

**4P MARKETING MIX STRATEGIES IN INCREASING SALES OF MY
TOAST INDONESIAN BREAD PRODUCTS IN THE YOGYAKARTA
STUDENT MARKET.**

FINAL OF BUSINESS REPORT



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INTERNATIONAL UNDERGRADUATE PROGRAM
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA**

2025

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FINAL ASSIGNMENT OF BUSINESS REPORT

Presented as Partial Fulfilment of The Requirements to
Obtain The Bachelor Degree in Economics Department
Faculty Of Business and Economics
Universitas Islam Indonesia

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2025

DECLARATION OF AUTHENTICITY

Here the author declares the originality of the Final Assignment of Business Report. The author has not presented anyone else's work to obtain my university degree, nor has the author presented anyone else's words, ideas or expression without acknowledgement. All citations are cited and listed in the bibliography of the Business Startup Final Assignment Department of Economics Faculty of Business and Economics Universitas Islam Indonesia. If in the future this statement is proven to be false, the author willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, January 17, 2025

Author,

A yellow 1000 Rupiah postage stamp is placed over the signature. The stamp features the Garuda emblem and the text '1000', 'METERAL', and 'A9794A X075544089'. The signature is written in black ink over the stamp.

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APPROVAL PAGE

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LEGALIZATION PAGE

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Yogyakarta, January 17, 2025

A handwritten signature in black ink, appearing to read 'Restu Umam Wiranu', with a stylized, flowing script.

Restu Umam Wiranu

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CHAPTER I

INTRODUCTION

1.1 Study Background

In an increasingly competitive business era, strategy is the most important foundation for the success of a business. Increasing competitive pressure forces economic actors to continue to innovate, not only to survive, but also to further develop in dynamic conditions. In meeting changing market demands, innovation is the most important key to achieve competitive advantage, especially for companies operating in the same industry. As competition gets tougher, adapting to changes in the business world becomes important. Developing the right strategy is the most important basis for predicting and managing potential impacts, thereby enabling entrepreneurs to remain competitive in a competitive market. Strategy as a plan to achieve long-term goals certainly plays a role in improving business quality.

Strategy is the most important foundation in business management in all business fields, including the toast business and other business fields. Having the right strategy is very important for smooth business operations. A form of strategy that is not less important is marketing strategy. This is not just a marketing plan, but a social process that coordinates consumer desires with the products offered. Marketing creates value and connects customer needs and wants with products on the market. In this context, marketing strategy plays a central role in achieving a positive response to a product.

However, the difference lies in the subject matter and focus of research. Previous research focused on small and medium enterprises and their turnover, while this research focuses on small and medium enterprises and sales level analysis.

MSME businesses have become a trend center because of Indonesian: from creative thoughts and ideas that exist amidst the times. This is what encourages many beginners or businesspeople to take advantage of existing opportunities. Micro, Small and Medium Enterprises (MSMEs) are one of the drivers of the economy. The role of MSMEs is very large in Indonesia's economic growth, with their number reaching 99% of all business units.

Marketing activities in a business determine the sustainability of the business. There are many issues that still need attention, namely the ability of MSME entrepreneurs to access a wider market. The baked bread business is an opportunity to build a business, and baked bread is also the main choice that is popular with the public. In Indonesia, toast is an alternative substitute for carbohydrates or rice that can be eaten for breakfast, lunch or even as a snack at night. My Toast Indonesia is a small business MSME that focuses on the F&B sector. My Toast Indonesia is a small MSME business that focuses on the F&B sector. My Toast Indonesia was founded in 2023, precisely in Yogyakarta, Central Java. This inspired the owner to create this brand because of his constraints. The reason is, he had an idea of interest in building a toast business, but the owner wanted something with a varied toast menu, various ideas and various contemporary drinks that were suitable for all levels of costumers. Therefore, he made premium toast with a variety of healthy snack menus and basic logo colors, as well as bread boxes so they were easy to mix and match.

The meaning of My Toast itself is inspired by pieces of sweet white bread that are baked using a torch so that the thermal irradiation process makes the bread browner and gives a delicious and savory taste.

1.2 Problem Formulation

1. What is the competitive advantage of the My Toast in Jogja?
2. How to define the My Toast market and its competitors?
3. What steps need to be taken to develop My Toast's marketing strategies today?

1.3 Program Objectives

Firstly, this report aims to identify the My Toast market niche as a food and beverage category. This market niche aims to build MSME businesses and ensure that student consumers' desires are met with a product or service. This industry may consist of different types of customers, but with interesting market niches¹ the attention of a much smaller target audience. The author sees business potential in the premium toast market niche, because My Toast Indonesia is usually very popular among students and tourists who are on holiday in the Jalan Utara Maguwoharjo Stadium area. The concept of social entrepreneurship is an innovative solution in solving social problems. Where the aim of social entrepreneurship is to realize social change in a more positive direction and solve social problems for the benefit of

¹Lia Liliawati, Anasrullah, "Bread Marketing Mix in Assyifa Steamed and Baked Bread CV Sukabumi City".

society, and this concept is to overcome social problems in the form of unemployment and poverty. Until now, quite a lot of companies or entrepreneurs have implemented the concept of social entrepreneurship in their entrepreneurial activities. As stated by the previous author, the development of entrepreneurship must be accompanied by initiatives to increase public awareness of social issues.

Second, is to identify My Toast Indonesia's main target customers. The identified market niche is aimed at marketers who can be specific with the product value proposition and product advantages. To optimize a market niche, the author must choose his target audience first, the goal is to focus on who he wants to sell his product to. It is important to identify the target market on what platforms they like to order food online, what types of toast they like and at what price. After that, you can get enough information to finalize what kind of business plan to implement, and finally focus on marketing to a specific audience. In this way, the author knows more about what kind of preparations the author needs to make to start the My Toast Indonesia business.

Third, the author realizes that marketing is one of the main factors in the success of a business. The third objective is how to develop a marketing plan so that the product can be sold optimally. It is important to know what types of platforms consumers use today, what types of product and service menu variations they like, what prices they can afford, and what things influence their purchasing decisions. Marketing really helps to improve the image quality of baked bread products and attracts attention so that people are interested in buying our products and services. There are many types of social media marketing methods used to advertise food and beverage product businesses. This can include influencer marketing, paid social media advertising, content marketing, and special discounts. These methods can be used on various platforms to ensure orders for quality baked bread products have a consistent taste and maintain product quality, cleanliness and service for all current and potential customers.

Fourth. The author realizes that market segmentation is very important, therefore the author will prepare a market segmentation plan. According to Kotler (2000), market segmentation is dividing a market into small groups with different needs, characteristics, or behaviors that may require separate or mixed marketing strategies. Then Kotler and Armstrong (2006) also explained that market segmentation was divided into three groups, namely: Geographic Segmentation, Demographic Segmentation, Psychographic Segmentation.

1.4 Output

1. My interpretation of traditional Indonesian toast has its own meaning. This is in accordance with the gastronomic preferences of toasted bread, which is present in almost every region in Indonesia. Fadly Rahman (1901), an Indonesian culinary historian, explained that toast did not exist until the 20th century, when more and more Dutch immigrants arrived in Indonesia and introduced bratwurst and other grilled foods. At that time, European immigrants also continued to bring culinary influence on Indonesia. The author usually uses bread that is past its prime because they are afraid it will go to waste, because roasting is how Europeans use it. There are indications that the first toast existed in the first century AD. One way to use bread that is past its prime is to bake or bake it. So, toast first appeared in Europe during the food crises of the 18th and 19th centuries, although the origins of toast have changed since then. These days, toast relies more on flavor than making use of stale bread. Today's world is very different from the past; in the context of the food market, consumers prefer a variety of flavors in their toast rather than soft plain bread. In the beginning, only butter, cheese and condensed milk were used to make toast. However, in Indonesia itself, toast became popular after independence in the 1950s with toppings chocolate in a small round shape. In addition, this is considered to provide opportunities for business owners to market bread baked as desired food. With the passage of time and consumer demand, My Toast Indonesia toast has evolved into a unique F&B gourmet treat. Components When people want to munch on bread or replace staple foods such as rice, they turn to recipes with a very soft and delicious bread texture, such as donuts or others. It appeals to customers of all ages because they enjoy the taste and soft texture of the bread. The goal is for My Toast Indonesia premium toast to become one of Yogyakarta's most loved F&B culinary experiences. Bearing this in mind, the author decided to create the premium toast F&B company My Toast Indonesia, which supports the growth of Indonesian MSMEs by offering products that consumers can rely on in terms of bread texture and quality.
2. Students, residents and visitors aged 7-60 years are the main target audience for My Toast Indonesia. The main factors are cost and choice of baked goods menu, taste, hygienic conditions and superior product quality, all of which will increase acceptance among middle-aged consumers. For those who don't have their own money or who already do, the price of the My Toast Indonesia menu is estimated to be in the middle

of the market, so it's still cheap. By focusing on certain age ranges and customer groups, the author can narrow down the MSME toast market according to the results of the second prediction of consumer targeting. Of course, the key to maintaining a consistent feel and improving the quality of business services is to increase the writer's focus on price, quality, marketing strategy, and future delivery of products and services, along with more specific target markets.

3. Lastly, the marketing of My Toast Indonesia is expected to be successful in encouraging business expansion and public recognition, so that author can maximize sales of goods and services by informing customers about the advantages of the content created. Instructors can establish more contacts and obtain advice through marketing, which will benefit the quality growth of MSMEs. The more people know about the company, the more loyal and confident our clients will be in our goods and services. For example, most MSMEs are engaged in production. Companies or business units must pay attention to and respond to business strategies to maintain and develop existing companies so they can compete.

1.5 Benefit

A. For students:

1. Train student's abilities and skills in entrepreneurship.
2. Train and improve students' mentality in facing business competition.
3. Increase student's knowledge, skill, activity, and experience in carrying out business activities.

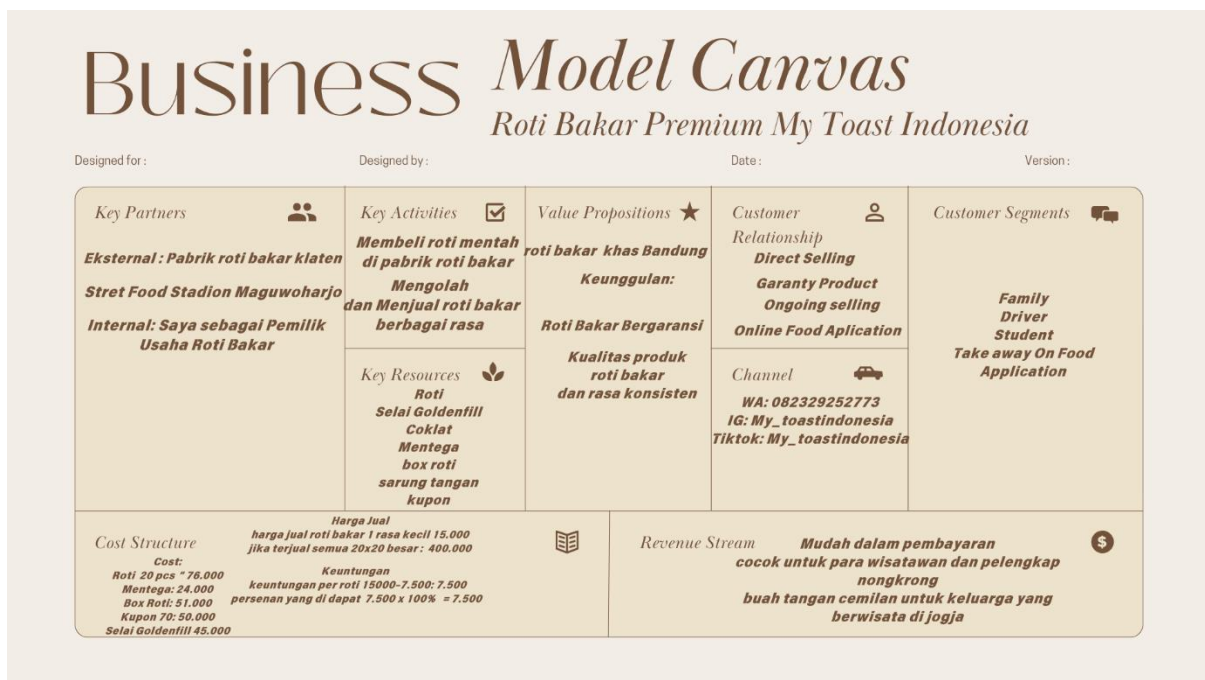
CHAPTER 2

Theoretical Background

2.1 Canva Business Model

In creating a strategic business model for Roti Bakar My Toast Indonesia, the reference used is the Canvas business model. This Canvas business model is explained in the book Canvas Generation business model written by Alexander Osterwalder and Yves Pigneur. The Canvas business model has 9 elements or 9 pillars which will be used as the first step in creating a business model. These 9 elements or pillars help beginners run their business because using the Canvas Business Model Concept turns a complicated theory into a simpler and more enjoyable one by clarifying the toast business problem. According to Osterwalder and Pigneur (2010), a business model describes the basic idea of how an organization creates, delivers and captures the values espoused by the organization which can be explained through 9 generic elements/main pillars.

Figure 2.1. Canva Business Model



2.1 1 Customer Segment

Customer Segments can be described as different groups of people or organizations that a company wants to reach or serve. According to the statement above, it divides Existing

Market, Resegmented Market/Niche Market, New Market and Clone Market imitation market. Each market will use different methods to achieve market competition in accordance with the opinion that segmentation is a method of looking at the market creatively. Therefore, customers are the main key to gaining profits. Without customers, a company cannot survive long in the business they have built. They divide several Customer Segments, Hermawan Kartajaya (2006) that is

- a. Mass Market: This business model focuses a lot on a broad segment of the market with the same types of needs and problems.
- b. Niche Market: A business model that focuses on one specific market segment.
- c. Segmented: A business model that differentiates customer needs and problems but within one category.
- d. Diversified: A business model that can serve market segments that have different needs or problems.
- e. Multi-sided Platform: A business model that serves 2 or more market segments that are interrelated and support each other in the company's main business.

2.1 2 Value Proposition

According to Hermawan Kartajaya (2006) Value Proposition is an explicit promise made by a company to customers that it will provide a few useful value creations because the task of marketing is to create, provide and capture. Customer values. The following are the characteristics of a Value Proposition, Hermawan Kartajaya (2006) that is:

- a. Novelty

The novelty value proposition is the advantage of a product that can offer something new that has never existed before.

- b. Performance

Improving quality and service in a business greatly influences the value of the product produced.

- c. Customization

Product or something service which has been adjusted to consumer demand. Because, what consumers ask for can meet individual needs and create new creations.

- d. Job completion

Completion of work can help consumers solve problems faced by consumers. This is used as an added value from a product or service that has been provided.

e. Design

Design is a very important component in a product or service by showing a sense of luxury, elegance and attractiveness and can be used as a benchmark for consumers to see or use the product or service.

f. Brand / Status

Brand/status is a very important product or service in the eyes of consumers because the added value of the brand/status is considered to increase status social economics of customers who use the product.

g. Price

When a company offers a product that already exists on the market and is cheaper than other products, it is a common way to win over price-sensitive market segments.

h. Cost Reduction

Companies can provide value to customers in the form of reduced costs from activity carried out by customers because customers often buy these products or services. Solution work can help consumers in solving problems faced by consumers. This is used as an added value from a product or service that has been provided.

i. Risk Reduction

Companies can provide value to customers by reducing the risks faced by customers by adding product or service guarantees.

j. Accessibility

The added value of a product is easy access or a way to find the product or service. The wider the access to purchase products or services, the greater the value of the opportunity to gain profits.

k. Convenience / Usability

Companies can also create added value by making products that are more comfortable and easier for customers to use, which is a very important form of added value.

2.1 3 Channels

Finding the right channels to satisfy consumers is one of the added values of the product or service being built. Channels describe how a company can communicate with customers in conveying its proportions. The channel has five phases that must be fulfilled, Hermawan Kartajaya (2006) that is:

- a) Awareness: Increase customer awareness of the company's products and services.
- b) Evaluation: Assist customers in evaluating the company's value proposition.
- c) Purchase: Facilitate customers to make certain products and services.
- d) Delivery: Help deliver added value to customers.
- e) Aftersales: Provide support to customer's post-purchase.

Apart from that, the use of increasingly sophisticated technology nowadays, which is appropriate for satisfying consumers, also carries out promotions of its products through social media. Through Instagram, the author made channels to approach relationship with costumers by promoting toast content and helping to carry out promotions, either paid promotions or assisted by closest friends. Tiktok: in today's era, where technology is increasingly sophisticated, my toast Indonesia operates channels via Tiktok, because the key to success is increasing relationships with customers, because business owners create product content every day and post it via Tiktok. WhatsApp: Besides promoting via Instagram and Tiktok, business owners establish relationships with customers via WhatsApp, so before establishing a relationship with customers on WhatsApp, the first thing to do is for new/old customers to visit and buy toast products at the offline store, every time a customer orders a product, they are required to write a menu form, from here the menu form has their name and cellphone number written on it, so that the business owner can approach the customer by sending a chat invoice on WhatsApp

2.1 4 Customer Relationship

According to Hermawan Kartajaya (2006) Customer satisfaction is a central concept in business and management discourse. The definition above is very consistent with Blank and Dorf (2012) who also explain that Customer Relationship is the way a company establishes good relationships with customers. There are several categories of Customer Relationship that can be combined with Customer Segment, including:

A. Personal Assistance

This relationship pattern is obtained based on interactions between individuals. Customers can communicate with company representatives directly during the purchasing process or post-purchase. This is often done via Call Center, Email or media etc.

B. Dedicated Personal Assistance

In this relationship it is like Personal Assistance but more in-depth and intensive. The company treats customers very specially and customers as special individuals. Sometimes companies appoint a representative to serve certain customers.

C. Self Service

In this type of relationship, the company does not have direct or personal interactions with customers. The company provides important things to help customers meet their needs.

D. Automated Service

The company does not interact directly with customers but provides important things that are processed automatically. This is a type of Personal relationship Assistant with Self Service.

E. Communities

Companies often use communities to create opportunities to bring customers closer and facilitate customers becoming community members. Companies often create online communities so customers can exchange ideas and share with each other.

F. Co-Creation

Usually, companies usually return to traditional company-customer relationships to provide added value. In this type of relationship, the company involves customers to create value for the customers themselves.

2.1.5 Revenue Streams

In generating income there are several types of transaction flows according to Osterwalder and Pigneur (2010), namely²:

- A. Asset Sale, namely the flow of income resulting from the company selling its assets to earn money income.
- B. Usage Fee, namely the income stream generated from the number of customers who use the service or product.
- C. Subscription fee, a stream of income generated from continuous sales of services.
- D. Lending/Renting/Leasing, namely the flow of income resulting from giving exclusive rights to someone to use assets within the specified period.

² Alexander Osterwalder, Yves Pigneur, "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Strategyzer series", OSF 2010.

