

**“BUSINESS MODEL CANVAS ABU SNACK PACK”**

**FINAL PROJECT**

Submitted For Requirements

Completing Studies

Diploma III Program



**Written by:**

**HASSAN KHALED MOHAMMAD**

**Reg No. : 201822805**

**STUDY PROGRAM**

**FOOD AND BEVERAGE MANAGEMENT**

**MAJOR HOSPITALITY**

**BANDUNG INSTITUTE OF TOURISM**

**2021**

# VERIFICATION SHEET

## FINAL PROJECT

### BUSINESS MODEL CANVAS *ABU SNACK PACK*

NAME : Hassan Khaled Mohammad

REG NO : 201822805

STUDY PROGRAM : Food and Beverage Management

Supervisor I,



AndarDanova L. Goeltom, S.Sos., M.Sc  
NIP.19710506 199803 1 001

Bandung, July 2021

Acknowledge by,

Head of Academic Administration  
Affairs of Bandung Institute Tourism

AndarDanova L. Goeltom, S.Sos., M.Sc  
NIP.19710506 199803 1 001

Supervisor II,



Dhonny Yusuf Amier, S.Sos., MM.Par  
NIP 196102261996031001

Bandung, July 2021

Acknowledge by,

Director of Bandung Institute of Tourism

Faisal, MM.Par, CHE  
NIP.19730706 199503 1 001

## STATEMENT OF STUDENT

Signed by:

Name : HASSAN KHALED MOHAMMAD  
Place / Date of Birth : JEDDAH, KINGDOM OF SAUDI ARABIA, JULY 23<sup>rd</sup>  
1997  
Reg. No. : 201822805  
Study Program : FOOD AND BEVERAGE MANAGEMENT  
Major : HOSPITALITY

Hereby stated that:

1. Final Project entitled: "**BUSINESS MODEL CANVAS ABU SNACK PACK**" This is the work and the result of my own research, not the result of plagiarism, or arrangements with other parties or other methods that are not in accordance with the academic provisions that apply in Bandung Institute of Tourism and ethics that apply in scientific society except the directives from Supervisor Team.
2. In this final project, there is an opinion that has been published by others, used as the source of information written in the bibliography.
3. I made this statement in full, if a violation of what I have stated above is found in this final project script, or a violation of scientific ethics, and/or there is a claim to the authenticity of this text, then I am willing to accept academic sanctions in the form of revocation of titles that have been obtained because of this paper and other sanctions in accordance with the applicable norms at Bandung Institute of Tourism and other related regulations.
4. This statement is made as true and for it to be used for suitable purposes.

Bandung, 2 July 2021

Stated by:



Hassan Khaled Mohammad  
NIM : 201822805

## FOREWORD

Praise to Allah SWT, because of his blessing grace the writer is able to finish this final project on time and as appropriate. This paper entitled “**BUSINESS MODEL CANVAS *ABU SNACK PACK***” is to present or fulfil the final project requirement for Diploma III, Program FOOD AND BEVERAGE MANAGEMENT at the Bandung Institute of Tourism

In writing this project, the writer has gone through a lot of impediment. Therefore, the writer has received a lot of attention and guidance from various parties to finish this final project:

1. Mr. Faisal, MM. Par., CHE, Director of Bandung Institute of Tourism .
2. Mr. Dr. Heru Riyadi, S.Sos., MM.Par. Head of Food and Beverage Management Study Program of Bandung Institute of Tourism.
3. Mr. Edison, S.Sos., MM. Par. Head of Major Hospitality of Bandung Institute of Tourism.
4. Mr. AndarDanova L. Goeltom, S.Sos., M.Sc. Head of Academic Administration of Bandung Institute of Tourism and Supervisor I who has always have a spare of time to give directions, guidance and advise for the writer so he can finish this final project on time.
5. Mr. Dhonny Yusuf Amier, S.Sos., MM.Par Supervisor II who always spend his time to give an advise, guidance for the writer so he can finish this final project on time.

6. All lectures and staff in Food and Beverage Management Study Program who have always gives or delivers the best knowledge for the writer since from the first semester.
7. To the Parent that always has a support, prayers and affection on the writer that can finish his final project.
8. All my friends from the overseas, school and college that also gave a support on the writer to finish his final project.

