

ABSTRACT

Banana Blast adalah sebuah usaha di bidang makanan yang memproduksi es krim dengan bahan dasar pisang. Produk-produk *Banana Blast* dibuat dari bahan-bahan berkualitas, dan sebagian bahan pokoknya berasal dari luar negeri sehingga tidak diragukan lagi akan kualitas rasanya yang enak. Usaha ini dipilih karena es krim cukup diminati oleh masyarakat dari berbagai kalangan dan usia. Hal ini juga terlihat dari banyaknya toko-toko es krim yang makin memenuhi mall, khususnya di Bandung. Ini menjadikan proyek *Banana Blast* sebagai salah satu peluang yang sangat besar bagi para investor untuk memperoleh keuntungan. Oleh sebab itu, proposal ini disusun untuk memberikan pengertian umum kepada para calon investor tentang konsep *Banana Blast*.

Untuk kelangsungan bisnis ini, dibutuhkan 5 karyawan untuk ditempatkan sebagai kasir dan staf. Usaha ini akan bertempat di Paskal Hypersquare di Jl. Pasirkaliki no.25-27, Pusat Bisnis Terbesar di Kota Bandung. Lokasi ini strategis dan sering dilalui oleh banyak kendaraan setiap harinya sehingga dapat disimpulkan bahwa bisnis ini sangat menjanjikan. Untuk memulai bisnis ini, dibutuhkan dana sebesar Rp.145.320.000 dan diperkirakan akan mencapai pulang pokok dalam waktu 2 tahun. Melihat peluang dan kualitas yang dimiliki oleh *Banana Blast*, kami yakin usaha ini dapat maju dan berkembang di masa yang akan datang.

EXECUTIVE SUMMARY

1. Name and Address of the Company

- Name of the Company: Banana Blast
- Logo:



- Address: Paskal Hypersquare B-72
Jalan Pasirkaliki no.25-27
Bandung – Indonesia

2. The main activity of the company

Making ice cream and delivering it to the customers is the main point of the business. There is also a delivery service to the customers among Hypersquare area. The customers can order *Banana Blast* products through phone call and the staff of *Banana Blast* will deliver the products to places in Hypersquare area. Moreover, *Banana Blast* tries to deliver the products to the customers with a nice service. The products offered by *Banana Blast* are banana lemon, banana oreo, banana marshmallow, banana berry, and banana chocochip.

3. Market Potential

The market potential for *Banana Blast* in Bandung is still big. It can be seen from the number of competitors that provides banana ice cream is only PT. Rasa. Furthermore, the ice cream business opportunity is very promising because ice cream can be consumed by all circles of society. It is also located in Hypersquare which is known as the Biggest Business Center in Bandung, therefore it is easy to be reached.

4. Finance Projection

The Finance Projection is provided in the forms of Cash Outflow, Cash Inflow, and Cash Flow for the next five years. There are also Payback Period Analysis, Net Present Value Analysis, and Break Event Point Analysis. After being calculated, the payback period for *Banana Blast* business is only 2 years 1day. It can reach Break Even Point (BEP) after selling 25.789 units of *Banana Blast* ice cream or earning Rp118.907.586,2.

5. The amount needed for *Banana Blast* business

To start *Banana Blast* business, the amount needed is Rp145.320.000. The fund is used to buy some items, provide facilities in *Banana Blast* shop, and support *Banana Blast* operation.

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