

## CHAPTER IX

### STRATEGY IMPLEMENTATION

#### 9.1 Milestones

Table 9.1 Milestones

Year	Descriptions	Milestones
2025	Product Development	Continue R&D for the tote bag
		Launch the tote bag to the market (soft launch)
		Create new patch designs through a third-party commission system
	Sales and Marketing	Online sales via TikTok, Instagram, Shopee, and Tokopedia
		Hold bazaars at shopping malls.
		Collaborate with KOLs to increase brand awareness
		Regular TikTok live streams to support sales
		Year-end promotions (clearance sale)
	Evaluation and Planning	Regularly evaluate sales, marketing, and operations
		Set sales targets based on market validation results
	Finance	Prepare annual financial reports
		Evaluate annual performance and set targets for 2026

2026	Product Development	Develop concepts for new products with innovative features
		Conduct product trials and prototype design testing
		Initial production of new products for soft launch and market validation
	Sales and Marketing	Online sales via e-commerce platforms
		Participate in fashion bazaars to boost offline sales
		Branding and marketing strategies for new products (discounts, promotional content)
	Evaluation and Planning	Evaluate the performance of new products and marketing strategies
		Consider dividend distribution if profits are achieved
2027	Product Development	Continue product innovation based on the previous year's evaluations
	Sales and Marketing	Maintain online and offline sales and marketing activities
		Promotional strategies to sustain sales growth
	Expansion	Open the first offline Svstain store at Tangcity Mall
	Evaluation and Planning	Evaluate the overall business performance and prepare plans for the next period
		Set sales targets for the upcoming year

## 9.2 Customer Acquisition

### 9.2.1 Online

The digital platform presents a significant opportunity for Svstain to engage directly with its audience, introduce its brand identity, and sell its products. Here is Svstain's strategy across several online platforms:

#### a. Instagram

Instagram is Svstain's primary platform for showcasing products and promoting brand values. Svstain uses Instagram to display products and capture the attention of its target audience. Additionally, Instagram promotes and sells products in various ways, such as creating informative and creative content. Svstain doesn't just produce content randomly but carefully defines the purpose behind each piece. Svstain actively leverages Instagram features like Stories, Feeds, and Reels to support this approach, enabling the brand to reach a broader and more interactive audience.

#### ● Svstain's Instagram Stories

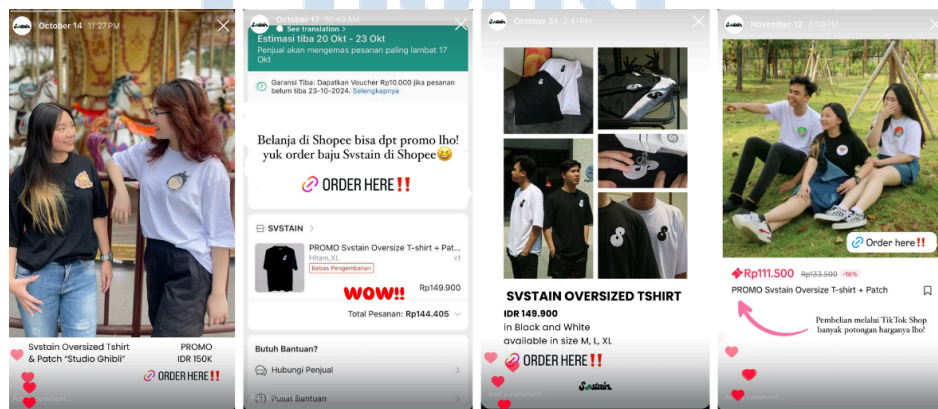


Figure 9.1 Archive of Svstain's Instagram Stories to Boost Sales

Source: Svstain Instagram, 2024

Instagram Stories is a feature that allows users to share photos or short video content that disappears automatically after 24 hours. Svstain actively

utilizes this feature to post various types of content to provide product information, increase brand awareness and engagement, educate or interact with consumers, and drive sales. As shown in Figure 9.1, Svstain frequently uses Instagram Stories for hard-selling promotions, directly offering products with a call-to-action for immediate purchase. For example, this includes special offers, limited-time discounts, and updated pricing information to encourage consumers to make quick purchasing decisions.

Significant changes have occurred since Svstain first started posting content on Instagram Stories. Based on Figure 9.2 below, the initial content posted reached only 39 accounts, all of which were Svstain followers, with only four accounts engaging.

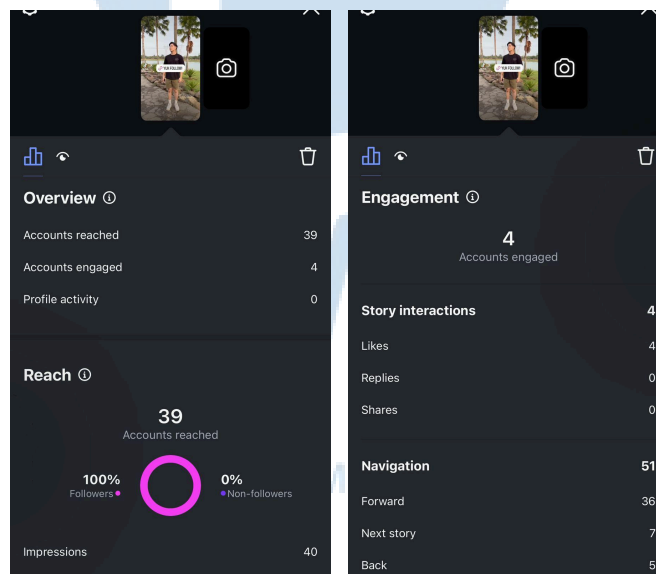


Figure 9.2 Svstain initial content on Instagram Story

Source: Svstain Instagram, 2023

However, based on Figure 9.3 below, the number of accounts reached has recently increased to over 2,100, with 6.5% being Svstain followers and the remaining 93.5% being non-followers.



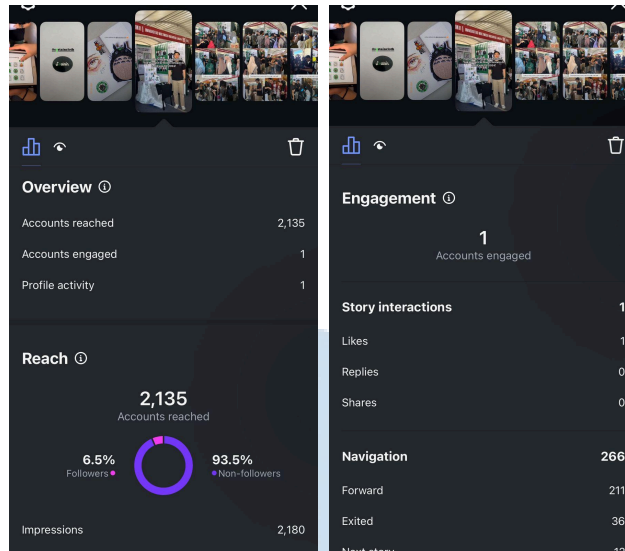


Figure 9.3 Svstain Latest Content on Instagram Story

Source: Svstain Instagram, 2023

This analysis indicates that Instagram Stories can help Svstain reach a broader audience, including users who are not yet followers. The increase in the number of accounts reached demonstrates that the content posted successfully captures the attention of potential customers beyond the existing follower base. This proves that the strategy of using Instagram Stories is not only effective for interacting with loyal followers but also for expanding brand reach and attracting new audiences. With more non-followers viewing the content, Svstain can enhance brand awareness and create opportunities for acquiring new customers.

This success is mainly due to the implementation of interactive and relevant content strategies through Instagram Stories. Svstain leverages features such as questions, polls, and quizzes to create a more personal and enjoyable experience for its audience. This approach captures the attention of potential new customers, enhances engagement with loyal followers, strengthens relationships, and builds a positive brand image.

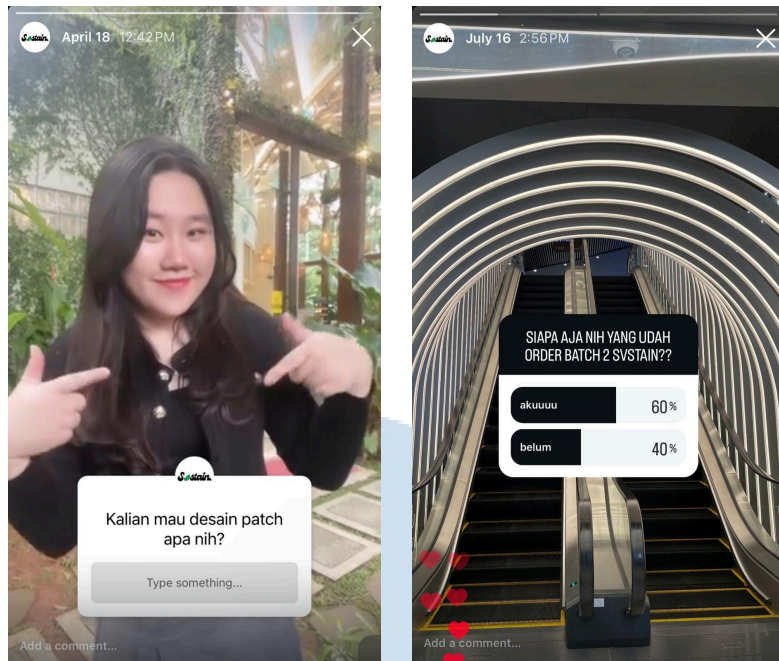


Figure 9.4 Svstain's Instagram Stories with question and poll features

Source: Svstain Instagram, 2024

Svstain actively delivers interactive content through Instagram Stories as part of its customer acquisition strategy. For instance, as shown in Figure 9.4, Svstain frequently uses question and poll features to engage with customers directly. These features allow Svstain to understand consumer preferences and needs while gathering valuable feedback, such as which designs are desired for upcoming product collections. For example, Svstain might ask customers about their favorite designs, which could help attract those customers to make a purchase. Additionally, polls, such as asking who has already ordered Svstain's products, can create a sense of invitation and foster trust in the brand. By utilizing these features, Svstain creates engaging and enjoyable experiences for its audience, strengthens customer loyalty, and expands its consumer base.

- **Svstain's Instagram Feeds**

Instagram feeds are the main profile display showcasing photos, videos,

and other content users upload. This content remains on the profile unless deleted and can be accessed by followers or anyone visiting the profile. Typically, feeds are used to share more permanent and informative content, often leveraged to establish a personal or brand identity.

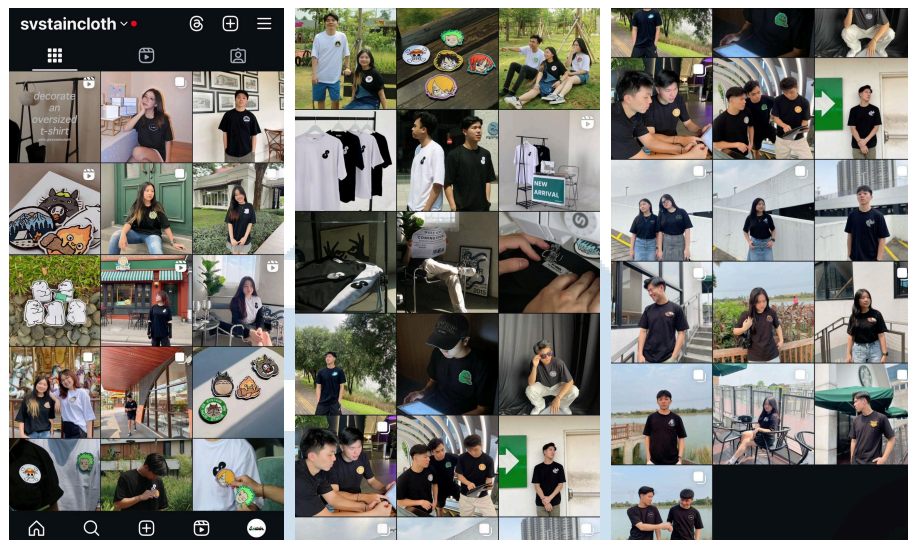


Figure 9.5 Screenshot of Svstain's Instagram Feeds

Source: Svstain Instagram, 2024

Although Svstain actively uploads content to its Instagram feeds less frequently than Stories, the feed feature presents the audience with more permanent, structured, and visually appealing information. Feed content builds brand awareness, strengthens brand image, and provides in-depth product information, such as design details, benefits, or promotional campaigns. An attractive, clear, and informative feed layout significantly influences customers' purchasing decisions.

Additionally, a well-organized feed serves as Svstain's product catalog and a customer styling reference. By consistently and thoroughly showcasing products in the feed, Svstain can introduce various product variations to the audience, strengthen relationships with followers, and attract potential new customers. Well-integrated content in the feed also enhances trust and brand loyalty, ultimately encouraging consumers to purchase or engage

further with the brand.

To maximize the effectiveness of its Instagram marketing strategy, it is crucial for Svstain to consistently monitor and analyze the post insights of each feed upload. By understanding these insights, Svstain can evaluate audience responses to the posted content and identify emerging trends and preferences, which can serve as the foundation for refining and enhancing future content strategies.

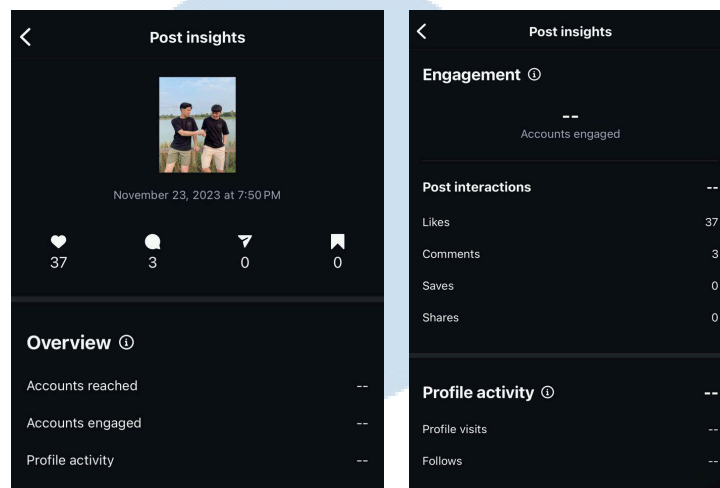


Figure 9.6 Svstain's first post insights

Source: Svstain Instagram, 2023

As seen in image 9.6 above, the first post garnered only 37 likes and three comments, with zero accounts reached.

