

ABSTRAK

Tujuan penulisan Business Plan ini adalah sebagai prasyarat untuk menyelesaikan masa perkuliahan saya di Fakultas Sastra Universitas Kristen Maranatha, program *English for Business Professionals*.

Perkembangan ekonomi di seluruh dunia berkembang kian pesat. Demikian halnya di Indonesia, hal ini dapat kita lihat dengan bermunculannya jenis usaha yang semakin inovatif dalam memenuhi permintaan konsumen.

Salah satu bidang yang berkembang cukup pesat di Indonesia adalah bisnis kuliner. Kesempatan meraih pasar di bidang kuliner ini cukup menjanjikan. Melihat kesempatan ini, saya memutuskan untuk membuat *business plan* untuk pembukaan sebuah usaha di bidang makanan. *Tuber and Toppings* adalah sebuah usaha yang menyediakan makanan ringan. Tempat ini berlokasi daerah Tamansari, Bandung.

Dalam proses penulisan business plan ini, saya melakukan pengumpulan data dan observasi pada bidang usaha sejenis. Dalam business plan ini saya memaparkan perencanaan beserta langkah-langkah yang dilakukan untuk membuka usaha ini.

EXECUTIVE SUMMARY

Tuber and Toppings is a food stall located in Jalan Tamansari no 90.

This business is concentrating in snack products that use basic food material which are potato, cassava, and sweet potato. Those basic food material will go through some process before the frying process. As the final process, the snack will be given the toppings such as cheese, mayonnaise, and brown sugar.

This business is affordable and profitable. For this business the capital requirements is around 20 million rupiah and the payback period is 1 year 9 months and 28 days.

PREFACE

This final project is submitted to the S1 English Department at Maranatha Christian University to fulfill the final assessment in English Business Professionals Programme.

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