

BUSINESS PROPOSAL ENTREPRENEUR

"THE L'AMORE"



By:

Kelly Maryanti Thejaputra

1874130010081

**OTTIMMO INTERNATIONAL MASTER GOURMET ACADEMY
SURABAYA CULINARY ARTS PROGRAM STUDY**

2021

APPROVAL

Name : Kelly Maryanti Thejaputra

Reg No. :

Approve,

Advisor

Surabaya, November 26,2021

Advisor,

(Irra C Dewi. S.Pd.. M.S.M)
NIP. 19781201 1702 028

(Irra C Dewi. S.Pd.. M.S.M)
NIP. 19781201 1702 028

Director of

Akademi Kuliner dan Patiseri OTTIMMO Internasional

Date:

(Zaldy Iskandar, B.Sc)
NIP. 197310251201001

ACKNOWLEDGMENT

First of all, I would like to thank God, Jesus Christ, for His blessings and grace to complete my Foodpreneurship of "Thelamore". This report can be completed to fulfil the requirement in achieving and require Diploma III education at the Culinary and Pastry Academies Department, Ottimmo Internasional.

I've received so much help, advice, and support from many people while making this report. I would especially say thank you to:

1. To my beloved parents who supported me fully, provided feedback, and guided me during promotion, marketing, and selling my products.
2. To Ms. Irra Chrisyanti Dewi. S.Pd.. M.C.M as Head of the Culinary Arts Programme and also as my advisor, Thank you for all the guidance, teachings, and every inserts that I received during the preparation of this Foodpreneurship Program
3. To Chef Zaldy Iskandar, B.SC as Academy Director of Ottimmo International MasterGourmet Academy.
4. To all the teacher and lecture at the Surabaya International Ottimmo Academy for the knowledge, education, and every study that have been given to writers while sitting in college.

Finally, I hope this Foodpreneurship program can be helpful for me and helps people to get more knowledge from my report.

Surabaya, Novrmber 26 2021

Kelly Maryanti Thejaputra

PLAGIARISM STATEMENT

I confirm this is my work; it is not copied from any other person's work (published or unpublished) and has not previously been submitted for assessment. I also certify that this assignment/report has not previously been submitted for review in any other unit, except where specific permission has been granted from all unit coordinators involved or at any additional time in this unit, and that I have not copied in part or whole or otherwise plagiarised the work of other students.

Jakarta, 26th November 2021

Kelly Maryanti Thejaputra

TABLE OF CONTENT

Title.....	i
Approval	ii
Acknowledgment.....	iii
Plagiarism Statement.....	iv
Table of Contents	v
List of Tables	viii
List of Figure	ix
Executive Summary	x
Chapter I – Introduction	1
1.1. Background	1
1.2. Problem Statement.....	1
1.3. Foodpreneur Objectives.....	2
1.4. The Expect Outcome	3
1.5. The Benefits of Foodpreneur.....	4
Chapter II - Overview Business Plans	5
2.1. Market potential	5
2.1.1 Company Form	5
2.1.2 Segmentation	6
2.1.3 Targeting	7
2.2. Location	7
2.3. Product & price	7

2.3.1 Dessert Box	8
2.3.2 Hotteok	11
2.3.3 Rolled Cake	12
2.3.4 Cookies	13
2.4. Sales Projection.....	15
2.5. Marketing Strategies	15
2.5.1 Promotion	16
2.5.2 Social Media.....	16
2.5.3. Ads.....	16
2.6 SWOT Analysis	16
Chapter III - Implementation Method.....	18
3.1. Financial Statement.....	18
3.1.1 Investment Cost	18
3.1.2 Operational Cost.....	19
3.1.3 Working Capital Cost.....	19
3.2. Monthly Sales Report	21
3.3. Profit & Loss.....	27
Chapter IV – Conclusion.....	29
4.1. Conclusion	29
4.2 Suggestion.....	29
References.....	30
Appendix.....	31

Appendix 1. Logo Design of The L'amore.....	31
Appendix 2. Promotion for Soft Baked Cookies	32

LIST of TABLES

Table 1 Core Value	5
Table 2 Product Prices.....	15
Table 3 Investment cost	18
Table 4 Operational Cost	19
Table 5 Working Capital Cost	19
Table 6 Monthly Sales Report January 2021	21
Table 7 Monthly Sales Report February 2021	22
Table 8 Monthly Sales Reprt March 2021	22
Table 9 Monthly Sales Report April 2021	23
Table 10 Monthly Sales Report May 2021.....	23
Table 11 Monthly Sales Report June 2021	24
Table 12 Monthly Sales Report July 2021	25
Table 13 6 Month Sales Report.....	26
Table 14 Profit & Loss.....	27

LIST of FIGURES

Figure 1 Tiramisu Dessert Box	8
Figure 2 Milo Dessert Box	8
Figure 3 Lotus Dessert Box	9
Figure 4 Matcha Dessert Box.....	9
Figure 5 Choco Crunchy Cheesecake.....	10
Figure 6 Oreo Cheesecake	10
Figure 7 Premix Hotteok	11
Figure 8 Frozen Hotteok	11
Figure 9 Cheese Rolled Cake	12
Figure 10 Mocha Nougat Almond Rolled Cake	12
Figure 11 Eid Mubarak Hamper	13
Figure 12 Lotus Biscoff Soft Baked Cookie	13
Figure 13 Classic Soft Baked Cookie	14
Figure 14 Almond Soft Baked Cookie1.....	14
Figure 15 Logo The L'amore 1	31
Figure 16 Logo The L'amore 2	31
Figure 17 Promotion 1	32
Figure 18 Promotion 2	33
Figure 19 Promotion 3	34

EXECUTIVE SUMMARY

In this day and age, the business has always been the goal of people in entrepreneurship. The culinary field is one of the business fields that is always popular and follows trends' development. So how do entrepreneurs innovate with the products they sell? Such as increasing variants, promotions, packaging, and terms of price to beat competitors. With competitors, business owners must think about how to develop their business by taking existing opportunities.

The L'amore is a business engaged in the culinary field, especially in sweet foods or desserts. Various products are sold, such as dessert boxes, cookies, roll cakes, and Korean sweet snacks. Theamore itself is still an online business or home industry that does not yet have its place. Even so, Theamore is still able to fulfil all orders desired by customers. By selling cakes or desserts is a snack that people can enjoy and order