- E. Licensing, namely the flow of income resulting from the granting of intellectual rights from companies so that someone can buy and use their company in opening the same business.
- F. Brokeges fee, namely the income stream generated from previously agreed brokerage services between buyers and sellers.
- G. Advertising, namely the flow of income generated from advertising a product or other service.

2.1 6 Key Resources

Human Resource Management involves planning, organizing, directing and supervising activities for procuring, developing, providing compensation, integrating, maintaining and releasing human resources for organizations and society. There are several key types of human resources according to Osterwalder & Pigneur (2010), namely:

A. Physical

This includes physical assets, for example factory facilities, buildings, machines, sales systems and distribution networks.

B. Intellectual

This type includes brands, knowledge, patents and copyrights, partnerships, and customer databases, which is an important component in creating a strong business model. Intellectual resources are very difficult to create, but when they are successfully created, they can provide great added value to the company.

C. Human

In this type, humans are a very important resource in the business model.

D. Financial

This type includes cash, credit, and other needs in the field of financial guarantees to meet the company's resource needs.

2.1.7 Key Activities

According to Osterwalder and Pigneur (2010), Key Activities describe important activities carried out by the company so that the business can work well. Key Activities have three categories that must be fulfilled according to Osterwalder and Pigneur, namely:

- A. Production, namely activities related to designing, manufacturing and delivering products or services.

- B. Problem Solving, namely activities in solving problems when a product or service is created get problem.
- C. Platforms, that is activity networks related to the field of technology.

2.1 8 Key Partnership

According to Thompson (2014), a partnership is a formal agreement between two or more separate companies in which there is agreement and cooperation to develop and strengthen the position of a company. This can be useful to differentiate the three motivations for establishing a partnership according to Osterwalder and Pigneur (2010), namely:

A. Optimization and Economies of Scale.

In running a company, it is impossible to carry out every activity yourself. Therefore, optimization and economies of scale partnerships are usually formed by reducing the costs of undertaking outsourcing or various infrastructure.

B. Risk and Uncertainty Reduction.

Partnerships can help reduce risks in company problems and reduce risks in a competitive environment that is characterized by certainty. ³This makes partnerships very important in helping the company survive the risks that occur.

C. Acquisition of Certain Resources and Activities.

Obtaining maximum resources can improve the performance and quality of the company, the ability of other company resources to be used as certain resources or carry out certain activities. Such partnerships may be motivated by the need to gain knowledge, licenses or access to customers.

2.1 9 Cost Structure

According to Osterwalder and Pigneur (2010), the cost structure describes all the costs required to run a business model. Cost Structure has several characteristics according to Osterwalder and Pigneur:

- A. Fixed Costs Fixed costs are costs that remain the same even if the volume of goods or services produced increases or decreases.
- B. Cost Variable Cost Variable is a cost that varies drastically proportional with the volume of goods or services produced.

³ Alexander Osterwalder, Yves Pigneur, "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Strategyzer series", OSF 2010.

- C. Economies of Scale Economies of Scale are costs that vary drastically proportional with the volume of goods or services produced.
- D. Economic Scope Economic Scope is the cost benefits obtained from depend on larger scope.

2.2 Marketing Plan

This chapter will explain the marketing planning that will be used by My Toast Indonesia premium toast which will later compete in the market. The strategies and provisions of this marketing plan were made with careful consideration and consideration of the market in various ways, one of which is by maintaining the reputation and good name of My Toast Indonesia premium toast. With a good reputation and name for a brand, customers will automatically market this brand to the people around them.

Therefore, to achieve all of this, a thorough marketing plan is needed, so that everything that is done is in accordance with its objectives. Marketing planning is used to guide entrepreneurs to continue directing their business towards achieving planned goals. Determining precise and clear marketing objectives is used as a means of controlling marketing activities, namely whether the marketing activities have really carried out their duties well, arranged based on the potential resources owned by the company, both natural resources and human resources, and have considered changes that may occur in the future.

Many people look at the toast business as a main or side source of income. Living currently at soaring heights that are becoming expensive, a side business is needed, where the toast business is a good business prospect so that it can support and increase income. The choice of toast is of course not without reason, seeing that this food is very popular with the public. Toast is one of Indonesian people's favorite foods, so it's natural that it's easy to find everywhere. However, that does not imply that the author incapable of establishing a similar business. The key is just to start with the right stages and steps from the beginning so that later the toast culinary business can be successful.

a. Create an Interesting Concept

There are indeed numerous individuals involved in toast businesses alongside me, but don't let that be a deterrent. Although the author is a novice in this field, that doesn't imply an inability to succeed. The author shall initiate my journey by formulating a compelling and distinctive concept to differentiate myself from others. Conducting a preliminary survey is imperative to design and identify the most effective concept for attracting

consumers. The author will take my first step by developing an interesting concept that differentiates my business from others. To be able to create and find the best concept to attract consumers the author should do a survey first. The survey is intended so that the author knows what type of toast is delicious and preferred, what is the price range and so on.

b. Prepare all the tools Needed

To run a toast culinary business, of course the author must prepare all the equipment needed. At least the author should have a stove, toaster and so on. What equipment will be used is also influenced by the concept the author created. Finally, the author created a toast business with the concept of using containers where this concept was carried out with a takeaway concept.

c. Master the Way Make Delicious Toast

Therefore, that is the reason the author needs to acquire comprehensive knowledge of the recipe and the techniques for preparing delicious toast. Although the type of bread used may be identical, variations in technique can result in distinct flavors. Initially, the author was able to gain insights into the methods of making toast through platforms such as YouTube and similar resources. It is important to persist until achieving the desired flavor, and, if necessary, involve someone close to me as a tester to ensure the product is suitable for consumers.

d. Define Consumer

An equally important step to take is identifying the individuals and groups that will be targeted as customers. If the target market for my business consists of young people, the concept implemented would involve using simple and practical containers. In contrast, if the target market included young executives who typically frequent cafes, it would be necessary to rent a kiosk. These young executives are likely to feel less comfortable consuming toast in an informal setting such as sitting on the floor.⁴

e. Choose a strategic location

Choose and determine where the author will sell toast. The author can choose a place that is quite busy with people or in a crowded center such as near the campus, night market,

⁴ S, Mazwin, "Marketing Plans and Strategies" Thesis, Kwik Kian Gie: School of Business, 2017, pp. 70-74

stadium. The choice of business location should also be adjusted to the author is concept and target market.

f. Provide Customized Services

To enhance my business, the author will provide various specialized services. For example, offering free delivery to specific locations. Such services are designed to increase customer satisfaction, encouraging them to choose my toast over competitors.

Based on these types of marketing communications, the communications that will be used by My Toast Indonesia are as follows:

1. Social media

Through this promotional stage, My Toast Indonesia will carry out sales promotions through social media, which can now be done easily and has many users. Sales promotions are carried out via Facebook, Instagram and TikTok. The social media above are large social media and are used by society in general.

2. Standing Banner

Apart from using social media as a marketing target, My Toast Indonesia will also carry out marketing using standing banners so that people can know My Toast Indonesia outlets. The following are the costs incurred for making standing banners which are stated in the table:

Table 2.1. Cost of making a standing banner

Flexy material 280 GR

Frame Size	Banner display size	Price
60 x 130 CM	60 x 110 CM	145.000

2.2.1 Segmentation Plan, Target and Market Position

According to Kotler and Armstrong (2017), market segmentation is dividing the market into small groups with different needs, characteristics or behavior that may require separate or mixed marketing strategies. Kotler and Armstrong (2017), further explain that market segmentation was divided into four groups, namely⁵ :

⁵ S, Mazwin, "Production Plans and Operational Needs" Thesis, Kwik Kian Gie: School of Business, 2017, pp. 45-55.

a. Geographic segmentation

Segmentation geographically divides the market into different geographic units such as countries, provinces, regions, districts, cities, or neighborhoods. Based on this geographical segmentation, the segmentation determined by My Toast Indonesia is Students and Communities who live around the DI Yogyakarta Province, Sleman Region, Maguwoharjo district.

b. Demographic segmentation

Demographic segmentation divides the market into groups based on variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, and nationality.

Based on this demographic segmentation, My Toast Indonesia carries out demographic segmentation as follows:

- a) Age and life cycle, i.e. dividing the market into different age groups and life cycles. The focus of My Toast Indonesia's segmentation is ages 7 years and over because My Toast Indonesia can provide premium toast consumed and is popular to everyone from children to adults.
- b) Gender, namely dividing the market into different groups based on gender. The focus of My Toast Indonesia's segmentation is men and women, because both men and women like toast.
- c) Income, that is dividing the market into different income groups. The focus of My Toast Indonesia's segmentation is people with incomes ranging above Rp 3,500,000 per month.

c. Psychographic segmentation

Psychographic segmentation divides the market into different groups based on social class, lifestyle, or personality characteristics. Based on this psychographic segmentation, My Toast Indonesia focuses on the following psychographic segmentation:

- a) Social class, the focus of My Toast Indonesia's segmentation is on the middle social class.
- b) Lifestyle, the focus of My Toast Indonesia's segmentation is on people who tend to have a lifestyle that likes hanging out, culinary delights and following trends according to the times, because My Toast Indonesia offers a food menu service that can be chosen according to consumer wishes with a combination of a booth

concept. Container which is usually visited by people who like to hang out while enjoying a meal in the evening with their friends and family.

- c) Personality characteristics, the focus of My Toast Indonesia's segmentation are those who always have the desire to enjoy snacks instead of rice at night.

- d. Behavioral segmentation

According to Kotler and Armstrong (2017), market targeting is the process of evaluating the attractiveness of each market segment and selecting one or more segments to engage in. The target market of My Toast Indonesia is people who have a lifestyle that likes hanging out, live in the area around the Maguwoharjo stadium, and have a middle social class. Furthermore, Kotler and Armstrong (2017), also explained market position, namely determining the market offering to occupy a relatively clear, special and desirable place compared to competing products in the minds of target consumers. My Toast Indonesia positions its brand as a different type of toast where consumers can freely choose toppings, flavors and bread according to their own wishes at a relatively affordable price.

2.2.2 Pricing Strategy

According to Kotler and Armstrong (2017), price is the amount of money charged for a product or service, the amount of value that customers need for the benefits of having or using the product or service. Price is an important element in marketing, especially the 4P Marketing Mix, so that pricing is one of the determinants of a company's success in determining how much profit the company will gain from selling its products, both in the form of goods and services. Setting prices that are too high will cause sales to decline. However, if the price is too low it will reduce the profits obtained by the company. The factors considered in setting prices are divided into three, namely:

- a. Value-based Pricing

Value-based pricing means setting prices based on the buyer's perceived value, not the seller's costs. Value-based pricing means that marketers cannot design a product or marketing program and then set the price. Companies that use value-based pricing must discover the values that buyers attribute to different competitive offerings.

There are two types of value-based pricing, namely:

- a) Good value pricing Offers the right combination of quality and good service at a reasonable price.
- b) Value-added pricing Embed value-added features and services to differentiate the company's offerings and to support higher pricing.
- b. Cost-based pricing

The simplest pricing method is cost-based pricing. According to Kotler and Armstrong (2017), the price setting for cost-based pricing involves the costs to produce, distribute, and sell the product plus a fair rate of return for effort and risk. There are two approaches, namely cost plus pricing by adding a standard markup to product costs.

To illustrate pricing based on markup, here is the formula for determining prices:

A.
$$\text{Unit Cost} = \text{Variable Cost} + \frac{\text{fixed costs}}{\text{sales amount}}$$

B.
$$\text{Mark-up Price} = \frac{\text{unit cost}}{1 - \text{desired sales profit}}$$

- c. Competition-based pricing

Competition-based pricing is setting prices based on prices set by competitors for the same product. In setting prices, companies must consider several other internal and external factors.⁶

Based on the theory explained above, My Toast Indonesia uses a pricing method based on competition. The strategy that My Toast Indonesia will use in determining its price is penetration pricing by setting a price that is lower than the price offered by competitors to penetrate the market.

The following is a table of My Toast Indonesia premium toast products:

⁶ S, Mazwin, "Marketing Plans and Strategies" Thesis, Kwik Kian Gie: School of Business, 2017, pp. 68-69

ROTI BAKAR PREMIUM MY TOAST INDONESIA SINCE 2023		ME NU	
NON PAKET		KECIL	BESAR
Roti Bakar Premium 1 Rasa Bebas (Non Topping)		15 K	21 K
PAKET A			
Roti Bakar Premium 1 Rasa Bebas + 1 Topping		17 K	24 K
PAKET B			
Roti Bakar Premium 1 Rasa Bebas + 2 Topping		19 K	27 K
PAKET C			
Roti Bakar Premium 1 Rasa Bebas + 3 Topping		21 K	30 K



Rasa : Keju, Oreo, Chocomaltine, Matcha, Choco Crunchy, Hazelnut, Cheese Crunchy, Meses, Susu, Pisang, Kacang Morin, Milky Crunchy, Strawberry, Bluberry, Tiramisu, Ovomaltine

Topping : Keju, Oreo, Kacang, Strawberry, Bluberry, Chocomaltine, Meses, Choco Crunchy

INDONESIA WA: 082329252773 IG : my_toastindonesia

2.2.3 Promotion

Promotion is one of the things that needs to be paid attention to and carried out by all companies operating in any industry. Through promotional efforts, a company will be able to attract the attention of potential consumers. Promotion that is good, appropriate, correct and interesting can have a big impact and influence on the company's sales. According to Kotler and Armstrong (2017), promotions are activities that convey the benefits of a product and persuade customers to buy the product. The various types of marketing communications used in an organization are called marketing communications mix, which according to Kotler and Gary Armstrong (2017), include:

a. Advertising

Form of payment for non-personal presentations and promotion of ideas, goods or services by related sponsors.

b. Personal Selling

Individual presentations by salespeople aimed at creating sales and forming relationships with consumers.

c. Sales Promotion

Short-term incentives to support the purchase or sale of a good or service.

d. Public Relation

Establish strong connections with the surrounding community, shape public perception of the company, and manage negative rumors, stories, issues, or events affecting the company.

e. Direct Marketing

Connect directly with consumers to get immediate responses and long-lasting relationships with consumers.

2.2.4 Marketing Control

According to Kotler and Gary Armstrong (2017), marketing control is "socially responsible and environmental marketing that meets the current needs of consumers and businesses, while also restraining or enhancing the ability of future generations to meet their needs." Marketing control is one of the activities that must be carried out in every field of business. In this case, marketing control is used to evaluate the results of work that has been carried out, to determine whether the work path will continue to run smoothly according to the predetermined flow. My Toast Indonesia is a private company managed by one leader. My Toast Indonesia is managed and controlled by the owner as manager and assisted by employees in carrying out business activities. The following are some of the marketing controls carried out by My Toast Indonesia:

a. Feedback from customers

Feedback from customers is very useful for the company because with this input, the company will increasingly know where its mistakes or shortcomings lie. So, with this feedback, the company will improve from time to time to get better. In this way, consumer desires will be increasingly fulfilled, and consumer demand will continue to increase along with improvements in feedback.

b. Conduct evaluations at the end of every month

Evaluations will be carried out at the end of every month periodically for the first 3 months, then evaluations will be carried out routinely every 2 months. This evaluation is carried out to determine the level of sales that has been achieved. Apart from that, from this evaluation we can also find out the level of success of the promotions that have been carried out, so that we can see what promotional means are most effective to use to increase further sales and maintain consistent food quality and taste.

c. Employee evaluation

This evaluation is carried out to get closer to fellow work members, as well as to discuss problems that occur in their respective operational activities. So, with this evaluation, every employee can notify what problems are faced and together looking for solutions to these problems, so that these problems do not become problems for the long term and performance improves, and mistakes that occur do not happen again.

d. Human Resources

Human resources are important asset for My Toast Indonesia because to increase sales, good service is needed, so that consumers will feel satisfied with the service provided and are willing to return to My Toast Indonesia to enjoy toasted bread dishes. Therefore, people who are directly involved in the service must be selected who truly suit My Toast Indonesia's needs.

e. Process

A process is a sequence of actions or events that occur naturally or are designed, perhaps using time, space, expertise or other resources, that produces a result. Process can also be defined as all the actual procedures, mechanisms and activity flows used to deliver services. The process of delivering services is a major factor in the marketing mix such as service users because the process reflects how all elements of the services marketing mix are coordinated to ensure the quality and consistency of services provided to consumers.⁷

2.3 Understanding Creativity and Innovation

Creativity

In simple terms, what is meant by creativity is presenting new ideas. Creativity is an important source of competitive strength due to environmental changes.

Defines creativity as the ability to develop new ideas and find new ways of looking at problems and opportunities, another opinion states creativity as follows:

- 1) The ability to create a new product
- 2) The ability to create combinations or see new relationships between pre-existing elements, data and variables. A person's ability to create something new, whether in the form of an idea or a real work, is relatively different from what previously existed.

Creativity is how a person's way of thinking is in solving problems. Creativity starts from thinking to finding ideas. This idea may be a simple idea, but effective in solving a problem.

⁷ S, Mazwin, "Marketing Plans and Strategies" Thesis, Kwik Kian Gie: School of Business, 2017, pp. 80-82

According to Juan Huarte (2017), a philosopher from Spain, the highest level of intelligence possessed by humans is true creativity. With creativity, humans can create works that have never been seen, heard, touched and smelled before. However, for the sake of our need to understand the introduction or basic meanings of creativity, we can look, read, pay attention, or refer to the understanding that already exists at this time. Without having to stick to existing definitions, we can understand the definitions of experts in any field, to serve as a basis for formulating the meaning of creativity itself. Based on these considerations, we can see creativity into four aspects (Awan et al., n.d., 2017):

1. Creativity is interpreted as a strength or energy that exists within an individual. This energy is a driving force for someone to do something in a certain way or to get the best results. According to Robert Franken (2017), there are three drives that cause people to be creative, namely:
 - a) the need to have something new, varied and better.
 - b) encouragement to communicate values and ideas.
 - c) desire to solve problems.

These three impulses then make someone creative. In other words, this creativity problem can be interpreted as an energy or impulse within oneself that causes a person to take certain actions.

2. Creativity is interpreted as a process, namely the process of managing information, doing something, making something, or a process that is reflected in fluency and flexibility in thinking.
3. Creativity is a product. Other people's assessments of a person's creativity will be related to the product. The meaning of this product can be in the sense of thought product (idea), written work, or product in the sense of goods.
4. Creativity, in this context, is interpreted as an attribute of an individual rather than a product or process. It emphasizes the personal qualities of creativity in a person. A creative individual is someone who can think synthetically, meaning they can recognize connections and relationships that others may not perceive. They also possess the skill to analyze and evaluate their own ideas, assessing the value or quality of their work. Furthermore, they can translate abstract theories into practical ideas and convince others to support and implement these ideas. Essentially, creativity is seen as a personal capacity to innovate and effectively communicate and execute new concepts.