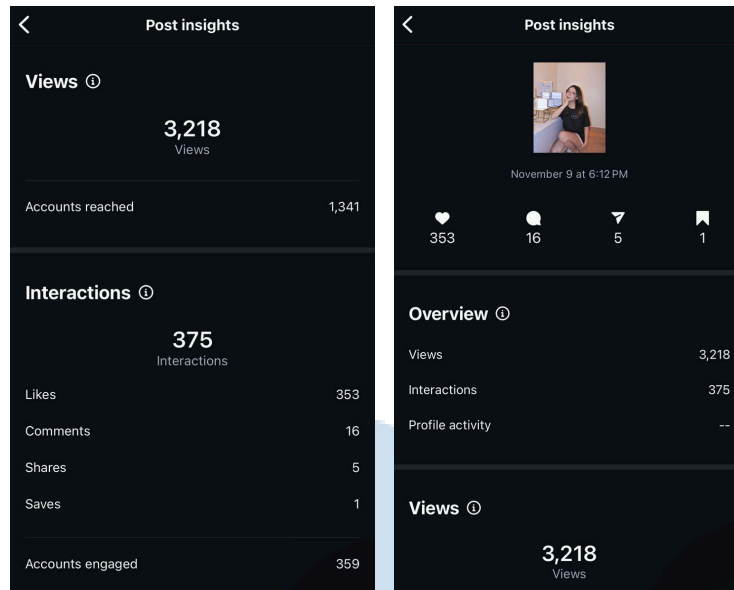


Figure 9.7 Svstain's latest post insights

Source: Svstain Instagram, 2024

However, the latest post yielded much better results over time and with a more structured strategy, as shown in image 9.7 above. This post generated 375 interactions, consisting of 353 likes, 16 comments, five shares, and one account saved the post. Additionally, more than 3,200 accounts viewed the post.

This significant increase demonstrates that Svstain's feed has successfully attracted a wider audience, strengthened engagement with followers, and enhanced its effectiveness in reaching new consumers. This is a clear indication that, with the right approach, Instagram feeds can serve as a highly effective channel for customer acquisition and brand expansion.

- **Svstain's Instagram Reels**

Instagram Reels is a feature that allows users to create and share short videos up to 90 seconds long, enhanced with music, text, visual effects, and creative filters. Reels are designed for dynamic and entertaining content and often appear on the Explore page to reach a wider audience.



Reels are frequently used to introduce products, follow trends, or share educational or entertaining content.

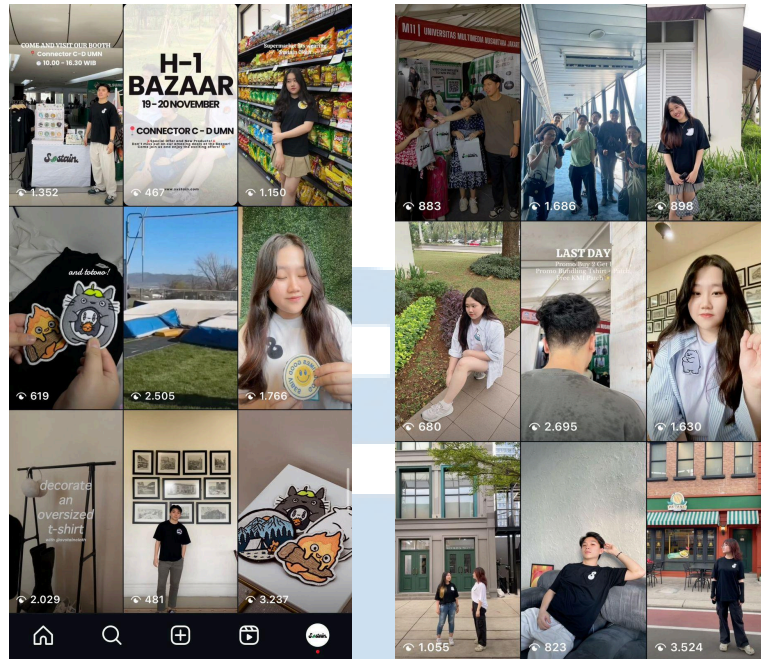


Figure 9.8 Compilation of Svstain's Instagram Reels

Source: Sustain Instagram, 2024

Based on Figure 9.8, Svstain actively uses Instagram Reels to enhance brand awareness, engagement, product promotion, styling ideas, and influencer collaborations to increase sales. Reels are particularly impactful as they allow Svstain's content to reach a broader audience, including users who don't yet follow the account, unlike Stories and Feeds, which followers mainly see.

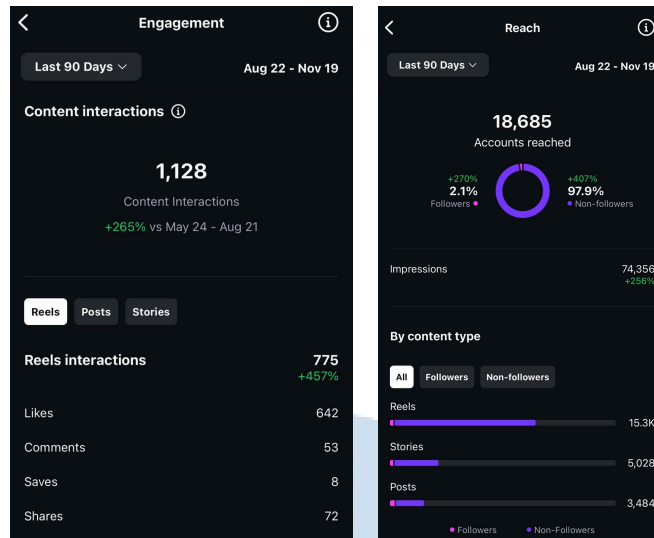


Figure 9.9 Compilation of Svstain's Instagram Reels Insights

Source: Svstain Instagram, 2024

Svstain gains a substantial opportunity to reach potential new customers by creating and uploading video content on Reels. Even if Instagram users do not follow Svstain, the brand's Reels have the potential to go viral or appear on their For You Page (FYP). As shown in Figure 9.9, many Instagram users have viewed Svstain's Reels, with 1,123 content interactions over the past 90 days, 775 of which originated from Reels content. Additionally, Svstain's total accounts reached over the past 90 days amounted to 18,685, with more than 15,300 coming from Reels content. This demonstrates that the Reels feature effectively expands audience reach and solidifies Svstain's position as a creative and relevant brand in the fashion market.

To maximize its customer acquisition strategy, Svstain also creates content on Instagram Reels featuring styling tips, product showcases, behind-the-scenes glimpses of the design process, and collaborations with influencers. This reel content is an effective channel to introduce various aspects of the brand, not just showcasing products but also providing added value to the audience, such as creative ideas on how to style

clothing for different occasions.

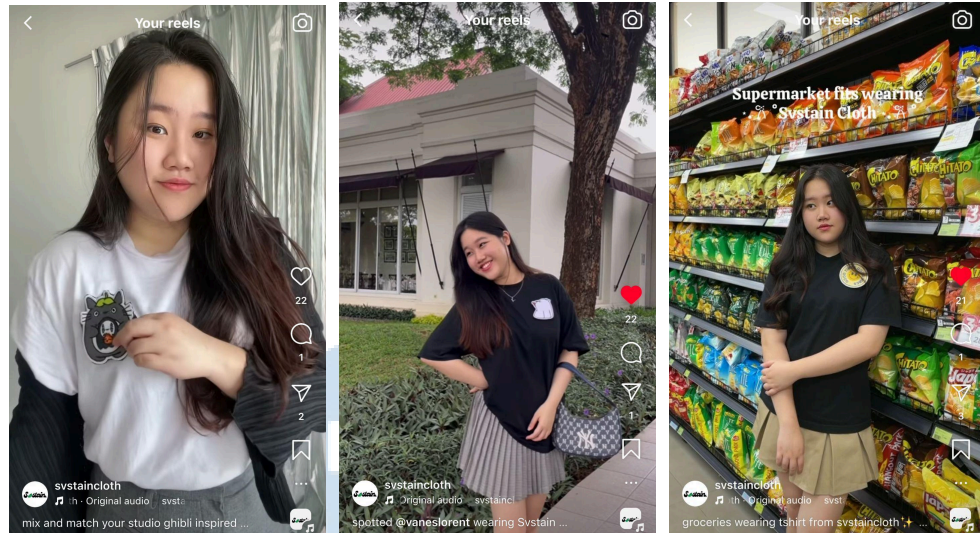


Figure 9.10 Reels content about styling Svstain products

Source: Svstain Instagram, 2024

For example, as shown in Figure 9.9, Svstain frequently creates Reel content demonstrating various ways to style Svstain's t-shirts with different looks. By creating this type of content, Svstain inspires followers and allows them to see other ways of using the products, thus encouraging further engagement. This is crucial in the customer acquisition process because the more ideas and options offered, the higher the likelihood that followers will be interested in purchasing and adding Svstain products to their collections.



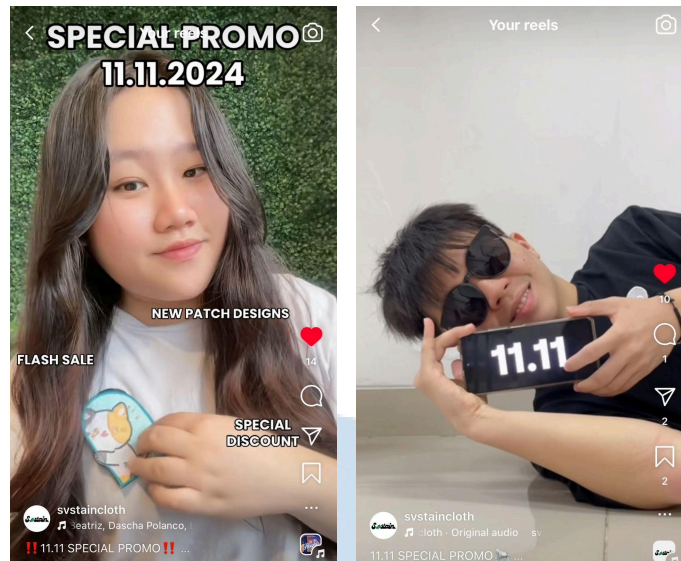


Figure 9.11 Reels content about promotions

Source: Svstain Instagram, 2024

In addition, as seen in Figure 9.11, Svstain also uses Reels for direct promotions to attract new customers. In this post, Svstain offers an 11% discount on all products on November 11th, celebrating the Guncang 11.11 event on Tokopedia and the 11.11 Big Sale on Shopee. By leveraging special events like these, Svstain successfully creates a sense of urgency for consumers to purchase while increasing brand visibility on the largest e-commerce platforms in Indonesia. This special offer not only boosts sales traffic in a short period but also reminds customers of the added value Svstain offers.

This engaging and interactive content further strengthens Svstain's presence on Instagram and encourages potential customers to interact more with the brand. Through relevant content and the optimal use of Instagram's features, Svstain can expand its audience reach and motivate them to take action, whether purchasing products or sharing their experiences with the brand. This strategy attracts new customers and builds long-term relationships with existing ones.

- **Collaboration with Influencers**

In addition to consistent content posting and engagement through Instagram feeds, reels, and stories, Svstain also leverages influencer collaborations to expand its reach. By partnering with influencers, Svstain taps into its established audiences, gaining access to new potential customers who may have yet to be reached through traditional methods. These collaborations help promote products and play a crucial role in creating authentic and relatable content that resonates with the target market.

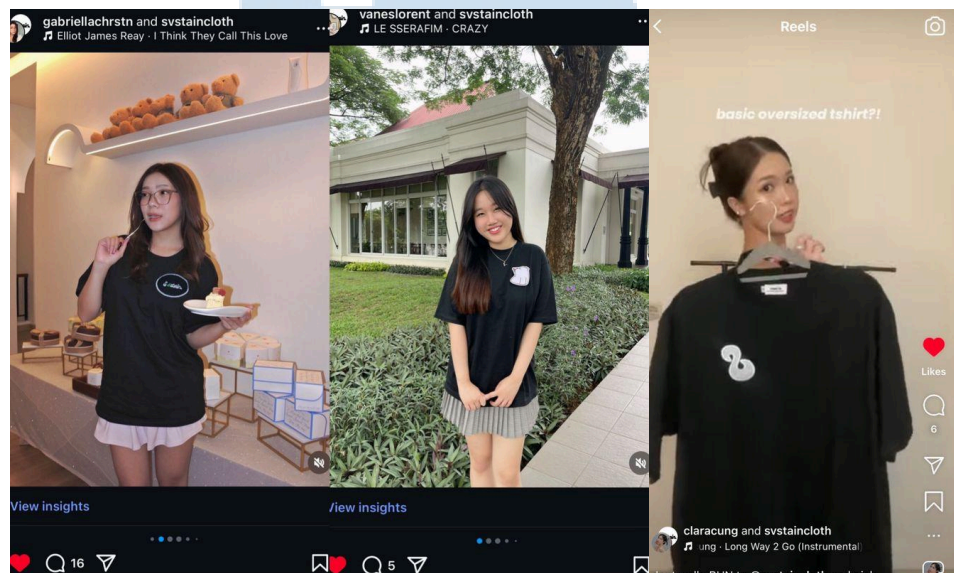


Figure 9.12 Compilation of Collaboration Content with Influencers

Source: Svstain Instagram, 2024

As shown in Figure 9.12, Svstain collaborates with influencers who showcase Svstain's products in various styles that reflect their creativity and personality. This collaboration is an effective marketing strategy to reach and acquire a broader audience, particularly among younger generations who tend to trust recommendations from public figures they follow. Influencers introduce Svstain's products and provide ideas and inspiration on how to style the products for everyday fashion.

Moreover, these collaborations result in influencer-created content that enhances the appeal of Svstain's products in an increasingly competitive market. By strengthening the brand image and building consumer trust through influencer recommendations, Svstain aims to increase purchase interest, attract new customers, and boost sales significantly. This approach also effectively promotes Svstain's product advantages, including unique designs and versatility.

