

## **Rancangan Bisnis, Pelaksanaan dan Analisis Kelayakan Usaha Japanese Roll Cake Yumecakes.id**

### **INTISARI**

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Selama pandemi COVID-19, pasar F&B masih mendominasi di Indonesia yang terlihat dengan tetap meningkatnya pendapatan layanan pesan-antar makanan. Orang Indonesia memiliki ketertarikan yang tinggi terhadap makanan khas Jepang, terlihat dari banyaknya turis asal Indonesia di Jepang dan bertambahnya restoran makanan Jepang secara pesat di Indonesia.

Yumecakes.id merupakan usaha rumahan yang terletak di Kota Medan menjual Japanese roll cake dengan basis online selama kurang lebih 5 bulan. Japanese roll cake adalah bolu gulung khas Jepang, bolu yang lembut dan airy dipadukan dengan isian fresh cream yang tebal. Varian rasa Japanese roll cake yang dijual yaitu original, choco, matcha, ube dan oreo. Varian rasa ube merupakan varian rasa khas Yumecakes.id karena terbuat dari selai ubi ungu dan juga merupakan bentuk dukungan terhadap program diversifikasi pangan lokal.

Kegiatan dilakukan meliputi penyusunan rancangan bisnis meliputi konsep keunggulan produk, analisis lingkungan, analisis SWOT, analisis persaingan, strategi usaha, rencana pemasaran, operasional, keuangan, pengelolaan, keberlanjutan usaha. Metode pelaksanaan usaha yaitu rancangan fasilitas usaha, sistem order dan distribusi, produksi, dan pengelolaan keuangan. Hasil pelaksanaan menunjukkan total penjualan 189 kotak Japanese roll cake keuntungan sebesar Rp.2.622.370.

Kata kunci: usaha, basis online, Japanese roll cake, ubi ungu

## **Business Plan, Implementation, and Feasibility Analysis of Japanese Roll Cake Business Yumecakes.id**

### **ABSTRACT**

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During the COVID-19 pandemic situation, the F&B sector are still dominating the market of Indonesia, which can be seen through the income of food home delivery services that has been constantly rising. On the other hand, Indonesian have big interest on Japanese food that so many Indonesian tourist visiting Japan and the increase of Japanese cuisine restaurant in Indonesia.

Yumecakes.id is an online-based small business located in Medan selling Japanese roll cake for 5 months. Japanese roll cake is one of Japan's representative cake which have soft and airy texture combined with thick fresh cream. Japanese roll cake is sold with 5 different flavors, original, choco, matcha, ube dan oreo. Ube flavored are the signature flavor of Yumecakes.id which are made with homemade ube jam and is promoting local food diversification program.

Activity involved in this business are forming of business plan, including environment analysis, SWOT analysis, competition analysis, business strategy, marketing plan, operational plan, financial plan, management plan and business continuity plan. Implementation methods include planning of business facility, order system, distribution, production, finance management. The outcome showed total sales of 189 boxes of Japanese roll cake with total profit of Rp.2.622.370.

Keywords: business, online-based, Japanese roll cake, ube