Innovation

The word Innovation itself is interpreted differently by several experts. In a broad sense, innovation does not only concern product issues, but can also take the form of ideas, methods or objects prepared by someone to create something new. Innovation is often associated with changes that are perceived as new by the people experiencing them. However, in the context of marketing & consumer behavior, it can also be related to new products or services. The word "new" refers to a product that has never existed before on the market & is new in the sense that it exists in a different way, which is a refinement or improvement of previous products that consumers have found on the market.

The word innovation can be interpreted as a "process", or "result" of development and/or utilization or mobilization, knowledge, skills (including technological skills) and experience to create or improve products, processes that can improve more meaningful value.

Below are several definitions of innovation:

- a) Technically, “innovation” is defined as “introducing something new”.
- b) Innovation: A creation (a new device or process) resulting from study and experimentation; the creation of something in the mind; the act of starting something for the first time; introducing something new (Wordnet).
- c) Innovation is an imaginative process designed to produce original and commercially valuable outcomes.
- d) Innovation refers to something new or improved, with marketable potential, including:
 - 1) development of new applications for existing technologies,
 - 2) improvements to existing technology, or
 - 3) development of new applications for existing technologies.
- e) Innovation is a word that has been derived from Latin Innovation, which is a noun for the act of innovation. Innovare comes from Latin innovation, which means to change or renew.

According to Rosenfeld (2017), innovation is the transformation of knowledge into new products, processes and services, the act of using something new. Meanwhile, according to Fontana (2016), innovation is defined as economic & social success thanks to the introduction of new methods or new combinations of old methods in transforming the use value and price offered to consumers and/or users, communities, societies and the environment.

Innovation is usually closely related to an environment that has dynamic and developing characteristics. The difference between creativity and innovation, here are some of the basic differences between the two:

Table 2.2. Comparison between Creativity and Innovation

Creativity	Innovation
Thinking about something new	Make new thoughts come true
Generate ideas	Bringing this idea to life
Connect with experience	Relating to an observation
If you create something new then, it can be said that you have created.	If you have improved something that already exists, you can be said to have innovated

2.3.1 Definition of Product Imitation

Imitation products are products created to imitate existing brands. Sellers should only list genuine products. The sale of imitation products is strictly prohibited and will be removed because they violate intellectual property rights (IPR) related to the product listing.

2.3.2 Product Production Process

Producing the My Toast Indonesia Toast product requires mature thinking and creativity to make delicious, unique and high-quality toast. In its sales, My Toast Indonesia Toast is sold directly to consumers, which means the marketing system uses Both Containers. Roti Bakar My Toast Indonesia is a culinary product that prioritizes toasted bread. In making Rotbak My Toast Indonesia, it is made with various existing ingredients and has a brand name called Goldenfill. As in making the jam, it is made from natural fruit which has been mixed with various mixtures to add to the deliciousness of the jam, plus various toppings to complement the taste of the My Toast Indonesia Toast product.

2.3.3 Customer Service Process

In the customer service process, we provide services as follows:

- a) Greet kindly to customers.
- b) Providing customers with a list of My Toast Indonesia premium toast menus.
- c) Request customers to be willing to fill out the menu order form.
- d) After filling in the order form the toast staff asked the customer to wait until the order had been made and finished cooking.

While waiting for the order to be completed, Toast staff invites customers to chat with the aim that customers don't feel bored while waiting for their orders to finish cooking.

Once the order is completed and given to the customer ends with a payment process that can be done in Cash or E-Wallet.

Figure 2.2. Outlet Both Container



The following is an example of a product image of toasted bread

Figure 2.3. Product Image of My Toasted bread

(a) Roti Bakar Milky and Cheese



(b) Roti Bakar Cheese Crunchy



(c) Roti Bakar Oreo



2.4 Marketing

According to the American Marketing Association (AMA) marketing is activities, organizing institutions and processes for creating, communicating, providing and exchanging offers that have value for customers, clients, partners and society in general.

According to Dr. Philip Kotler (2017), marketing is the science and art of exploring, creating, and providing value to meet the needs of target markets at a profit. Marketing identifies unmet customer needs and desires. It defines, measures and identifies the identified market size and profit potential. This is the point where the company segment can serve the best by designing and promoting appropriate products and services.⁸

Marketing is one of the main activities for companies, which is directly related to consumers. An organization or company is said to be successful in its business if the company has succeeded in its business and the company has succeeded in marketing its products to the public. To achieve all that, companies must carry out marketing activities.

1. According to Kotler (2017), the main elements underlying the marketing concept are divided into three parts, namely:

- a. Consumer Orientation.

⁸ Nurmi," The Influence of Marketing Mix on Purchasing Decisions for Chicken Egg Bean Products at PT. The Light of Grace Sentosa in the City Makassar", Journal, Faculty of Economics UNM 2015, pp. 5 - 7

- b. Integrated Marketing.
- c. Consumer satisfaction.

2. Marketing Objectives practice, companies have several objectives in carrying out marketing activities, as follows:

- a) To meet the need for a product or service.
- b) To fulfill customer satisfaction and desires for a product and service.
- c) To provide maximum possible satisfaction to its customers.
- d) To dominate the market and face competitors.
- e) To increase sales profits (Profit).

2.4 1 Marketing Strategy

A marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities that will be carried out to achieve a company's marketing goals. In other words, marketing strategy is a series of goals and objectives, policies and rules that provide direction to a company's marketing efforts from time to time, at each level and its references and allocations, especially as a company's response to faces the environment and competitive conditions. always changing. Marketing strategy according to Philip Kotler and Gary Armstrong (2017), is the main approach used by business units to achieve predetermined targets, which includes the main decisions regarding market targets, product market placement, marketing mix, and the level of marketing costs required. Marketing strategy is included in the important planning activities that must be carried out by a company. Usually, a marketing strategy begins to be developed after determining the target or market segmentation. The reason is because different target markets require different marketing approaches. Therefore, the emergence of various marketing strategies as follows:

a) Strategi Relationship Marketing

Relationship marketing strategy is a philosophy in carrying out a business orientation that focuses on improving and maintaining existing or old customer service, compared to looking for new customers. Efforts to find new customers will require a lot of money and effort, besides that it also takes a relatively long time. This relationship marketing can provide long-term customer satisfaction. One implementation strategy is to build long-term relationships with consumers to build trust, commitment, and ultimately grow loyalty to the company.

b) Transactional Strategy

This transactional strategy is carried out to achieve as many targets or sales volumes as possible. Transactional marketing is carried out using the basic marketing method known as

4P, namely product, price, place and promotion. This marketing strategy is more suitable for the short term because it offers products directly to customers.

c) Digital Marketing Strategy

Digital marketing strategy is a marketing strategy that utilizes increasingly developing information technology. Implementing this strategy in a business must pay attention to various internal and external factors to determine suitability and to determine the most appropriate digital marketing strategy. The main aim of implementing a digital marketing strategy is to build communication between the company and customers, more precisely to communicate products to build customer trust.

CHAPTER 3

BUSINESS PROJECT IMPLEMENTATION METHOD

3.1 Business Overview

3.1.1 Business Name

A business name is very important in starting a business so that our products are known to the wider community. The owner who chose this product was given the name My Toast Indonesia, which means Indonesian toast. This business aims to become one of the providers of quality toast in Indonesia that offers unique products at affordable prices. This plan involves opening outlets in strategic locations as well as marketing through online platforms and delivery services. The owner chose this name because the meaning is the same as the owner's goal of creating this local brand, namely wanting to make Indonesian people aware of healthy snacks from local products so that everyone enjoys toast at all these activities.

Toast is a snack that has long been known by Indonesian people. Even though it is traditional food, the potential for developing toast with a more modern and innovative concept is still very open. My Toast Indonesia presents as a solution to answer increasingly dynamic market needs and keep up with current culinary trends, the selection of this start-up business was based on several important factors.

First, the trend of fast-food consumption continues to increase, especially among urban communities who have high mobility. Consumers, especially the younger generation, are looking for food that is practical, affordable and still high quality. By combining the traditional concept of toast with modern topping and presentation innovations, My Toast Indonesia strives to meet this need.

Second, currently there is still a gap between conventional toast products and market demand for a more diverse and interesting variety of flavors. My Toast Indonesia presents a solution by offering toast combined with various contemporary flavors and toppings, such as premium chocolate, cheddar cheese, shredded bread, tiramisu, matcha and various other toppings. This innovation differentiates the product of My Toast Indonesia from other competitors who tend to offer standard flavor variants.

Third, the market potential for snack products such as toast is very large. Based on market research, snacks with innovative concepts continue to be in demand, especially among young people and the public. Thus, this business needs to be developed in order to fill the opportunities that exist in the market while providing added value to local culinary products.

For these reasons, the establishment of My Toast Indonesia was considered necessary as a strategic step to respond to developing market trends, as well as provide innovative and quality food choices for consumers.

3.1.2 Problem Encountered by the Business Start-Up

This section is the core of My Toast Indonesia business start-up issue, which outlines the direction of the program that will be implemented. The formulation of this problem highlights the gap between the current reality of the toast market and the ideal conditions that this startup wants to achieve.

a. Toast innovative product gap.

Currently, the toast market is dominated by products with low standard and less innovative flavors. Consumers, especially the younger generation, are starting to look for a variety of foods that are not only delicious but also have unique and interesting elements. Startup business My Toast Indonesia seeks to overcome this gap by presenting toast innovations that use contemporary and interesting toppings, which are not widely available in the market today.

b. Nonconformity between price and quality in the fast-food market

Many ready-to-eat snack products offer affordable prices, but often sacrifice the quality of raw materials. The ideal condition that My Toast Indonesia wants to achieve is to provide products with high quality raw materials but remain affordable for the target market segment. This requires efforts to find a balance between competitive prices and product quality.

c. Limited access to practical and quality baked bread products

Consumers at Maguwoharjo Street Food often have difficulty finding fast food that is not only fast but also high quality and flavor. My Toast Indonesia aims to provide easier and wider access to toasted bread products through presence in busy centers and through online delivery services, to overcome this limited accessibility.

d. Lack of Creative Marketing Strategies Among Competitors

Even though many baked bread products are sold, the marketing carried out by competitors often does not maximize the use of digital technology and social media trends. The ideal condition that My Toast Indonesia wants to achieve is to create a more creative marketing strategy, especially using social media and influencer marketing to more effectively attract the attention of the target market.

This problem formulation describes the direction of My Toast Indonesia's efforts to overcome various existing challenges, as well as towards the desired ideal conditions through product innovation, operational efficiency and strong marketing strategies.

The goal of a start-up business is to create and develop an innovative new business by exploiting existing market opportunities and producing products or services that can meet consumer needs in a more effective and efficient way. In more detail, the goals of a start-up business include:

- a) Filling market gaps business startups aim to provide new or better solutions compared to existing products or services, by exploiting gaps or unmet needs in the market.
- b) Product innovation or service innovation is the core of a start-up company. The goal is to create products or services that are unique, different, and provide added value to consumers, which may not be offered by competitors.
- c) Growth and scalability startups are designed to grow quickly and sustainably. The aim is to develop the business from a small scale to a larger one with broad expansion potential, both in local and global markets.
- d) Creating a competitive advantage with innovation and disruptive business models, the goal of startups is to build a competitive advantage that allows them to compete better and dominate the market.
- e) Generating profits and economic value, like business in general, is the goal of a startup to create a sustainable source of income by generating maximum profits. Apart from that, start-ups also aim to create economic value for owners, employees and other stakeholders.
- f) Building a brand and reputation as a budding businessman also aims to build a strong brand and gain recognition in the market. With a good reputation, start-up companies can attract more customers and build brand loyalty.

- g) Absorbs labor and has a lot of social impact startups which also have the aim of providing a positive social impact, such as creating new jobs, empowering local communities, or solving social problems through innovation.

3.2 Business Activity Ideas and Innovations

3.2.1 Overview of My Toast Indonesia Business Plan

My Toast Indonesia provides a toast as a main product with various toppings, ranging from sweet toppings such as chocolate and cheese, to savory toppings such as grilled chicken, shredded chicken, shredded beef and BBQ beef. In addition, product variations such as toast with local flavors will also be offered to meet consumer preferences.

On August 19, 2023, the author decided to start a toast business which the author named My Toast Indonesia. This idea was born from observations of growing culinary trends, where people, especially young people and urban workers, are increasingly looking for food that is practical, delicious, but still has a unique taste and quality. Toast, as a simple food but which can be processed into various dishes, was the main inspiration in creating this business.

The main vision of My Toast Indonesia is to present a different culinary experience with toast as the mainstay menu, but combined with a variety of toppings and fillings, including a choice of traditional and international flavors. The author wants to serve something more than just ordinary toast, but a product that can be comfort food for customers of all ages. Apart from that, there is an opportunity to introduce toast as part of a modern lifestyle, where food must not only be delicious but also aesthetic, practical and healthy.

The initial steps in building My Toast Indonesia involved a lot of research, starting from current food trends, market tastes, to quality local raw materials that could support the toast concept that is developed. The author plan to use fresh and high-quality ingredients, such as bread made by myself with a special recipe, fresh fruit fillings, homemade jams, and a variety of creative savory and sweet toppings. This is an effort to ensure that every bite a customer receives provides satisfaction both in terms of taste and quality.

Apart from focusing on products, My Toast Indonesia's marketing strategy will utilize the power of social media and collaboration with local culinary influencers. The author believe that in today's digital era, presence on online platforms is very important to reach more

consumers, especially the younger generation. Therefore, the visual concept of each product will also be taken seriously, from the way it is presented to the attractive appearance of the product to be immortalized in photos and videos. Not only that, but My Toast Indonesia will also offer an easy and comfortable shopping experience. The plan is that the author will start by opening a small outlet in a strategic location, such as a shopping center or office area, which will allow customers to enjoy our toast quickly, either take it home or eat it on the spot. Apart from that, delivery services via online platforms such as Grab Food and GoFood will also be introduced to reach a wider range of customers. In the long term, the author hope My Toast Indonesia can develop not only in one location, but also have several branches in various cities in Indonesia. The author optimistic that with sustainable product innovation, friendly service, and effective marketing, My Toast Indonesia can become a food brand that is widely known and loved by the public. This business not only aims to make a profit, but also wants to contribute to enriching Indonesia's culinary variety with creative, delicious and quality products.

Thus, My Toast Indonesia will continue to strive to present toast that is more than just an ordinary snack, but a food choice that can be enjoyed by all groups anytime, anywhere. This is the start of a business journey that is hoped to continue, grow and bring success in the future.

1. Introductory part

Cover Logo:



Brand Name: My Toast Indonesia

Business Type: Culinary – Toast

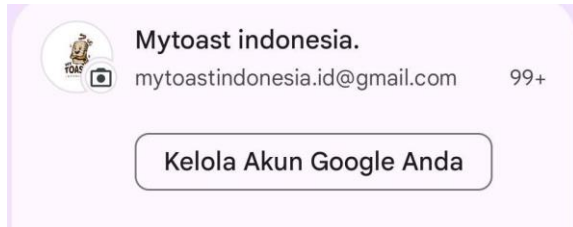
Owner: Restu Umam Wiranu

Address: Jl. North of Jenangan Stadium, Maguwoharjo, District. Depok, Sleman district, Yogyakarta

Contact

Telephone: 082329252773

Email: Mytoastindonesia.id@gmail.com



Instagram: @my_toastindonesia

Tiktok: @Mytoast.indonesia

Creation Date: August 28, 2023

a. Company Profile Summary:

My Toast Indonesia is a culinary business that focuses on toast products with a variety of modern toppings and local flavors. Founded in August 2023, My Toast Indonesia comes with a fast-food concept that is affordable, delicious, and can be enjoyed by various groups, especially young people and office workers. We prioritize quality raw materials, attractive presentation, and fast and friendly service.

- To become a national brand and leader of the toasted bread business market in Indonesia

Become a toast entrepreneur who has many branches in Indonesia

- Mission:

To become the number 1 quality company that serves the most delicious toast and is liked by the Indonesian people in terms of taste, service and quality.

Creating the latest innovations in the culinary world through innovation in the variety of products served.

Establish good relationships with customers to provide the best and most satisfying service to consumers.

Making it easier for bread culinary lovers to enjoy superior quality bread in various regions.

- Product Innovation:

My Toast Indonesia offers a variety of creative and distinctive toppings, combining traditional and modern flavors, such as chocolate cheese toast, shredded toast, and petty BBQ

Chicken. It also offers economical packages and attractive promotions, which make our products more competitive in the market.

- Company Description:

My Toast Indonesia is a culinary business that offers toast with a contemporary concept, which combines traditional and modern flavors. This business was founded in August 2023 with the aim of providing a fast, delicious and affordable snack alternative for urban consumers, especially students. We believe that food is not just about taste, but also about experience. Therefore, every toast product is made with high quality ingredients and varied toppings to suit consumer tastes. My Toast Indonesia is also committed to continuing to innovate in creating menu variants that suit market trends and the tastes of young people.

- Products and Services

My Toast Indonesia offers various variants of toast with a concept that combines traditional and modern flavors. Our main product is toast, which can be chosen with various toppings, from sweet to savory. Some of our superior variants include:

- a) Cheese Toast Chocolate: Favorite classic combination with cheese and chocolate melt.
- b) Flossed Milk Toast: A combination of healthy choices with shredded milk and topping mayonnaise, hot sauce, cheese sauce, and tomato sauce.
- c) BBQ Petty Chicken Toast: A savory menu filled with petty chicken, lettuce, tomato, cucumber and garnished with mayonnaise, hot sauce, and tomato sauce.

Each product is processed with high quality raw materials to ensure delicious taste and satisfying texture. Apart from that, it also provides economical packages that are suitable for students, so that they can enjoy our products at affordable prices.

The services include on-site purchases, take-away, free delivery with a minimum radius of 5 km and online orders via food delivery platforms such as GrabFood, Shoppe Food and GoFood. The author also plans to provide group ordering services for campus events, 100% Product Guarantee if the product is not delicious or there is an ordering error.

- a. Operational Plan

- Location:

Currently, the location of My Toast Indonesia toast is in the Maguwoharjo culinary street food which is a very strategic place on Jl Utara Yogyakarta Stadium, precisely in the Yogyakarta water park tourist area and the boarding area, therefore young people will easily find the location of My Toast Roti Indonesian Toast.

Operational Hours: My Toast Indonesia operates every Monday – Saturday from 16.00 – 24.00, with peak purchases after Isha time because consumers will come for dinner or snacks at all these activities.

b. Management and team

Operations includes a team consisting of:

Chef: responsible for preparing toast.

Cashier/Customer Service: Manage/Record consumer orders both online and offline.

Delivery: working with platform partners Gojek, Shope food, grab food to ensure timely delivery to customers.

c. Business development plan

- Expansion:

In the next few years, My Toast Indonesia plans to focus on business expansion by opening several branches in the Yogyakarta area, including: Jalan Seturan, Jalan Teknik Utara, Jalan Kaliurang, Jalan Taman Siswa, Jalan Babarsari which has a large student base, such as the Gajah Mada Campus, Yayasan Keluarga Pahlawan Negara (YKPN), SarjanaWiyata Taman Siswa, Atma Jaya, Universitas Islam Indonesia. We will also explore the concept of franchise outlets to accelerate business growth.