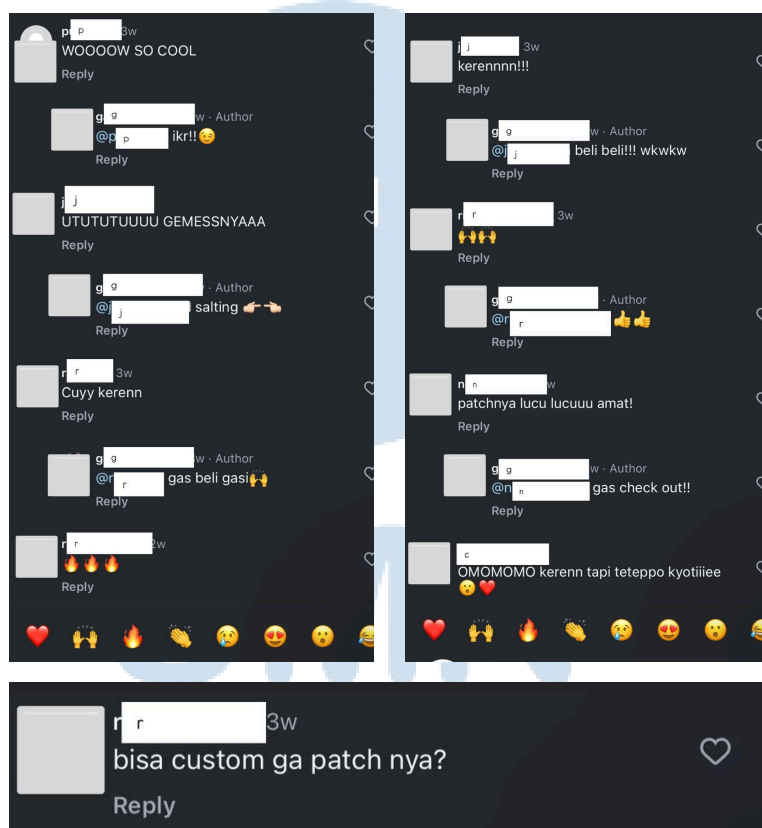


Figure 9.13 Screenshot of comments on the influencer's post

Source: Svstain Instagram, 2024

Through this collaboration, the influencer's followers are also introduced to Svstain's products, expanding the brand's reach to a larger audience. As shown in Figure 9.9 above, comments on one of the influencer's posts demonstrate positive responses from their followers. These comments indicate that many people are now familiar with the Svstain brand, with

some even sharing positive opinions about the products offered. Furthermore, the influencer responds to these comments with persuasive messages to encourage their followers to purchase Svstain products. In this way, the influencer collaboration introduces the products, fosters more personal interactions, and stimulates purchasing interest among their followers.

- **Instagram Bio Link**

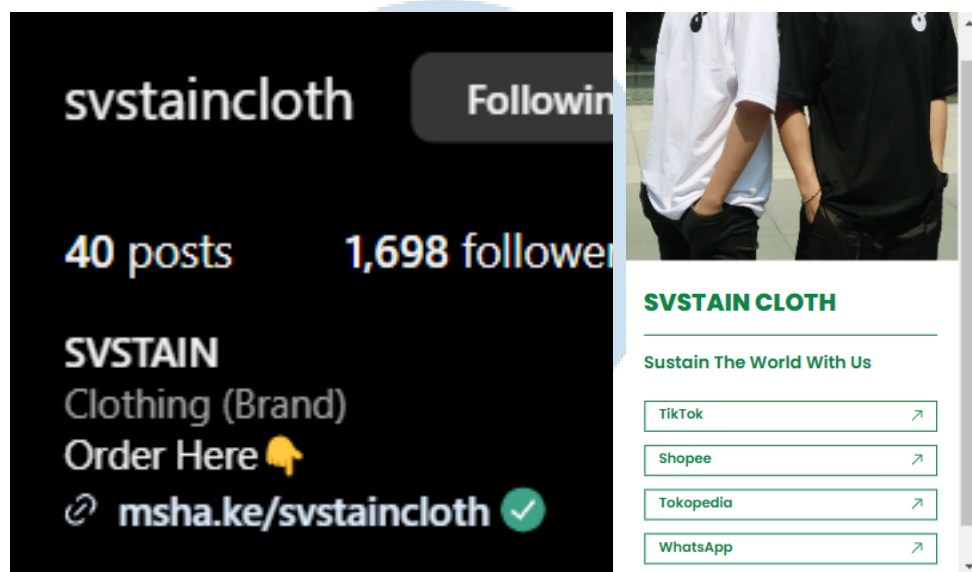


Figure 9.14 User Interface of Svstain's Bio Link

In addition to using Stories, Feeds, and Reels, Svstain has created a dedicated link for orders, enabling customers to directly purchase Svstain products through the link in its Instagram bio. This link connects to Svstain's TikTok, Shopee, Tokopedia, and WhatsApp pages. By placing the link in the bio, customers can easily order products without sending direct messages on Instagram, allowing them to shop anytime and anywhere.

## b. TikTok

Svstain also leverages TikTok to boost sales. TikTok, a short video platform that has gone viral among younger audiences, is an ideal channel for Svstain to reach its target market. Most content posted on TikTok consists of promotional material or trend-driven content. However, these videos rarely showcase direct sales efforts, as Svstain focuses on using TikTok to enhance brand awareness.

- **TikTok Shop**

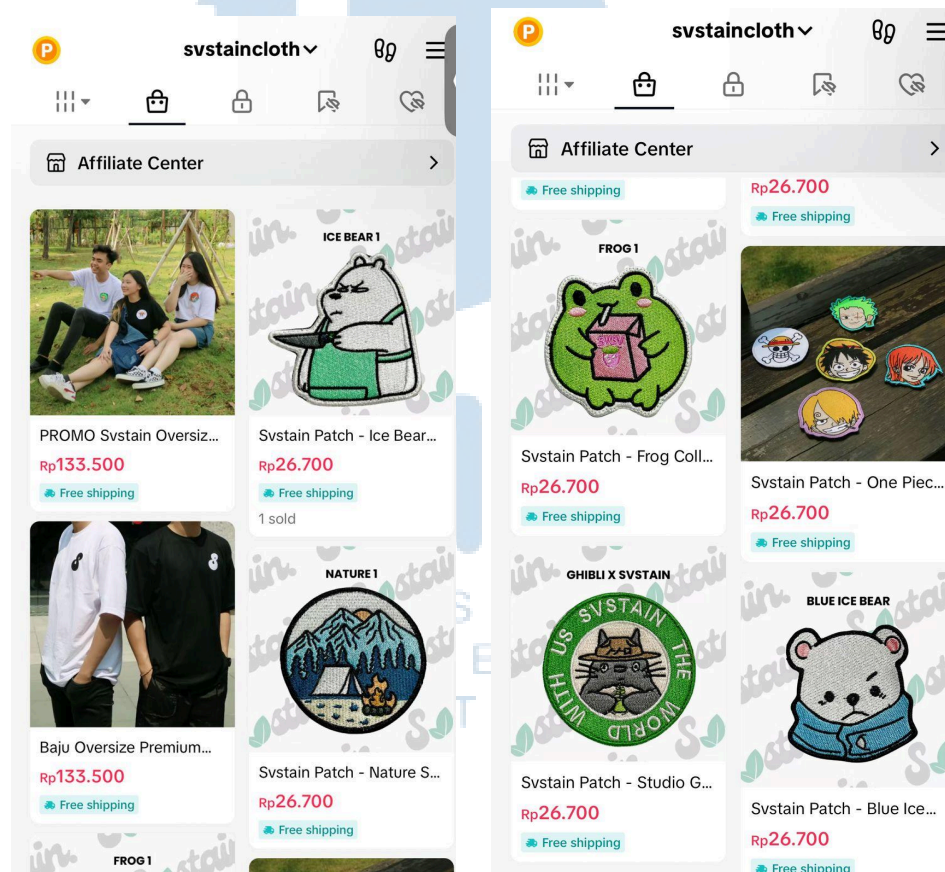


Figure 9.15 Compilation of Screenshots from Svstain's TikTok Shop

TikTok also serves as a strategic platform for boosting sales through its integrated e-commerce features, such as TikTok Shop. This feature enables users to purchase products directly within the app.



Through TikTok Shop, Svstain streamlines the conversion process, allowing users to browse, select, and buy products without leaving the platform. This seamless shopping experience appeals to users who prefer quick and easy transactions. Additionally, TikTok Shop helps Svstain reach a broader audience, including users who don't follow the brand but discover its products through the FYP (For You Page).

- **Promotions on TikTok Shop**

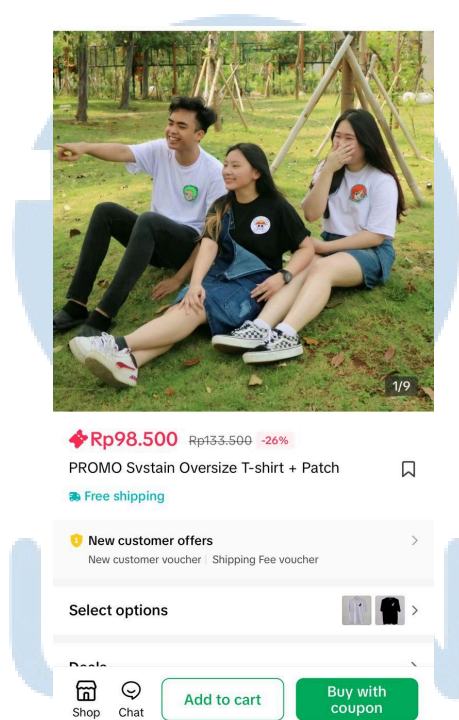


Figure 9.16 Promotions on TikTok Shop

Source: Svstain's TikTok Shop, 2024

Using TikTok Shop provides numerous advantages for Svstain. For example, as seen in Figure 9.16, a 26% discount reduced the price from IDR 133,500 to IDR 98,500. Svstain didn't offer this discount but was instead supported by TikTok to drive sales. This arrangement benefits sellers and consumers, where buyers can enjoy lower prices without negatively impacting sellers. This approach allows Svstain to offer added value to its customers, encouraging them to make purchases promptly.

- **TikTok Content Videos**

In addition to using TikTok Shop, Svstain uploads various video content to build brand awareness. These videos are aimed at increasing brand awareness and acquiring new customers. Through engaging videos, Svstain introduces new products, provides styling inspiration, and offers special promotions that encourage the audience to purchase. With this approach, Svstain successfully captures the attention of potential customers and builds a closer relationship with the audience, ultimately driving sales and expanding market reach.

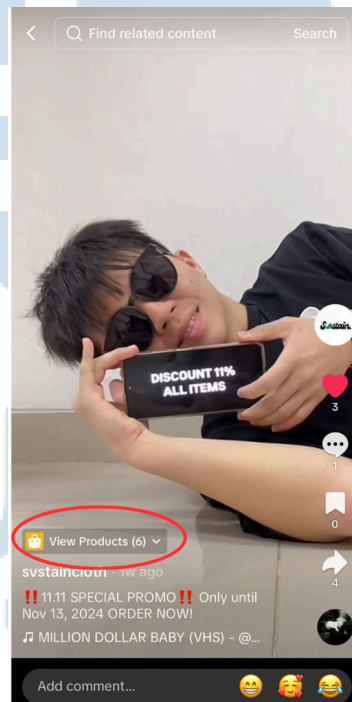


Figure 9.17 Screenshot of Svstain's TikTok Content

Source: Svstain's TikTok, 2024

During TikTok's 11.11 event, Svstain created engaging promotional content tailored to its audience. These videos didn't just highlight discounts or special offers, it's also designed to be interactive, prompting immediate action from consumers.

In addition to promotional videos, Svstain utilizes TikTok Shop's yellow cart feature at the bottom left corner of videos, as shown in Figure 9.17. By linking its products directly to the yellow cart, Svstain makes it easy for viewers to explore product details and proceed to checkout with just a few clicks without leaving the TikTok app.

This strategy enhances customer convenience while expediting the purchasing process, minimizing the risk of cart abandonment. By integrating social media as a marketing tool and sales channel, Svstain transforms its promotions into an informative yet practical and efficient customer experience.

- **Live Selling on TikTok**

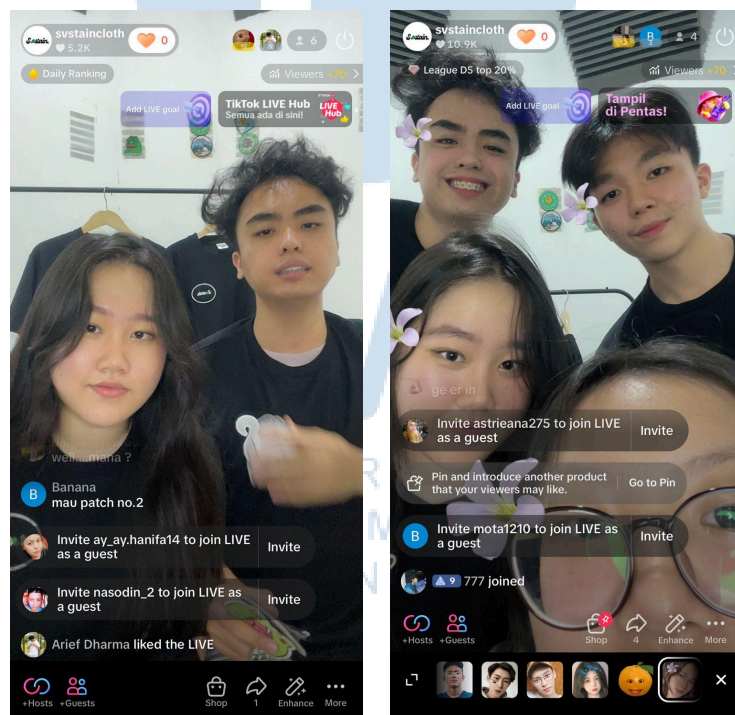


Figure 9.18 Svstain TikTok Live

Source: Svstain TikTok, 2024

Svstain also takes advantage of TikTok's Live Selling feature, allowing real-time interaction with audiences and the opportunity to promote



products directly. During live sessions, Svstain showcases its products, explains their features and benefits, and answers audience questions in real-time.

By incorporating TikTok Shop’s yellow cart feature during live sessions, Svstain ensures that customers can easily inquire about product details, browse the product catalog, and even add items to their shopping cart or make purchases directly during the live stream. This creates a more personal and interactive shopping experience, which can accelerate purchase decisions.

