

ABSTRAK

“BAKE MORE TEA”

Masuknya budaya barat ke Indonesia semakin mendukung berkembangnya bisnis makanan. *Dessert* adalah salah satu usaha kuliner yang sangat diminati, khususnya oleh konsumen Indonesia. *Dessert* umumnya dibagi menjadi 2 kelompok yaitu : *Hot dessert* seperti *cake*, *brownies* dan *cold dessert* seperti *pudding*, *fruits cake*. Selain *dessert*, Roti juga termasuk dalam produk *bakery* yang sangat populer di kalangan masyarakat. Disisi lain, peminat kue kering di Indonesia cukup banyak, namun masih sedikit produk inovasi serta penambahan bahan yang memiliki nilai gizi tinggi. *Cake* merupakan salah satu *dessert* yang digemari oleh sebagian besar masyarakat. Inovasi dan keunikan dapat menjadi pertimbangan konsumen mendatangi suatu tempat. Dalam penyajian *cake* biasanya di dampingi dengan minuman hangat seperti teh. Konsumen teh masa kini juga mengharapkan sensasi yang berbeda saat minum teh, oleh sebab itu konsumen mengharapkan rasa teh atau penyajian teh yang lebih bervariasi. *“Bake More Tea”* merupakan sebuah kedai *dessert* yang menyajikan beberapa *dessert* dengan varian teh yang berbeda dan juga menyediakan beberapa menu *dessert* yang banyak disukai oleh masyarakat. Pada perencanaan oprasionalnya memiliki beberapa tahapan mulai dari pengadaan bahan, kegiatan produksi, pengemasan, pemasaran, monitring dan evaluasi. *“Bake More Tea”* memiliki harga yang berbeda untuk setiap produknya, yaitu : *Thai tea Pudding* = Rp 10.000, *Masala Cai Oatmeal Cookies* = Rp 25.000, *Jasmine Brownies* = Rp 35.000, *Tea Custard Bread* = Rp 5.000, dan *Greentea (matcha) Cake* = Rp. 25.000. *“Bake More Tea”* akan berlokasi di pinggir jalan Raya Darmo Permai, Surabaya. Pemilihan lokasi ini dikarenakan banyaknya usaha makanan yang berjualan di daerah ini dari pagi hingga malam hari sehingga membuat tempat ini selalu ramai dengan orang-orang.

Kata kunci : kedai, *dessert*, teh, *cake*, *pudding*, roti, *cookies*

ABSTRACT
“BAKE MORE TEA”

The entry of western culture into Indonesia has increasingly supported the development of the food business. Dessert is a culinary business that is in great demand, especially by Indonesian consumers. Desserts are generally divided into 2 groups: Hot desserts such as cakes, brownies and cold desserts such as puddings, fruits cakes. Apart from dessert, bread is also included in bakery products which are very popular among the people. On the other hand, there are quite a lot of enthusiasts for cookies in Indonesia, but there are still few innovative products and the addition of ingredients that have high nutritional value. Cake is a dessert that is loved by most people. Innovation and uniqueness can be a consideration for consumers to visit a place. In serving the cake is usually accompanied by a warm drink such as tea. Today's tea consumers also expect a different sensation when drinking tea, therefore consumers expect a more varied taste of tea or tea presentation. "Bake More Tea" is a dessert shop that serves several desserts with different tea variants and also provides several dessert menus that many people like. The operational planning has several stages starting from the procurement of materials, production activities, packaging, marketing, monitoring and evaluation. "Bake More Tea" has a different price for each product : Thai tea Pudding = Rp 10.000, Masala Cai Oatmeal Cookies = Rp 25.000, Jasmine Brownies = Rp 35.000, Tea Custard Bread = Rp 5.000, and Greentea (matcha) Cake = Rp. 25.000. "Bake More Tea" will be located on the side of Jalan Raya Darmo Permai, Surabaya. The choice of this location is due to the large number of food businesses selling in this area from morning to night so that this place is always crowded with people.

Keywords: *shop, dessert, tea, cake, pudding, bread, cookies*