- Product Innovation:

Apart from introducing new variants of toast, the author is also planning to add drinks to the menu such as tea and fresh milk drinks, both cold and hot, which can complement our toast dishes. My Toast Indonesia also continues to present market trends to remain relevant and innovative in the culinary world.

- Cooperation Strategy:

My Toast Indonesia open to collaborating with various parties, such as local suppliers, student communities, campus events, and delivery platforms. Through this collaboration, the author hope to expand the reach and increase brand awareness of My Toast Indonesia.

3.2 2 Schedule and implementation plan for the My Toast Indonesia toast business

1. Business Implementation Plan

Table 3.1. Business Implementation Plan of My Toast

Activity	Description	Execution time	Duration
Market Research	Conduct market surveys and analyzes to understand consumer needs and preferences.	1 – 15 May 2023	2 weeks
Preparation of Business Proposals	Prepare and complete business proposals that cover all aspects of the business.	20 – 3 June 2023	2 weeks
Procurement of Raw Materials	Search for and collaborate with suppliers for bread raw materials and toppings.	4 – 17 June 2023	2 weeks
Stand Making	Rent a location and create the desired Booth container.	17 – 7 July 2023	3 Weeks
Equipment Procurement	Note down and purchase the toasting equipment needed	8 – 21 July 2023	2 weeks
HR training	Train employees on production processes, service and customer management.	22 – 10 August 2023	2 weeks
Early Promotion	Carry out a 25% discount promotion for 7 days	11 – 18 Agustus 2023	1 week
Grand Opening	Providing buy 1 get 1 product	19 – 24 August 2023	1 week

3. Monthly Activity Schedule

Table 3.2. Monthly Activity Schedule of My Toast

Month	Main Activities	Objective
August 2023	Business launch, initial sales, and gathering customer feedback	Introducing My Toast Indonesia to the market.
September 2023	Evaluate first month sales results and adjust products if necessary	Improving the quality of products and services.
October 2023	Reassessment of marketing strategy and new menu development.	Ensure the business remains relevant and attractive in the market.
November 2023	Preparation for performance evaluation and expansion planning if possible.	Build a long-term growth strategy.
December 2023	End of year promotions with special discounts and special menus.	Increase sales at the end of the year.

3. Performance Evaluation Plan

My Toast Indonesia is a culinary business that focuses on toast products with various contemporary toppings and local flavors. Established since August 2023, My Toast Indonesia presents a fast-food concept that is affordable, delicious, and can be enjoyed by various groups, especially young people and office workers. The author prioritizes quality raw materials,

attractive presentation, and fast and friendly service. Therefore, the author needs to conduct a performance evaluation plan every month for employees working at My Toast indonesia:

- a) Monthly Evaluation: At the end of each month, conduct an evaluation to review sales achievements, customer feedback, and promotional effectiveness.
- b) Financial Reports: Create monthly financial reports to monitor cash flow and profits.
- c) Customer Feedback: Collect feedback from customers to determine satisfaction and areas for improvement.

Plan Conclusion

This schedule and implementation plan provides a clear picture of the steps that need to be taken to start and manage My Toast Indonesia. By adhering to the predetermined schedule, it is hoped that this business can run smoothly and achieve the targets that have been set. If there are changes in plans, it is important to always make appropriate adjustments and plans to ensure the desirability and success of the business.

3.1.3 Expected Output

a. Increased Sales

It is hoped that with an effective marketing strategy, My Toast Indonesia will be able to achieve consistent daily sales targets. Achieve sales target of 10-30 servings of toast per day in the first three months of operation.

b. Wider market penetration

It is hoped that this business will be known to the student community in the Yogyakarta area and attract loyal customers from students and the general public. Active use of social media, such as Instagram and TikTok, is expected to increase brand awareness and the number of followers by 1,000 in the first six months.

c. Product development and diversification product menu

After the initial evaluation period, My Toast Indonesia is expected to be able to introduce new menu variants based on consumer preferences, which are adapted to student culinary trends, introducing 3-5 new menu variants in the first year.

d. Business network growth

In the long term, the business is expected to grow by opening new branches in other strategic locations in Yogyakarta, for example around the UGM, UII campuses, or urban

areas. Opening new branches or adding outlets will be planned after reaching the break-even point, which is expected to be within 12 to 18 months. This ensures a solid financial foundation and reduces the risks associated with premature expansion, while allowing for careful market analysis and resource allocation.

e. Customer satisfaction

My Toast Indonesia targets a high level of customer satisfaction by focusing on product quality and friendly service. Conduct regular customer satisfaction surveys with a target of at least 80% of customers feeling satisfied or very satisfied.

f. Job creation

This business is expected to create jobs for 5-10 people in the first year, including production workers, cashiers and couriers. As the business develops, the number of workers is expected to increase according to expansion needs.

g. Sustainable and growth of MSMEs

It is hoped that this business can survive as part of the MSMEs in Yogyakarta and contribute to the regional economy by using local raw materials. Develop a franchise concept or collaboration with other local MSMEs after 3 years of operation.

3.2.4 Benefits of the Business Start-Up

a. Business Experience

Starting a My Toast Indonesia toast business will provide direct experience in running a business, from operational management, marketing, to financial management. This experience will be important for developing the business further or opening a new business in the future.

b. Improved management and leadership skills

Through the process of managing a business, there are many things to learn, including how to lead a team, organize task distribution, and manage resources. This ability is very useful in running a business efficiently and effectively.

c. Operational problem-solving opportunities

Every business will face various operational obstacles, such as stock management, customer handling, or pricing. Starting a business will provide experience in handling and resolving these problems, which can provide problem-solving recommendations for similar businesses.

d. Opportunities for innovation and creativity

In this toast business, I can continue to innovate in terms of products, services and marketing. This innovation allows your business to remain relevant amidst ever-changing competition and market trends.

e. Information for policy decision making

From my experience running a business, the author is gain important information about consumer behavior, market trends, and factors that influence business success. This information can be used as a reference in decision making, both for further business development and in providing input for policies at the community or government level.

3.3 Market Opportunity Analysis

3.3.1 Market Analysis

My Toast Indonesia's target market is focused on students and young people around campus, especially in:

1. Amikom University Yogyakarta
2. Mercu Buana University, Yogyakarta
3. Sanata Dharma University
4. National Development University (UPN) "Veteran" Yogyakarta

Students are a segment that is always looking for snacks that are affordable, easy to access and quick to enjoy. My Toast Indonesia meets this need by providing a varied menu and prices that suit students' pockets.

Around campus, there are several snack businesses such as food stalls, coffee shops and other bread sellers. However, the uniqueness of My Toast Indonesia is its innovative menu variations, modern presentation, and use of quality ingredients, which makes us have a unique attraction compared to competitors.

The author utilise social media for promotions, such as Instagram, TikTok, and WhatsApp for notification of menu promotional information and discounts. In addition, we also cooperate with food delivery platforms and hold promotional events on campus, such as student discounts, social media photo contests, and referral promotions to attract more customers.

With a creative concept, clear target market and broad market potential, My Toast Indonesia has a great opportunity to develop into one of the leading toast brands in Indonesia. We believe that quality products, good service and effective marketing strategies will take this business to a bigger stage.

3.3.2 Target Market

The author sees the business potential of "My Toast Toast" as a promising market niche, there are several aspects that can be considered:

- a. Food Trends: Toast, especially with a variety of toppings and unique flavors, is increasingly popular among young consumers. Taking advantage of this trend can attract new customers.
- b. Menu Diversification: Offers a variety of variations, from classic to innovative flavors (such as toppings chocolate, cheese, meat, shredded meat), can meet various tastes and attract more customers.
- c. Store Concept: Creating a comfortable atmosphere in a store location can be an attraction, encouraging customers to come and share their experiences on social media.
- d. Elegant Packaging: Using unique and elegant packaging using toast boxes not only attracts attention, but also shows a commitment to sustainability.
- e. Creative Marketing Campaigns: Holding promotions or special events, such as the "Toast Toast Challenge" on social media, can increase engagement and brand awareness.
- f. Collaboration with Influencers: Collaborating with food bloggers or local influencers to try and review products can provide greater exposure.

By exploiting the potential of this niche market, "My Toast Indonesia" can create a competitive advantage and attract attention in an increasingly crowded market.

Competitive Advantage

- a) Product Innovation: Unique and modern topping variations, different from competitors.
- b) Affordable Prices: Adjust to student purchasing power.
- c) Location Strategy: Located around campus and high student traffic areas.
- d) Digital Marketing: Active promotion via social media and collaboration with local influencers.

Marketing strategy

Globalization nowadays helps a lot in brand marketing through digital marketing. Good marketing has become an increasingly important element for business success. Marketing greatly influences our daily lives. Marketing management is the art and science of selecting target markets to reach, and communicating superior customer value. The opportunity to

maximize current technological opportunities has made My Toast Indonesia choose a promotional strategy that will be used to promote My Toast Indonesia products online, namely using social media such as Instagram, Facebook, TikTok and Online Food. The marketing strategy that will be implemented is online, marketing via social media (Whatsapp, Instagram, and TikTok) and online food such as Grabfood, Shoope Food, Go Food with the name My Toast Indonesia Premium Toast Marketing Mix 4P, helps the author explain several explanations of the objectives marketing My Toast Indonesia, the explanation is about:

Table 3.3. The Marketing Mix

Product	Price
My Toast Indonesia toast is a brand that focuses on serving toast with a variety of interesting flavors and toppings. Here are some important aspects of this product: 1. Variety of Flavors Roti Bakar My Toast offers a variety of flavor choices, starting from classics such as: - Chocolate Toast - Cheese Toast Up to innovative variants such as: - Toasted Chocolate Spread - Roti Bake Tiramisu - Matcha Toast - Hazelnut Toast - Roti Bakar Cheese Crunchy - Srikaya Toast - Roti Bakar Oreo - Choco Crunchy Toast - Strawberry Jam Toast - Blueberry Jam Toast - Roti Bakar Milky Crunchy - Chocomaltine Toast - Roti Bakar Chicken slides - Roti Bakar Abon Mayo - Roti Bakar Beef Patty 2. Quality materials This product uses high-quality ingredients to ensure delicious taste and consistency. The bread used can be made from natural ingredients and without preservatives. 3. Laminated box packaging Roti Bakar My Toast prioritizes attractive packaging and is anti-oil/laminated, so that it is attractive to consumers who buy the product and get a premium box. 4. Atmosphere and customer experience My Toast Indonesia toast is in the street food area of Maguwoharjo so that customers will be in a	Prices for My Toast Indonesia Toast Products which starts from 8 thousand rupiah offering attractive value for customers. Here are some points that explain this pricing strategy: 1. Accessibility With prices starting from 8 thousand, this product is very affordable for various market segments, especially students and college students. This makes toast easily accessible to many people. 2. Various Choices Competitive prices allow customers to choose from a variety of flavors. Affordable toast gives customers the opportunity to try various toppings without breaking the bank. Prices vary according to consumer choice. 3. Special Offers With a low base price, you can run promotions, such as bundling packages or discounts for purchases over a certain amount, attracting more buyers. 4. Affordable Quality Even though the price is affordable, it is important to maintain the quality of the ingredients. This will help build customer loyalty and ensure they are satisfied with their purchase. 5. Market Segmentation With prices starting from 8 thousand – 30 thousand, Roti Bakar My Toast can reach a wider market segment, including consumers who are looking for delicious but economical fast food. 6. Comparison with Competitors Considering the prices of competitors in the market, this price can be an attraction. This also leaves room to introduce a premium variant at a slightly higher price, providing an option for consumers who want something more specialized. With an affordable price strategy and

comfortable environment to gather with family and friends and their customers will also have their eyes pampered, because their customers can not only buy toast, but can also buy various snacks - snacks around street food. 5. Additional Menu Apart from toast, My Toast can also offer complimentary drinks such as whole milk which is in harmony with the toast menu.	good product quality, Roti Bakar My Toast Indonesia can attract the attention of many customers and build a loyal customer base.
Place Maguwoharjo, Yogyakarta is an area that has great potential for the location of "Roti Bakar My Toast Indonesia." Here are some important points about Maguwoharjo as a place for this business: 1. Strategic Location Maguwoharjo is located close to various public facilities, including the airport, universities and shopping centers. Easy access makes it an ideal place to reach various groups, from students to tourists. 2. Market Segmentation This area has many pupils and students from various universities in Yogyakarta. This provides a great opportunity to reach young consumers looking for fast, affordable food. 3. Interesting Atmosphere Maguwoharjo street food is known to have a comfortable and calm atmosphere, suitable for gathering and relaxing with family and friends around the Roti Bakar My Toast Indonesia area. 4. Competition Although there are several eating places nearby, Roti Bakar My Toast can differentiate itself by offering a variety of unique flavors and high quality. Focusing on strong branding will also help you stand out among your competitors. 5. Potential for Collaboration Maguwoharjo has many local communities and events. Collaborating with events or communities in the area can increase visibility and attract more customers. 6. Customer Experience Providing friendly, fast service and a comfortable atmosphere can create a positive experience for customers, making them want to come back again.	Promotion To promote My Toast Indonesia Toast effectively on platforms like Instagram and TikTok, you can use the following strategies: 1. Social Media Campaign - Challenge or Contest: Invite followers to participate in challenges, such as creating unique content and uploading it with special hashtags. Winners can get discounts or free product prizes. - Attractive Visual Content: Create interesting videos and photos of toast with a variety of toppings. Show the manufacturing process and deliciousness of the product so that people are interested in trying it. 2. Influencer Marketing Collaboration with Influencers: Collaborate with local food bloggers or influencers to try and review products. They can share their experiences on social media, which can attract the attention of their followers. 3. Discount Promotion Special Discount: Offer a 10-20% discount for the first purchase or for customers who follow social media accounts. For example, "Get 15% off your first purchase with promo code MYTOAST15!" Discounts for Sharing: Give discounts to customers who share product photos on their accounts and tag the official My Toast account. This can increase exposure organically 4. Customer Stories Customer Reviews: Invite customers to provide testimonials and upload them on social media. Display the best testimonials on your official page with discount promotions for customers who are willing to share them. 5. Special Events Special day: Celebrate certain days with special promotions, such as "20% discount on all toast

By utilizing all this potential, Roti Bakar My Toast Indonesia in Maguwoharjo can become a favorite choice for many people, both for fast food and a place to relax.	on National Customer Day" or "15% discount on purchase of two toast on weekends". With this combination of strategies, you can increase awareness and attract new customers for Roti Bakar My Toast Indonesia. Discounts and promotions will also encourage them to try and share their positive experiences!
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Segmentation, targeting, and positioning (STP) also helps authors redefine market products and the way they are marketed. The function of this analysis is marketing communications that are more focused, relevant and personalized for customers.

Table 3.4. STP Analysis

STP ANALYSIS	
SEGMENTATION	• Age: 17-30 • Monthly income 1 - 3,5 JT.
TARGETING	• Families around the Maguwoharjo area • Tourists flock to the Jogja Waterboom • Students around the Maguwoharjo area
POSITIONING	My Toast Indonesia is as modern toast with a variety of innovative toppings, affordable prices and attractive appearance targeting young people and active workers. This business focuses on delicious product quality, fast service, and great experience instagrammable, both through sales in physical stores and online (via online motorcycle taxi platforms). This positioning aims to attract consumers who are looking for fast food snacks that are still attractive and contemporary.

Several services help businesses in the marketing segment use fees, such as MetaAds and Influencer Endorsements. MetaAds will be displayed on Facebook and Instagram on people's timelines, this will help spread brands and products widely. Endorsements by Influencers, it is helpful if we have more budget, should people trust the product more if they can see it firsthand, or hear from people who trust them, but having a different budget for each influencer, it is important to choose the best one that suits with our product, such as whether their followers mostly match our target market or not, whether they personally and in taste match our product or not, it is better to do a survey first to decide who is really worth spending money on marketing our product.

Table 3.5 Marketing Budget

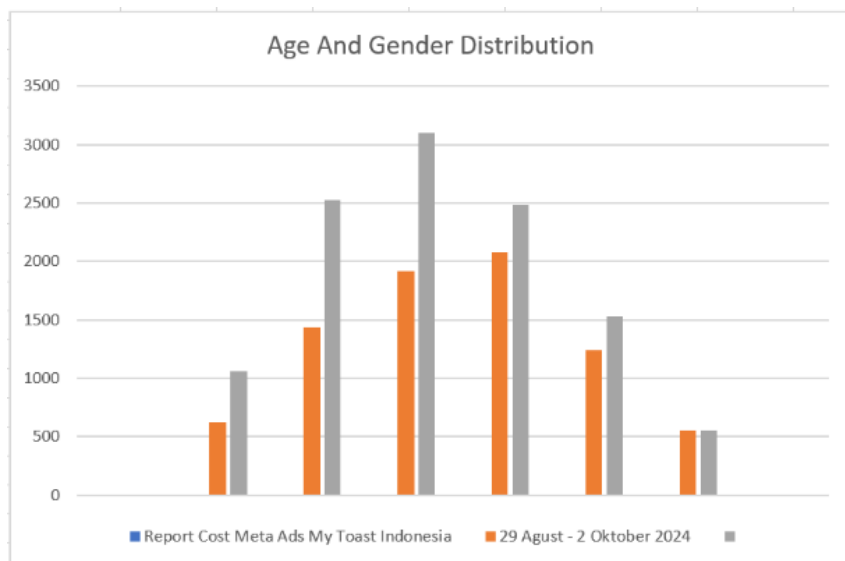
MARKETING BUDGET	
	Price
MetaAds	Rp.20,000/Month
Endorsement of Influencer	It depends on RateCard which Influencer Tiktok Dan IG

To date, My Toast Indonesia has used MetaAds to support Digital Marketing for businesses that use Meta Ads. Therefore, the author will show a report for the months 29 August – 2 October below in chart form.

