

CHAPTER IV

FINANCIAL PLAN

A. Capital Needs

1. Total Appliances

Table 4.11 Total Kitchen Appliances

No	Kitchen Appliances	QTY	Unit	Price	Total
<i>EQUIPMENT</i>					
1	Air Fryer	4	Pcs	Rp2.580.000	Rp10.320.000
2	Freezer	1	Pcs	Rp2.000.000	Rp2.000.000
<i>TOOLS</i>					
3	Hand Mixer	2	Pcs	Rp310.000	Rp620.000
4	Scale	4	Pcs	Rp100.000	Rp400.000
5	Knife	2	Pcs	Rp40.000	Rp80.000
6	Food Tong	2	Pcs	Rp30.000	Rp60.000
7	Cutting Board	2	Pcs	Rp40.000	Rp80.000
8	Spatula	2	Pcs	Rp40.000	Rp80.000
TOTAL					Rp13.640.000

Table 4.12 Total Office Appliances

No	Office Appliances	QTY	Unit	Price	Total
1	Handphone	2	Pcs	Rp2.000.000	Rp4.000.000
2	Paper (70gr)	2	Pcs	Rp30.000	Rp60.000

3	Office Stationary Package (book, pen, marker,tip ex, stabillo,glue)	1	Pcs	Rp80.000	Rp80.000
TOTAL					Rp4.140.000

2. Furnishings

Table 4.13 Total Furnishings

No	Furnishing	QTY	Unit	Price	Total
1	Table (for the production site)	4	Pcs	Rp300.000	Rp1.200.000
2	Plastic chair	4	Pcs	Rp100.000	Rp400.000
3	Fan	3	Pcs	Rp170.000	Rp510.000
4	Curtain	1	Pcs	Rp90.000	Rp90.000
TOTAL					Rp2.200.000

3. Silverware and Chinaware

Table 4.14 Total Silverware and Chinaware

No	Silverware and Chinaware	QTY	Unit	Price	Total
1	Mixing Bowl	2	Pcs	Rp60.000	Rp120.000
2	Spoon	6	Pcs	Rp2.000	Rp12.000
3	Plastic Plate	4	Pcs	Rp5.000	Rp20.000
4	Large Plastic Bowl (1100ml)	5	Pcs	Rp13.000	Rp65.000
TOTAL					Rp217.000

Total Investment	Rp20.197.000
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B. Financial Statements Overview

1. Revenue Projection

Table 4.15 Revenue Projection

No	Product	Price	Unit Sold/Day	Total Revenue
1	Maofish Original	Rp22.500	60Customers × 60% × 1	Rp810.000
2	Maofish Balado	Rp26.000	60Customers × 20% × 1	Rp312.000
3	Maofish Cheese	Rp26.000	60Customers × 5% × 1	Rp78.000
4	Maofish Spicy	Rp26.000	60Customers × 15% × 1	Rp234.000
TOTAL				Rp1.434.000

Assumptions :

- 60 Customers/day
- Original Flavor : 60% of consumers will buy 1 original flavor
- Balado Flavor : 20% of consumers will buy 1 balado flavor
- Cheese Flavor : 5% of consumers will buy 1 cheese flavor
- Spicy Flavor : 15% of consumers will buy 1 spicy flavor

2. Cost of Good Solds (COGS)

Table 4.16 Food Cost of Maofish Original (60gr)

No	Product	QTY Actual	QTY Needed	Unit	Cost/Unit	Total Cost
1	Mackerel ground fish	1000	20	Gr	Rp120.000	Rp2.400
2	Sago	1000	25	Gr	Rp23.000	Rp575
3	Seasonings	500	0,5	Gr	Rp50.000	Rp50

4	Thick Cuko	200	25	Gr	Rp34.000	Rp4.250
5	Packaging	1	1	Pcs	Rp2.000	Rp2.000
Sub-Total						Rp9.275
Majorasi 10%						Rp927
Total Cost						Rp10.202
Price						Rp22.500