- **Live Analytics and Engagement**

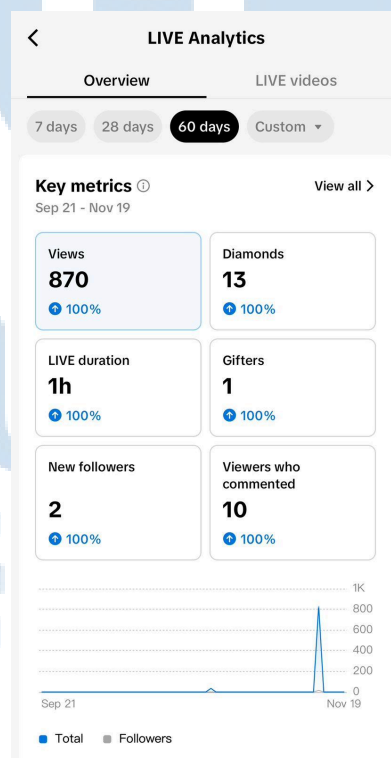


Figure 9.19 Screenshot of Svstain’s Live Analytics on TikTok

Source: Svstain’s TikTok, 2024

As shown in Figure 9.19, Svstain has conducted several live video sessions. While the audience size remains modest, these sessions have

already resulted in product orders and even audience engagement in the form of TikTok gifts during live streams. Live selling on TikTok allows Svstain to validate its market and receive immediate feedback from the audience regarding its products. This feedback offers valuable insights into areas for improvement and helps refine the brand's offerings. Moreover, live streams are popular among TikTok users, increasing the likelihood of product sales compared to static social media posts. The live selling feature provides Svstain a significant opportunity to build deeper engagement with its audience and accelerate sales conversion.

**c. Shopee and Tokopedia (E-commerce)**

Svstain's consumer acquisition strategy on Shopee and Tokopedia focuses on leveraging these e-commerce platforms' broad and trusted user base in Indonesia. By utilizing the popularity and extensive reach of Shopee and Tokopedia, Svstain can attract a larger pool of potential customers, including those previously unfamiliar with the brand. The user-friendly nature of these platforms ensures a convenient shopping experience, strengthening Svstain's efforts to attract and retain customers. Below are the acquisition strategies Svstain implements:

- **Offering Attractive Promotions**

On Shopee, Svstain also participated in significant campaign events like the **Shopee 11.11 Big Sale**. During this period, Svstain offers an 11% discount on all products to attract new customers and boost sales. Additionally, as shown in Figure 9.20 below, Shopee occasionally provides extra discounts, further aiding Svstain in increasing sales. Shopee is a platform for facilitating daily transactions outside these significant campaigns.

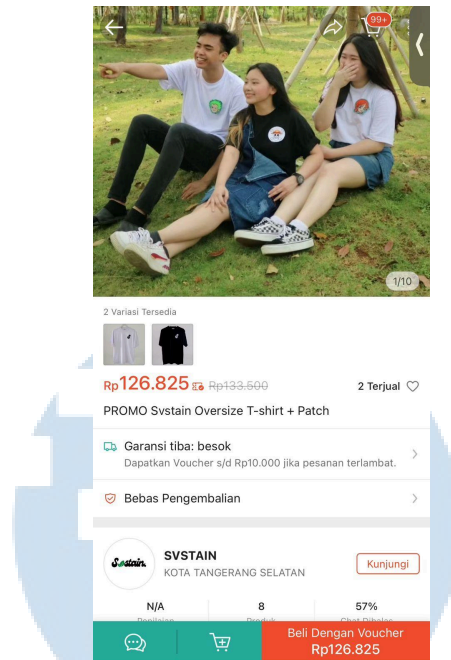


Figure 9.20 Example of Shopee Promotion

Source: Svstain Shopee, 2024

Similarly, Tokopedia offers promotions, such as free shipping discounts up to IDR 20,000. These free shipping offers create a positive shopping experience, allowing customers to shop more economically. During Tokopedia's **Promosi Guncang 11.11**, Svstain offers an 11% discount on all products to drive sales. This strategy enables Svstain to expand its market while maintaining cost-efficient promotional efforts.

- **Product Bundling**

Another acquisition strategy utilized by Shopee and Tokopedia is product bundling promotions. For example, Svstain's Oversized or Regular Fit T-shirt is usually priced at IDR 149,900, and the Svstain Patch at IDR 29,900. With the bundling promo, customers can purchase both for IDR 149,900, effectively receiving a free patch with the T-shirt. This strategy

captures customer attention by adding significant value to each purchase.

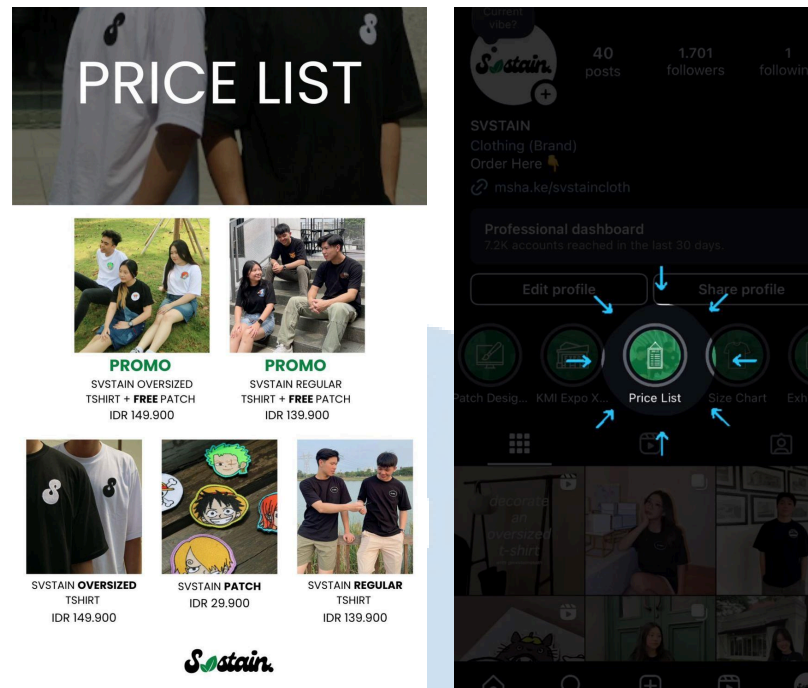


Figure 9.21 Svstain Product Price List on Instagram

Source: Svstain Instagram, 2024

The bundling promo encourages customers to try multiple products and increases the attractiveness of the offering, boosting purchase likelihood. The promo is available on Shopee and Tokopedia, allowing customers to choose their preferred platform. This strategy is critical in acquiring new customers and enhancing brand loyalty.

In addition, Svstain has also added a price list to its Instagram highlights, which helps attract and retain the interest of new customers. When pricing information is clearly and easily accessible, potential customers are more likely to purchase without hesitation or the need to search for information elsewhere. This reduces the risk of losing customers due to confusion or lack of transparency. Moreover, price transparency creates a professional and trustworthy impression, which is crucial for establishing an initial relationship with new customers. By providing quick and convenient

access to pricing information, the brand can offer a positive shopping experience from the outset, increasing the chances of acquiring new customers more effectively.

### 9.2.2 Offline Consumer Acquisition Strategies

Svstain also actively participates in various bazaars and exhibitions to acquire customers offline. These events effectively introduce products to a broader audience, raise brand awareness, and drive sales. Through face-to-face interactions, Svstain offers tangible experiences like trying on T-shirts and exploring patch designs. These occasions also provide valuable consumer feedback for future business development. Some notable bazaars and exhibitions attended by Svstain include:

- **WMK Exhibition - Multimedia Nusantara University (UMN)**



Figure 9.22 Svstain at WMK Exhibition

In December 2023, Svstain participated in its first exhibition organized by **WMK (Wirausaha Merdeka)**, marking a milestone in product promotion and sales growth. The event, attended by students from multiple universities, created a vibrant atmosphere with diverse participants and

visitors. For Svstain, this was an opportunity to introduce products to UMN students as the primary target market and to a broader audience from other universities. The high foot traffic allowed Svstain to draw attention, collect direct feedback from prospective customers, and enhance its product appeal through personal interactions. This contributed significantly to building brand exposure and driving initial conversions, which are crucial for business growth.

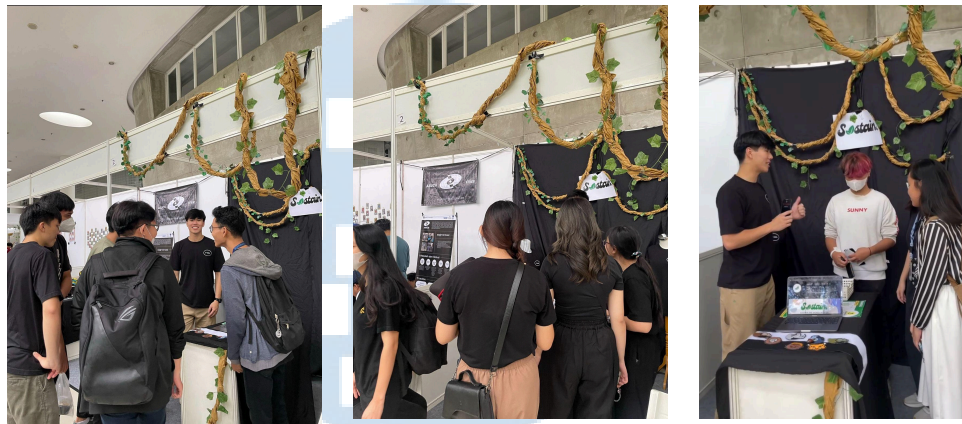


Figure 9.23 Crowd at WMK Exhibition

In its consumer acquisition strategy, Svstain offers engaging games to liven up the booth and attract more visitors. One of the games held was a guessing game about rare animals in Indonesia, based on the theme of Svstain's first patch featuring endangered animals. As shown in Figure 9.23, this game involved visitors guessing the name of an animal-based on clues in the form of specific letters, with each correct answer winning an exclusive patch as a prize. Through this game, visitors felt more engaged and had the opportunity to interact directly with Svstain's products, strengthening their emotional connection with the brand. Additionally, the game created a fun and interactive atmosphere, which helped increase brand awareness and attract more potential customers.

- **Skystar Ventures Exhibition - Multimedia Nusantara University**



Figure 9.24 Svstain at Skystar Ventures Exhibition

In May 2024, Svstain attended its second exhibition hosted by **Skystar Ventures**. Different from the previous event, this one focused on increasing brand awareness without direct sales. The event allowed Svstain to engage with a diverse audience, including business communities, academics, and creative students. While sales were not permitted, the exhibition enabled Svstain to establish new connections, explain product concepts in depth, and capture the interest of potential customers.





Figure 9.25 Svstain won first place in the favorite booth competition

Source: Skystar Venture Instagram, 2024

The exhibition event was also accompanied by a favorite booth competition judged by the visitors. During this event, as shown in Figure 9.25, Svstain won first place in the competition, demonstrating how attractive Svstain's booth was to the attendees. Winning first place not only increased the brand's visibility but also provided concrete evidence to potential customers of the quality and appeal of Svstain's products. This achievement successfully drew more visitors to Svstain's booth, ultimately contributing to acquiring new customers. The victory reinforced Svstain's position as a trustworthy brand, boosting potential customers' confidence and encouraging them to try and purchase Svstain's products.



- **KMI Expo XV - Halu Oleo University, Kendari, Southeast Sulawesi**



Figure 9.26 Svstain at KMI Expo XV 2024

Svstain participated in the **KMI Expo XV** at Halu Oleo University in Kendari, marking its first exhibition outside Java. This event expanded Svstain's market reach to consumers unfamiliar with the brand, opening opportunities for market penetration in other regions. During the expo, Svstain introduced products to visitors, achieved significant sales, and gathered valuable feedback. The direct interaction also fostered closer connections with the local audience, contributing to future sales growth.



Figure 9.27 Crowd at KMI Expo XV

In implementing its consumer acquisition strategy, Svstain offers various engaging games and freebies to liven up its booth. As shown in Figure 9.27, Svstain's booth was filled with enthusiastic visitors eager to participate in fun games and receive free giveaways. One of the games provided was a memory card game, which is also available on Svstain's official website. Every visitor who won the game could receive a 20% discount on all items and exciting freebies, such as stickers. The presence of games and freebies created a fun atmosphere, increased interaction between visitors and the brand, and strengthened emotional connections with Svstain. This approach also served as an effective way to grab the attention of potential customers, ultimately contributing to acquiring new customers and boosting brand awareness among visitors.

- **SAA Bazaar - Multimedia Nusantara University**



Figure 9.28 Svstain at SAA Bazaar UMN

Svstain returned to UMN for a bazaar organized by the SAA (Student Association Awards). The event provided an opportunity to engage closely with an audience already familiar with the brand. Through direct feedback, Svstain gained insights into preferences, needs, and areas for product improvement. Additionally, participating in the bazaar strengthened campus community relationships and enhanced customer loyalty while

attracting new customers interested in Svstain's products.

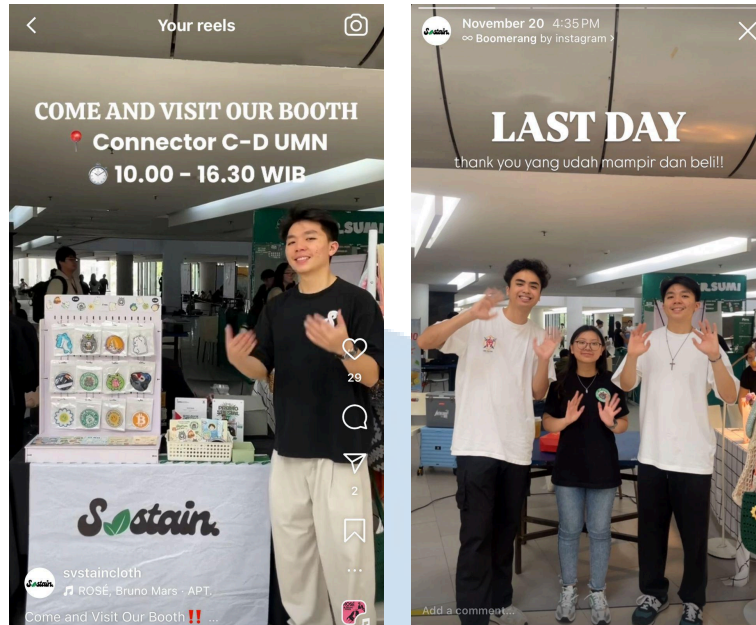


Figure 9.29 Instagram post about Svstain's bazaar in UMN

Source: Svstain Instagram, 2024

Since the bazaar was held at UMN, Svstain implemented a consumer acquisition strategy by inviting friends and connections to visit the Svstain booth. As shown in Figure 9.29, Svstain also created engaging Instagram posts to encourage followers and potential customers to come to the booth at the SAA Bazaar. By leveraging social media and personal networks, Svstain successfully attracted both familiar and new visitors to the event, further enhancing brand exposure and fostering stronger connections with the community. Additionally, the direct interactions and feedback collected during the event played a crucial role in gaining valuable insights into customer preferences, ultimately helping Svstain refine its products and customer engagement strategies.