Table 3.6 Report Meta Ads

Report Cost Meta Ads My Toast Indonesia		August 29 - October 2, 2024	
Age And Gender Distribution		Female	Male
18 - 24		620	1063
25 - 34		1435	2523
35 - 44		1915	3103
45 - 54		2083	2479
55 - 64		1244	1531
65 - 84		554	552
Total Budget: 20.000			

Figure 3.1 Age and gender



3.4 Business Feasibility Analysis

Table 3.7. Initial Cost Details:

No	Name of goods	Amount	Price	Total price
Equipment				
1	Both Container 200x150	1	Rp. 5,800,000	Rp. 5,800,000
2	2 Burner Stove	1	Rp. 200,000	Rp. 200,000
3	Long bent baking pan 40x80	1	Rp. 240,000	Rp. 240,000
4	Regulator Hose	1	Rp. 70,000	Rp. 70,000
5	Gas cylinders	1	Rp. 200,000	Rp. 200,000

6	Rent a stall	1	Rp. 650,000	Rp. 650,000
7	Heart	1	Rp. 30,000	Rp. 30,000
8	Regulator	1	Rp. 75,000	Rp. 75,000
Total Equipment				Rp. 7,265,000

No	Name of goods	Amount	Price	Total price
Cooking Unsils				
1	Plastic Jar	5	Rp. 10,000	Rp. 50,000
2	Kitchen Duster	6	Rp. 3,000	Rp. 18,000
3	Long Fork	1	Rp. 20,000	Rp. 20,000
4	Spatula	1	Rp. 25,000	Rp. 25,000
5	Torch	1	Rp. 50,000	Rp. 50,000
6	Toast Fork	1	Rp. 50,000	Rp. 50,000
7	Kitchen Knife Set	1	Rp. 40,000	Rp. 40,000
8	Safe Gloves White	1	Rp. 10,000	Rp. 10,000
9	Jam Shoes	8	Rp. 10,000	Rp. 80,000
10	Large Containers	1	Rp. 25,000	Rp. 25,000
11	Small Containers	2	Rp. 20,000	Rp. 40,000
12	Kitchen equipment place	1	Rp. 40,000	Rp. 40,000
13	Grated cheese	1	Rp. 10,000	Rp. 10,000
14	Wooden Cutting Board	1	Rp. 45,000	Rp. 45,000
15	Sauce Bottle	6	Rp. 8,000	Rp. 48,000
16	White Plastic Carry	1	Rp. 15,000	Rp. 15,000
17	Gas Portable	1	Rp. 20,000	Rp. 20,000
18	Plastic trash	1	Rp. 20,000	Rp. 20,000
Total price				Rp. 606,000

No	Name of goods	Amount	Price	Total price
Raw material				
1	Bandung Bread	15	Rp. 4,000	Rp. 60,000
2	Margarine	1	Rp. 22,000	Rp. 22,000
3	Star Chocolate Meses	1	Rp. 36,000	Rp. 36,000
4	Choco Crunchy Goldenfill	1	Rp. 46,000	Rp. 46,000
5	Choco Spread Goldenfill	1	Rp. 47,000	Rp. 47,000
6	Milky Crunchy goldenfill	1	Rp. 47,000	Rp. 47,000
7	Tiramisu Glaze	1	Rp. 35,000	Rp. 35,000
8	Strawberry Goldenfill	1	Rp. 63,000	Rp. 63,000
9	Cheese Spread Goldenfill	1	Rp. 47,000	Rp. 47,000
10	Cheese Crunchy Goldenfill	1	Rp. 47,000	Rp. 47,000
11	Blueberry Goldenfill	2	Rp. 60,000	Rp. 60,000
12	Matcha Glaze	1	Rp. 35,000	Rp. 35,000
13	Hazelnut Spread Goldenfill	1	Rp. 75,000	Rp. 75,000
14	Chocomaltine	1	Rp. 75,000	Rp. 75,000
15	Susu Dairy Milk	2	Rp. 13,000	Rp. 26,000
16	Morin Nuts	1	Rp. 35,000	Rp. 35,000
17	Oreo	1	Rp. 80,000	Rp. 80,000
18	Wincheese	1	Rp. 13,000	Rp. 13,000
19	Beef floss	1	Rp. 51,000	Rp. 51,000
20	Shredded Chicken	1	Rp. 37,000	Rp. 37,000
21	Master Mayonnaise	1	Rp. 32,000	Rp. 32,000
22	Cheese Sauce	1	Rp. 21,000	Rp. 21,000

23	Sauce Tomato	1	Rp. 20,000	Rp. 20,000
24	Chili sauce	1	Rp. 29,000	Rp. 29,000
25	Sauce BBQ	1	Rp. 32,000	Rp.32,000
26	Beef Petty	1	Rp. 51,000	Rp. 51,000
27	Chicken Petty	1	Rp. 38,000	Rp. 38,000
Total price				Rp. 1,160,000
RAB Total My Toast Indonesia				Rp. 9,031,000

My Toast Indonesia Design Concept:

Boot Container 2x2x2



3.4.1 Financial Aspects

- **Estimated Initial Capital**
- Location Rental: IDR 650,000 per month (location in front of Waterboom Jogja)
- Equipment: Rp. 6,765,000 (2x2 Container Booth, 2 burner Stove, regulator hose, gas cylinder, 40x80 Long Bend Baking Pan, Gallon)
- Cooking Equipment: Rp. 606,000 (bread cutter, cooking utensils)
- Initial Raw Materials: IDR 1,160,000 (bread, toppings, sauce)
- Total Initial Capital: IDR 9,181,000
- **Revenue Projections**

The daily sales assumption is 5-20 portions with an average price of IDR 15,000 per portion. So, the income projection is: Daily Income: 5 portions × IDR 15,000 = IDR 75,000 (minimum), up to 20 portions × IDR 15,000 = IDR 300,000 (maximum)

Monthly Income: IDR 2,250,000 to IDR 9,000,000.

Operating costs

- Rent a Security Place Rp. 650,000
- Employee Salary for 1 Person Rp. 500,000
- Fresh Bread Rp. 240,000
- Others Rp. 300,000
- Total Operational Costs for 1 Month Rp. 1,690,000

1 Monthly Profit

If the minimum income is Rp. 2,250,000

Minimum Profit = Monthly Income - Operating Costs

Minimum Profit = Rp. 2,250,000 – Rp. 1,690,000 = Rp. 560,000 (Profit)

If the maximum income is Rp. 9,000,000

Maximum Profit = Rp. 9,000,000 – Rp. 1,690,000 = Rp. 7,310,000 (profit)

Break Event Point (BEP)

BEP = $\frac{\text{Fixed Costs}}{\text{Selling Price per Serving} - \text{Variable Cost per Serving}}$

Selling Price per Serving–Variable Cost per Serving

Assumptions:

- a) Fixed Costs: Total fixed operating costs are IDR 1,690,000 per month (rent, employee salaries and other costs).
- b) Selling Price per Portion: IDR 15,000 per portion.
- c) Variable Costs per Portion (raw material costs, bread, toppings): For example, IDR 5,000 per portion (this assumption is based on raw material costs).

Calculating BEP:

$$\text{BEP} = \frac{1.690.000}{15.000 - 5.000} = \frac{1.690.000}{10.000} = 169 \text{ servings per month}$$

To reach the break-even point, My Toast Indonesia needs to sell 169 portions per month, or around 6 portions per day. Assuming daily sales reach a minimum of 6 portions, My Toast Indonesia will reach the break-even point and not experience a loss. If sales exceed this figure, this business will generate a profit.

- **Calculation of Break-Even Time**

To calculate the payback period, we divide the total initial capital by the monthly profit in the minimum and maximum scenarios:

a). Break-even time (minimum scenario):

$$\text{Minimum Capital Turnover Time} = \frac{\text{Initial Capital}}{\text{Minimum Profit/Month}} = \frac{9,181,000}{560,000} = 16.4 \text{ months}$$

Estimated Minimum Return on Capital: 16 Months

b). Breakthrough time (Maximum Scenario):

$$\text{Maximum Capital Return Time} = \frac{\text{Initial Capital}}{\text{Maximum Profit/Month}} = \frac{9.181.000}{7,310,000} = 1.25 \text{ months}$$

Estimated Maximum Return on Capital: 1 Month 1 Week

Conclusion

- **Pessimistic Scenario:** If sales are at the minimum limit, the payback period is estimated at approx **16 months**.

- **Optimistic Scenario:** If sales are at the maximum limit, the payback period can be achieved at approx **1.25 months**.

To speed up the payback period, a good marketing strategy, increasing daily sales and managing costs could be very helpful.

SWOT Analysis

Table 3.4. My Toast Indonesia SWOT Analysis:

Strength ● Innovative and unique products My Toast Indonesia offers toast variants that are different from similar products, with a varied choice of toppings and according to the tastes of the student market. ● Affordable prices Targeting the student segment, the prices offered are competitive and in line with the purchasing power of the target market. ● Strategic location The location at Food Cullinary Maguwoharjo is busy with students, so it is easily accessible to target consumers at Amikom University, UII, UPN, Sanata Dharma, STIKES. ● Strong and attractive branding An easy-to-remember name and a modern and relevant branding concept for young people.	Weakness ● Initial Capital Limitations Capital for further development, such as opening branches or major promotions, is still limited. ● A new level of experience As a newly developing business, it still takes time to build solid management experience, including in operations and marketing. ● Dependence on location Relies on the area around campus, so that business can be disrupted when there are holidays or when students are not active on campus
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Opportunity ● Growth of innovative culinary interest The interest of students, especially the younger generation, in unique and contemporary foods is increasing. My Toast Indonesia can take advantage of this trend. ● Collaboration with Delivery/Take Away Utilize platforms such as GoFood and GrabFood to increase sales, especially among students who often order food online. ● Digital marketing and social media Utilize digital platforms, such as Instagram, Facebook, and TikTok, to reach wider consumers and build fan communities.	Threats ● Similar business competition There are many fast-food businesses around the Maguwoharjo area that could be competitors, both in terms of price and product type. ● Fluctuations in raw material prices An increase in the price of raw materials such as bread and toppings can affect production costs and profitability. ● Changes in consumer preferences Food trends can change quickly, so My Toast Indonesia needs to continue to innovate to keep up with consumer tastes. ● Macroeconomic constraints Poor economic conditions can affect students' purchasing power, especially if there is inflation or a decrease in household income.
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1. Competitive Analysis

In competitive analysis, it is important to dig deeper into My Toast Indonesia's direct competitors in Yogyakarta. Some elements that need to be analyzed include:

a) Identify Direct Competitors

Direct Competitors: Identify competitors that have similar products and serve the same market, namely the culinary sector that provides snacks, especially toast.

Examples of Competitors: Roti Bakar Om Bob, Roti Bakar Legendaris, or cafes and shops that provide other toast variants in Yogyakarta.

b) Competitor Profile Analysis

Price: What is the price range of their products compared to My Toast Indonesia? Do competitors offer more competitive prices, or have a premium strategy?

Product Quality: How is the quality of their products in terms of taste, presentation, and consistency? Do they use premium ingredients or cheaper local ones?

Target Market: Are they targeting the same market segment as My Toast Indonesia? For example, the youth segment, office workers, or students.

Marketing: What marketing strategies do competitors implement? Are they more active on social media, using influencers, or relying on offline promotions such as discounts and special events?

c) Competitors Strengths and Weaknesses

Strengths: Do they have advantages in terms of product innovation, more strategic locations, or stronger brand presence in the local market?

Weaknesses: On the other hand, what weaknesses can My Toast Indonesia exploit? For example, if competitors are limited in product innovation or lack of menu variety.

2. SWOT Analysis

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a very useful tool to describe the company's position in the market as a whole. Here are the elements that need to be considered in a SWOT analysis for My Toast Indonesia:

a) Strengths

Brand Recognition: If My Toast Indonesia is widely known among consumers in Yogyakarta, this is a huge strength. This could include customer loyalty, good brand recognition, or even a strategic location.

Product Innovation: If My Toast Indonesia has the advantage of offering a variety of different flavors or ingredients, this is a strength in attracting customers looking for new experiences.

Product Quality: Maintaining consistent product quality is also an advantage, if the bread served really meets customer expectations in terms of taste, presentation, and cleanliness.

b) Weaknesses

Dependence on Supply Sources: If My Toast Indonesia relies on a few suppliers for key ingredients, this could be a weakness if supply is disrupted or prices increase.

Limited Variety: Perhaps the company only offers a very limited range of products. In this case, it is important to know if there are opportunities to introduce new menu items to keep customers interested.

Distribution Chain: If the company does not have adequate distribution or is limited to one location, this could hinder expansion and market reach.

c) Opportunities

Food Market Growth: In Yogyakarta, the culinary sector continues to grow rapidly, especially with the increasing number of students, tourists, and visitors from outside the city. My Toast Indonesia can take advantage of this trend to expand the market.

Healthy Food Trends: If there is an opportunity to develop toast products with healthier ingredients (e.g. whole wheat bread, low-sugar variants, or additional vegetables), this could be a great opportunity.

Collaboration with Online Delivery Platforms: Collaboration with online delivery services such as Gojek or Grab can expand the market reach.

d) Threats

Strong Competition: The main threat to My Toast Indonesia is the increasingly tight competition from the many similar snack and toast shops that have sprung up in Yogyakarta.

Fluctuation in Raw Material Prices: Increases in raw material prices (such as bread, jam, or butter) can affect the company's profitability, especially if it cannot increase selling prices proportionally without reducing the attractiveness of the product.

Changes in Consumption Trends: If there are changes in consumption trends or shifts in consumer preferences, such as interest in healthy foods or plant-based foods, My Toast Indonesia must be ready to adapt quickly.

3. Recommendations

Based on the competitive analysis and SWOT, some recommendations that can be given to My Toast Indonesia are:

- a) **Menu Diversification:** Developing more menu options, such as flavor variations or healthy options, to appeal to a wider market segment.
- b) **Marketing Strategy Enhancement:** Increasing presence on social media and other online platforms to expand customer reach, including working with food influencers or offering promotions for new customers.
- c) **Product Innovation:** Creating new products that incorporate current market trends, such as healthier toast with local ingredients, or those that are friendly to certain diets such as keto or vegan.
- d) **Location and Expansion:** If possible, opening new branches in other strategic locations or expanding distribution networks through online food delivery.

CHAPTER 4

Progress and Realization of Business Startup

4.1 Realization of Business Startup Plans and Schedules

- Business Profile

My Toast Indonesia is a culinary business that focuses on providing contemporary toast with a variety of toppings and fillings that are innovative from conventional toast products and market demand for a variety of more diverse and interesting flavors. My Toast Indonesia presents a solution by offering toast combined with various contemporary flavors and toppings, such as premium chocolate, cheddar cheese, shredded meat, tiramisu, macha, chicken patty, beef patty and various other toppings. This innovation differentiates the product My Toast Indonesia from other competitors who tend to offer standard flavor variants. This business aims to become one of the providers of quality toast in Indonesia that offers unique products at affordable prices. This plan involves opening outlets in strategic locations as well as marketing through online platforms and delivery services. A Startup Business aims to create and develop an innovative new business by exploiting existing market opportunities and producing products or services that can meet consumer needs more effectively and efficiently.

My Toast was founded to revive the traditional Indonesian culinary toast in a more modern concept that suits the tastes of the millennial generation and Gen Z. Seeing current food trends and the timeless appeal of toast, the founders of My Toast wanted to reintroduce the dish this is in a fresher and more interesting style. Apart from that, this business is expected to be a place for customers to relax while enjoying delicious toast. My Toast Indonesia offers innovation with a variety of creative and distinctive toppings, combining traditional and modern flavors, such as chocolate cheese toast, shredded toast, and petty BBQ Chicken.

My Toast's main target market is the younger generation, especially millennials and Gen Z aged between 17 and 30. These potential customers are looking for snacks that are delicious, easy to get, and can be enjoyed on the spot or taken home. They also tend to be active on social media, so My Toast strives to provide visually attractive products that can be shared online.

Business Realization Plan and Schedule

- | |
|--|
| 1. Month 2-3: Concept preparation, market research, and menu preparation. |
| 2. Month 4-5: Recipe testing, product development, and initial market testing with friends or family. |

3. Month 6: Renovation of premises and decoration of the first outlet as well as recruitment of employees.
4. Month 7: Soft opening launch, product evaluation, and implementation of promotional strategies on social media.
5. Month 8: Grand opening and major promotions to introduce My Toast to a wider market.

4.2 Business Startup Interim Report Structure

Project Budget Realization

The business project lasts for 1 year. Starting from November 2023 to November 2024. The following is the realization of the My Toast Indonesia toast business project budget.

4.2 1 Initial Costs

No.	Deskripsi	Volume	Satuan	Unit Price	Value
1	Lahan	0	m2	0,00	0,00
2	Bangunan				
	<i>Bangunan utama</i>				650.000,00
	a. Ruang produksi dan display	1	lapak	650.000,00	650.000,00
3	Mesin dan alat				6.615.000,00
	a. Both Container 200x150	1	unit	5.800.000,00	5.800.000,00
	b. Kompor 2 Tungku	1	unit	200.000,00	200.000,00
	c. Loyang Panjang Tekuk 40x80	1	unit	240.000,00	240.000,00
	d. Selang Regulator	1	unit	70.000,00	70.000,00
	e. Tabung Gas	1	unit	200.000,00	200.000,00
	f. Galon	1	unit	30.000,00	30.000,00
	g. Regulator	1	unit	75.000,00	75.000,00

Table 4.1 Initial Cost Budget

4.2.2 Raw Materials

4	Cooking Unsils				606.000,00
	a. Toples Plastik	5	unit	10.000,00	50.000,00
	b. Kain lap dapur	6	unit	3.000,00	18.000,00
	c. Garpu Panjang	1	unit	20.000,00	20.000,00
	d. Spatula	1	unit	25.000,00	25.000,00
	e. Torch	1	unit	50.000,00	50.000,00
	f. Garpu roti	1	unit	50.000,00	50.000,00
	g. pisau set dapur	1	unit	40.000,00	40.000,00
	h. Safe Gloves	1	unit	10.000,00	10.000,00
	i. Spatula selai	8	unit	10.000,00	80.000,00
	j. Container box besar	1	unit	25.000,00	25.000,00
	k. Container box kecil	2	unit	20.000,00	40.000,00
	l. Tempat peralatan dapur	1	unit	40000,00	40000,00
	m. Parutan keju	1	unit	10.000,00	10.000,00
	n. Talenan kayu	1	unit	45.000,00	45.000,00
	o. Botol saus	6	unit	8.000,00	48.000,00
	p. Plastik kressek putih	1	unit	15.000,00	15.000,00
	q. Gas portable	1	unit	20.000,00	20.000,00
	r. Plastik sampah	1	unit	20.000,00	20.000,00
6	Raw Material				1.160.000,00
	Roti Bandung	15	pcs	4.000,00	60.000,00
	Margarin	1	kg	22.000,00	22.000,00
	Meses Coklat	1	kg	36.000,00	36.000,00
	Choco Crunchy	1	kg	46.000,00	46.000,00
	Choco Spread	1	kg	47.000,00	47.000,00
	Milky Crunchy	1	kg	47.000,00	47.000,00
	Tiramisu	1	kg	35.000,00	35.000,00
	Strawberry	1	kg	63.000,00	63.000,00
	Cheese Spread	1	kg	47.000,00	47.000,00
	Cheese Crunchy	1	kg	47.000,00	47.000,00
	Bluberry	1	kg	60.000,00	60.000,00
	Matcha	1	kg	35.000,00	35.000,00
	Hazelnut	1	kg	75.000,00	75.000,00
	Chocomaltine	1	kg	75.000,00	75.000,00
	Susu Dairy	1	kg	13.000,00	26.000,00
	Kacang	1	kg	35.000,00	35.000,00
	Oreo	1	kg	80.000,00	80.000,00
	Keju	1	250 gr	13.000,00	13.000,00
	Abon Sapi	1	kg	51.000,00	51.000,00
	Abon Ayam	1	kg	37.000,00	37.000,00
	Mayonaise	1	kg	32.000,00	32.000,00
	Saus Keju	1	kg	21.000,00	21.000,00
	Saus Tomat	1	kg	20.000,00	20.000,00
	Saus Sambal	1	kg	29.000,00	29.000,00
	Saus BBQ	1	kg	32.000,00	32.000,00
	Beef Patty	1	kg	51.000,00	51.000,00
	Chiken Patty	1	kg	38.000,00	38.000,00
		0	paket	0,00	0,00
	b. Alat-alat musholla	0	paket	0,00	0,00
8	Biaya pra investasi				150.000,00
	a. Biaya riset	1	paket	150.000,00	150.000,00
	TOTAL				8.531.000,00
	KONTINGENSI (10%)				853.100,00
	TOTAL INVESTASI				9.384.100,00

Table 4.2 Raw Materials

4.2 3 Additional Budget

	Administrative staff				
	Tenaga Kerja Tidak Langsung :				
10	Manager	0	-	0	-
11	Marketing and finance , purchase	1	20.000	20.000	240.000
12	HRD	0	-	0	-
13	Administrative and marketing assistance	0	-	0	-
14	Driver	0	-	0	-
15	Attender	0	-	0	-
	Total		20000	20.000	240.000

Table 4.3 Additional Budget

There are a lot of tools and necessities that are needed but are not included in the actual budget because the author uses equipment that he already owned. So, all the new equipment was purchased when the business started.

