

CHAPTER IV

FINANCIAL PLAN

A. Capital Needs

1. Total Investment

Table 4.1 Misoyou's Total Investment

| Equipment | Qty | Price | Total |
|-----------------------------------|------------|--------------|--------------------|
| Chiller | 1 | Rp2,925,000 | Rp2,925,000 |
| Dehydrator | 1 | Rp2,199,000 | Rp2,199,000 |
| Knife | 2 | Rp40,000 | Rp80,000 |
| Cutting board | 2 | Rp38,500 | Rp77,000 |
| Food tong | 1 | Rp85,000 | Rp85,000 |
| Whisk | 1 | Rp20,000 | Rp20,000 |
| Digital scale | 2 | Rp24,500 | Rp49,000 |
| TOTAL | | | Rp5,435,000 |
| Furnishing | Qty | Price | Total |
| Stainless table | 1 | Rp945,000 | Rp945,000 |
| Chair | 3 | Rp20,000 | Rp60,000 |
| Air Conditioner | 1 | Rp3,300,000 | Rp3,300,000 |
| TOTAL | | | Rp4,305,000 |
| Silverware & Chinaware | Qty | Price | Total |
| Mixing bowl | 2 | Rp52,000 | Rp104,000 |
| Tray | 3 | Rp18,500 | Rp55,500 |
| Spoon | 4 | Rp9,975 | Rp39,900 |
| Plate | 3 | Rp15,000 | Rp45,000 |
| TOTAL | | | Rp244,400 |
| TOTAL INVESTMENT | | | Rp9,984,400 |

B. Financial Statements Overview

1. Product Pricing

There are two types of products offered by Misoyou. The first one is 3 pieces Miso Bomb package with selling price around Rp.60.000. Then, the second one is 6 pieces Miso Bomb package with selling price around Rp.100.000. Here is the pricing calculation for both of the package offered by Misoyou.

a. Miso Bomb 3 Pcs

Table 4.2 Pricing of Miso Bomb 3 pcs

| No | Product | Qty Actual | Qty Needed | Unit | Cost/Unit | Total Cost |
|--------------------------------|--------------|------------|------------|------|-------------|-----------------|
| 1 | Miso Paste | 1000 | 36 | gr | Rp60,000 | Rp2,160 |
| 2 | Hondashi | 1000 | 3 | gr | Rp135,000 | Rp405 |
| 3 | Dashida Beef | 1000 | 3 | gr | Rp109,000 | Rp327 |
| 4 | Dried Wakame | 500 | 6 | gr | Rp170,000 | Rp2,040 |
| 5 | Abura Age | 300 | 120 | gr | Rp9,000 | Rp3,600 |
| 6 | Dried Corn | 1000 | 15 | gr | Rp35,000 | Rp525 |
| 7 | Packaging | 100 | 1 | pcs | Rp1,200,000 | Rp12,000 |
| Sub-total | | | | | | Rp21,057 |
| Majorasi 10% | | | | | | Rp2,106 |
| Total Cost | | | | | | Rp23,163 |
| Food Cost | | | | | | 38% |
| Selling Price | | | | | | Rp60,954 |
| Suggested Selling Price | | | | | | Rp60,000 |

Here is the pricing calculation of misobomb 3 pieces product by Misoyou. The food cost is around 38% of the selling price, which around Rp. 23.163 included the 10% of majoration. For the selling price is actually Rp. 60.954, but to make it easier for the customer to purchase the product, the company round off the price to Rp. 60.000.

b. Miso Bomb 6 Pcs

Table 4.3 Pricing of Miso Bomb 6 pcs

| No | Product | Qty Actual | Qty Needed | Unit | Cost/Unit | Total Cost |
|--------------------------------|--------------|------------|------------|------|-------------|------------------|
| 1 | Miso Paste | 1000 | 72 | gr | Rp60,000 | Rp4,320 |
| 2 | Hondashi | 1000 | 6 | gr | Rp135,000 | Rp810 |
| 3 | Dashida Beef | 1000 | 6 | gr | Rp109,000 | Rp654 |
| 4 | Dried Wakame | 500 | 12 | gr | Rp170,000 | Rp4,080 |
| 5 | Abura Age | 300 | 240 | gr | Rp9,000 | Rp7,200 |
| 6 | Dried Corn | 1000 | 30 | gr | Rp35,000 | Rp1,050 |
| 7 | Packaging | 100 | 1 | pcs | Rp1,500,000 | Rp15,000 |
| Sub-total | | | | | | Rp33,114 |
| Majorasi 10% | | | | | | Rp3,311 |
| Total Cost | | | | | | Rp36,425 |
| Food Cost | | | | | | 37% |
| Selling Price | | | | | | Rp99,796 |
| Suggested Selling Price | | | | | | Rp100,000 |