## CHAPTER X

### FINANCIAL PROJECTIONS

#### 10.1 Funding and Expenses

In business development, capital is essential for both the establishment process and the business's operational needs. Business capital refers to the assets or funds required to initiate, operate, and grow a business (BPMID, 2024). Common sources of business capital include personal savings, bank loans, investor funding, government grants, and more.

As a startup, Svstain's funding came from a business funding program provided by the Indonesian government through a program initiated by the Ministry of Education and Culture. The Ministry of Education, Culture, Research, and Technology (Kemdikbud Ristek) Indonesia offers a *Kampus Merdeka* program. Through this program, students can choose courses outside their study program for one semester and participate in off-campus activities for two semesters (Kampus Merdeka, 2024). Various activities are part of *Kampus Merdeka*, such as IISMA, humanitarian projects, independent studies, entrepreneurship programs, etc. The *Wirausaha Merdeka* (WMK) program and the Student Entrepreneurship Development Program (*Program Pembinaan Mahasiswa Wirausaha* or PMW) are among these. Both programs provide guidance and mentorship for students to develop or run their businesses and offer funding for their businesses.

Svstain's initial funding was obtained by participating in the *Wirausaha Merdeka* 2023 program. In the 2023 WMK program, students were required not only to generate and develop a business idea but also to receive funding to realize their business ideas, whether as a prototype or a final product. Svstain received funding of IDR 6,500,000. This amount was calculated based on the number of students in the team, with each student receiving IDR 1,500,000 to support the realization and development of their business. Since Svstain consists of five

members, the total funding received was IDR 6,500,000, which served as Svstain's startup capital.

This capital was utilized by Svstain primarily for research and development to produce prototypes and the MVP (Minimum Viable Product) of its products, Svstain Patch and T-shirt. Following the research and development phase, Svstain also allocated the funds for production, including creating Svstain T-shirts made from 20s combed cotton and patches themed around five endangered Indonesian animals. Below is a breakdown of expenses incurred by Svstain in 2023, sourced from the funding received through the WMK 2023 program:

Table 10.1 Breakdown of Expenses in 2023

Activity	Expense Details	Amount
<b>Research and Development</b>	Initial prototype development costs	IDR 41,150
	Second-stage prototype development costs	IDR 100,000
	MVP development for Svstain T-shirt and Patch	IDR 200,000
	Design service fee for Svstain Patch	IDR 150,000
<b>Logistic</b>	Transportation for supplier search	IDR 200,000
	Transportation for MVP development	IDR 120,000
	Transportation for first-phase production	IDR 122,500
	Shipping costs for first-phase production from the supplier	IDR 28,500
<b>Production</b>	Production costs for Svstain T-shirts	IDR 1,800,000
	Production costs for Svstain Patches	IDR 450,000



	Packaging for Svstain T-shirts	IDR 128,900
	Packaging for Svstain Patches	IDR 20,100
	Svstain T-shirt tag purchase	IDR 171,100
<b>Other</b>	Booth decoration costs for Demo Day WMK 2023	IDR 98,000

### **Development of Initial Prototype**

Svstain's initial prototype development focused on implementing the innovation of removable patches using velcro. To achieve this, the Svstain team purchased velcro, velcro adhesives, and pre-made patches via the Shopee e-commerce platform, incurring a total cost of IDR 41,150.00. Svstain then progressed to the second prototype stage, creating embroidered Svstain logos on velcro material. Each logo cost IDR 25,000.00, amounting to IDR 100,000.00 for five logos.

Once the prototype was successfully developed, Svstain developed the Minimum Viable Product (MVP). This involved purchasing two cotton combed 20s T-shirts in black and white and hiring embroidery services from Alvaro Bordir in Blok M to produce patches and embroider the Svstain logo. The T-shirts cost IDR 50,000.00 and IDR 55,000.00 each. Additionally, to assist the Svstain creative team in designing patches themed around endangered Indonesian animals, the team hired a designer at IDR 30,000.00 per design, totaling IDR 150,000.00 for five designs.

### **Logistics**

For logistics, the Svstain team spent IDR 200,000.00 on fuel for trips to Bintaro and ITC BSD in search of suppliers. During MVP development at Blok M Square, the team incurred IDR 70,000.00 for fuel, IDR 30,000.00 for tolls from Gading SeIDR ong to South Jakarta, and IDR 20,000.00 for parking.

The team revisited Blok M Square for the first production phase, incurring IDR 60,000.00 for fuel, IDR 12,500.00 for parking, and IDR 50,000.00 for tolls. Additionally, Svstain covered IDR 28,500.00 for shipping the first production batch from the supplier via Go-Send.

## **Production**

Svstain produced two main products: Svstain T-shirts and Svstain Patches, featuring five designs. For the T-shirts, Svstain purchased black cotton combed 20s shirts in sizes S, M, L, and XL, totaling IDR 1,240,000.00. These shirts were processed by Alvaro Bordir, where the Svstain logo was embroidered on velcro and stitched onto the T-shirts. The embroidery service cost IDR 560,000.00.

The production of 25 patches through Alvaro Bordir cost IDR 450,000.00. Svstain also purchased packaging materials for T-shirts and patches at IDR 128,900.00 for 50 units and IDR 20,100.00 for 50 units, respectively. Additionally, Svstain acquired sizing and brand tags for the T-shirts for IDR 171,100.00 per roll, capable of producing approximately 150–200 tags.

## **Additional Expenses**

Other expenses included IDR 98,000.00 for booth decorations during the WMK 2023 Demo Day, covering costs such as poster printing, wall decorations, and other items.

## **Additional Funding**

In addition to the WMK program, Svstain secured funding through the P2MW 2024 program. This program provided IDR 14,000,000.00 in funding. While the funds from the WMK program were primarily allocated to research and development, the P2MW program funding was used mainly for production processes and asset acquisition. Below is a breakdown of Svstain's expenses in 2024, sourced from the P2MW 2024 program funding:

Table 10.2 Breakdown of Expenses in 2024

Activity	Description of Costs	Amount
<b>Research and Development</b>	Research and development costs in Bandung	IDR 1,245,000
	Research and development costs for T-shirts	IDR 66,900
	Research and development costs for Tote Bags	IDR 135,900
	Product testing costs with a new supplier (Jerry Bordir)	IDR 50,000
	Research and development costs for Svstain Oversized T-shirts	IDR 103,400
	Product testing costs with a new supplier (CIGEM CREATIVE)	IDR 100,000
	Research and development costs for Svstain Velcro Stickers	IDR 22,300
<b>Logistic</b>	Transportation and shipping costs for custom orders	IDR 192,500
	Shipping costs for the second production batch from the supplier	IDR 57,000
	Transportation costs for research and development in finding a new supplier (Jerry Bordir)	IDR 180,000
	Shipping costs for the second extended production batch and animal-themed series from the supplier	IDR 49,056
	Shipping costs for the third production batch from the supplier	IDR 120,056
	Transportation costs for attending the P2MW workshop	IDR 47,800
	Transportation costs for a product photoshoot in PIK	IDR 196,300
	Shipping costs for the repaired third production batch	IDR 31,000
	Shipping costs for the fourth production batch from the supplier	IDR 54,000
<b>Production</b>	Custom order production costs	IDR 1,540,000
	Second-phase production costs for Svstain T-shirts	IDR 1,541,970
	Second-phase production costs for Svstain	IDR 500,000



	Patches	
	Production costs for animal-themed Svstain Patches	IDR 300,000
	Packaging purchase for Svstain T-shirt V2	IDR 275,020
	Tag purchase for Svstain T-shirt V2	IDR 183,900
	Packaging purchase for Svstain Patch V2	IDR 23,700
	Polymailer purchase for e-commerce needs	IDR 47,000
	Third-phase production costs for Svstain Patches	IDR 1,912,500
	Third-phase production costs for Svstain T-shirts	IDR 2,451,800
	Repair costs for second-phase production	IDR 25,000
	Repair costs for third-phase production	IDR 184,000
	Fourth-phase production costs for Svstain T-shirts	IDR 1,568,350
	Fourth-phase production costs for Svstain Patches and Velcro Stickers	IDR 1,286,600
	Svstain Merch production costs: Stickers	IDR 94,295
<b>Equipment and Supplies</b>	Sewing machine purchase	IDR 689,046
	Size sticker purchase for clothing	IDR 28,964
	Thermal printer and paper purchase	IDR 901,114
	SIM card purchase	IDR 23,450
	Photography props purchase for Svstain	IDR 43,500
	Acrylic QR code stand purchase	IDR 25,900
	Ring light and tripod purchase	IDR 141,650
	Rack purchase for Svstain Patches	IDR 136,300
	Iron purchase	IDR 137,600
	Bag purchase for storing Svstain products	IDR 84,748
<b>Other Expenses</b>	Team meal expenses in Bandung	IDR 853,000
	Administrative costs for opening Svstain's BCA account	IDR 25,000
	Monthly administration fees for Svstain's BCA account	IDR 70,000
	Game prizes during the Skystar Exhibition	IDR 45,000
	Administrative fees for creating Svstain's QRIS	IDR 33,523
	Withdrawal fees from QRIS funds	IDR 16,185
	Marketing costs: KOL review services	IDR 100,000
	Studio rental for photoshoot needs	IDR 450,000

	Svstain booth decoration costs for the 2024 KMI Expo	IDR 586,000
	Miscellaneous expenses during the 2024 KMI Expo	IDR 325,300
	Meals for Svstain's part-time workers and partners	IDR 363,906
	Canva Premium subscription for creative team needs	IDR 190,000
	Website development costs for Svstain	IDR 1,716,614
	<b>Total</b>	<b>IDR 21,572,147</b>

In 2024, Svstain conducted various research and development activities, such as sourcing new suppliers and exploring alternatives in the production process, including a visit to Bandung. During this process, Svstain incurred costs amounting to IDR 1,245,000, which covered transportation (fuel, toll fees, and parking fees) and accommodation expenses in Bandung. Svstain also continued its search for high-quality and reasonably priced Cotton Combed 20s T-shirts by purchasing two samples from two different vendors on Tokopedia as part of its research and development for Svstain T-shirts.

As part of product development, Svstain carried out research and development for Svstain Tote Bags by purchasing two types of tote bags through e-commerce platforms Shopee and Tokopedia and acquiring velcro in various colors beyond black. Although Svstain had previously collaborated with Alvaro Bordir for production, the company also sought other suppliers offering the desired quality and price. To this end, Svstain incurred expenses to test products from a potential new supplier, Jerry Bordir.

In addition to tote bags, Svstain planned to launch a new product, the Svstain Oversize T-shirt. Thus, Svstain incurred costs for purchasing two Cotton Combed 24s Oversize T-shirts from two suppliers as part of the research and development process to determine the best supplier. Regarding embroidery suppliers, Svstain identified another potential supplier, CIGEM Creative, and

allocated research and development costs to test the patches produced by this supplier. Svstain also introduced a new product innovation: the Svstain Velcro Sticker. This product underwent a research and development process involving the purchase of iron glue, the main material for this new product.

Svstain's logistics expenses were related to transportation costs, which included fuel, toll fees, and parking fees. Additionally, there were shipping costs for products from suppliers to Svstain, usually using Go-send.

One of the most frequent activities undertaken by Svstain in 2024 was production. The company incurred production costs for custom orders, such as uniforms for UMN students participating in the IDEATHON 2024 competition. Svstain also completed its second production batch, which included regular-fit Svstain T-shirts and cryptocurrency-themed patches. Subsequently, Svstain carried out its third production batch, producing Svstain Oversize T-shirts and Japan-themed patches inspired by anime such as *One Piece*, *Studio Ghibli*, and cartoons like *Ice Bear*. Ahead of its participation in the KMI Expo, Svstain also launched its fourth production batch, producing Oversize Svstain T-shirts in sizes M, L, and XL, as well as patches featuring the KMI Expo 2024 mascot, Kendari, and various attractive quote patches. The following is a detailed breakdown of production costs incurred by Svstain:

Table 10.3 Detailed production costs in 2024

<b>Custom Order Production Costs</b>	
Purchase of Polo Lacoste CVC 42s T-shirts, size Small (custom order)	IDR 150,000
Purchase of Polo Lacoste CVC 42s T-shirts, size Medium (custom order)	IDR 300,000
Purchase of Polo Lacoste CVC 42s T-shirts, size Large (custom order)	IDR 375,000

Purchase of Polo Lacoste CVC 42s T-shirts, size Extra Large (custom order)	IDR 225,000
Embroidery services for two locations (custom order)	IDR 490,000
<b>Svstain T-shirt Batch 2 Production Costs</b>	
Purchase of Cotton Combed 20s T-shirts from Tokopedia (Batch 2)	IDR 895,520
Costs for XXL-sized Svstain T-shirts	IDR 203,650
Embroidery costs for Svstain logos on T-shirts (Batch 2)	IDR 360,000
Additional embroidery costs for Svstain logos (Batch 2)	IDR 62,500
Velcro purchase via Tokopedia	IDR 20,300
Svstain Patch Batch 2 Production Costs	IDR 500,000
Production costs for Svstain Patch with the endangered animals theme	IDR 300,000
Costs for purchasing packaging for Svstain T-shirt V2	IDR 275,020
<b>Expenses for purchasing hang tags for Svstain T-shirt V2</b>	
Pengeluaran untuk pembelian hang tag Svstain T-shirt V2	IDR 157,900
Expenses for purchasing size labels for T-shirts	IDR 26,000
Costs for purchasing packaging for Svstain	IDR 23,700

Patch V2	
Costs for purchasing polymailers for e-commerce purposes	IDR 47,000
<b>Production costs for Svstain Patch, third phase</b>	
Expenses for production costs of patch (Batch 3) - CIGEM	IDR 1,012,500
Expenses for production costs of patch (Batch 3) - Jerry Bordir	IDR 900,000
<b>Production costs for Svstain T-shirt, third phase</b>	
Expenses for purchasing oversized T-shirts (48 units)	IDR 2,019,800
Expenses for production costs of Svstain Oversized T-shirts	IDR 432,000
Repair costs for production, second phase	IDR 25,000
Repair costs for production, third phase	IDR 184,000
<b>Production costs for Svstain T-shirt, fourth phase</b>	
Expenses for purchasing black oversized T-shirts	IDR 1,265,350
Expenses for creating and stitching the "S" logo on Svstain Oversized T-shirts	IDR 231,000
Expenses for stitching tags on Svstain T-shirts	IDR 72,000
<b>Production costs for Svstain Patch, fourth phase, and Velcro Stickers</b>	
Expenses for production costs of patch	IDR 882,000

Batch 4	
Expenses for production costs of Svstain Velcro Stickers	IDR 360,000
Expenses for purchasing iron-on stickers	IDR 44,600
<b>Production costs for Svstain Merchandise: Stickers</b>	<b>IDR 94,295</b>

From the Table 10.3, it can be seen that Svstain also incurred significant expenses for purchasing various supplies and equipment, such as a sewing machine for product repairs, a thermal printer for printing e-commerce order receipts, a ring light for content creation, and others. Additionally, there were various other expenses, such as the cost of opening a Svstain BCA bank account, administrative fees for setting up QRIS, monthly administrative fees for the BCA bank account, consumption costs, expenses related to photoshoots, and website development, which included website creation services as well as domain and hosting fees, among others.

