



Bikincabang.id



BUSINESS PROPOSAL



TENTANG NYC PIZZA

Berawal dari kecintaan dan pengalaman di industri F&B, founder NYC Pizza memiliki visi untuk menghadirkan cita rasa pizza ala New York yang otentik di Jakarta. Agar dapat mewujudkan hal tersebut, ia pun mengikuti kursus untuk mendalami teknik pembuatan American-style Pizza yang cenderung tipis namun berukuran besar.

NYC Pizza hadir pada tahun 2021 dengan outlet pertama di Kemang. Pada tahun 2022, NYC Pizza mulai membuka peluang kemitraan untuk memperluas jangkauan pasar, khususnya di kalangan muda, serta memperkuat posisinya sebagai brand top-of-mind untuk New York-style pizza di Indonesia.





OUR PROMISE

Quality in Every Bite!

OUR PHILOSOPHY

"Perfect dough = Perfect pizza, first time, every time."



APA YANG MEMBEDAKAN



Menghadirkan cita rasa asli pizza New York

Pizza *American-style dough* yang sesuai budaya kuliner di kota asalnya.



Menawarkan pizza dengan konsep per slice

Memberikan fleksibilitas dan kepraktisan bagi customer yang ingin menikmati pizza tanpa harus membeli satu loyang penuh.



Fresh-made setiap hari

Pizza diproduksi setiap hari menggunakan bahan-bahan premium, sehingga kualitasnya terjamin.



Memiliki *branding* yang kuat dan eksposur yang luas

Aktif berpartisipasi dalam berbagai event kuliner, terutama di Jabodetabek.

OUR PRODUCT





**Supreme
Pizza NYC**

37k
SLICE

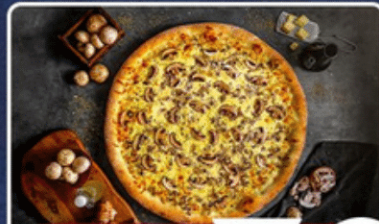
280k
FULL



Star Pizza

33k
SLICE

240k
FULL



**Carbonara
Truffle Mushroom**

39k
SLICE

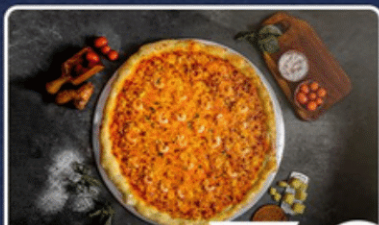
300k
FULL



**Pesto Green
Pizza**

33k
SLICE

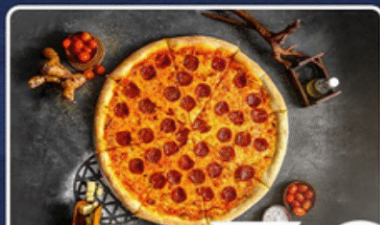
240k
FULL



**Hot Tom Yum
Pizza**

39k
SLICE

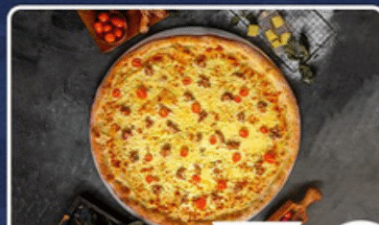
300k
FULL



**New York
Pepperoni Pizza**

35k
SLICE

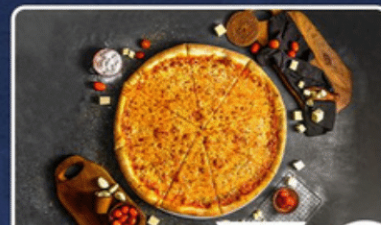
260k
FULL



**Tuna Cream
Pizza**

35k
SLICE

260k
FULL

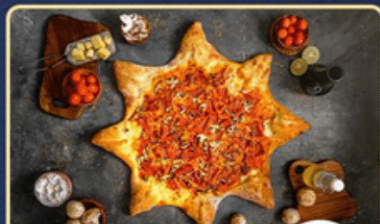


**Classic
Cheese Pizza**

29k
SLICE

220k
FULL

**AND OUR
SPECIAL
MENU!**



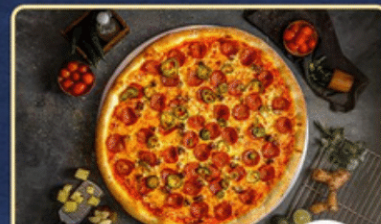
Detroit Pizza

98k



Calzone Pizza

60k



**French Fries Chicken
Cheese Sauce**

45k

BURGER MENU!



Big 12 CM Burger!!

