

ABSTRACT

Bisnis di dunia kuliner merupakan bisnis yang menjanjikan karena perkembangannya tidak pernah surut. Namun untuk dapat bertahan dalam persaingan bisnis kuliner, kreativitas sangatlah diperlukan karena setiap orang berlomba-lomba untuk menciptakan kreasi baru. Oleh karena itu saya ingin memanfaatkan peluang dalam bisnis kuliner dengan menciptakan suatu kreasi makanan unik dengan cita rasa tinggi.

Saya akan membuka bisnis “Rumah Waffle” yang menjual *waffle sandwich* sebagai menu utamanya. *Waffle sandwich* adalah sajian dua buah *waffle* dengan isian, manis atau asin. *Waffle sandwich* merupakan suatu kreasi makanan yang unik, selain itu Rumah Waffle menyediakan *waffle* dengan berbagai pilihan rasa. Produk unggulan dari Rumah Waffle adalah *waffle* peuyeum dan *waffle* ubi cilembu. Makanan ini merupakan gabungan antara cita rasa barat dan timur.

Dalam rencana bisnis ini akan dipaparkan berbagai aspek dalam pengoperasian bisnis Rumah Waffle. Stand Rumah Waffle akan dibuka di jalan Surya Sumantri nomor 53 Bandung, Jawa Barat. Lokasi ini terletak di dekat Universitas Maranatha. Karyawan yang akan dipekerjakan di Rumah Waffle adalah pekerja paruh waktu.

Selain aspek-aspek operasional, aspek keuangan juga dijabarkan dalam rencana bisnis ini, yang meliputi perkiraan penjualan dan pengeluaran kemudian diakhiri dengan metode penganggaran modal (*Capital Budgeting Method*). Perhitungan-perhitungan tersebut sangat membantu dalam membuktikan bahwa bisnis Rumah Waffle merupakan bisnis yang layak untuk dijalankan.

EXECUTIVE SUMMARY

Rumah Waffle is the answer of an increasing need for students who have limited time to eat. Rumah Waffle business is targeted for college students who live at boarding house, usually eat out, and like eating snacks. Rumah Waffle offers the sensation of big meal in a snack. Rumah Waffle is a stand which sells waffle sandwich and many beverages. It is located on Surya Sumantri 53 Bandung, West Java. The location of Rumah Waffle is strategic because it is near Maranatha Christian University and it is a crowded area; consequently, the possibility of being known by the customers is bigger. Rumah Waffle provides a 24-hour service to ease customers to get the waffle sandwich anytime. In addition, it has a comfortable place for eating-in and for students who are in hurry do not need to worry because the waffle sandwich will be served quickly to be taken away.

The main product of Rumah Waffle is waffle sandwich, which is two waffles with fillings placed between them. It provides a new variation of food and the only waffle sandwich stand in Bandung. Waffle sandwich is a kind of snack, but it is stuffed as a heavy meal. It is suitable for busy students because it is quick-served, practical, and satiated. The superior

products of Rumah Waffle are fermented cassava (*peuyeum*) waffle and sweet potato (*ubi Cilembu*) waffle. The combination between local and western tastes will make a great food. In addition, fermented cassava and sweet potato are nutritious and healthy.

Rumah Waffle also provides great beverages that match with its great food. Its special drink is called Day2Night, because it can be drunk in the morning, in the afternoon, and also at night. It contains pure orange juice (or can be replaced by lemon) mixed with honey as the sweetener and it can be added with milk. It is refreshing and healthy.

This business plan needs the investment in the amount of Rp22,703,155 and it will be covered from owner's saving. The payback period of this business is within a year, which is 3 months and 14 days. The Net Present Value (NPV) is Rp55,670,831.49, the NPV value of this business is positive, it means that Rumah Waffle business is feasible to run. Considering from its financial aspect, this business can be seen as a beneficial business.

All aspects in Rumah Waffle business prove that Rumah Waffle is a promising business. It has unique products and from the payback period, which is within a year, it is shown that the business is profitable to run.

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