- Food Cost 45%

Multiplier: $1 / 45\% = 2.2$

Price: $Rp10.202 \times 2.2 = Rp22.444$

Round up into = Rp22.500

Table 4.17 Food Cost of Maofish Balado (60gr)

No	Product	QTY Actual	QTY Needed	Unit	Cost/Unit	Total Cost
1	Mackerel ground fish	1000	20	Gr	Rp120.000	Rp2.400
2	Sago	1000	25	Gr	Rp23.000	Rp575
3	Seasonings	500	0,3	Gr	Rp50.000	Rp50
4	Balado Powder	600	2	Tsp	Rp34.000	Rp5.666
5	Packaging	1	1	Pcs	Rp2.000	Tp2.000
Sub-Total						Rp10.691
Majorasi 10%						Rp1.069
Total Cost						Rp11.760

Price	Rp26.000
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- Food Cost 45%

Multiplier: $1 / 45\% = 2.2$

Price: $Rp11.760 \times 2.2 = Rp25.872$

Round up into = Rp26.000

Table 4.18 Food Cost of Maofish Cheese (60gr)

No	Product	QTY Actual	QTY Needed	Unit	Cost/Unit	Total Cost
1	Mackerel ground fish	1000	20	Gr	Rp120.000	Rp2.400
2	Sago	1000	25	Gr	Rp23.000	Rp575
3	Seasonings	500	0,3	Gr	Rp50.000	Rp50
4	Cheese Powder	600	2	Tsp	Rp34.000	Rp5.666
5	Packaging	1	1	Pcs	Rp2.000	Rp2.000
Sub-Total						Rp10.691
Majorasi 10%						Rp1.069
Total Cost						Rp11.760
Price						Rp26.000

- Food Cost 45%

Multiplier: $1 / 45\% = 2.2$

Price: $Rp11.760 \times 2.2 = Rp25.872$

Round up into = Rp26.000

Table 4.19 Food Cost of Maofish Spicy (60gr)

No	Product	QTY Actual	QTY Needed	Unit	Cost/Unit	Total Cost
1	Mackerel ground fish	1000	20	Gr	Rp120.000	Rp2.400
2	Sago	1000	25	Gr	Rp23.000	Rp575
3	Seasonings	500	0,3	Gr	Rp50.000	Rp50
4	Spicy Powder	600	2	Tsp	Rp34.000	Rp5.666
5	Packaging	1	1	Pcs	Rp2.000	Rp2.000
Sub-Total						Rp10.691
Majorasi 10%						Rp1.069
Total Cost						Rp11.760
Price						Rp26.000

- Food Cost 45%

Multiplier: $1 / 45\% = 2.2$

Price: $Rp11.760 \times 2.2 = Rp25.872$

Round up into = Rp26.000

3. Operating Expenses

Table 4.20 Operating Expenses

No	Expense	QTY	Monthly	QTY	Yearly
1	House Rent	1	Rp2.000.000	12	Rp24.000.000
2	Employees Salary	5	Rp12.000.000	60	Rp144.000.000
3	Electricity	1	Rp1.500.000	12	Rp18.000.000

4	Water	1	Rp150.000	12	Rp1.800.000
5	Marketing/ Advertising	1	Rp1.000.000	12	Rp12.000.000
6	Miscellaneous (uniform, gloves, hair cap for employees)	1	Rp500.000	12	Rp6.000.000
7	Food Test	5	Rp300.000	60	Rp3.600.000
8	Depreciation (Air fryer, Hand mixer, Handphone, Fan, Freezer)	1	Rp318.145	12	Rp3.817.749
9	Chemical Cleaning	1	Rp200.000	12	Rp2.400.000
TOTAL			Rp17.968.145		Rp215.617.749

Assumptions :