4.2 4 Sales

Recapitulation of Sales of My Toast Indonesia Baked Bread Products for 1 Year Based on November 2023 to November 2024.

Analysis cash flow														
No.	Parameter	Bulan 0	Bulan 1	Bulan 2	Bulan 3	Bulan 4	Bulan 5	Bulan 6	Bulan 7	Bulan 8	Bulan 9	Bulan 10	Bulan 11	Bulan 12
Penjualan														
1	Roti bakar		4.950.000,00	4.950.000,00	5.775.000,00	6.187.500,00	6.600.000,00	7.012.500,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00
Total Penjualan			4.950.000,00	4.950.000,00	5.775.000,00	6.187.500,00	6.600.000,00	7.012.500,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00
Investasi														
1	Lahan	0,00												
2	Bangunan	0,00												
3	Mesin dan peralatan	6.615.000,00												
4	Kendaraan													
5	Facilitas	606.000,00												
6	Perengkapan	1.160.000,00												
7	Biaya pra investasi	150.000,00												
8	Konfirmasi	853.100,00												
Total Investasi		9.384.100,00												
Bayu Operasional		9.384.100,00	3.222.295,98	3.222.295,98	3.222.295,98	3.222.295,98	3.222.295,98	3.222.295,98	3.222.295,98	3.222.295,98	3.222.295,98	3.222.295,98	3.222.295,98	3.222.295,98
1	Biaya tetap	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98
2	Biaya variabel	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00
Surplus / Defisit		-9.384.100,00	1.626.704,02	1.626.704,02	2.451.704,02	2.864.204,02	3.276.704,02	3.689.204,02	4.101.704,02	4.101.704,02	4.101.704,02	4.101.704,02	4.101.704,02	4.101.704,02
Akumulasi /surplus deficit		-9.384.100,00	-7.757.395,98	-6.130.691,95	-3.678.987,93	-814.783,91	2.461.920,12	6.151.124,14	10.252.828,17	14.354.532,19	18.456.236,21	22.557.940,24	26.659.644,26	30.761.348,29
Modal awal		9.384.100												
Biaya variabel per porsi		10.071												
Produksi per bulan		330												
Harga per porsi		15.000												
Harga pokok per porsi		10.973												
Presentasi laba		38%												
Laba sebelum pajak (1 tahun)		1.626.704,02												

Detailed Explanation:

- Number of Sales (Units): shows an increasing trend from month to month until the 7th month. This reflects production growth in line with the ability to meet market demand.
- Stabilization: After the 7th month, sales stabilized at IDR 7,425,000 per month, indicating that optimal production capacity (495 portions) had been achieved.

- **Selling Price:** The amount of money generated from the sale. For example, the selling price of one piece of toast is Rp. 15,000, while the variable cost per portion is IDR. 10,071, providing a good contribution margin.

Sales Summary November 2023 – November 2024

- Total sales for 1 year reached **Rp79,025,000**.
- Sales continued to increase until the 7th month and remained stable until the 12th month.
- The business shows high profit potential with cost efficiency and optimal production capacity.

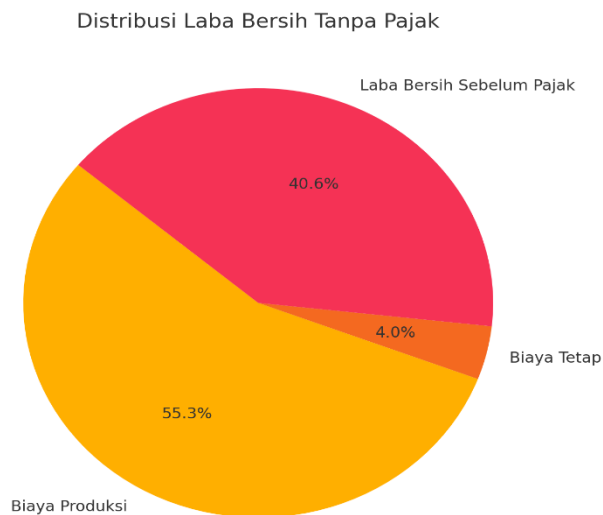


Diagram 4.2 4 Sales of My Toast Indonesia Toast

Analysis:

- This business has a very healthy profit margin, reaching more than 40% of annual revenue.
- With good fixed and variable cost efficiency, this business has great growth potential and can return the initial capital (Rp. 9,384,100) quickly.

4.2.5 Cash Flow Statement

The following is the Cash Flow Report for My Toast Indonesia from November 2023 to November 2024. It includes information regarding the purchase of products that My Toast Indonesia needs and a recapitulation of sales results.

Table 4.5 Cash Flow Statement

Analisis cash flow														
No.	Parameter	Bulan 0	Bulan 1	Bulan 2	Bulan 3	Bulan 4	Bulan 5	Bulan 6	Bulan 7	Bulan 8	Bulan 9	Bulan 10	Bulan 11	Bulan 12
Penjualan														
1	Roti bakar		4.950.000,00	4.950.000,00	5.775.000,00	6.187.500,00	6.600.000,00	7.012.500,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00
Total Penjualan			4.950.000,00	4.950.000,00	5.775.000,00	6.187.500,00	6.600.000,00	7.012.500,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00
Investasi														
1	Lahan	0,00												
2	Bangunan	0,00												
3	Mesin dan peralatan	6.615.000,00												
4	Kendaraan													
5	Fasilitas	600.000,00												
6	Perlembaran	1.160.000,00												
7	Biaya pra investasi	150.000,00												
8	Kontingensi	853.100,00												
Total Investasi		9.384.100,00												
Biaya Operasional		9.384.100,00	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98
1	Biaya tetap		264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98	264.795,98
2	Biaya variabel		3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00	3.058.500,00
Surplus (Defisit)		-9.384.100,00	1.626.704,02	1.626.704,02	2.451.704,02	2.864.204,02	3.276.704,02	3.889.204,02	4.101.704,02	4.101.704,02	4.101.704,02	4.101.704,02	4.101.704,02	4.101.704,02
Akumulasi surplus/defisit		-9.384.100,00	-7.757.395,98	-6.130.691,96	-3.678.987,93	-814.783,91	2.461.920,12	6.151.124,14	10.252.828,17	14.354.532,19	18.456.236,21	22.557.940,24	26.659.644,26	30.761.348,29
Modal awal														
Biaya variabel per porsi		9.384.100												
Produksi per bulan		10.071												
Harga per porsi		15.000												
Harga pokok per porsi		10.873												
Presentase laba		38 %												
Laba sebelum pajak (1 tahun)		1.626.704,02												
Proyeksi Laba Rugi														
No.	Uraian	Bulan 1	Bulan 2	Bulan 3	Bulan 4	Bulan 5	Bulan 6	Bulan 7	Bulan 8	Bulan 9	Bulan 10	Bulan 11	Bulan 12	Bulan 13
1	Penjualan	4.950.000,00	4.950.000,00	5.775.000,00	6.187.500,00	6.600.000,00	7.012.500,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00	7.425.000,00
2	Pengeluaran	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98
a.	Biaya operasional	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98
b.	Angsuran pokok	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
c.	Bunga bank	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	Jumlah	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98	3.323.295,98
3	Laba sebelum pajak	1.626.704,02	1.626.704,02	2.451.704,02	2.864.204,02	3.276.704,02	3.889.204,02	4.101.704,02	4.101.704,02	4.101.704,02	4.101.704,02	4.101.704,02	4.101.704,02	4.101.704,02
4	Pajak	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
5	Laba bersih	1.626.704,02	1.626.704,02	2.451.704,02	2.864.204,02	3.276.704,02	3.889.204,02	4.101.704,02	4.101.704,02	4.101.704,02	4.101.704,02	4.101.704,02	4.101.704,02	4.101.704,02
Analysis for feasibility study														
Bulan	Revenue	Cost	Net Benefit	DF 4%	NPV	PV (B)	PV (C)							
0	-	9.384.100	(9.384.100)	1,000	(9.384.100)	-	9.384.100							
1	4.950.000	3.323.296	1.626.704	0,967	1.621.300	4.933.695	3.312.295							
2	4.950.000	3.810.000	1.140.000	0,963	1.132.438	4.917.164	3.794.726							
3	5.775.000	3.810.000	1.965.000	0,960	1.948.490	6.717.633	3.772.153							
4	6.187.500	3.810.000	2.377.500	0,957	2.348.062	8.105.853	3.750.821							
5	6.600.000	3.810.000	2.790.000	0,953	2.743.981	8.491.092	3.747.130							
6	7.012.500	3.810.000	3.202.500	0,950	3.139.191	8.873.872	3.734.891							
7	7.425.000	3.810.000	3.615.000	0,977	3.531.784	7.254.037	3.722.274							
8	7.425.000	3.810.000	3.615.000	0,974	3.520.030	7.229.937	3.709.907							
9	7.425.000	3.810.000	3.615.000	0,970	3.506.338	7.205.918	3.697.552							
10	7.425.000	3.810.000	3.615.000	0,967	3.490.893	7.181.978	3.685.298							
11	7.425.000	3.323.296	4.101.704	0,964	3.954.273	7.195.117	3.320.944							
12	7.425.000	3.323.296	4.101.704	0,961	3.941.138	7.134.339	3.198.200							
Jumlah	80.025.000	63.043.988	16.981.012		25.406.951	78.203.321	62.708.770							
Conclusion														
No.	Parameter	Value	Keterangan											
1	BEP	1.904 unit												
2	PEP	5,77 bulan												
3	NPV	25.406.951 rupiah												
4	IRR	22,641 per tahun												
5	B/C ratio	1,48												
	B-C ratio	25.406.951 rupiah												

Detailed Explanation:

Income: Total revenue comes from monthly sales of Roti Bakar My Toast Indonesia.

Sales value for 12 months and get funds ranging from IDR 4,950,000 to IDR 7,425,000.

- Total sales started at IDR 4,950,000 in the first month to IDR 7,425,000 in the 7th month and remained stable at that figure until the end of the year.

- Initial expenses: Machinery and Equipment: IDR 6,615,000, Facilities: IDR 606,000, Equipment: IDR 1,160,000, Pre-Investment Costs: IDR 150,000, Contingency (10%): IDR 853,100, Total initial investment of IDR. 9,384,100
- Monthly expenses: Monthly operational costs are stable at around IDR 3,323,296 to IDR 3,810,000.
- There are no interest costs or loan installments in this cash flow table report.
- Monthly profit before tax increased from IDR 1,626,704 in the first month to IDR 4,101,704 per month after the 6th month.

Summary of Total Sales for 12 Months

- Total annual net profit before tax: IDR 25,496,551.
- There are no tax deductions because this business is an MSME business.

Analysis:

- Even though sales fluctuate, the ending balance shows an increase every month.
- Consistent production cost management helps keep cash flow positive.

Financial feasibility analysis

1. Revenue Projections

The business model is centered around selling toast at varying prices based on topping choices, with daily sales assumed to range from 5 to 20 portions per day, and an average price of IDR 15,000 per portion. To estimate monthly revenues:

a) Revenue Calculation:

Daily Sales Range:

Minimum: 5 portions x IDR 15,000 = IDR 75,000 per day

Maximum: 20 portions x IDR 15,000 = IDR 300,000 per day

Monthly Income:

Minimum: IDR 75,000 x 30 days = IDR 2,250,000.

Maximum: $\text{IDR } 300,000 \times 30 \text{ days} = \text{IDR } 9,000,000$

b) Annual Sales Forecast:

Minimum: $\text{IDR } 2,250,000 \times 12 \text{ months} = \text{IDR } 27,000,000$

Maximum: $\text{IDR } 9,000,000 \times 12 \text{ months} = \text{IDR } 108,000,000$

2. Cost Breakdown

Costs are divided into fixed costs (which do not change with sales volume) and variable costs (which change with production).

a) Fixed Costs:

Rent: $\text{IDR } 650,000$ per month

Employee Salaries (1 person): $\text{IDR } 500,000$ per month

Miscellaneous: $\text{IDR } 300,000$ per month

Total Fixed Costs per Month: $\text{IDR } 1,690,000$

b) Variable Costs (Cost per portion sold):

Raw materials, including bread, toppings, sauces: $\text{IDR } 5,000$ per portion (estimate)

Variable Cost per Month (for 5-20 portions/day):

Minimum (5 portions/day): $5 \times \text{IDR } 5,000 \times 30 \text{ days} = \text{IDR } 750,000$

Maximum (20 portions/day): $20 \times \text{IDR } 5,000 \times 30 \text{ days} = \text{IDR } 3,000,000$

Total Monthly Cost:

Minimum: Fixed Costs ($\text{IDR } 1,690,000$) + Variable Costs ($\text{IDR } 750,000$) = $\text{IDR } 2,440,000$

Maximum: Fixed Costs ($\text{IDR } 1,690,000$) + Variable Costs ($\text{IDR } 3,000,000$) = $\text{IDR } 4,690,000$

3. Profitability Metrics

To evaluate profitability, we calculate Gross Profit and Net Profit.

- a) Gross Profit: Gross profit is calculated by subtracting variable costs from revenue. For instances:

Minimum Revenue (IDR 2,250,000):

Gross Profit: $\text{IDR } 2,250,000 - \text{IDR } 750,000 = \text{IDR } 1,500,000$

Maximum Revenue (IDR 9,000,000):

Gross Profit: $\text{IDR } 9,000,000 - \text{IDR } 3,000,000 = \text{IDR } 6,000,000$

- b) Net Profit: Net profit is the gross profit minus fixed costs.

Minimum Revenue (IDR 2,250,000):

Net Profit: $\text{IDR } 1,500,000 - \text{IDR } 1,690,000 = -\text{IDR } 190,000$ (a loss in early months)

Maximum Revenue (IDR 9,000,000):

Net Profit: $\text{IDR } 6,000,000 - \text{IDR } 1,690,000 = \text{IDR } 4,310,000$

4. Sensitivity Analysis

This analysis evaluates how changes in key variables (such as cost of raw materials or changes in sales volume) will affect profitability.

- a) Impact of Rising Raw Material Costs: If the cost of raw materials increases by 10% (from IDR 5,000 to IDR 5,500 per portion), the new variable cost per portion would be:

New Variable Cost for 5 portions/day: $5 \times \text{IDR } 5,500 \times 30 \text{ days} = \text{IDR } 825,000$ (instead of IDR 750,000)

New Variable Cost for 20 portions/day: $20 \times \text{IDR } 5,500 \times 30 \text{ days} = \text{IDR } 3,300,000$ (instead of IDR 3,000,000)

- b) New Net Profit after Cost Increase:

Minimum Revenue (IDR 2,250,000):

New Variable Cost: IDR 825,000, New Total Costs: IDR 1,690,000 + IDR 825,000 = IDR 2,515,000

Net Profit: IDR 2,250,000 - IDR 2,515,000 = -IDR 265,000 (greater loss)

c) Maximum Revenue (IDR 9,000,000):

New Variable Cost: IDR 3,300,000, New Total Costs: IDR 1,690,000 + IDR 3,300,000 = IDR 5,000,000

Net Profit: IDR 9,000,000 - IDR 5,000,000 = IDR 4,000,000 (a reduction in profit)

4.2.6 Balance Sheet

The following is the balance sheet for My Toast Indonesia from November 2023 – November 2024.

My Toast Indonesia Balance Sheet	
From November-November 2024	
Asset	
Asset	
Main Building	Rp. 650,000
Machines And Tools	Rp. 6. 615,000
Cooking Utensils	Rp. 606,000
Raw Materials	Rp. 1,160,000
Pre-Investment Fees	Rp. 150,000
Contingency 10%	Rp. 853,100
Total Fixed Assets	Rp. 9,384,100
Raw Materials (Initial Inventory)	Rp. 3,323,430
Cash (Final Balance)	Rp. 25,496,551
Total Assets	Rp. 38,204,081
Liabilities	
Liabilities	0

Total Liabilities	Rp. 0
Burden	
Debt	0
Equity	
Retained earning	Rp. 25,000,000
Owner's Capital	Rp. 9,384,100
Total Equity	Rp. 34,384,100
Total Liabilities and Equity	Rp. 34,384,100

Detailed Explanation:

- **Asset**

Fixed assets: This includes buildings, equipment, additional equipment and raw material storage equipment with a total of Rp. 9,384,100

What: Based on the final balance for 12 months from November 2023 – November 2024, available cash is IDR. 25,496,551

- **Liabilities**

There are no short-term or long-term liabilities because this business is fully funded by the owner

- **Equity**

Retained Profit: profit generated from sales, especially in October, was recorded at Rp. 5,060,000

Income and Production Costs for 12 Months: Income from sales for 12 months Rp. 80,025,000 minus total production costs Rp. 53,718,714, resulting in a net profit of 26,306,286.

4.2.7 Calculation of BEP, Payback Period & Calculating NPV

BEP (Break Event Point)

My Toast Indonesia reached the BEP point where total income was equal to total costs, resulting in a loss-free business where the BEP results reached 1,904 units of bread products during the report recorded in Ms. Excel so that it reached a break-even point where the My Toast Indonesia business does not experience losses by setting a minimum sales target.

Payback Period

Calculation Stage:

- Cumulative Cash Flow is calculated until it exceeds the initial capital.

