heart. We also hope that, when costumer try our product they will feel satisfied with our foods.

To gain more costumer and increase their satisfied we decide to put our product at GoFood and Grabfood apps, so they more easily to order Secret Bowl from their home or anywhere. They also can order by Social Media like Instagram. We also do a promotion through Instagram, Gojek and Grab every weeks and month. Since we cooperate with Gojek and Grab we got so many new costumer and several times they order our product in large quantities for their event .

## **PREFACE**

First of all, I would like to thank God because of his grace and bless I can complete this Entrepreneur Final Report on time. The main purpose of this report is to help each student in Ottimmo to be more creative and also motivated them to try run a business.

In completing this report, I faced many problems, but with help of many people, all the problems could be passed. May God give blessing to them. By that, I would like to delivers my gratitude to the names below:

1. My parents who have provided me to achieve a good education and supported me in many things.
2. Ms. Hilda Tjahjani Iskandar, S.E., Ak., C.A., M.M. as Head of Study Program Ottimmo International.
3. Ms. Irra Chrisyanti Dewi, S.Pd., M.S.M. as my Entrepreneur mentor who have helped me to understand the things that I don't know also her guidance to make this report done.
4. Mr. Zaldy Iskandar B.Sc. as the Head of Director of Ottimmo International.
5. My dearest friends Ms. Gabrielle Jessica who have help me in so many ideas, motivation, and who have helped me by a lot of guidance.

Makassar, 26 November 2021

(Olivia Gladys Setiawan)

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