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ABSTRACT

Proyek Akhir ini berupa rancangan bisnis yang dibuat dengan tujuan untuk mengembangkan ide bisnis yang nyata untuk dijalankan dan dapat menarik investor untuk menanamkan modalnya pada *Ice Cloope*.

Proyek akhir ini terdiri dari 5 bab. Pada bab I dijelaskan tentang alasan penulis membuat bisnis ini, gambaran dari bisnis ini, visi dan misi, kelebihan, kekurangan, kesempatan and ancaman dari luar maupun dari dalam. Bab II menjelaskan tentang aspek pemasaran, mulai dari strategi pemasaran yang berisi *segmenting, targeting, positioning* dan *differentiation, marketing mix* yang menjabarkan bauran pemasaran yaitu *product, price, place* atau *promotion*.

Bab III menjelaskan tentang proses pembuatan es krim *fondue*, proses pelayanan, gambar *café*, letak dan posisi *café* secara jelas. Bab IV menjelaskan aspek sumber daya manusia yang berisi stuktur organisasi, penjelasan kerja, dan syarat menjadi pekerja di **IC** *café*. Bab V menjelaskan aspek keuangan yang dikeluarkan dan yang didapat dari **IC** *café*. Investasi awal membangun bisnis ini, pengeluaran dan pemasukan tiap bulannya, *payback period*, dan *NPV*. Adapun daftar pustaka yang menjelaskan sumber teori yang didapat dan lampiran yang berisi tampilan produk, logo, brosur dan kartu special dari *Ice Cloope*.

Setelah menganalisis rancangan bisnis ini dari segi pemasaran, sumber daya manusia, operasional, dan keuangan, bisnis ini layak untuk dijalankan dan akan menguntungkan terutama bagi para investor yang menanamkan modalnya pada *Ice Cloope*.

Executive Summary

Ice Cloope is the new innovation of ice cream for ice lovers in Semarang. *Ice Cloope* offers different way of consuming ice cream with three amazing tastes of fondue in a cozy café with music and high-speed internet. *Ice Cloope* is portion of balls of frozen ice cream and some toppings such as fruits and snacks which are placed in the different plates and be served with the fondue in the pot. The way of consuming the ice cream is the customers dip the ice cream into the fondue. *Ice Cloope* is located in Paragon Mall, Pemuda street no 118, Semarang.

Ice Cloope's goal is to provide the best product which gives freshness and healthiness because we use low-fat milk and fresh product, and the best service which is fast and friendly so that *Ice Cloope* can be an entertaining and comfortable café where people can hang out together.

This business plan is prepared to obtain financing in amount of Rp91,995,800. The supplemental financing is required for building renovation, purchasing equipment, and promotions during the first year. *Ice Cloope* is profitable business to be run. It can be seen from the expected first year profit is Rp134,383,000. This financing will allow *Ice Cloope* to successfully open and maintain operations. Successful operation in the first year will provide

Ice Cloope with a customer base that will allow it to be self sufficient in next year. Moreover, Ice only needs one year and five months to get the payback from initial investment. By having those advantages, business of *Ice Cloope* will be able to gain high profit.