

BUSINESS PLANNING AND MAKING
KUE LUPIS ANEKA RASA “LUKASA”
(Review of Marketing Aspect)

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ABSTRACT

This final project is entitled Planning and Making Lupis Assorted Flavor Cake Business (Production Aspect Review). The general purpose of this final project is to find out how the Planning and Making of Lupis Aneka Ras Cake Business "LUKASA". The specific objective of this project is to find out the production process of Lupis cakes of various flavors, determine the cost of production and sources of raw materials as well as the constraints and solutions faced during production. The completion method of the implementation of this final project consists of a project preparation plan, a project implementation plan, a project completion plan and a project reporting plan. The end result of this product is to produce a product with a new innovation, namely Kue Lupis Aneka Rasa. Constraints faced in the production process are the difficulty of getting Matcha flavor variants, damaged banana leaves during the packaging process, and delays in the production system. so the solution to overcome the obstacles that occur is to offer different flavors to consumers, so what the banana leaves used for wrapping are not easily damaged we must be more careful and thorough and we increase the production schedule so that our production capacity is sufficient.

Keywords: *Glutinous Rice, Planning, Business, Production, Lupis Cakes, Various Flavors.*