## 10.2 Sales Projection

A sales projection is an estimate or calculation of the revenue a company may generate in the future based on the products or services sold (OCBC, 2023). This projection provides various benefits for a company, such as helping set targets and goals, particularly in terms of sales. Additionally, it aids in planning the required budget, necessary inventory, and determining appropriate marketing strategies. There are several methods to create sales projections, including market surveys, evaluation of previous trends, and others.

In developing its sales projection, Svstain will utilize previous sales data. Svstain's sales will focus on bazaars and e-commerce platforms. Therefore, the

Svstain team will prepare projections for sales through both bazaars and e-commerce channels. For bazaars, the team will use sales data from participation in the KMI EXPO 2024 over three days, where products sold include the Svstain T-shirt, Svstain Patch, and Svstain Sticker. For sales through e-commerce platforms like Tokopedia, Shopee, and TikTok Shop, the sales projection will be based on data from October 2024.

Over the course of a year, the sales projection will reflect an increase influenced by several factors, such as the number of bazaars attended, the timing of the bazaars (e.g., during holiday seasons or otherwise), growing brand awareness through bazaars or marketing efforts, and others. Additionally, the Svstain team anticipates a percentage-based increase from year to year. The sales projection will also include estimates for Tote Bag sales, set to launch in 2025, with the numbers representing the target Svstain aims to achieve.

### 10.3 Sales Projection for Three Years

Table 10.4 Svstain Sales Projection for 2025

Products	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Svstain T-shirt	72	72	79	79	79	195	195	121	121	121	242	242
Svstain Patch	107	107	117	117	117	309	309	178	178	178	380	380
Svstain Velcro Sticker	47	47	52	52	52	135	135	79	79	79	166	166
Svstain Tote Bag	12	12	24	24	24	36	36	24	24	24	36	36
<b>Total</b>	<b>238</b>	<b>238</b>	<b>272</b>	<b>272</b>	<b>272</b>	<b>675</b>	<b>675</b>	<b>402</b>	<b>402</b>	<b>402</b>	<b>824</b>	<b>824</b>



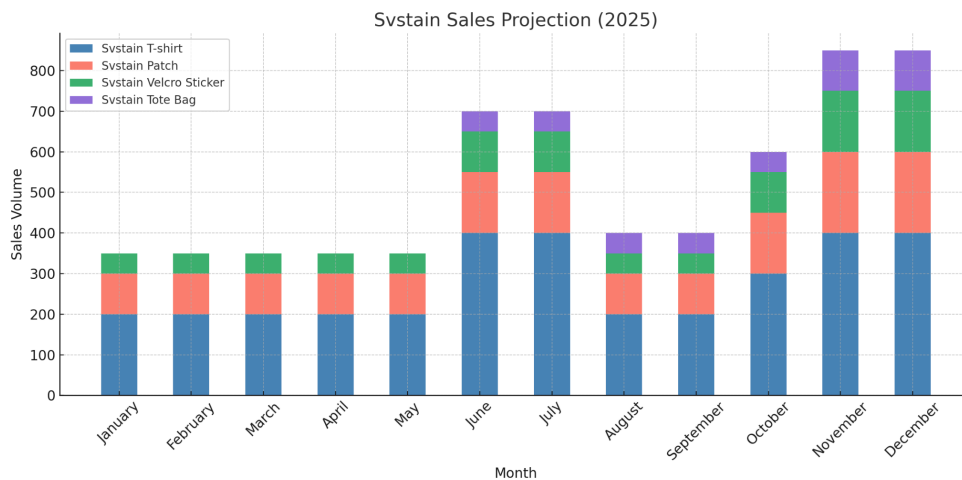


Figure 10.1 Chart of Svstain Sales Projections for 2025

The 2025 sales projections for Svstain T-shirts are based on sales data from October 2024 and the results of the bazaar at KMI EXPO 2024. During the three-day event, 21 T-shirts were sold, averaging 7 T-shirts per day. Through Tokopedia and peer-to-peer sales in October, an average of 23 T-shirts were sold per month. Based on this data, it is estimated that sales in January and February 2025 could reach approximately 72 T-shirts per month, consisting of 49 T-shirts sold during a seven-day bazaar (7 T-shirts per day) and 23 T-shirts through online sales.

From March to May, sales are expected to increase by 10% for both bazaar and online sales. From the 49 T-shirts sold in the bazaar, a 10% increase adds approximately 5 T-shirts, resulting in an estimated 54 T-shirts sold through the bazaar. Online sales are projected to increase by 2 T-shirts (10% of 23), totaling approximately 25 T-shirts. Thus, the total projected sales during this period are estimated at 79 T-shirts per month.

In June and July, coinciding with the holiday season, the Svstain team will extend the bazaar duration to two weeks, projecting a 50% increase in bazaar sales. With this projection, bazaar sales are estimated to reach 81 T-shirts (an increase of 27 T-shirts, or 50% of 54 T-shirts), resulting in total sales of 162 T-shirts over two weeks. Online sales are also projected to increase by 30%,

reaching around 33 T-shirts per month (an increase of 8 T-shirts, or 30% of 25 T-shirts). The total projected sales for June and July are estimated at 195 T-shirts.

From August to October, bazaars will return to running one week per month, with sales projected to stabilize at 81 T-shirts. Online sales are projected to increase by 20% due to exposure from the bazaar and marketing efforts, raising online sales to approximately 40 T-shirts per month (an increase of 7 T-shirts, or 20% of 33 T-shirts).

Towards the end of the year, in November and December, which mark the year-end shopping season, Svstain plans to participate in two bazaars per month. Bazaar sales are projected to rise by 20%, increasing from 81 T-shirts per week to around 97 T-shirts (an increase of 16 T-shirts, or 20% of 81 T-shirts), or 194 T-shirts over two weeks. Online sales are expected to rise by 20% due to year-end promotions, such as 11.11 and 12.12 events, increasing online sales from 40 T-shirts to 48 T-shirts (an increase of 8 T-shirts, or 20% of 40 T-shirts). The total projected sales for November and December are estimated at 242 T-shirts per month.

### **Svstain Patch Sales Projections for 2025**

Patch sales projections for 2025 are based on data from KMI EXPO 2024 and online sales. During the bazaar, the Svstain team sold 35 patches, averaging 12 patches per day. Therefore, it is estimated that patch sales in January and February 2025 will include 84 patches from the bazaar (12 patches per day for 7 days) and 23 patches from online sales (based on 23 T-shirts typically bundled with patches). Total projected sales for January and February are 107 patches per month.

From March to May, sales are expected to increase by 10% for both bazaars and online channels. From the 84 patches sold at bazaars, a 10% increase adds approximately 8 patches, resulting in projected bazaar sales of 92 patches per month. Online sales are also predicted to grow by 10%, increasing from 23

patches to 25 patches per month. Thus, the projected sales for this period are 117 patches per month.

During the holiday months of June and July, bazaar duration will be extended to two weeks. Bazaar sales are projected to increase by 50%, resulting in an additional 46 patches (50% of 92 patches), bringing total monthly bazaar sales to 276 patches (138 patches per week). Online promotions are expected to boost online sales by 30%, reaching 33 patches per month (an increase of 7.5 patches). The total projected sales for June and July are 309 patches per month.

From August to October, bazaars will run for one week per month. With higher exposure, bazaar sales are projected to remain stable at 138 patches. Online sales are expected to rise by 20%, increasing from 33 patches to 40 patches per month (20% of 33 patches equals 6.6 patches). Projected monthly sales during this period are 178 patches.

In November and December, Svstain plans to participate in two bazaars per month during the year-end shopping season. Bazaar sales are expected to increase by 20%, rising from 138 patches to around 166 patches per week, or 332 patches over two weeks. Online sales are projected to rise by 20% due to year-end promotions, increasing online sales from 40 patches to 48 patches (an increase of 8 patches, or 20% of 40 patches). Total patch sales for November and December are projected at 380 patches per month.

#### **Svstain Sticker Sales Projections for 2025**

Sticker sales projections for 2025 are based on KMI Expo 2024 data, where the Svstain team sold 15 stickers during the bazaar, averaging 5 stickers per day. A seven-day bazaar is estimated to generate sales of 35 stickers. Additionally, through e-commerce, the team targets sales of 12 stickers per month, as Svstain stickers were not previously marketed through e-commerce. Therefore, sticker sales projections for January and February 2025 are estimated at 47 stickers (35 from bazaars and 12 from online sales).

From March to May, a 10% increase in sales is projected for both bazaars and online sales compared to the previous months. A 10% increase from 35 stickers sold at bazaars adds approximately 4 stickers, resulting in projected bazaar sales of 39 stickers. Online sales are projected to increase by 10% from 12 stickers to approximately 13 stickers (10% of 12 equals 1.2 stickers). Thus, the total projected sales for this period are 52 stickers per month.

In June and July, which coincide with the holiday season, the Svstain team plans to extend the duration of bazaars to two weeks per month, with a projected 50% increase in sales at the bazaars. From the previous projection of 39 stickers per week, a 50% increase would add 19.5 stickers, bringing the estimated sales to 59 stickers per week or 118 stickers over two weeks in a month. Additionally, more aggressive online promotions are expected to boost online sales by 30% compared to the previous month, resulting in approximately 17 stickers sold online. The total projected sticker sales for June and July are estimated at 135 stickers per month.

From August to October, the bazaars will return to a one-week schedule each month, with sales expected to stabilize at 59 stickers from bazaars. Online sales are projected to increase by 20% due to exposure from the bazaars and Svstain's online marketing efforts, bringing the total online sales to around 20 stickers per month (a 20% increase from 17 stickers). The total projected monthly sales during this period are 79 stickers.

Towards the end of the year, in November and December, which are peak shopping months, Svstain plans to participate in two bazaars each month. Bazaar sales are expected to increase by 20%, reaching approximately 71 stickers per week or 142 stickers over two weeks per month. Online sales are also expected to rise by another 20% due to end-of-year promotions, such as events like 11.11 and 12.12, bringing online sales to 22 stickers per month. Therefore, the total projected sticker sales for November and December are estimated at 162 stickers per month.

**Svstain Tote Bag** will be launched for the first time in 2025 and is currently in the research and development (R&D) stage. Tote bag sales will follow Svstain's target sales approach, which focuses on batches of 12 units. For the upcoming year, tote bag sales will primarily be driven through bazaars, which serve as the main distribution channel for this product.

The sales projection for tote bags will align with the bazaar trends throughout the year. Significant sales increases are expected during June and July, as well as November and December, coinciding with the holiday season. During these months, bazaars typically attract more visitors and consumers seeking fashion products, which is expected to drive demand for tote bags.

Table 10.5 Svstain Sales Projections for 2026

**Financial Projection- 2026**

Products	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Svstain T-shirt	80	80	87	87	87	215	215	135	135	135	268	268
Svstain Patch	118	118	130	130	130	342	342	198	198	198	420	420
Svstain Velcro												
Sticker	53	53	58	58	58	150	150	88	88	88	181	181
Svstain Tote												
Bag	24	24	48	48	48	72	72	48	48	48	72	72
Total	275	275	323	323	323	779	779	469	469	469	941	941

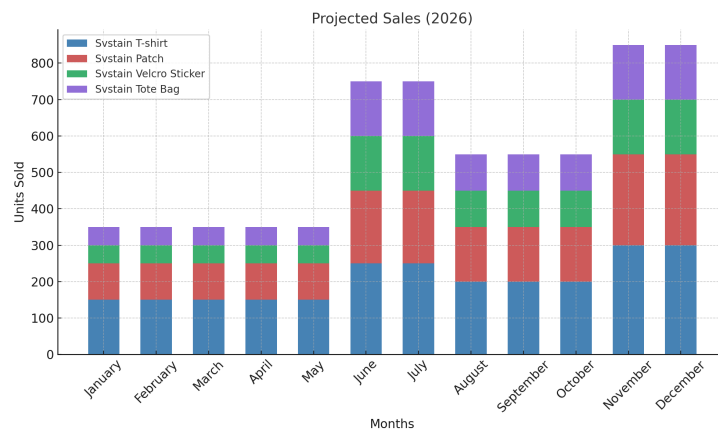


Figure 10.2 Svstain Sales Projection Chart for 2026

In 2026, it is expected that there will be a significant increase in sales for Svstain's three products: T-shirts, patches, and stickers. Sales at bazaars are expected to rise by 10% compared to the 2025 figures, while online sales are projected to increase by 15%. This growth is driven by the positive trends observed in the previous year as well as more intensive marketing efforts planned for this year.

