



# **BUSINESS PLAN OF WINS CATERING**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Manajemen**

**By:**

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**FACULTY OF BUSINESS  
MANAGEMENT STUDY PROGRAM  
CIKARANG  
SEPTEMBER 2023**

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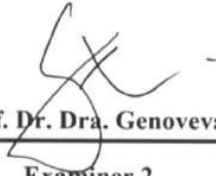
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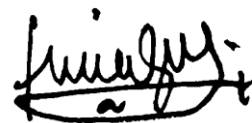
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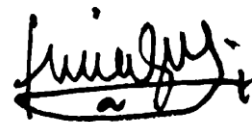
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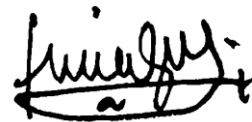
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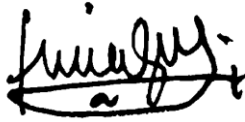


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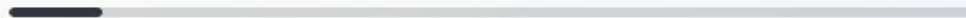
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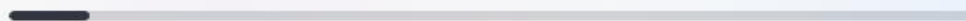
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## **EXECUTIVE SUMMARY**

The food industry is the most prospective industry with high profits, because it is related to basic needs that must be met for life, so the food industry is a timeless sector that is always sought after and needed. The increasing population of Indonesia every year, causing the food needs of the Indonesian people to also increase. The increasing need for food has created business opportunities that the Indonesian people can work on, one of which is the catering business. Catering is a business activity that provides food and services. Entering the food industry does require high perseverance and tenacity. In the food business must prioritize the image of the taste of the food for continue to grow. Catering business management involves many aspects, both home-based businesses and large-scale businesses/corporations.

Here, Wins Catering is located around the K1001 pintu housing, Brebes, Central Java. Wins Catering already has a building for business, but the building needs renovation first. This catering house provides various kinds of catering packages according to the price and seasonings that the buyer wants. Sold in complete portions, “4 Sehat and 5 Sempurna” in one food container. Wins Catering has an advantage over competitors, namely that we provide menu innovations such as Ayam Sambal Ijo and Ayam Sambal Matah at affordable prices. It is believed that this menu innovation will be popular and will be the choice of Brebes people to try it. This menu innovation is not yet available in the food business in Brebes, if it is available it will be sold at an expensive price. Running this business, the author will use 2 marketing strategy methods namely Online Marketing and Offline Marketing. Wins Catering has 2 types of competitors, namely direct competitors and indirect competitors. Starting a catering business requires understanding market opportunities, analyzing competitor strengths and weaknesses, mental readiness, and courage. This business has capital of Rp. 326.220.000 and will receive BEP in 6 months.

## ACKNOWLEDGEMENT

By giving praise and gratitude to the presence of Allah SWT who has bestowed His grace and gifts on the author so that can complete this business plan. Shalawat and greetings are always addressed to the Prophet Muhammad SAW for have given intercession to his friends and to all of us until the end of time. The purpose of preparing this business plan is one of the requirements to fulfill the achievement of a bachelor of management.

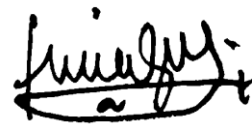
As a guide in completing this final project entitled Wins Catering Business Plan. The author realizes that this writing could not have been completed without the support, helping and advice from various parties during the preparation of this business plan. On this occasion, the author would like to thank the parties involved in the preparation of this business plan, especially to:

- a. My beloved parents, Papah Alm. Wakmad and Mamah Saedah and my beloved brother, Alm. Sahroji who has given a lot of encouragement even though we are no longer in the same place but the author's sure that they will always support my education, continue to support me through joys and sorrows and always provide advice and motivation. Their existence is the author's biggest motivation to become an entrepreneur and can to complete this business plan.
- b. My best and most patient final project advisor, Pandu Adi Cakranegara S.E, M.Sc.FI, MBA, DBA. Massive thank you for your guidance, suggestions, motivation, also unlimited support that has been given to me during finish this Business Plan.
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- f. Last don't forget either, thanks for me. Winda, thank you for fighting and surviving until now. The process may not be easy, but see ... you made it. Please always be grateful, may complain and feel tired to survive until the end but don't give up in pursuing your dreams and keep the spirit for the next challenging journey that starts after this!

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