Month 1: -Rp 7,757,530

Month 2: -Rp. 6,130,960

Month 3: -Rp. 4,233,295

Month 4: -Rp2,195,047

Month 5: -Rp. 26,287

Month 6: IDR 2,283,056 (Initial capital reached)

Cumulative cash flow continues to increase after the 6th month.

Payback Period Calculation Results

- Based on the table above, the initial capital is Rp. 9,384,100 has been returned in May 2024, with an accumulated net cash flow of IDR. 16,948,473
- Payback Period: around 5 months and a few days in the 5th month.

Calculating NPV for 12 Months

Analysis for feasibility study							
Bulan	Revenue	Cost	Net Benefit	DF 4%	NPV	PV (B)	PV (C)
0	-	9.384.100	(9.384.100)	1,000	(9.384.100)	-	9.384.100
1	4.950.000	3.323.296	1.626.704	0,997	1.621.300	4.933.555	3.312.255
2	4.950.000	3.810.000	1.140.000	0,993	1.132.438	4.917.164	3.784.726
3	5.775.000	3.810.000	1.965.000	0,990	1.945.480	5.717.633	3.772.153
4	6.187.500	3.810.000	2.377.500	0,987	2.346.062	6.105.683	3.759.621
5	6.600.000	3.810.000	2.790.000	0,983	2.743.961	6.491.092	3.747.130
6	7.012.500	3.810.000	3.202.500	0,980	3.139.191	6.873.872	3.734.681
7	7.425.000	3.810.000	3.615.000	0,977	3.531.764	7.254.037	3.722.274
8	7.425.000	3.810.000	3.615.000	0,974	3.520.030	7.229.937	3.709.907
9	7.425.000	3.810.000	3.615.000	0,970	3.508.336	7.205.918	3.697.582
10	7.425.000	3.810.000	3.615.000	0,967	3.496.680	7.181.978	3.685.298
11	7.425.000	3.323.296	4.101.704	0,964	3.954.273	7.158.117	3.203.844
12	7.425.000	3.323.296	4.101.704	0,961	3.941.136	7.134.336	3.193.200
Jumlah	80.025.000	53.643.988	76.701.704		25.496.551	78.203.321	52.706.770

Conclusion

Positive NPV (Rp. 25,496,551) shows that this project is worth running because it produces value-added profits after considering time and discount factors.

4.2 8 Calculating ROI (Return on investment) & Credit Worthiness

Initial Capital = 9,384,100

ROI = $\frac{26.306.286}{9.384.100} \times 100\% = 280\%$

9.181.000

Credit Eligibility Conclusion

- **Positive NPV:** With an NPV of around IDR 25,496,551, this project is estimated to generate quite a large profit after considering the discount rate, so it can be considered worthy of receiving credit.
- **High Return:** An ROI of 280% indicates that this investment has the potential to provide higher returns on invested capital. This makes the project more attractive to fund.
- **Fast Payback:** With a payback period of around 5 months, invested capital can be returned in a relatively short time, which strengthens creditworthiness due to the risk of faster returns.
- **Net Profit:** 26,306,286 (1 year) This net profit shows the company's ability to generate profits from its operations. High profits are an indicator that the company could pay credit if necessary.

4.3 implementation of business projects

4.3.1 Business Project Plan

- Project initiation stage

The “Roti Bakar My Toast Indonesia” plan begins with market research and competitor analysis to find out consumer preferences and find a unique position in the Indonesian market. With a clear target consumer, the product concept is arranged in a plan, food with new flavors that are not yet on the market is selected, and the answer is to create an attractive brand. The team creates a protection plan with an appropriate business model, looks for sources of financing, and plans profits. Developing a bakery menu, determining the taste of food, determining affordable prices, and listening to reactions from potential consumers.

By using initial marketing strategies involving social media promotions, opening discounts, and loyalty programs, a project can get people interested in their concept. Even though there is no licensing letter yet, this project can create a solid basis for introducing "My Toast Indonesia" to the public, presenting products that meet consumer tastes, and involving market life to build a competitive brand in the toast industry.

4.3.2 Project planning stage

My Toast Indonesia will offer a simple but special toast concept. Toast is a light and relaxing food, but nowadays this food is not just about taste. Toast has become part of people's culinary lifestyle. My Toast Indonesia comes with different styles and varied rich flavors of toast, accompanied by unique and super delicious toppings. With innovation regarding the types of toppings and flavors of toast, My Toast Indonesia will offer products that are up to date but more modern, but still emphasize the unique taste and taste of toast. With the variety of food trends around society, toast with My Toast Indonesia's new toppings and delights is guaranteed to be delicious and is waiting for you to try.

Overall, My Toast Indonesia has a large market opportunity in the food industry, targeting toast as a choice on various occasions. At the launch stage, My Toast Indonesia had 5 main topping variants which were very interesting and unique. If the consumer response to this addition to the menu is positive and the toast business will continue to grow, continue to stick with the choice of toppings while at the same time don't hesitate to increase capacity by adding a variety of flavors and new, better choices that better align with consumer tastes.

4.3.3 Project implementation phase

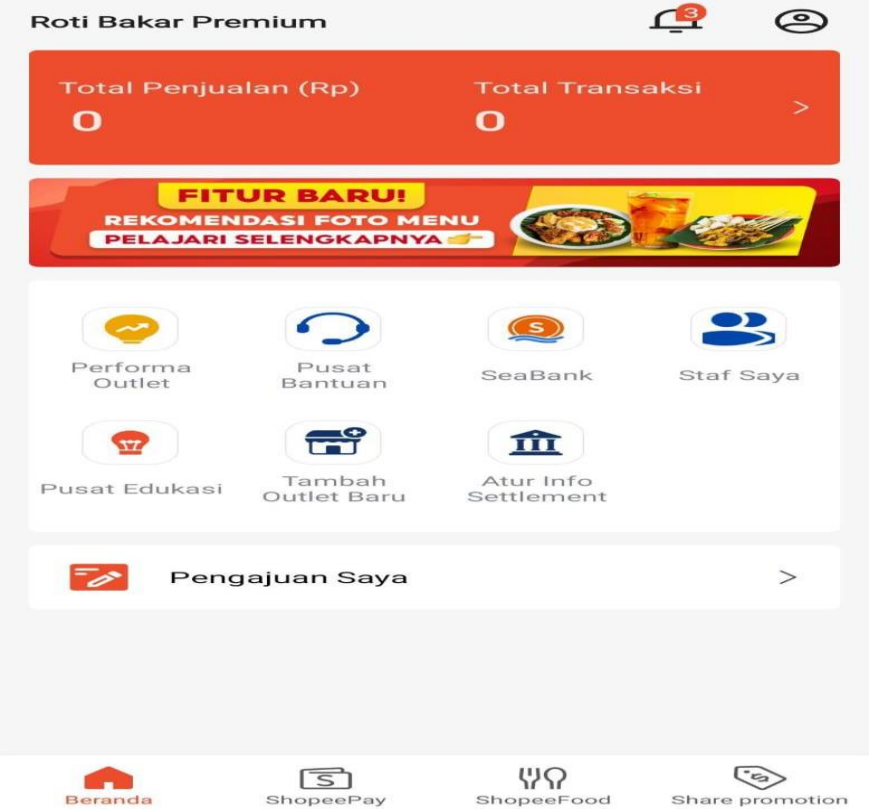
- Organizing the process of making My Toast Indonesia

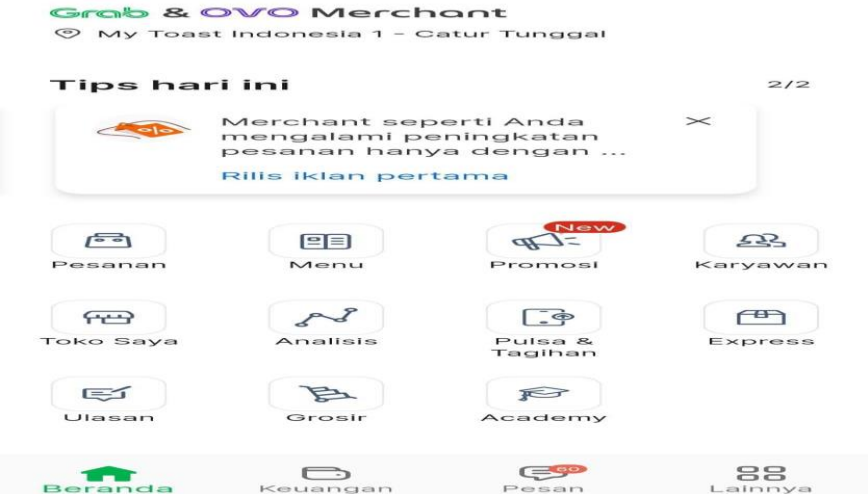
Table 4.3 Project Implementation Stages

Number	Description	Documentation																																																																																																																																																																																																																		
1.	Create a My Toast branding logo design																																																																																																																																																																																																																			
2.	Create a 3D interior design for a container booth																																																																																																																																																																																																																			
3.	Make RAB My Toast	RINCIAN ANGGARAN BELANJA MY TOAST INDONESIA PREMIUM <table><tr><th></th><th>Nama Barang</th><th>Jumlah</th><th>Harga</th><th>Total Harga</th></tr><tr><td colspan="5">Equipment</td></tr><tr><td>1</td><td>Booth Container 2x2</td><td>1</td><td>Rp7,500,000</td><td>Rp7,500,000</td></tr><tr><td>2</td><td>Kompor 1 Tungku</td><td>1</td><td>Rp250,000</td><td>Rp250,000</td></tr><tr><td>3</td><td>Loyang Wajan 40 x 30 Tekuk</td><td>1</td><td>Rp250,000</td><td>Rp250,000</td></tr><tr><td>4</td><td>Loyang Wajan 40 x 40 Polos</td><td>1</td><td>Rp250,000</td><td>Rp250,000</td></tr><tr><td>5</td><td>Kompor 2 Tungku</td><td>1</td><td>Rp350,000</td><td>Rp350,000</td></tr><tr><td>6</td><td>Selang Regulator</td><td>1</td><td>Rp100,000</td><td>Rp100,000</td></tr><tr><td>7</td><td>Tabung Gas</td><td>1</td><td>Rp150,000</td><td>Rp150,000</td></tr><tr><td>8</td><td>Neon Box</td><td>1</td><td>Rp1,500,000</td><td>Rp1,500,000</td></tr><tr><td>9</td><td>Sewa Lapak</td><td>1</td><td>Rp550,000</td><td>Rp550,000</td></tr><tr><td>10</td><td>Dispenser</td><td>1</td><td>Rp200,000</td><td>Rp200,000</td></tr><tr><td>11</td><td>Galon</td><td>2</td><td>Rp75,000</td><td>Rp150,000</td></tr><tr><td></td><td>Total Equipment</td><td></td><td></td><td>Rp11,415,000</td></tr><tr><td colspan="5">Cooking Utensils</td></tr><tr><td>1</td><td>Toples Plastik</td><td>5</td><td>Rp15,000</td><td>Rp80,000</td></tr><tr><td>2</td><td>Kain Lap Dapur 1 Set (61"x90")</td><td>1</td><td>Rp80,000</td><td>Rp80,000</td></tr><tr><td>3</td><td>Garpu Panjang</td><td>2</td><td>Rp50,000</td><td>Rp100,000</td></tr><tr><td>4</td><td>Spatula</td><td>3</td><td>Rp40,000</td><td>Rp120,000</td></tr><tr><td>5</td><td>Alat Pembakar (Torch)</td><td>1</td><td>Rp150,000</td><td>Rp150,000</td></tr><tr><td>6</td><td>Pisau Roti Bakar</td><td>2</td><td>Rp50,000</td><td>Rp100,000</td></tr><tr><td>7</td><td>Pisau Benda Set Dapur</td><td>1</td><td>Rp175,000</td><td>Rp175,000</td></tr><tr><td>8</td><td>Kotak Sampah</td><td>2</td><td>Rp100,000</td><td>Rp200,000</td></tr><tr><td>9</td><td>Apron oslemek</td><td>3</td><td>Rp150,000</td><td>Rp450,000</td></tr><tr><td>10</td><td>Safe Glove Black Text 100pas</td><td>1</td><td>Rp55,000</td><td>Rp55,000</td></tr><tr><td>11</td><td>Kaos Black</td><td>3</td><td>Rp65,000</td><td>Rp195,000</td></tr><tr><td>12</td><td>Kaos White</td><td>3</td><td>Rp65,000</td><td>Rp195,000</td></tr><tr><td>13</td><td>Spatula Sisel</td><td>12</td><td>Rp1,500</td><td>Rp18,000</td></tr><tr><td>14</td><td>Kontainer Besar</td><td>2</td><td>Rp125,000</td><td>Rp250,000</td></tr><tr><td>15</td><td>Ember</td><td>1</td><td>Rp50,000</td><td>Rp50,000</td></tr><tr><td>16</td><td>Tempat Sendok</td><td>2</td><td>Rp45,000</td><td>Rp90,000</td></tr><tr><td>17</td><td>Panutan kayu</td><td>2</td><td>Rp10,000</td><td>Rp20,000</td></tr><tr><td>18</td><td>Panutan kayu gondrong</td><td>1</td><td>Rp40,000</td><td>Rp40,000</td></tr><tr><td>19</td><td>Telaman</td><td>1</td><td>Rp100,000</td><td>Rp100,000</td></tr><tr><td>20</td><td>Tempat Sack</td><td>10</td><td>Rp15,000</td><td>Rp150,000</td></tr><tr><td></td><td>Total Tools Utensils</td><td></td><td></td><td>Rp2,458,000</td></tr><tr><td colspan="5">Bahan Baku</td></tr><tr><td>1</td><td>Roti Bandung</td><td>30</td><td>Rp4,000</td><td>Rp120,000</td></tr><tr><td>2</td><td>Margarin</td><td>2</td><td>Rp125,000</td><td>Rp250,000</td></tr><tr><td>3</td><td>Meses Coklat Premium (Diamond)</td><td>1</td><td>Rp40,000</td><td>Rp40,000</td></tr><tr><td>4</td><td>Meses Coklat Premium (Gorek) 500gram</td><td>1</td><td>Rp50,000</td><td>Rp50,000</td></tr><tr><td>5</td><td>Sisel Choco Crunchy Goldenfl</td><td>1</td><td>Rp50,000</td><td>Rp50,000</td></tr></table>		Nama Barang	Jumlah	Harga	Total Harga	Equipment					1	Booth Container 2x2	1	Rp7,500,000	Rp7,500,000	2	Kompor 1 Tungku	1	Rp250,000	Rp250,000	3	Loyang Wajan 40 x 30 Tekuk	1	Rp250,000	Rp250,000	4	Loyang Wajan 40 x 40 Polos	1	Rp250,000	Rp250,000	5	Kompor 2 Tungku	1	Rp350,000	Rp350,000	6	Selang Regulator	1	Rp100,000	Rp100,000	7	Tabung Gas	1	Rp150,000	Rp150,000	8	Neon Box	1	Rp1,500,000	Rp1,500,000	9	Sewa Lapak	1	Rp550,000	Rp550,000	10	Dispenser	1	Rp200,000	Rp200,000	11	Galon	2	Rp75,000	Rp150,000		Total Equipment			Rp11,415,000	Cooking Utensils					1	Toples Plastik	5	Rp15,000	Rp80,000	2	Kain Lap Dapur 1 Set (61"x90")	1	Rp80,000	Rp80,000	3	Garpu Panjang	2	Rp50,000	Rp100,000	4	Spatula	3	Rp40,000	Rp120,000	5	Alat Pembakar (Torch)	1	Rp150,000	Rp150,000	6	Pisau Roti Bakar	2	Rp50,000	Rp100,000	7	Pisau Benda Set Dapur	1	Rp175,000	Rp175,000	8	Kotak Sampah	2	Rp100,000	Rp200,000	9	Apron oslemek	3	Rp150,000	Rp450,000	10	Safe Glove Black Text 100pas	1	Rp55,000	Rp55,000	11	Kaos Black	3	Rp65,000	Rp195,000	12	Kaos White	3	Rp65,000	Rp195,000	13	Spatula Sisel	12	Rp1,500	Rp18,000	14	Kontainer Besar	2	Rp125,000	Rp250,000	15	Ember	1	Rp50,000	Rp50,000	16	Tempat Sendok	2	Rp45,000	Rp90,000	17	Panutan kayu	2	Rp10,000	Rp20,000	18	Panutan kayu gondrong	1	Rp40,000	Rp40,000	19	Telaman	1	Rp100,000	Rp100,000	20	Tempat Sack	10	Rp15,000	Rp150,000		Total Tools Utensils			Rp2,458,000	Bahan Baku					1	Roti Bandung	30	Rp4,000	Rp120,000	2	Margarin	2	Rp125,000	Rp250,000	3	Meses Coklat Premium (Diamond)	1	Rp40,000	Rp40,000	4	Meses Coklat Premium (Gorek) 500gram	1	Rp50,000	Rp50,000	5	Sisel Choco Crunchy Goldenfl	1	Rp50,000	Rp50,000
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4	Spatula	3	Rp40,000	Rp120,000																																																																																																																																																																																																																
5	Alat Pembakar (Torch)	1	Rp150,000	Rp150,000																																																																																																																																																																																																																
6	Pisau Roti Bakar	2	Rp50,000	Rp100,000																																																																																																																																																																																																																
7	Pisau Benda Set Dapur	1	Rp175,000	Rp175,000																																																																																																																																																																																																																
8	Kotak Sampah	2	Rp100,000	Rp200,000																																																																																																																																																																																																																
9	Apron oslemek	3	Rp150,000	Rp450,000																																																																																																																																																																																																																
10	Safe Glove Black Text 100pas	1	Rp55,000	Rp55,000																																																																																																																																																																																																																
11	Kaos Black	3	Rp65,000	Rp195,000																																																																																																																																																																																																																
12	Kaos White	3	Rp65,000	Rp195,000																																																																																																																																																																																																																
13	Spatula Sisel	12	Rp1,500	Rp18,000																																																																																																																																																																																																																
14	Kontainer Besar	2	Rp125,000	Rp250,000																																																																																																																																																																																																																
15	Ember	1	Rp50,000	Rp50,000																																																																																																																																																																																																																
16	Tempat Sendok	2	Rp45,000	Rp90,000																																																																																																																																																																																																																
17	Panutan kayu	2	Rp10,000	Rp20,000																																																																																																																																																																																																																
18	Panutan kayu gondrong	1	Rp40,000	Rp40,000																																																																																																																																																																																																																
19	Telaman	1	Rp100,000	Rp100,000																																																																																																																																																																																																																
20	Tempat Sack	10	Rp15,000	Rp150,000																																																																																																																																																																																																																
	Total Tools Utensils			Rp2,458,000																																																																																																																																																																																																																
Bahan Baku																																																																																																																																																																																																																				
1	Roti Bandung	30	Rp4,000	Rp120,000																																																																																																																																																																																																																
2	Margarin	2	Rp125,000	Rp250,000																																																																																																																																																																																																																
3	Meses Coklat Premium (Diamond)	1	Rp40,000	Rp40,000																																																																																																																																																																																																																
4	Meses Coklat Premium (Gorek) 500gram	1	Rp50,000	Rp50,000																																																																																																																																																																																																																
5	Sisel Choco Crunchy Goldenfl	1	Rp50,000	Rp50,000																																																																																																																																																																																																																

4.	Location Survey looking for raw materials	
5.	Survey of the location of the outlet to be allocated	
6.	Location Survey of Toast Bread Factory	

10.	Create a My Toast Indonesia Instagram account	 my_toastindonesia ▾ ● @ + ≡ Bagikan ide 18 303 1 postingan pengikut mengikuti Roti Bakar Premium My Toast Indonesia Roti bakarnya Smart People 🔥 est. 2023 📍 Maps: Roti Bakar Premium My Toast Indonesia... selengkapnya linktr.ee/mytoast_indonesia
11.	Create a Tiktok My Toast Indonesia account	 Pendapat... @mytoast.indonesia 29 24 258 Mengikuti Pengikut Suka Edit profil Bagikan profil + 🍞 Roti Bakar Premium Est 2023 🕒 15.00-23.00 ✅ Gojek, Shoopefood, Grabfood instagram.com/my_toastindonesia 🎵 TikTok Studio 🛒 Pesanan Shop Tokopedia
12.	Create a My Toast Indonesia Facebook Account	 ← Mytoast Ind 99+ 🔍 Mytoast Ind 95 pengikut • 27 mengikuti Roti Bakar Premium My Toast Indonesia Rasa Premium Harga Ekonomis + Tambahkan ke cerita Buat Iklan Dasbor profesional ...
13.	Create a My Toast Indonesia Business Gmail Account	 Mytoast indonesia. mytoastindonesia.id@gmail.com 99+ Kelola Akun Google Anda

14	Create a Collaborati on Partner Account with Go Food to facilitate customer order food online	
15.	Create a Partner Account in collaboratio n with Shopee Food to make it easier customer order food online	

16.	Create a Collaboration partner account with GrabFood to make it easier customer order food online	
17.	Create marketing advertisements on social media	

- Purchase of raw materials for bakery products

To purchase raw materials for bread products, I took according to the data previously explained.