Here is the pricing calculation of misobomb 6 pieces product by Misoyou. The food cost is around 37% of the selling price, which around Rp. 36.425 already include the 10% of majoration. For the selling price is Rp. 99.769, which make the suggested selling price is around Rp. 100.000

2. Revenue Projection

Table 4.4 Table of Revenue Projection

| No. | Product | Price | Unit Sold / Day | Total Revenue |
|-----|--------------------|----------|-----------------|---------------|
| 1. | Miso Bomb 3 pcs | Rp60,000 | 20*55%*1 | Rp660,000 |

| | | | | |
|--------------|--------------------|-----------|----------|--------------------|
| 2. | Miso Bomb 6 pcs | Rp100,000 | 20*45%*1 | Rp900,000 |
| TOTAL | | | | Rp1,560,000 |

The daily total of Misoyou's revenue is Rp.1.560.000. This is obtained by the calculation of the selling results of both the Miso Bomb products. Here is the assumptions:

- a. There will a total of 20 pieces of customers of Misoyou in a day.
 - b. There will be 55% of Miso Bomb (3 pcs) that purchased in a day.
 - c. There will be 45% of Miso Bomb (6 pcs) that purchased in a day.
3. Cost of Good Solds (COGS)

Table 4.5 Misoyou's Cost of Good Sold (COGS)

| Product | Price | Food Cost | Gross Margin | Total Revenue | COGS |
|--------------------|-----------|-----------|---------------|--------------------|------------------|
| Miso Bomb 3 pcs | Rp60,000 | 38% | 62% | Rp660,000 | Rp250,800 |
| Miso Bomb 6 pcs | Rp100,000 | 37% | 63% | Rp900,000 | Rp333,000 |
| Total | | | <u>62.57%</u> | <u>Rp1,560,000</u> | <u>Rp583,800</u> |

| | |
|---------------------|----------------------|
| Total Revenue | Rp. 1.560.000 |
| COGS | <u>Rp. 583,800 -</u> |
| Gross Profit | Rp. 976,200 |
| Gross Profit Margin | 62.57% |

Here is the cost of good sold of Misoyou products. The monthly total revenue of misobomb 3 pieces product is around Rp. 660.000 and for the miso bomb 6 pieces product is Rp. 900.000. The gross margin of the misobomb 3 pieces product is around 62% as the food cost is around 38%. For the gross margin of the second product, which the miso bomb 6 pieces product is around 63%. As the food cost is around 37%. For the Cost of

Good Sold (COGS), the nominal for the misobomb 3 pieces product is around Rp. 250.800 and Rp. 333.000 for the misobomb 6 pieces product.

4. Operating Expenses

Table 4.6 Table of Operating Expenses

| Expenses | Qty | Monthly | Yearly |
|-----------------|-----|--------------------|----------------------|
| Rent | 1 | Rp1,000,000 | Rp12,000,000 |
| Employee Salary | 2 | Rp5,000,000 | Rp60,000,000 |
| Electricity | 1 | Rp1,000,000 | Rp12,000,000 |
| Water | 1 | Rp400,000 | Rp4,800,000 |
| Depreciation | 1 | Rp208,008 | Rp2,496,100 |
| Marketing | 1 | Rp1,000,000 | Rp12,000,000 |
| Miscellaneous | 1 | Rp500,000 | Rp6,000,000 |
| Total | | <u>Rp9,108,008</u> | <u>Rp109,296,100</u> |

The monthly total of Misoyou's operating Expenses is around Rp9.108.008. For the yearly operating expenses is around Rp109.296.100. Here are the assumptions:

- a. The monthly rent of the kitchen is around Rp1.000.000.
- b. The yearly cost for employee's salary is around Rp.60.000.000. This nominal is for 2 employees, in which in a month they will get paid for Rp.2.500.000 each person.
- c. The electricity cost of the company is around Rp1.000.000 in a month.
- d. The water cost of the company is around Rp400.000 in a month.
- e. There will be a yearly depreciation cost around Rp2.496.100. This nominal is obtained from the 25% of the capital
- f. The marketing cost is around Rp1.000.000 in a month.
- g. The miscellaneous cost around Rp500.000 is prepared by the company for any unpredictable expenses while running the operational business.