## TABLE OF CONTENT

<b>FOREWORD</b> .....	iii
<b>LIST OF TABLES</b> .....	vii
<b>LIST OF FIGURE</b> .....	ix
<b>CHAPTER I</b> .....	1
Introduction.....	1
A. Background.....	1
B. Business Overview .....	6
C. Vision and Mission .....	8
D. SWOT Analysis .....	9
E. Product Specification / Service .....	10
F. Entity of Business .....	11
G. Legality Aspect .....	13
<b>CHAPTER II</b> .....	15
<b>PRODUCT ASPECTS</b> .....	15
A. Product List and Description / Service .....	15
B. Product Advantage Analysis / Service .....	16
C. Determination of Capacity and Production Plan .....	17
D. Product Presentation and Packaging .....	20
<b>CHAPTER III</b> .....	24
<b>MARKETING PLAN</b> .....	24
A. Market Research .....	24
B. Product Validation .....	25
C. Competitors.....	27

D.	Marketing Program .....	29
E.	Marketing Media.....	30
F.	Sales Projection.....	30
	CHAPTER IV .....	34
	HUMAN RESOURCES AND OPERATIONAL ASPECTS .....	34
A.	Owner Identities.....	34
B.	Organizational Structure.....	34
C.	Job Analysis and Job Description .....	35
D.	Manning Budget.....	37
E.	Service Scope .....	37
F.	Action Plan .....	40
	CHAPTER V .....	43
	FINANCIAL ASPECT.....	43
A.	Basis of Financial Record.....	43
B.	Capital Expenditure.....	44
C.	Time Value of Money .....	47
D.	Agency Theory.....	48
E.	Determination Break-event Point and Expected Profit .....	50
F.	Identify Cash Inflow & Outflow .....	53
	<b>BIBLIOGRAPHY</b> .....	55

## LIST OF TABLES

<b>TABLE 1.1</b> .....	<b>2</b>
<b>TABLE 1.2</b> .....	<b>5</b>
<b>TABLE 1.3</b> .....	<b>9</b>
<b>TABLE 2.1</b> .....	<b>15</b>
<b>TABEL 2.2</b> .....	<b>17</b>
<b>TABLE 2.3</b> .....	<b>18</b>
<b>TABLE 2.4</b> .....	<b>18</b>
<b>TABLE 2.5</b> .....	<b>19</b>
<b>TABLE 2.6</b> .....	<b>19</b>
<b>TABLE 2.7</b> .....	<b>20</b>
<b>TABLE 3.1</b> .....	<b>27</b>
<b>TABLE 3.2</b> .....	<b>29</b>
<b>TABLE 3.3</b> .....	<b>30</b>
<b>TABLE 3.4</b> .....	<b>31</b>
<b>TABLE 3.5</b> .....	<b>31</b>
<b>TABLE 3.6</b> .....	<b>31</b>
<b>TABLE 3.7</b> .....	<b>32</b>
<b>TABLE 3.8</b> .....	<b>33</b>
<b>TABLE 4.1</b> .....	<b>37</b>
<b>TABLE 4.2</b> .....	<b>41</b>
<b>TABLE 5.1</b> .....	<b>44</b>
<b>TABLE 5.2</b> .....	<b>45</b>
<b>TABLE 5.3</b> .....	<b>45</b>



<b>TABLE 5.4</b> .....	45
<b>TABLE 5.5</b> .....	46
<b>TABLE 5.6</b> .....	46
<b>TABLE 5.7</b> .....	47
<b>TABLE 5.8</b> .....	48
<b>TABLE 5.9</b> .....	49
<b>TABLE 5.10</b> .....	49
<b>TABLE 5.11</b> .....	49
<b>TABLE 5.12</b> .....	50
<b>TABLE 5.13</b> .....	51
<b>TABLE 5.14</b> .....	51
<b>TABLE 5.15</b> .....	52
<b>TABLE 5.16</b> .....	52
<b>TABLE 5.17</b> .....	53
<b>TABLE 5.18</b> .....	54