@nycpizza
www.nywpizza.co.id



Smash Bacon Burger

100% patty with cheddar cheese, beef bacon, pickles and BBQ smoke sauce



Smash Brisket Burger

100% patty with cheddar cheese, smoked brisket, pickles and tartar mayo



Smash Cheese Burger

100% patty with cheddar cheese, pickles and sauce mayo special



Tartar Sauce



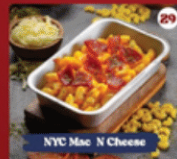
Cipotel Sauce



Cipotel Sauce



BBQ Sauce



NYC Mac N Cheese



NYC Spicy Chicken Wing



NYC Fries

Sprite	15	Panta	15	ADW Sarasaparilla	15
Coca - Cola	15	Mineral	15		

OUR PACKAGING



Pizza Slice Box



Full Pizza Box



OUR UNIFORM



White



Black



Baseball Cap



OUR STORES



Pasren Asthana Kemang



Market City Cibubur



Aloha PIK 2



Tokyo Hub PIK 2



Kiara Artha Park



Setiabudi Kuningan

EVENT PARTICIPATION



Pekan Raya
Jakarta



Hammersonic



Indonesia
International
Motor Show



Travel Festival
2024



Valentine's
Market 2023



The 90s
Festival 6th



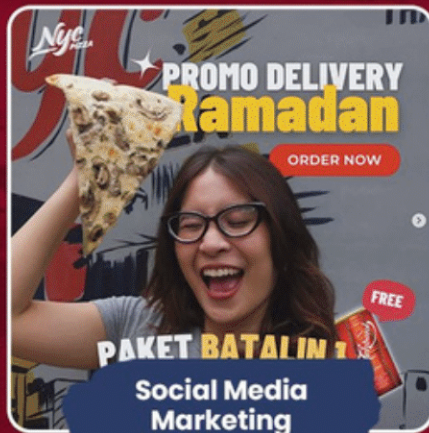
GAIKINDO Indonesia
International
Auto Show

AND
MANY
MORE!

MARKETING SUPPORT ACTIVITY



Grand Opening
Event



Social Media
Marketing



Targeted Ads



Influencer
Marketing



Media
Partnership



Event
Recommendation

SALES CHANNEL



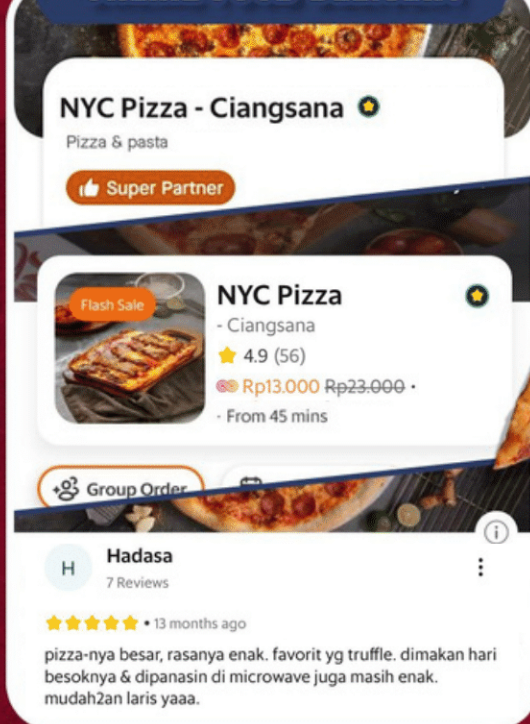
PHYSICAL STORE



CULINARY EVENT



ONLINE FOOD DELIVERY



KENAPA PILIH BERMITRA DENGAN NYC PIZZA?



NYC Pizza Full Support

Dengan sistem full autopilot, kami menyediakan bantuan analisa dan pencarian lokasi, perekrutan dan training karyawan, serta sistem operasional yang terpusat.



R&D Product Secara Berkala

NYC Pizza berkomitmen untuk beradaptasi dengan tren masyarakat agar tetap relevan dalam persaingan, sekaligus memberikan variasi produk.



Maksimal Harga Pokok Penjualan (HPP) adalah 42%

Kami menjaga keuntungan yang bisa didapat mitra dengan maksimal HPP sebesar 42%.