5. Income Statement

Table 4.7 Misoyou's Yearly Income Statement

| | | |
|---------------------------------|----------------------|-------------|
| Total Revenue | Rp569,400,000 | 100% |
| Miso bomb 3 pcs | Rp240,900,000 | 42% |
| Miso bomb 6 pcs | Rp328,500,000 | 58% |
| Total COGS | Rp212,786,970 | 37% |
| Miso bomb 3 pcs | Rp92,999,445 | 44% |
| Miso bomb 6 pcs | Rp119,787,525 | 56% |
| Gross Profit | Rp356,613,030 | 63% |
| Operating Expenses | | |
| Rent | Rp12,000,000 | |
| Employee Salary | Rp60,000,000 | |
| Electricity | Rp12,000,000 | |
| Water | Rp4,800,000 | |
| Depreciation | Rp2,496,100 | |
| Marketing | Rp12,000,000 | |
| Miscellaneous | Rp6,000,000 | |
| Total Operating Expenses | Rp109,296,100 | 31% |
| Earnings from operations | Rp247,316,930 | 69% |
| Taxes | Rp24,731,693 | 10% |
| Net earnings | Rp222,585,237 | 62% |

Here is the income statement of Misoyou. The total revenue in one year is around Rp569.400.000. This is obtained from the calculation of the miso bomb product selling revenue. For the total of Cost Of Good Sold (COGS) in a year is around Rp212,786,970. In which, around 37% from the total revenue. For the profit, it will be 63% of the total revenue, which around Rp356.613.030. The earnings from the operations is Rp247.316.930 after deducted by the operating expenses around Rp109.296.100. The net

earnings got by the company after the earnings deducted with 10% tax is around Rp222.585.237.

C. Break-Even Point

1. Fixed and Variable cost

Table 4.8 Misoyou's Fixed and Variable Cost

| COST | Daily | Monthly | Yearly |
|-----------------|-------------------------|---------------------------|-----------------------------|
| Rent | Rp33,333 | Rp1,000,000 | Rp12,000,000 |
| Employee Salary | Rp166,666 | Rp5,000,000 | Rp60,000,000 |
| Electricity | Rp33,333 | Rp1,000,000 | Rp12,000,000 |
| Water | Rp13,333 | Rp400,000 | Rp4,800,000 |
| Depreciation | Rp6,934 | Rp208,008 | Rp2,496,100 |
| Marketing | Rp.33,333 | Rp1,000,000 | Rp12,000,000 |
| Miscellaneous | Rp41,666 | Rp500,000 | Rp6,000,000 |
| Total | <u>Rp300,600</u> | <u>Rp9,108,008</u> | <u>Rp109,296,100</u> |

The daily fixed and variable cost of Misoyou is around Rp300.600 obtained from the monthly fixed and variable cost divided with 30 days.

2. Break- Even Point (BEP)

a. Break- Even Point (BEP)

Table 4.9 Table of BEP

| BEP of Miso Bomb | |
|-------------------------|-----------|
| Selling Price | Rp60,000 |
| Production Price | Rp23,163 |
| Profit | Rp36,837 |
| BEP per Unit | 8 Units |
| BEP per Sales | Rp294,696 |

The Break Even Point per unit of Miso Bomb is 8 units. This nominal is obtained from the daily fixed cost divided with the product profit. For the BEP per sales of Miso Bomb, the nominal is around Rp294.696. This nominal is obtained from the multiply calculation between the BEP per unit with the product profit.

b. Return On Investment (ROI)

Table 4.10 Table of ROI

| Payback Period (PBP) | PRICE |
|-----------------------------|--------------|
| Profit per month | Rp8,839,080 |
| Payback Period total | 1.12 Month |
| Return On Investment (ROI) | 0.88% |

The Return on Investment (ROI) of Misoyou is around 0.88%. This nominal is obtained by dividing the profit per month with the total investment, then change it into percentage. For the profit per month, it will be around Rp8.839.080, obtained by multiply the BEP per sales with 30 days. Then, for the Payback Period is 1.12 month, obtained by dividing the total investment with the profit per month of the company.

To conclude, the idea of Misoyou business can be interesting and profitable. The invention of miso type of noodle can attract the interest of the customers. As most of instant noodles in Indonesia is using an egg noodle as the main ingredients