

BUSINESS DEVELOPMENT ANALYSIS OF *SPICY* MAYO RISOLES WITH A CREATIVE CULINARY CONCEPT

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ABSTRACT

This project aimed to develop Risol Spicy Mayo as a creative culinary business targeting university students and teenagers as its primary market segment. The project was conducted over a four-month period (September–December 2025). The implementation method consisted of three stages: preparation (business idea analysis, market survey, and resource allocation), execution (production, marketing, and financial management), and project completion. The production process was carried out systematically while maintaining product quality and hygiene standards. Marketing strategies were implemented using the marketing mix (4P) approach, including product, price, place, and promotion, supported by pre-order and consignment sales systems with in the canteen campus environment, which proved effective in reaching the target consumers. Financial management was conducted through systematic recording of revenues and expenses, along with the preparation of simple financial reports as a basis for performance evaluation. During the project period, total sales reached 1,073 packages with a net profit of IDR 673,300 after deducting operational costs. These results indicate that the business was able to cover all operational expenses and is considered feasible to be continued and further developed.

Keywords: Business development, entrepreneurship, marketing strategy, financial management.