

RINGKASAN EKSEKUTIF

Panino Express merupakan sebuah bisnis *startup* yang bergerak di bidang *food and beverages*, di mana kami menghadirkan *sandwich* Italia dan beragam makanan Italia lainnya. Panino Express didirikan oleh 5 anggota pada tahun 2022. Kelompok melihat beberapa masalah akan terkait industri makanan Italia di Indonesia seperti harga dari makanan Italia terkesan mahal dan berkelas. Selain itu, proses pemesanan mulai dari *customer* datang hingga makanan disajikan tergolong cukup lama. Data pendukung dari hasil riset kuantitatif membuktikan 62.5% responden memiliki permasalahan pada *sandwich* dengan harga mahal. Sedangkan, untuk waktu tunggu terhadap pembuatan *sandwich* terdapat 48.5%.

Oleh karena itu, kelompok menghadirkan Panino Express. Konsep utama Panino Express adalah menyediakan *grilled cheese sandwich* dan *snack* yang bercorak Italia dengan sistem servis yang cepat dan kasual. Setiap menu didampingi dengan resep *Italian tomato sauce* khusus karya Panino Express. Sehingga, terbentuk *customer experience* dimana *sandwich* atau *snack* yang mereka pesan dapat dicelupkan ke dalam saus tomat. Varian menu antara lain terdapat menu dasar yaitu *classic Italian grilled cheese*, *chicken parm*, dan *grilled cheese* dengan isi jamur *truffle*. Kami juga menyediakan pilihan jenis roti, yaitu antara roti tawar atau *white panini*. Selain itu, Panino Express juga menjual *snack* Italia yaitu *garlic bread*. Kami juga sudah menyiapkan cadangan menu yang siap di *launching* dari waktu ke waktu. Varian menu akan dijual dengan harga yang bervariasi mulai dari Rp17,000. Dengan harga tersebut, kami menetapkan *profit margin* dimulai dari 92% - 177% yang sudah disesuaikan dengan harga yang rela dibayar oleh *customer* melalui riset kami. Kegiatan penjualan dilakukan pada gerai *offline* Panino Express yang terletak di Pasar Intermoda BSD.

Kata Kunci	:	Waktu saji yang cepat, Harga terjangkau, Praktis, kasual, dan ide original
Bidang Usaha	:	<i>Food and Beverage</i>

EXECUTIVE SUMMARY

Panino Express is a startup business engaged in the food and beverages sector, where we present Italian sandwiches and a variety of other Italian foods. Panino Express was founded by 5 members in 2022. The group saw several problems related to the Italian food industry in Indonesia, for example, the price of Italian food seems expensive and classy. In addition, the ordering process from when the customer arrives until the food is served is quite long. Supporting data from quantitative research results proves that 62.5% of respondents have problems with expensive sandwiches. Meanwhile, the waiting time for making sandwiches is 48.5%.

Therefore, the group presents Panino Express. The main concept of Panino Express is to provide Italian-style grilled cheese sandwiches and snacks with a fast and casual service system. Each menu is accompanied by a special Italian tomato sauce recipe by Panino Express. Thus, a customer experience is formed where the sandwiches or snacks they order can be dipped in tomato sauce. The menu variants include the basic menu, namely classic Italian grilled cheese, chicken parm, and grilled cheese filled with truffle mushrooms. We also provide a choice of types of bread, namely between white bread or white panini. Apart from that, Panino Express also sells an Italian snack, namely garlic bread. We have also prepared a backup menu that is ready to be launched from time to time. Menu variants will be sold at varying prices starting from IDR 17,000. With this price, we set a profit margin starting from 92% - 177% which has been adjusted to the price customers are willing to pay through our research. Sales activities will be carried out at the Panino Express offline outlet located at the BSD Intermodal Market.

Keywords	:	<i>Fast serve time, affordable prices, practical, casual, and original ideal.</i>
Field of Business	:	<i>Food and Beverage</i>