

ABSTRACT

Healthy Cake merupakan usaha produksi kue sehat yang berbahan dasar dari bunga Rosella, Tropicana Slim dan Margarin yang mengandung kadar lemak rendah. *Healthy Cake* memiliki kelebihan yang belum terdapat pada industri kue di Bandung, yaitu “Ganache” sebagai *feeling* yang meleleh dari dalam kue yang terbuat dari buah-buahan yang sehat untuk mendukung pola hidup sehat bagi para konsumen.

Untuk menjalankan bisnis ini, saya melakukan beberapa survey dalam menyusun *business plan Healthy Cake*. *Healthy Cake* memiliki kelebihan yang tidak terdapat di kue-kue lain. Keistimewaan *Healthy Cake* yaitu kue yang terbuat dalam bentuk mini terbuat dari bahan yang sehat serta adanya sensasi *ganache* di dalam kue. *Healthy Cake* memiliki dua produk utama, yaitu *Black Sweet Mini Cake* dan *White Sweet Mini Cake*, disertai dengan tujuh varian *ganache*. Perbedaan kedua produk, *black sweet* dan *white sweet* terletak pada bahan dasar pembuatan kue tersebut. *Black Sweet Mini Cake* menggunakan *Dark Chocolate* sedangkan *White Sweet Mini Cake* menggunakan *White Chocolate*. Untuk tiap produk akan dijual dengan harga Rp 15.000 – Rp 25.000, untuk *initial investment* yang saya usulkan adalah sebesar Rp 27.798.690, sedangkan untuk *cash inflow* adalah sebesar Rp 699.840.000 tahun pertama dan untuk *cash outflow* sebesar Rp 424,812,800.

Dari sisi capital Budgeting, nilai NPV yang terdapat dalam bisnis ini adalah Rp 751,041,105 dengan Payback Period 1 bulan 22 hari dan untuk Profitability Index sebesar 28,0. Dari angka-angka tersebut dapat disimpulkan bahwa bisnis saya, *Healthy Cake*, layak untuk dijalankan.

EXECUTIVE SUMMARY

Have you ever tried a cake that is created by healthy ingredients and also has a fruit sensation inside it which can melt inside your tongue? Can you imagine when you eat this kind of cake, you do not need to be worried about fat or unhealthy snacks that give bad effect to your body? Healthy Cake is a place that serves healthy snacks, which anyone can eat and want to consume it in daily time. Healthy Cake is decorated with fruit, the stand is painted with bright colors and the atmosphere of the stand is made very comfortable for consumers.

Even everybody likes to eat food, but not all are already concerned with consuming healthy food or healthy snacks. With this consideration, I have enthusiasm to run this business for people who like to eat snacks but still want to keep their life healthy.

Healthy Cake is made from healthy ingredients and gives a melting liquid sensation that is made from fruit with special kinds of taste. It also fulfills the need of people who do not like sweet cake because the taste of fruit liquid,

that is known as ganache mix, with the taste of cake, will create a balanced taste of cake, not too sweet and not too plain.

I choose Paris Van Java (henceforth, PVJ) Mall for the location of Healthy Cake because PVJ is generally known by people not only in Bandung but outside of Bandung too. This place is always full of people that want to eat, hang out or just do sightseeing with their friends and family.

Healthy Cake's initial investment is Rp. 27,798.690. The Net Present Value of Healthy Cake after 5 years is Rp. 751.041.105. Looking at this calculation, it can be said that Healthy Cake is a feasible business and also profitable.

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