- Product implementation process

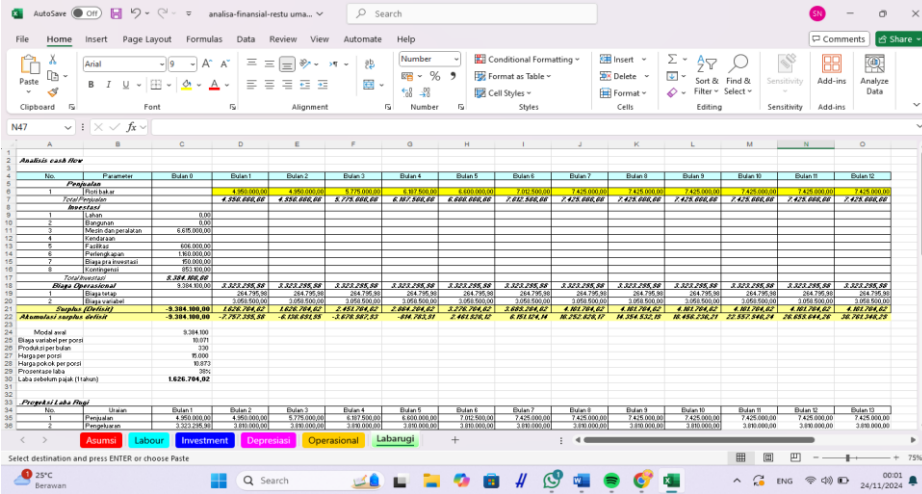
For the My Toast Indonesia toast production process, only 1 waiter is used because there are still few customer suppliers, but every month the number of customers increases.

- Product packaging process

For the production packaging process, oil-proof laminated boxes and food plastic are needed for the packaging process. Before being packaged, the toast that has been made will be checked first hygiene food, and taste that meets My Toast Indonesia's toast standards with the aim of providing the best quality for customers.

4.3.4 Project monitoring and control stage

At this stage of production monitoring and control, the following are carried out:

No	Description	Documentation
1.	Recapitulation of monthly expenses and income for Roti Bakar My Toast Indonesia, to ensure that the business is running smoothly or not according to the budget that has been made.	

2.	Location monitoring, with the aim of whether the location is strategic or needs a new location.	
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- Project closing stage

The final stage of this project is to create a final business project report for My Toast Indonesia within the last 4 months.

4.3.5 Business Project Timeline

Details	Year 2023						
	February	March	April	May	June	July	August
Concept Preparation							
Market Research							
Menu Arrangement							
Recipe Trial							
Product Development							
Location Market Test							
Venue Renovation							
Employee Recruitment							
Soft Opening							

Product Evaluation							
Social Media Marketing							
Grand Opening							
Offline Product Promotion							

This table explains the chronology of My Toast Indonesia's journey from February 2023 to November 2024.

4.4 problem identification

4.4.1 Advertising and Marketing

a. Problem

Advertising and Marketing is one of the main reasons that supports the progress of several My Toast Indonesia toast businesses, the effects of advertising and marketing are widely effective. This is an open market opportunity to create a larger space for consumers to find out more about My Toast Indonesia products and business brands, to attract the attention of buyers. My Toast Indonesia still has problems with focusing on advertising and marketing, considering that My Toast Indonesia is a start-up business, so people don't know more about this business than what the My Toast Indonesia toast product video promotes and offers.

My Toast Indonesia is trying to use Meta Ads which will later appear on Facebook and Instagram Timeline. To increase brand awareness. Generated for My Toast Indonesia Meta Ads viewers, the age range of 18 – 44 years is the highest. However, there are still more men than women who have seen marketing content, even the product content seen by men.

Ringkasan Terperinci

Iklan ini menjangkau **19189** pemirsa.



4.4 1 My Toast Indonesia MetaAds Table

This shows that Meta Ads help us spread our content widely, but the target audience is random, even though the branding target market is students, in fact, My Toast Indonesia toast is also in demand by the public.

b. Solution

1. actively create content on social media, namely on Tiktok, Instagram, and Facebook with the aim of reaching brand marketing to a wider community, the owner also uses advertising features several times to increase reach, to attract buyers' interest.
2. create promotions at certain times, such as special promotions for the Prophet's birthday, special promotions for watching together, etc.
3. introduce the brand from person to person, with the aim of reaching more buyers.

4.4.2 Production

a. the high cost of raw materials for goldenfill jam

Goldenfill jam is one of the premium jams that is used as a raw material for My Toast Indonesia toast. The premium taste of this jam is also the reason that differentiates My Toast Indonesia toast from other toast. However, the problem is that the owner must spend quite a large amount of money to stock these raw materials, especially when the raw materials run out at the same time. Because of the high price of raw materials that must be spent, My Toast Indonesia provides a price for each toast according to existing calculations, with the aim of continuing to make a profit and providing the best quality to customers.

b. Solution

Because My Toast Indonesia toast is a start-up business, the owner still only provides several flavors of goldenfill jam and uses several other brands of jam that are more economical in price. However, My Toast Indonesia plans to provide more flavor variants in the future, if it has greater opportunities for development.

4.5 Analysis of business project implementation

1. Preparation for production of My Toast Indonesia

Production preparations for My Toast Indonesia will be carried out starting in August 2023. The first step in preparing this start-up brand is on production needs and creating My Toast social media reports. In the beginning, My Toast Indonesia started with the owner's intention to create a culinary business that focused on toast, which could be enjoyed by various groups, especially students and people in the Maguwoharjo area, Yogyakarta. In preparing this business, the owner realized the importance of choosing quality bread raw materials as the basis for all the toast menu variants that will be offered. For this reason, a survey of several bread-producing locations was the first step.

The first step was taken in the Taman Siswa area, Yogyakarta, which is famous for various places making traditional toast. There, the owner visited several bread producers to understand the manufacturing process, quality of ingredients, and bread processing techniques used. This place is an initial reference because many toast producers have long experience in making soft and delicious bread. However, after trying and tasting several of the available bread products, the owner felt that the quality was not fully up to the standards expected for My Toast Indonesia.

A short story about the difference between the first Bandung plain bread factory which was at the Taman Student location. The owner tried to buy the bread product and made the bread by burning it using a torch. From several testimonials to potential customers, the result was that he received inappropriate criticism from the consumer, which resulted in the resulting bread turned out to be not soft and very hard and the owner tested the durability of the bread outside room temperature, which only took 3 days.

Even though the location in Taman Siswa provided inspiration for the various types of toast available, the owner still felt the need to look for a better option and finally continued his journey to the Klaten area. After hearing recommendations from several surveys, the owner then decided to visit Roti Bakar Mekar Jaya, a bakery located behind Prambanan Temple in Bugisan, Klaten.

Arriving in Mekar Jaya, the owner immediately felt the difference in the quality and uniqueness of the bread produced. The toast produced by Mekar Jaya has a soft texture, the right size, and a taste that is suitable for combining with various toppings. Apart from that, its location is not too far from Maguwoharjo, making it a strategy to distribute raw materials quickly and regularly.

After going through various considerations and direct testimonials about their products, the owner decided that Roti Bakar Mekar Jaya in Bugisan, Klaten was the right choice as a bread supplier for My Toast Indonesia. This decision is based on consistent product quality, strategic location, and the manufacturer's ability to provide bread in large quantities as needed.

By finding a suitable supplier, the owner feels more ready to run the My Toast Indonesia business. The combination of quality bread from Mekar Jaya and the innovative toppings planned by the owner will be the main value relied upon to attract customers. From the start of My Toast Indonesia's journey, which is committed to serving the best toast in Yogyakarta.

My Toast Indonesia still needs to prepare several details for packaging, logos and small details such as collecting vouchers for the 5th free purchase of 1 toast product for customers. The owner found several distributors that suited My Toast Indonesia's product needs. While waiting for the Bandung plain bread production process at the Mekar Jaya toast factory, the owner must order other things such as logos, packaging bags, oil-proof laminated boxes, and vouchers. Social media must also be ready to support My Toast Indonesia as online marketing, starting with Gmail, Instagram, Facebook and Tiktok accounts. The owner of My Toast Indonesia has designed everything that needs to be designed and prepared himself, such as logos, vouchers, and social media feeds. In creating the concept and design, the owner learned from friends who are experts in making exterior and interior designs.

a. Marketing and promotion

After the My Toast Indonesia production process ran smoothly and the stock of quality bread from Roti Bakar Mekar Jaya in Klaten was ready for use, the owner began preparing marketing and promotional strategies to introduce this product to the public. The owner understands that a strong first step in marketing and promotion will be the key to attracting customer attention, especially amidst the competitive culinary business in Yogyakarta.

a) Early Stages of Marketing

As part of the marketing strategy, the owner determined the main target market, namely students, university students, and young workers who are looking for delicious snacks at affordable prices. The products offered also have a variety of toppings

according to taste, such as sprinkled chocolate, Oreos, and premium choices such as cheese and shredded meat, so customers can choose according to their taste.

To introduce this product, the owner relies on social media as the main promotional channel. The first step taken was to create an official My Toast Indonesia account on popular platforms such as Instagram, Facebook and TikTok. On this platform, the owner shares the story behind the production of toast, from the process of finding suppliers to unique topping innovations. Not only that, interesting photos of the product were also uploaded, showing freshly baked bread with appetizing toppings.

The owner realizes that attractive visuals are key on social media. Therefore, each post focuses on image quality, highlighting the mouth-watering appearance of the toast. In addition, short videos showing the making process and added toppings are also uploaded periodically to increase customer interest.

Apart from promotions on social media, the owner also carries out promotional activities at sales locations to attract passing customers. Attractive banners were placed around the booth, displaying images of toast with various toppings and information about launching discounts. Apart from that, the owner also provides free samples to customers who are hesitant to buy, in the hope that they will be interested and make a purchase after trying. At the booth, customers can also see an informative and easy to understand menu with brief descriptions of each topping variant. This helps customers, especially those who are trying it for the first time, to choose the menu that best suits their tastes.

b) Results and Response

Promotions and marketing carried out since the production stage was completed have succeeded in increasing customer awareness of the My Toast Indonesia brand. Through social media and offline promotional activities, customers are starting to be interested in trying it, and many of them are giving positive reviews. They like the softness of the bread, the quality of the toppings, and the innovation of unique variants.

This positive response encourages the owner to continue developing broader marketing strategies in the future. In a short time, My Toast Indonesia began to gain a loyal customer base who came back again to try the various toppings on offer. With this strong start, the owner is optimistic that My Toast Indonesia will become increasingly known as the main choice of toast in Maguwoharjo, Yogyakarta.

c) Competitors

Apart from previous competitors, My Toast Indonesia also faces two other strong competitors who are popular in the Yogyakarta area, namely Roti Bakar Om Bob on Jalan Raya Tajem and Roti Bakar Legendaris in Maguwoharjo. These two competitors have their own characteristics and appeal among customers. The following is an analysis of the two competitors, including the advantages they have and the challenges that My Toast Indonesia needs to pay attention to

Roti Bakar Om Bob

Om Bob's Roti Bakar is widely known in the Jalan Raya Tajem area as a toast place with a comfortable and friendly atmosphere for family and friends. Its location on the main road makes it easily accessible to customers from various directions. Roti Bakar Om Bob offers a variety of popular and creative toppings and often holds promotional events and special discounts to attract customers.

Legendary Toast

The Legendary Roti Bakar in Maguwoharjo has long been known in Yogyakarta as one of the toasts that have an authentic and consistent taste from generation to generation. Its "legendary" popularity means that many customers who have known this place for a long time remain loyal, even recommending it to the next generation. Legendary Toast maintains comfort and unchanged taste, which is its main attraction.



Conclusion

Overall, My Toast Indonesia has prepared three important aspects of production, marketing and competitive strategies to enter the Yogyakarta toast market. Careful production preparation, use of creative and effective promotional strategies, as well as a deep understanding of competitor strengths enable My Toast Indonesia to position itself as an attractive alternative for customers.

With maintained quality raw materials, innovative toppings, and competitive prices and promotions, My Toast Indonesia has a great opportunity to develop a loyal customer base and compete in a market full of choices. This carefully designed strategy provides a strong foundation for business growth and strengthens My Toast Indonesia's position as a potential new player in the toast industry in Maguwoharjo, Yogyakarta.

CHAPTER 5

Conclusions and Recommendations

5.1 Conclusion

1. My Toast's competitive advantage in Jogja lies in several key factors that differentiate it from competitors in the local food and beverage market:

- **Innovative Product Offerings:** My Toast offers a variety of unique, specialty baked goods that meet customers' growing preferences for creativity in food. This differentiates it from typical bakery products available in the area.
- **Affordability:** My Toast's pricing strategy is accessible to its core markets—students, young professionals, and budget-conscious travelers—while maintaining quality and a strong customer value proposition.
- **Convenience and Service:** My Toast provides a fast and efficient service experience that appeals to its target market. The strategic location of its outlets in busy areas, such as university campuses or popular tourist attractions, further increases its competitiveness.
- **Strong Local Identity:** My Toast resonates with Jogja's trendy young generation, creating a brand identity that aligns with local culture and lifestyle, particularly appealing to the student and tourist demographic.

2. **Market Definition:** My Toast operates in the Quick Service Restaurant (QSR) industry, specifically focusing on toasted bread products, a niche within the broader food and beverage market. The target market can be divided into:

- **Students and Young Adults:** This segment is a major part of the consumer base, interested in affordable, fast and customizable food options.
- **Tourists:** Tourist traffic in Jogja is another important target group, as My Toast offers a unique local culinary experience.
- **Local Families:** Additionally, My Toast can cater to local families looking for casual, comfortable dining.

My Toast's competitors include:

- **Local Toast and Snack Shops:** Smaller, independent businesses that offer similar products but often lack the variety or brand recognition of My Toast.

- Franchise Chains: Larger chains such as Roti Boy or BreadTalk which offer baked goods but may not focus on the specialized toasted bread experience My Toast provides.
- Street Food Vendors: Traditional street food vendors offering low-cost snacks, which can be seen as an alternative for consumers looking for budget-friendly options.

In this competitive landscape, My Toast's key differentiators include its focus on innovative offerings and a customer-centric approach.

3. To encourage innovation and ensure My Toast remains competitive and continues to meet customer needs, the following steps should be considered:

- Product Diversification and Innovation: My Toast should regularly introduce new menu items and limited time offers that incorporate trendy food concepts (e.g., meat options, egg toppings). Additionally, offering complementary items such as drinks or side dishes can add value to the customer experience.
- Digital Integration and Convenience: Implementing digital solutions, such as a mobile ordering app or partnering with a food delivery platform, will increase customer convenience and allow My Toast to capitalize on the growing demand for on-the-go food services.
- Increase Customer Engagement: My Toast must continuously engage with its customers through social media campaigns, influencer partnerships, and loyalty programs. This not only helps retain customers but also attracts a wider audience through personalized promotions.
- Sustainability Practices: As consumers become more environmentally conscious, My Toast should consider implementing sustainable practices such as eco-friendly packaging and sourcing ingredients locally. Highlighting these efforts can improve brand image and attract environmentally conscious consumers.
- Expanding Market Reach: My Toast can explore new locations in Jogja and other cities with similar customer demographics. Additionally, creating unique in-store experiences or offering special promotions in new markets can help increase brand recognition and customer acquisition.

5.2 Recommendations

1. Introduce Seasonal or Limited-Edition Products

Regularly innovate the menu by introducing seasonal flavors or limited time offers that capture customer interest and keep the product offering fresh and exciting.

2. Invest in Digital Transformation

Develop a user-friendly mobile app or partner with popular online food delivery platforms (like GoFood or GrabFood) to improve convenience for customers, especially students and tourists looking for a quick meal.

3. Expand the product line

Consider adding complementary products, such as drinks, salads, or sides, to enhance the customer experience and increase revenue per transaction.

4. Create Strong Customer Loyalty Programs

Implementing a loyalty program, such as giving a stamp for every purchase and giving a discount on the next purchase, can increase customer retention. Special discounts on certain days or exclusive offers for students can create an emotional bond with customers and encourage them to make repeat purchases.

5. Focus on Sustainable Practices

Adopt sustainable material sources and use environmentally friendly packaging. These efforts will serve the growing segment of environmentally conscious consumers.

6. Improved Customer Service Standards

Quality customer service remains a priority to maintain customer loyalty. My Toast Indonesia should train its employees to provide friendly, alert, and responsive service to customer complaints or suggestions. Using feedback from customers to continuously improve service quality can increase customer satisfaction and create a positive impression of the brand.

7. Leveraging Technology for Operational Efficiency

To support business growth, My Toast Indonesia recommends utilizing technology in management operations, such as a digital-based stock management system or digital cashier device. This can help minimize errors in stock management and transaction recording, as well as increase operational efficiency. In this way, My Toast Indonesia can optimize operational performance to provide the best service to customers.

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