

BUSINESS PLAN “SUS BERCERITA”

FINAL PROJECT

Submitted as one of the requirements for completing studies in the Diploma III

Program for the Academic Year 2025



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NHI TOURISM POLYTECHNIC BANDUNG

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VALIDATION SHEET

FINAL PROJECT TITLE

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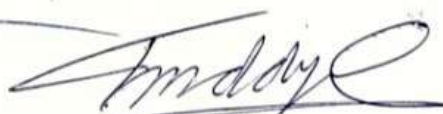
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1. Final Assignment/Final Project Entitled : Business Plan "Sus Barcerita"

This is the result of my own work and research, not the result of plagiarism, quoting, compilation by other people or parties or other methods that are not in accordance with the academic provisions that apply at NHI Bandung Polytechnic of Tourism and the ethics apply in the scientific community except direction from Guidance Team.

2. In this Final Assignment/Final Project there is no work or opinion that has been written or published by another person or party unless it is clearly stated in writing as a reference in the text with source, author's name and included in the bibliography.
3. This Statement Letter has been made according to the guidelines, if in this Final Assignment/Final Project manuscript it is found that there is a violation of what stated above, or a violation of scientific ethics, and/or there is claim regarding the authenticity of this manuscript, then I am willing to accept academic sanctions in the form of revocation of the degree that has been obtained for this written work and other sanctions in accordance with the norms applicable at NHI Bandung Polytechnic of Tourism as well as other regulated regulations.
4. Thus I made this Statement Letter truly to be used as it should be.

Bandung, 11 December 2025



The one who made the statement,

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PREFACE

Praise and gratitude to the presence of God Almighty that, because of His grace and blessings, the author was able to complete the research proposal with the title Business Plan “*Sus Bercerita*”. This Final Project is submitted as one of the graduation requirements for Diploma III Program in the Baking and Pastry Arts Study Program, Department of Hospitality, at NHI Bandung Tourism Polytechnic. During the preparation of this Final Project, the author has received considerable assistance from various parties, both directly and indirectly. Therefore, the author would like to express sincere thanks to:

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The Author

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EXECUTIVESUMMARY

Sus Bercerita is a pastry business based in Cimahi that specializes in crafting *choux* pastries (*kue sus*) that carry emotional and cultural meaning. The concept centers on the idea that food can serve as a form of storytelling, where each flavor represents a memory, feeling, or personal moment. This perspective shapes *Sus Bercerita* as not just a culinary product, but a medium through which warmth, nostalgia, and shared experience are conveyed. The brand's tagline, "Every *choux*, a taste of home," reflects this philosophy, emphasizing comfort, familiarity, and heartfelt connection in every bite.

The business draws inspiration from the author's professional training experience at Hotel Tentrem Yogyakarta, where Indonesian ingredients and cultural nuances were thoughtfully integrated into modern hospitality and culinary practices. This influence is reflected in the product development of *Sus Bercerita*, which features both classic and fusion variations that reinterpret traditional Indonesian flavor notes into contemporary *choux* pastry forms. Seasonal and thematic menu releases further enhance the brand's narrative identity and foster emotional resonance with customers.

Sus Bercerita operates primarily through a ghost kitchen model, allowing efficient production and online customer fulfillment. This structure ensures consistency, cost efficiency, and controlled quality during the production process. On Sundays, the business shifts to an on-site sales model through participation in local

market events, using a flexible booth setup that adapts to changing space availability and customer traffic. This hybrid operational approach allows the business to reach customers both digitally and in person, balancing convenience with a tangible brand experience.

The organizational structure is streamlined and collaborative, with clearly defined roles for production, operations, and marketing functions. Quality control, hygiene standards, and customer service etiquette are integrated into daily routines to ensure the brand's promise is consistently delivered.

Overall, *Sus Bercerita* aims to establish itself as a distinctive local pastry brand that offers more than flavor, one that evokes emotion, preserves cultural essence, and brings people closer to the feeling of home. Through thoughtful product storytelling and warm customer engagement, *Sus Bercerita* seeks to build a meaningful and loyal community.

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