## LIST OF FIGURE

<b>FIGURE 1.1</b> .....	<b>1</b>
<b>FIGURE 1.2</b> .....	<b>7</b>
<b>FIGURE 1.3</b> .....	<b>8</b>
<b>FIGURE 1.4</b> .....	<b>10</b>
<b>FIGURE 1.5</b> .....	<b>11</b>
<b>FIGURE 1.6</b> .....	<b>12</b>
<b>FIGURE 1.7</b> .....	<b>12</b>
<b>FIGURE 1.8</b> .....	<b>13</b>
<b>FIGURE 2.1</b> .....	<b>16</b>
<b>FIGURE 2.2</b> .....	<b>21</b>
<b>FIGURE 2.3</b> .....	<b>21</b>
<b>FIGURE 2.4</b> .....	<b>22</b>
<b>FIGURE 3.1</b> .....	<b>26</b>
<b>FIGURE 3.2</b> .....	<b>27</b>
<b>FIGURE 4.1</b> .....	<b>35</b>
<b>FIGURE 4.2</b> .....	<b>37</b>
<b>FIGURE 4.3</b> .....	<b>38</b>
<b>FIGURE 4.4</b> .....	<b>39</b>
<b>FIGURE 4.5</b> .....	<b>39</b>
<b>FIGURE 4.6</b> .....	<b>40</b>

## BIBLIOGRAPHY

- Admin. (2018). *Dinas Pariwisata dan Kebudayaan Provinsi Jawa Barat* Retrieved from Disparbud Jabarprov: <http://www.disparbud.jabarprov.go.id/>
- Ajzen, Icek. (2002). *Perceived Behavioral Control, Self-Efficacy, Locus of Control, and the Theory of Planned Behaviour* Retrieve from: McGraw-Hill. [https://www.researchgate.net/publication/264004005\\_Perceived\\_Behavioral\\_Control\\_Self-Efficacy\\_Locus\\_of\\_Control\\_and\\_the\\_Theory\\_of\\_Planned\\_Behavior0](https://www.researchgate.net/publication/264004005_Perceived_Behavioral_Control_Self-Efficacy_Locus_of_Control_and_the_Theory_of_Planned_Behavior0)
- Fernando, Jason (2021, February 8). *Present Value*. <https://www.investopedia.com/terms/p/presentvalue.asp>
- Chen, James. (2021, April 16). *Dept*. Retrieved from investopedia: <https://www.investopedia.com/terms/d/debt.asp>
- Kenton, Will (2021, May 4). *Variable Cost*: <https://www.investopedia.com/terms/v/variablecost.asp>.
- Hayes, Adam (2021, July 1). *Fixed Cost* <https://www.investopedia.com/terms/f/fixedcost.asp>
- Bragg, Steven (2021, April 12) *Mixed Cost* <https://www.accountingtools.com/articles/what-is-a-mixed-cost.html>.
- Kenton, Will. (2020, June 28). *Tangible* <https://www.investopedia.com/terms/t/tangibleasset.asp>
- Kenton, Will (2020, May 29). *Intangible* <https://www.investopedia.com/terms/i/intangibleasset.asp>
- Indonesia.go.id. (2020, October 29). *Sertifikasi Halal Gratis*. Retrieved from indonesia.go.id: <https://indonesia.go.id/narasi/indonesia-dalam-angka/ekonomi/sertifikasi-halal-gratis-bagi-ukm>
- Kotler, & Amstrong. (2001). *Prinsip Pemasaran*. Jakarta: Erlangga.
- Kotler, Philip and Armstrong (2012) *Packaging* <http://e-journal.uajy.ac.id/7008/3/EM219236.pdf>
- Kotler, Philip and Armstrong. (2008). *Marketing Principles*. Volume 1, Edition 12. Jakarta: Erlangga.
- Kotler, Philip and Keller (2016). *Marketing Management, Market Segmentation* (268)
- Kotler, Philip. (2010). *Competition Protection and Philip Kotler's Strategic Recommendations*. Retrieved from Munich Personal RePEc Archive: <https://mpra.ub.uni-muenchen.de/38520/>
- Nasa. (2019) *Product Validation* Retrieved from Nasa.gov: <https://www.nasa.gov/seh/5-4-product-validation> (5.4)
- Fernando, Jason. (2021, March 24). *Working Capital*. <https://www.investopedia.com/terms/w/workingcapital.asp>
- Kenton, Will (2021, May 4). *Cash Volume Profit*: <https://www.investopedia.com/terms/c/cost-volume-profit-analysis.asp>
- Mitchel, Corry (2021, February 9). *Break Even Point*: <https://www.investopedia.com/terms/b/breakevenpoint.asp>
- Mitchel, Corry (2021, February 9). *Break Even Point*: <https://www.investopedia.com/terms/b/breakevenpoint.asp>