- Rent a house in West Jakarta for IDR 2,000,000 a month and Rp24.000.000 a year
- Pay five employees consisting of, four production sections, and one administration
- The cost of electricity in a month is Rp1.500.000 and in a year Rp18.000.000
- The cost of water in a month is Rp150.000 and in a year Rp1.800.000
- Monthly marketing or product advertising will be carried out, which will cost Rp1.000.000 and Rp12.000.000 in a year
- For other purposes, a budget of Rp500,000 is provided per month and Rp6.000.000 per year
- Provide food test for five peoples to try every new product of Maofish Crunchy
- Depreciation for the air fryer, hand mixer, handphone, fan, and freezer Rp318.145 per month and Rp3.817.749 per year. For the chemical cleaning Rp200.000 per month and Rp2.400.000 per year.

4. Income Statement

Table 4.21 Income Statement

Total Revenue	Rp523.410.000	100%
Maofish Original	Rp295.650.000	
Maofish Balado	Rp113.880.000	
Maofish Cheese	Rp28.470.000	
Maofish Spicy	Rp85.410.000	
Total COGS	Rp237.071.880	45,2%
Maofish Original	Rp131.426.280	
Maofish Balado	Rp51.508.800	
Maofish Cheese	Rp12.877.200	
Maofish Spicy	Rp38.631.600	
Gross Profit	Rp286.338.120	54,7%
Operating Expenses		
House Rent	Rp24.000.000	
Employees Salary	Rp144.000.000	
Electricity	Rp18.000.000	
Water	Rp1.800.000	
Marketing / Advertising	Rp12.000.000	
Miscellaneous	Rp6.000.000	
Food Test	Rp3.600.000	
Depreciation	Rp3.817.749	
Chemical Cleaning	Rp2.400.000	
Total Operating Expenses	Rp215.617.749	41,1%
Earnings from Operations	Rp70.720.371	13,5%
Taxes	Rp353.601	6,7%
Net Earnings	Rp70.366.769	13,4%

C. Break Even Point

1. Fixed and Variable Cost

Table 4.22 Fixed and Variable Cost

Cost	Per – month	Per – day
House Rent	Rp2.000.000	Rp66.666
Employees Salary	Rp12.000.000	Rp400.000
Electricity	Rp1.500.000	Rp50.000
Water	Rp150.000	Rp5.000
Marketing / Advertising	Rp1.000.000	Rp33.333
Total Investment	Rp20.197.000	Rp673.233
Miscellaneous	Rp500.000	Rp16.666
Food Test	Rp300.000	Rp10.000
Depreciation	Rp318.145	Rp10.604
Chemical Cleaning	Rp200.000	Rp6.666
Total Expenses per – day		Rp1.272.171

2. BEP and Payback Period

Table 4.23 BEP Per Unit Maofish Product

BEP Per Unit	96 Unit
Selling Price	Rp24.250
Production Price	Rp10.981
Profit per unit	Rp13.269

- BEP per Unit :

$$\frac{\text{Fixed Cost}}{\text{Profit per unit}} = \frac{Rp1.272.171}{Rp13.269} = 95.88 \text{ Unit}$$

Round up into = 96 Unit

Table 4.24 Payback Period Maofish Product

PBP	Price
Profit per month	Rp38.214.720
PBP Total	0.53 Month
Return of Investment	189.21%

- Profit per month :

$$\text{Profit per unit} \times \text{BEP per unit} \times 30 \text{ days} = \text{Rp}13.269 \times 96 \times 30$$

$$\text{BEP per sales} = \text{Rp}38.214.720/\text{month}$$

- PBP Total :

$$\frac{\text{Total Investment}}{\text{Profit per month}} = \frac{\text{Rp}20.197.000}{\text{Rp}38.214.720} = 0.53 \text{ month}$$

- Return of Investment :

$$\frac{\text{Profit per month}}{\text{Total Investment}} \times 100\% = \frac{\text{Rp}38.214.720}{\text{Rp}21.197.000} = 189.21\%$$