

FOODPRENEUR REPORT
“Chic Pop!” (Chicken Popcorn)



Arranged by:
Gracea Rolintan
1874130010073

STUDY PROGRAM OF CULINARY ARTS
OTTIMMO INTERNASIONAL
MASTER GOURMET ACADEMY
SURABAYA
2023

APPROVAL

Title : CHIC POP!

Which is carried out by the student of Culinary Arts OTTIMMO International Master Gourmet Surabaya.

Name : Gracea Rolintan

Reg No. 1874130010073

Has been tested and declared successful.

Approve,
Head of Culinary Arts Programme

Surabaya, 18th April 2023

Advisor



Heni Adhianata, S.T.P., M. Sc
NIP. 19900613 1402 016



Heni Adhianata, S.T.P., M. Sc
NIP. 19900613 1402 016

Knowing,

Director of OTTIMMO International Master Gourmet Academy Surabaya



Zaldy Iskandar, B. Sc
NIP. 19731025 12201 001

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.

Surabaya, 18th April 2023



Gracea Rolintan

Gracea Rolintan

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 Chic Pop! come to balance their lifestyle, cause our concept is ready to go. Ready to go it's means that you can enjoy our foods (Chic Pop!) anywhere and anytime (Chic Pop! operational hour).

Chic Pop! basically selling a rice bowl and snacks. Chic Pop! have six kinds of rice bowl with many variant of sauce. For protein we provide chicken, dory, and shrimps. In one bowl or portion of Chic Pop! there will be approximately 200 grams of rice and 50 grams of fried chicken around 8-10 pieces of chicken or 40 gram of dory or 6 tails of shrimps with sauce. Every bowl or portion will be sold around IDR 25,000 – IDR 65,000.

Six month of Chic Pop! established, we already gain a lot of customer with their enthusiastic. Their enthusiastic, makes Chic Pop! being motivated to pay attention more at the quality and service. With our Motto "Our Chic Pop! will make your mouth dance", we not only make their mouth dance but also their heart. We also hope that, when customer try our product they will feel satisfied with our foods.

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

Keyword: *Foodpreneurship, Chicken Popcorn*

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. Also, 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.
3. Mr. Zaldy Iskandar B.Sc. as the Head of Director of Ottimmo International.
4. My friends who have help me in so many ideas, motivation, and who have helped me by a lot of guidance.

Surabaya, 18th April 2023

A handwritten signature in black ink that reads "Gracea Rolintan" with a small star-like symbol at the end of the name.

Gracea Rolintan

TABLE OF CONTENTS

APPROVAL	i
PLAGIARISM STATEMENT	ii
EXECUTIVE SUMMARY	iii
PREFACE	iv
TABLE OF CONTENT	v
LIST OF TABLE	vii
LIST OF FIGURE	viii
CHAPTER INTRODUCTION.....	1
1.1 Background of The Study	1
1.2 Problem Statement.....	2
1.3 Foodpreneur objectives.....	2
1.4 The Expected Outcome.....	3
1.5 The Benefits of Foodpreneur	3
1.5.1 Benefits for Owner	3
1.5.2 Benefits for Reader.....	4
1.5.3 Benefits for Ottimmo International	4
CHAPTER 2 OVERVIEW BUSINESS PLANS.....	5
2.1 Product Research	5
2.2 Business and Market Potential.....	5
2.3 Marketing Strategies.....	5
2.4 Product and Price	6
CHAPTER 3 IMPLEMENTATION ACTIVITY & DISSCUSSION	7
3.1 Production Process.....	7
3.2 Activity Result	7
3.2.1 Problem Solving.....	8
3.2.2 Is the Product ongoing?	8

3.2.3 Timeline Activity	9
3.3 Sales.....	9
3.3.1 August.....	9
3.3.2 September.....	9
3.3.3 October	10
3.3.4 November.....	10
3.3.5 December	11
3.3.6 January.....	11
3.3.7 Total Sales for Six Month.....	11
3.4 Financial Statement.....	12
3.4.1 Variable cost	12
3.4.2 Overhead Cost.....	13
3.4.3 Cost of Production.....	13
3.4.4 Net Profit for Six Month.....	13
CHAPTER 4 CONCLUSION	14
4.1 Conclusion.....	14
4.2 Suggestion	14
BIBLIOGRAPHY	15
APPENDIX.....	16

LIST OF TABLE

Table 1. Product and Price.....	6
Table 2. Sales at August.....	9
Table 3. Sales at September.....	9
Table 4. Sales at October.....	10
Table 5. Sales at November.....	10
Table 6. Sales at December.....	11
Table 7. Sales at January.....	11
Table 8. Total Sales for Six Month.....	11
Table 9. Total Variable Cost for Six Month.....	12
Table 10. Total Overhead Cost for Six Month.....	12
Table 11. Total Cost of Production for Six Month.....	13

LIST OF FIGURE

Figure 1. Timeline Activity	9
Figure 2. Instagram Paid Promote	16
Figure 3. Chicpop! Instagram	17
Figure 4. Chicken Popcorn	18
Figure 5. Dory Popcorn	18
Figure 6. Prawn Popcorn	18
Figure 7. Mushroom Sauce.....	19
Figure 8. Lemongrass Ginger Tea	19
Figure 9. Redvelvet Latte	19
Figure 10. Payments.....	20