Table 10.6 Svstain Sales Projection for 2027

#### Financial Projections - 2027

Products	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Svstain T-shirt	104	104	113	113	113	261	261	178	178	178	330	330
Svstain Patch	146	146	160	160	160	400	400	247	247	247	497	497
Svstain Velcro Sticker	67	67	73	73	73	178	178	111	111	111	216	216
Svstain Tote Bag	45	45	90	90	90	135	135	90	90	90	135	135
<b>Total</b>	<b>362</b>	<b>362</b>	<b>436</b>	<b>436</b>	<b>436</b>	<b>974</b>	<b>974</b>	<b>626</b>	<b>626</b>	<b>626</b>	<b>1,178</b>	<b>1,178</b>



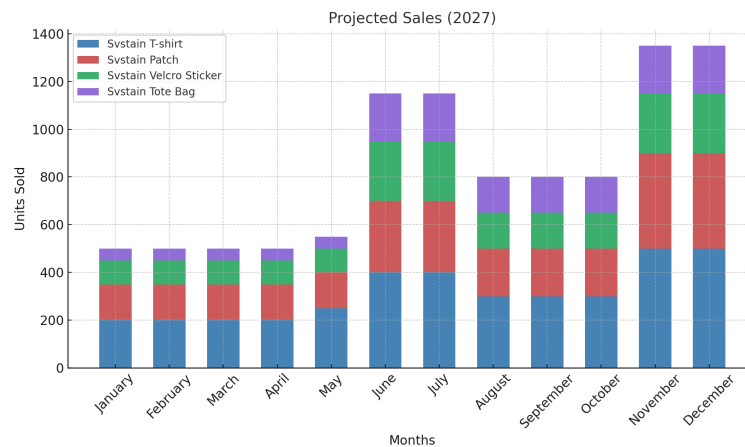


Figure 10.3 Svstain Sales Projection Chart for 2027

For 2027, sales projections show a consistent growth pattern, with bazaar sales expected to increase by another 10% compared to the 2026 figures, and online sales expected to rise by 15%. This increase reflects the success of ongoing marketing and sales strategies as well as growing market acceptance of Svstain's products.

Specifically for the tote bag product, in 2026, it is projected that sales will increase dramatically by 100%. This growth is driven by the increased production of products and the successful sales through online platforms. With growing consumer awareness and acceptance of the tote bag product, the Svstain team believes that this product will receive a positive market response. Additionally, the planned marketing strategy and greater exposure during bazaars will help strengthen the position of the tote bag as an attractive and sustainable fashion choice.

In 2027, Svstain Tote Bag sales are expected to increase by 50% compared to 2026. This growth is driven by the success of more intensive marketing strategies, as well as increasing consumer awareness of Svstain's stylish and unique tote bags. With increased production and broader distribution, as well as greater exposure through bazaars and online platforms, Svstain Tote Bags are expected to become more widely recognized and in demand by consumers. This

shows that tote bags not only serve as an accessory but also add aesthetic value to everyday style.

However, in 2027, there will be an additional sales channel aside from online sales through e-commerce and bazaars. Svstain plans to open its first offline store in Tangcity Mall. With the opening of this offline store, Svstain will also serve online sales during 2027. The following is the projected sales number for products sold offline through the Svstain store:

Table 10.7 Svstain Offline Store Sales Projection for 2027

Month	Svstain T-shirt	Svstain Patch	Svstain Sticker	Svstain Tote Bag
January-February	15	15	8	9
March-May	16	16	9	18
June-July	22	22	11	27
August-October	27	27	13	18
November-December	32	32	15	27

#### 10.4 Profit and Loss Projection

The profit and loss statement is one of the financial reports used to evaluate the financial performance of a company. It shows the effectiveness of the company in terms of operations through the costs incurred and the revenue earned. According to Ir. Kuswandi, the profit and loss statement can be defined as a report that lists the amount of revenue received and the costs incurred during a certain period, thus providing an overview of the company's success or failure (Afra, 2023).

Table 10.8 Svstain Profit and Loss Projection for 2025

SVSTAIN		
Profit and Loss Projection		
Period Ending December 31, 2025		
<b>Revenue</b>		
Revenue from Svstain T-shirt Sales	IDR 242,538,200	
Revenue from Svstain Patch Sales	IDR 74,062,300	
Revenue from Svstain Sticker Sales	IDR 27,116,100	
Revenue from Svstain Tote Bag Sales	IDR 40,528,800	
<b>Total Revenue</b>	<b>IDR 384,245,400</b>	
<b>COGS (Cost of Goods Sold)</b>		
COGS for Svstain T-shirt		IDR 100,316,000
COGS for Svstain Patch		IDR 17,834,400
COGS for Svstain Sticker		IDR 5,662,800
COGS for Svstain Tote Bag		IDR 19,000,800
<b>Expenses</b>		
<b>Research and Development Expenses</b>		
R&D Expense for Tote Bag		IDR 271,800
Design Development Expense for Svstain Patch		IDR 6,000,000
<b>Marketing Expenses</b>		
Tokopedia Ads Expense		IDR 3,600,000
Shopee Ads Expense		IDR 3,600,000
Influencer Review Service Expense		IDR 18,000,000
KOL Review Service Expense		IDR 1,833,600
Bazaar Booth Rental Expense		IDR 72,000,000
<b>Logistics Expenses</b>		
Product Shipping Expense from Supplier		IDR 1,704,000
<b>Salary Expenses</b>		
Freelancer Salary for Bazaar		IDR 22,400,000

<b>Other Expenses</b>		
Domain and Hosting Expense for Svstain Website		IDR 962,020
Website Maintenance Expense for Svstain		IDR 6,000,000
Canva Premium Subscription Expense		IDR 780,000
Capcut Premium Subscription Expense		IDR 28,000
<b>Total Expenses</b>		IDR 279,993,420
<b>Net Profit</b>		IDR 104,251,980

In the profit and loss statement, there are two important components: Revenue and Expenses, which are used to determine the profit or loss generated by the company. In Svstain's projected profit and loss statement, revenue sources come from the sale of four products: Svstain T-shirts, Patches, Stickers, and Tote Bags, as indicated by the revenue figures listed above. After determining the revenue generated, the next step is to calculate the costs or expenses that need to be paid. One of the main costs to be incurred is the COGS (Cost of Goods Sold) for the products produced and sold by Svstain. The COGS for Svstain's four products is IDR 175,133,600. Meanwhile, the projected operating expenses for Svstain in 2025 include various aspects to support business and marketing activities, such as research and development costs, marketing expenses, logistics expenses, salary expenses, and other expenses.

The research and development (R&D) expenses for the tote bag product in 2025 are projected at IDR 135,900,000, the same as the previous year. However, this time it is estimated to be doubled due to the inclusion of trial and error processes, prototype creation, and MVP (Minimum Viable Product) development. The design development costs for the patch, which are based on commissions, are IDR 50,000 per design. With two themes per month (approximately 10 designs), the monthly cost is IDR 500,000 or IDR 6,000,000 per year.

One of the marketing expenses Svstain must bear is advertising costs. The projected advertising expenses for Svstain include two main platforms: **Tokopedia and Shopee**. For Tokopedia ads, the cost is set at IDR 10,000 per day, which provides the potential for ads to appear between 571 to 1,000 times. With this budget, the total Tokopedia advertising cost is IDR 300,000 per month or IDR 3,600,000 per year. For Shopee ads, the cost per click is IDR 300, with a minimum daily budget of IDR 5,000. Svstain allocates the same budget as Tokopedia, which is IDR 10,000 per day. Thus, the total Shopee advertising cost is IDR 300,000 per month or IDR 3,600,000 per year.

Marketing expenses also include collaborations with influencers, where the rate for influencers with 50,000-100,000 followers is IDR 9,000,000 per endorsement (IDR 5,500,000 for Instagram Feeds and IDR 3,500,000 for Instagram Stories). This will be used twice a year, totaling IDR 18,000,000. For monthly promotions, two Key Opinion Leaders (KOL) will receive free products worth IDR 76,400, totaling IDR 152,800 for both KOLs, with an annual total of IDR 1,833,600.

Logistics expenses, such as the cost of shipping products from suppliers to Svstain using Go Send Same Day, are estimated to be IDR 71,000 per shipment, conducted twice a month, totaling IDR 1,704,000 annually. This shipping cost estimate is based on previous shipments, particularly for Batch 3 production.

Each year, Svstain must pay for domain and hosting fees for its website, where the domain fee is IDR 199,900 per year using Niagahoster, and the hosting fee is 48 USD or IDR 762,120 per year using Surfer Cloud. In addition, Svstain collaborates with two UMN computer engineering students for website development and maintenance. According to discussions with these students as Svstain partners, the maintenance cost is IDR 1,500,000 every three months, totaling IDR 6,000,000 annually. These maintenance costs cover website appearance fixes, error corrections, and other issues. Additionally, there are subscriptions for Canva and Capcut Premium, which are necessary for the creative

team to create designs and content.

The projected cost of renting a bazaar booth for Svstain is based on fees in Gandaria City, which are IDR 9,000,000 for two weeks or IDR 4,500,000 per week. The operational plan allocates one week for a bazaar each month, except in June, July, November, and December, when bazaars will last for two weeks. Thus, the total booth rental cost for bazaars over the year is IDR 72,000,000. For freelancer salary expenses, the total number of bazaars is 16 per year, with a freelancer rate of IDR 200,000 per day, or IDR 1,400,000 per week. Thus, the total freelancer salary is IDR 22,400,000 per year.

Logistics expenses for shipments using Go Send Same Day are estimated at IDR 71,000 per shipment, conducted twice a month, totaling IDR 1,704,000 annually.

Table 10.9 Svstain Projected Profit and Loss Statement for 2026

<b>SVSTAIN</b>		
<b>Projected Profit and Loss Statement</b>		
<b>Period Ending December 31, 2026</b>		
<b>Revenue</b>		
Revenue from Svstain T-shirt Sales	IDR 268,620,800	
Revenue from Svstain Patch Sales	IDR 82,045,600	
Revenue from Svstain Sticker Sales	IDR 30,029,400	
Revenue from Svstain Tote Bag Sales	IDR 81,057,600	
<b>Total Revenue</b>	IDR 461,753,400	
<b>COGS (Cost of Goods Sold)</b>		
COGS for Svstain T-shirt		IDR 111,104,000
COGS for Svstain Patch		IDR 19,756,800
COGS for Svstain Sticker		IDR 6,271,200
COGS for Svstain Tote Bag		IDR 38,001,600
<b>Expenses</b>		
<b>Research and Development Expenses</b>		



Patch Design Development Expense		IDR 12,000,000
<b>Marketing Expenses</b>		
Tokopedia Ads Expense		IDR 3,600,000
Shopee Ads Expense		IDR 3,600,000
Influencer Review Service Expense		IDR 18,000,000
KOL Review Service Expense		IDR 2,073,600
Bazaar Booth Rental Expense		IDR 72,000,000
<b>Logistics Expenses</b>		
Product Shipping Expense from Supplier		IDR 2,556,000
<b>Salary Expenses</b>		
Freelancer Salary for Bazaar		IDR 25,760,000
<b>Other Expenses</b>		
Domain and Hosting Expense for Svstain Website		IDR 962,020
Website Maintenance Expense for Svstain		IDR 6,000,000
Canva Premium Subscription Expense		IDR 2,190,000
Capcut Premium Subscription Expense		IDR 28,000
<b>Total Expenses</b>		IDR 323,903,220
<b>Net Profit</b>		IDR 137,850,180

The projected expenses for Svstain in 2026 are nearly the same as in 2025, but there are some significant differences. In 2026, there will be no more research and development costs for the Svstain Tote Bag product. However, the expenses for the development of the Svstain Patch design will increase, with projections of four themes or approximately 20 designs per month. As a result, the monthly cost for patch design becomes IDR 1,000,000, and the total expense for patch designs

in 2026 will be IDR 12,000,000.

The advertising expenses on Tokopedia and Shopee platforms will remain the same as in 2025, with a daily budget of IDR 10,000 for each platform. With a monthly cost of IDR 300,000, the yearly advertising budget for Tokopedia and Shopee will be IDR 3,600,000 each. The influencer review services will also be the same as the previous year, with a total cost of IDR 18,000,000. However, there will be a change in the cost of providing free products to two Key Opinion Leaders (KOLs) every month. Each KOL will receive one product, two patches, and two Svstain Stickers, with a cost of IDR 86,400 per KOL or IDR 172,800 for both KOLs every month. Therefore, the total influencer review expense will be IDR 2,073,600 for the year.

There will be a change in logistics expenses due to higher sales volume in 2026. It is projected that there will be three shipments per month, with the same pricing structure as in 2025. Thus, the total shipping cost for the year will be IDR 2,556,000. There will be no changes to the website-related expenses or the subscription costs for creative apps, such as Canva and Capcut Premium.

The booth rental expenses for the bazaar in 2026 will remain the same as in 2025. However, there will be a change in freelancer wages. Not only will they receive a daily wage of IDR 200,000, but they will also be provided with IDR 30,000 for daily meals. As a result, the weekly cost will reach IDR 1,610,000. With 16 bazaar events per year (7 days per bazaar), the total freelancer wages for 2026 will be IDR 25,760,000.

Table 10.10 Projected Income Statement for Svstain in 2027

SVSTAIN		
Income Statement		
Period Ending December 31, 2027		
<b>Revenue</b>		
Revenue from Svstain T-shirt Sales	IDR 339,223,700	
Revenue from Svstain Patch Sales	IDR 98,879,300	
Revenue from Svstain Sticker Sales	IDR 36,702,600	
Revenue from Svstain Tote Bag Sales	IDR 151,983,000	
<b>Total Revenue</b>	<b>IDR 626,788,600</b>	
<b>COGS (Cost of Goods Sold)</b>		
COGS for Svstain T-shirt		IDR 140,306,000
COGS for Svstain Patch		IDR 23,810,400
COGS for Svstain Sticker		IDR 7,664,800
COGS for Svstain Tote Bag		IDR 71,253,000
<b>Expenses</b>		
<b>Research and Development Expenses</b>		
Patch Design Development Expense		IDR 12,000,000
<b>Marketing Expenses</b>		
Tokopedia Ads Expense		IDR 3,600,000
Shopee Ads Expense		IDR 3,600,000
Influencer Review Service Expense		IDR 26,500,000
KOL Review Service Expense		IDR 2,073,600
Bazaar Booth Rental Expense		IDR 72,000,000
<b>Logistics Expenses</b>		
Product Shipping Expense from Supplier		IDR 3,408,000
<b>Salary Expenses</b>		
Freelancer Salary for Bazaar		IDR 25,760,000

<b>Rental Expenses</b>		
Business Location Rent: Tangcity Mall		IDR 18,000,000
<b>Other Expenses</b>		
Domain and Hosting Expense for Svstain Website		IDR 962,020
Website Maintenance Expense for Svstain		IDR 6,000,000
Canva Premium Subscription Expense		IDR 2,190,000
Capcut Premium Subscription Expense		IDR 28,000
<b>Total Expenses</b>		IDR 419,155,820
<b>Net Profit</b>		IDR 207,632,780

For the year 2027, Svstain's operational expenses are largely the same as in 2026, but there are some important adjustments considered to support growth and expand market reach. The influencer review expenses have changed with the addition of a new influencer who has between 500,000 and 1 million followers. The cost for an Instagram story from this influencer is estimated at IDR 8,500,000. With this addition, the total cost for influencer review activities for the year becomes IDR 26,500,000, which includes two endorsements for influencers with 50,000 to 100,000 followers, plus an additional endorsement for the new influencer.