BUSINESS MODEL SUMMARIZE



TARGET

- 100 pax/day
- SES B and B-A
- Age: 20 - 35
- Male 50%, Female 50%



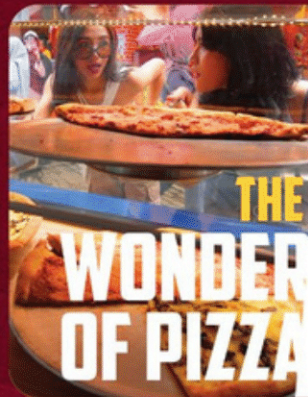
CAPACITY REQUIREMENT

- Minimum Space: 20 sqm
- Utilities Requirements: 3500 watt



PRICE

- Sliced Pizza starts from **Rp29,000** (before tax)
- Whole Pizza starts from **Rp220,000** (before tax)



DIFFERENCE

NYC Pizza has the looks and feels of authentic pizza store back in New York with a twist of pop culture

INVESTMENT COST: RUKO



AUTOPILOT SYSTEM

Partnership Fee (<i>Partnership for 5 years</i>)	Rp 150,000,000
Civil and Renovation (<i>Estimate and adjust the building area</i>)	Rp 150,000,000
Tools and Equipment	Rp 160,000,000
Raw Material	Rp 30,000,000
Setup Operational	Rp 10,000,000
Setup Marketing	Rp 15,000,000
Petty Cash	Rp 5,000,000
TOTAL	Rp 520,000,000

FINANCIAL PROJECTION: RUKO



	Konservatif		Moderat		Optimis	
Sliced Qty	70		84		101	
Whole QTY	6		7		9	
Dine In Sales	85,500,000	70.2%	102,600,000	70.2%	123,120,000	70.2%
Online Sales	36,300,000	29.8%	43,560,000	29.8%	52,272,000	29.8%
Total Revenue per month	121,800,000		146,160,000		175,392,000	
Cost Of Good Sales (42%)	51,156,000	42.0%	61,387,200	42.0%	73,664,640	42.0%
Gross Margin	70,644,000	58.0%	84,772,800	58.0%	101,727,360	58.0%
Expenses						
Employee Salary	13,000,000	10.7%	13,000,000	8.9%	13,000,000	7.4%
Rental Cost	10,000,000	8.2%	10,000,000	6.8%	10,000,000	5.7%
Marketing Cost	5,000,000	4.1%	5,000,000	3.4%	5,000,000	2.9%
Operational Cost	6,090,000	5.0%	7,308,000	5.0%	8,769,600	5.0%
Online Sales	7,260,000	6.0%	8,712,000	5.0%	10,454,400	5.0%
Total Operating Expenses	41,350,000	33.9%	44,020,000	30.1%	47,224,000	26.9%
Net Profit	29,294,000		40,752,800		54,503,360	
Net Profit/Sales	24.1%		27.9%		31.1%	
Sharing Profit Merchant (30%)	8,788,200	30%	12,225,840	30%	16,351,008	30%
Sharing Profit Mitra (70%)	20,505,800	70%	28,526,960	70%	38,152,352	70%
Investment Cost	520,000,000		520,000,000		520,000,000	
BEP Period	25/Bulan		18/Bulan		14/Bulan	

FINANCIAL PROJECTION:

OUTLET
POS SYSTEM



Aloha October 2024



Sukses

IDR 119,795,500

# Transaksi	1,523
# Tamu	1,523
# Produk terjual	2,869
# Produk dibatalkan	0
# Subtotal	119,795,500
# Diskon nota	(-) 0
# Servis	(+) 0
# Pajak	(+) 0
# Subtotal	119,795,500
# Biaya Tambahan	(+) 0
# Pembulatan	(+) 0
Penjualan	IDR 119,795,500

Aloha November 2024



Sukses

IDR 149,887,000

# Transaksi	1,996
# Tamu	1,996
# Produk terjual	3,790
# Produk dibatalkan	0
# Subtotal	149,887,000
# Diskon nota	(-) 0
# Servis	(+) 0
# Pajak	(+) 0
# Subtotal	149,887,000
# Biaya Tambahan	(+) 0
# Pembulatan	(+) 0
Penjualan	IDR 149,887,000

Aloha December 2024



Sukses

IDR 290,276,212

# Transaksi	3,420
# Tamu	3,420
# Produk terjual	6,951
# Produk dibatalkan	0
# Subtotal	290,321,224
# Diskon nota	(-) 45,000
# Servis	(+) 0
# Pajak	(+) 0
# Subtotal	290,276,224
# Biaya Tambahan	(+) 0
# Pembulatan	(+) -12
Penjualan	IDR 290,276,212

PRJ EVENT 2024



Sukses

IDR 871,479,000

# Transaksi	11,018
# Tamu	11,018
# Produk terjual	23,657
# Produk dibatalkan	1
# Subtotal	871,479,000
# Diskon nota	(-) 0
# Servis	(+) 0
# Pajak	(+) 0
# Subtotal	871,479,000
# Biaya Tambahan	(+) 0
# Pembulatan	(+) 0
Penjualan	IDR 871,479,000



Bikincabang.id

Udah tertarik atau mau informasi lebih lanjut?
Yuk klik tombol

DAFTAR JADI MITRA

yang tertera pada halaman website!

