

ABSTRACT

Three basis merupakan sebuah bisnis makanan yang menjual bakso bakar yang terbuat dari daging sapi pilihan yang rendah lemak. Selain itu, **three basis** juga menawarkan bakso bakar dengan beberapa pilihan rasa dan saus. Lokasi untuk membuka bisnis ini sangatlah strategis, yaitu di Jalan Riau 89. Pemilihan tempat tersebut didasarkan karena Bandung merupakan pusat perbelanjaan, rekreasi, maupun kuliner. Oleh karena itu, target pasar dari bisnis ini adalah orang-orang yang tertarik mencoba sesuatu yang baru dalam kuliner dan orang-orang yang suka berbelanja dan memiliki penghasilan Rp. 2.500.000 ke atas. Penentuan target pasar tersebut berdasarkan survei kepada 100 responden di jalan Riau.

Dengan harga yang terjangkau, **three basis** tetap mengutamakan kebersihan dalam proses pembuatan produk, kebersihan tempat penjualan, dan kualitas bakso bakar yang ditawarkan. Hal ini bertujuan agar produk bakso bakar rendah lemak dengan berbagai pilihan rasa juga dapat lebih dikenal di Bandung. Oleh karena itu, **three basis** akan selalu menambah pilihan rasa untuk produk bakso bakar yang ditawarkan agar selalu dapat memuaskan para pelanggan.

Dalam penulisan *business plan* ini, saya memaparkan dengan lengkap segala faktor yang dapat mendukung jalannya bisnis ini. Faktor-faktor tersebut antara lain kekuatan, kelemahan, kesempatan dan ancaman dalam menjalankan bisnis ini. Selain itu, untuk menjalankan bisnis ini dibutuhkan Rp. 52.059.000,- sebagai investasi awal. Keuntungan yang diperoleh setelah pemotongan biaya produksi dan bagi hasil sebesar 23% kepada pihak manajemen dari CJ's café yaitu Rp. 90.433.867,- per tahun dengan asumsi kenaikan biaya produksi sebesar 5% dan 10% kenaikan untuk gaji para karyawan. Berdasarkan perhitungan keuangan yang telah saya lakukan, maka hanya dalam waktu enam bulan 28 hari keuntungan dapat dicapai. Oleh karena itu, bisnis ini sangat menjanjikan dan menguntungkan untuk dijalankan. Selain itu, penghitungan tentang keuangan dan berbagai hal yang akan dibutuhkan dalam menjalankan bisnis ini juga akan diuraikan secara lengkap dalam pembahasan.

EXECUTIVE SUMMARY

Three basis will provide unique variations of excellent grilled meatballs at fairly reasonable price in a fun and relaxing atmosphere. The public wants value for everything that it purchases and is not willing to accept anything that does not meet its expectations. Then, what makes **three basis** special as a business proposition? **Three basis** will be the new snack seller in Bandung which offers low fat grilled meatballs with variety of tastes and sauces with affordable price. **Three basis** will be serving top quality of low fat grilled meatballs by keeping the hygiene and freshness of the ingredients and the products.

Additionally, there are only a few people who sell grilled meatballs in Bandung. Therefore, the ingredients and recipes of **three basis** low fat grilled meatballs will be different from others, because **three basis** offer delicious menu namely cheese, egg, and original grilled meatballs. Besides, **three basis** prepares kinds of sauces namely hot sauce, soy sauce, *Padang* sauce, and peanut butter sauce. **Three basis** believes that the market can be segmented into three groups that it aims to target. The first group is males and females who are from teenagers to adults. Furthermore, the second group that will be targeted is people who like to try something new in culinary and the shoppers of Riau area. The last

group comes from middle to high social classes. Based on the group of segmentation, the target market of **three basis** will be people who like to try something new in culinary and the shoppers whose income rate is 2,500,000 IDR or more.

Three basis will employ professional and experienced employees. I myself will manage **three basis** as the owner and also the manager. Furthermore, **three basis** needs two helpers and an assistant for preparing the ingredients and grilling the meatballs.

Most important to **three basis** is the financial success which will be achieved through strict financial controls. Additionally, success will be ensured by offering a high quality service and a hygienic product and place. **Three basis** will apply this plan to vary the menus as the stand gets more and more crowded, and to make sure that **three basis** can produce other new variations of low fat grilled meatballs.

Moreover, initial investment that is needed to run this business is 52,059,000 IDR for a year. The net profit is 90,433,867 IDR for a year. Based on the detailed calculation, this business is profitable because the net present value is positive. Profitability will be reached in six months and 28 days. As a result, it is clear that this investment has a promising profit value and it is reasonable to be considered by the investors.

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