

PERHITUNGAN HPP & BIAYA PROMOSI OREO DALGONA LATTE

A. HPP per 1 Cup

1. Nescafé Classic (1 sachet) = Rp1.500
2. Gula pasir (2 sdm) = Rp500
3. Susu full cream untuk dalgona (30 ml) = Rp600
4. Susu full cream untuk base (150 ml) = Rp3.000
5. Oreo bubuk (1 keping) = Rp2.000
6. Es batu = Rp100
7. Cup + tutup + sedotan = Rp1.500

Total HPP = Rp9.000

B. Biaya Promosi

1. Edit video promosi = Rp5.000
2. Desain poster = Rp3.000
3. Upload promosi = Rp2.000

Total Biaya Promosi = Rp10.000

C. Harga Jual

HPP (Rp9.000) + Laba 40% (Rp3.600)

Harga Jual = Rp13.000