The logistics expenses have also increased due to higher production and sales volumes. It is estimated that there will be four shipments per month, compared to three shipments per month in 2026. With the same shipping cost of IDR 71,000 per shipment, the total logistics expense for 2027 is IDR 3,408,000, an increase from the previous projection of IDR 2,556,000 for the year. Additionally, in 2027, there will be rental costs for the business location at Tangcity Mall amounting to IDR 18,000,000 for the year, where Svstain will open its first offline store.

## 10.5 Balance Sheet

A balance sheet is one of the financial statements that reflects the financial position of a company. It helps a company assess whether they have a healthy financial status through the balance between assets, equity, and liabilities (Salim, 2022). Given the importance of a balance sheet for a company, here is Svstain's projected balance sheet:

Table 10.11 Svstain's Projected Balance Sheet for 2025

Projected Financial Balance Sheet			
SVSTAIN			
As of December 31, 2025			
ASSETS		LIABILITIES AND EQUITY	
Current Assets		Short-term Liabilities	
Cash	IDR 117,829,880	Accounts Payable	IDR 0
Inventory	IDR 21,422,100		
<b>Total Current Assets</b>	<b>IDR 139,251,980</b>	<b>Total Liabilities</b>	<b>IDR 0</b>
Non-Current Assets		Equity	
Non-Current Assets	IDR 0	Paid in Capital	IDR 35,000,000
		Retained Earnings	IDR 104,251,980
<b>Total Non-Current Assets</b>	<b>IDR 0</b>	<b>Total Equity</b>	<b>IDR 139,251,980</b>
<b>TOTAL ASSETS</b>	<b>IDR 139,251,980</b>	<b>TOTAL LIABILITIES AND EQUITY</b>	<b>IDR 139,251,980</b>

In 2025, the company's cash is sourced from sales amounting to IDR 107,829,880, initial capital of IDR 10,955,367, and a government grant through the P2MW program of IDR 25,000,000. The year-end inventory is recorded at IDR 21,422,100, which is based on the projected purchase of additional stock

amounting to 15% of the total COGS (Cost of Goods Sold). Thus, the inventory reflects a sufficient reserve to support future operations. On the equity side, the business capital of IDR 10,955,367 is the initial capital from 2024, plus the P2MW fund in 2025 of IDR 25,000,000, while the profit for this year of IDR 104,251,980 is recorded as retained earnings.

Table 10.12 Projected Balance Sheet for Svstain in 2026

Projected Financial Balance Sheet			
SVSTAIN			
As of December 31, 2026			
ASSETS		LIABILITIES AND EQUITY	
Current Assets		Short-term Liabilities	
Cash	IDR 239,122,067	Accounts Payable	IDR 0
Inventory	IDR 38,935,460		
<b>Total Current Assets</b>	<b>IDR 278,057,527</b>	<b>Total Liabilities</b>	<b>IDR 0</b>
Non-Current Assets		Equity	
Non-Current Assets	IDR 0	Paid in Capital	IDR 140,207,347
		Retained Earnings	IDR 137,850,180
<b>Total Non-Current Assets</b>	<b>IDR 0</b>	<b>Total Equity</b>	<b>IDR 278,057,527</b>
<b>TOTAL ASSETS</b>	<b>IDR 278,057,527</b>	<b>TOTAL LIABILITIES AND EQUITY</b>	<b>IDR 278,057,527</b>

Entering 2026, the net cash inflow is recorded at IDR 120,336,820, added to the year-end cash balance from the previous year of IDR 118,785,247. The opening inventory is IDR 21,348,780, while COGS is projected to be IDR 175,133,600. New inventory purchases amounting to 10% of COGS, which is IDR 192,646,960, are made to meet the demand for the year. Based on the calculation, the year-end inventory reaches IDR 38,935,460, derived from the



opening inventory plus new purchases minus the projected COGS for 2026. Equity increased, with the total business capital now reaching IDR 140,207,347, accumulated from cash in 2025 and the year-end inventory of 2025. The profit earned for the year is IDR 137,850,180, recorded as retained earnings.

Table 10.13 Projected Balance Sheet for Svstain in 2027

Projected Financial Balance Sheet			
SVSTAIN			
As of December 31, 2026			
ASSETS		LIABILITIES AND EQUITY	
<b>Current Assets</b>		<b>Short-term Liabilities</b>	
Cash	IDR 422,451,427	Accounts Payable	IDR 0
Inventory	IDR 63,238,880		
<b>Total Current Assets</b>	<b>IDR 485,690,307</b>	<b>Total Liabilities</b>	<b>IDR 0</b>
<b>Non-Current Assets</b>		<b>Equity</b>	
Non-Current Assets	IDR 0	Paid in Capital	IDR 278,057,527
		Retained Earnings	IDR 207,632,780
<b>Total Non-Current Assets</b>	<b>IDR 0</b>	<b>Total Equity</b>	<b>IDR 485,690,307</b>
<b>TOTAL ASSETS</b>	<b>IDR 485,690,307</b>	<b>TOTAL LIABILITIES AND EQUITY</b>	<b>IDR 485,690,307</b>

In 2027, the net cash flow reached IDR 183,329,360, which was then added to the year-end cash balance from 2026 of IDR 239,122,067. The opening inventory for 2027 was IDR 38,935,460, while COGS (Cost of Goods Sold) is projected to be IDR 242,034,200. The company purchased new inventory amounting to 10% of COGS, or IDR 267,337,620, to ensure adequate stock availability. As a result, the year-end inventory is recorded at IDR 63,238,880. On the equity side, the business capital increased to IDR 278,057,527, derived

from the cash accumulated in 2026 plus the year-end inventory for that year. The profit for 2027, which is IDR 207,632,780, is also allocated as retained earnings, strengthening the company's equity position.

## 10.6 Three-Year Cash Flow

Cash flow refers to the financial activities of a company, involving the inflow and outflow of money or cash from the company's operations. Therefore, a cash flow statement is part of the financial reports aimed at reporting the cash that comes in, its sources, and the cash that goes out or is used for the company's purposes (Shaïd, 2024).

Table 10.14 Three-Year Cash Flow Projection for Svstain

Cash Flow Projection				
		2025	2026	2027
	Date Ending	31/12/2025	31/12/2026	31/12/2027
	Cash at Beginning of Period	IDR 10,955,367	IDR 118,785,247	IDR 239,122,067
	Cash at End of Period	IDR 118,785,247	IDR 239,122,067	IDR 422,451,427
CASH INFLOWS		2025	2026	2027
Cash from Operations				
	Receipts from Customers	IDR 384,245,400	IDR 461,753,400	IDR 626,788,600
Cash from funding activities				
	Pendanaan dari P2MW	IDR 25,000,000		
Total Cash Inflows		IDR 409,245,400	IDR 461,753,400	IDR 626,788,600
CASH OUTFLOWS		2025	2026	2027
Operation Costs				

Cost of Purchasing for Svstain Product Production	IDR 164,236,100	IDR 192,646,960	IDR 267,337,620
Research and Development of Tote Bag	IDR 271,800	IDR 0	IDR 0
Svstain Patch Design Development	IDR 6,000,000	IDR 12,000,000	IDR 12,000,000
Advertisement Cost	IDR 7,200,000	IDR 7,200,000	IDR 7,200,000
Influencer Review Services	IDR 18,000,000	IDR 18,000,000	IDR 26,500,000
KOL Review Services	IDR 1,833,600	IDR 2,073,600	IDR 2,073,600
Bazaar Booth Rental Fees	IDR 72,000,000	IDR 72,000,000	IDR 72,000,000
Product Shipping Fees	IDR 1,704,000	IDR 2,556,000	IDR 3,408,000
Svstain Website Fees	IDR 6,962,020	IDR 6,962,020	IDR 6,962,020
Subscription Fees for Apps: Canva and Capcut	IDR 808,000	IDR 2,218,000	IDR 2,218,000
Salary Expenses	IDR 22,400,000	IDR 25,760,000	IDR 25,760,000
Business Location Rent Fees			IDR 18,000,000
<b>Total Outflows from Operations</b>	<b>IDR 301,415,520</b>	<b>IDR 341,416,580</b>	<b>IDR 443,459,240</b>
<b>Total Cash Outflows</b>	<b>IDR 301,415,520</b>	<b>IDR 341,416,580</b>	<b>IDR 443,459,240</b>
<b>NET CASH FLOW</b>	<b>IDR 107,829,880</b>	<b>IDR 120,336,820</b>	<b>IDR 183,329,360</b>

The cash flow projection for Svstain provides a comprehensive overview of the cash inflows and outflows from 2025 to 2027. The main source of cash inflows for the company comes from customer receipts, reflecting revenue from the company's core activities, namely product sales. Additionally, Svstain is expected to receive a government grant in 2025 from the P2MW program, which

will provide extra liquidity and strengthen the company's cash position, although this funding will not recur in subsequent years.

On the outflow side, the company's cash outflows consist of various operational costs, including the Cost of Goods Sold (COGS), which reflects direct production costs. The company also allocates a budget for marketing expenses, such as influencer and Key Opinion Leader (KOL) review services, as well as booth rental fees for bazaars to increase product exposure in the market. Moreover, subscription costs for applications like Canva and CapCut are used to support design and marketing activities, which play a key role in the company's visual promotion efforts. Other routine expenses include employee salaries and product shipping costs, which are necessary to maintain daily operations. Additionally, in 2027, there is an added expense for the business location rental for Svstain's Offline Store at Tangcity Mall.

The difference between total cash inflows and outflows results in positive net cash flow each year. At the end of 2025, the ending cash balance is recorded at IDR 118,785,247 and continues to increase to IDR 239,122,067 at the end of 2026 and reaches IDR 422,451,427 by the end of 2027. This stable growth in cash balance indicates that the company has effective cash management, with operational revenue able to cover all expenses and generate sufficient cash reserves. The report highlights that the company has strong liquidity to meet short-term obligations and support future business expansion, signaling a healthy financial position and potential for further growth.

### **10.7 Break Even Point**

To calculate the Break Even Point (BEP), the Multi-Product BEP method using weighted contribution margins will be applied because Svstain produces and sells more than one product. The method involves calculating the contribution margin for each Svstain product. There are four products: Svstain T-shirt, Patch,

Sticker, and Tote Bag. The formula to calculate the contribution margin for each product is the product's selling price minus the COGS for that product.

Once the contribution margin for each product is obtained, the weighted contribution margin can be calculated, but first, the sales proportion percentage for each product must be known. The sales proportion is the percentage of each product's sales relative to the total sales of all products. This percentage is obtained by dividing the sales of one product by the total sales of all products.

Next, the contribution margin for each product must be multiplied by its respective sales proportion percentage. The results from each product are then summed up to obtain the weighted contribution margin. To calculate the BEP (unit), the fixed costs incurred by the company for the year are divided by the weighted contribution margin. This will yield the BEP (unit) for the year. To determine the BEP (unit) for each product, the total BEP is multiplied by each product's sales proportion percentage. Svstain will calculate the BEP for 2024 and the following three years.

To calculate the BEP for 2024, the contribution margin of each Svstain product must first be determined. Therefore, below is the calculation for the contribution margin of each Svstain product:

Table 10.15 Contribution Margin Calculation for Svstain T-shirt

Svstain T-shirt Oversize			Svstain T-shirt Regular Fit		
Selling Price (per unit)		IDR 149,900	Selling Price (per unit)		IDR 139,900
Production Cost		Per Unit	Production Cost		Per Unit
Oversize T-shirt		IDR 53,602	Regular T-shirt		IDR 53,197

Patch		IDR 11,481	Patch		IDR 11,481
Packaging		IDR 2,750	Packaging		IDR 2,750
Hang Tag		IDR 920	Hang Tag		IDR 920
<b>Total Cost (per unit)</b>		<b>IDR 68,753</b>	<b>Total Cost (per unit)</b>		<b>IDR 68,347</b>
Profit Margin		<b>IDR 81,147</b>	Profit Margin		<b>IDR 71,553</b>
Profit Margin Ratio		<b>54%</b>	Profit Margin Ratio		<b>51%</b>

Tabel 10.16 Contribution Margin Calculation for Svstain Patch and Sticker

<b>Svstain Patch</b>		<b>Svstain Sticker</b>	
Selling Price (per unit)	IDR 30,000	Selling Price (per unit)	IDR 25,000
<b>Production Cost</b>	<b>Per Unit</b>	<b>Production Cost</b>	<b>Per Unit</b>
Patch	IDR 11,481	Velcro Sticker	IDR 5,619
Packaging	IDR 237	Packaging	IDR 237
<b>Total Cost (per unit)</b>	<b>IDR 11,718</b>	<b>Total Cost (per unit)</b>	<b>IDR 5,856</b>
Profit Margin	<b>IDR 18,282</b>	Profit Margin	<b>IDR 19,144</b>
Profit Margin Ratio	<b>61%</b>	Profit Margin Ratio	<b>77%</b>

For 2024, the BEP is calculated based on sales data from January to October 2024, with a total of 121 units sold, consisting of 58 Svstain T-shirts (40 Svstain T-shirt Oversize and 18 Svstain T-shirt Regular Fit), 49 Svstain Patches, and 14 Svstain Stickers. The sales proportion for each product is calculated based on the units sold compared to the total sales, resulting in 14.88% for Svstain T-shirt Regular, 33.06% for Svstain T-shirt Oversize, 40.50% for Svstain Patch, and 11.57% for Svstain Sticker.

Next, the weighted contribution margin is calculated by multiplying the contribution margin for each product (using the standard margin without promotions) by the sales proportion of each product, then summing them up. Using this weighted contribution margin, the total BEP (unit) is obtained by dividing the fixed costs by the weighted contribution margin, resulting in a BEP of 166 units. To calculate the BEP per product, this number is multiplied by the sales proportion, yielding a BEP of 25 units for Svstain T-shirt Regular, 55 units for Svstain T-shirt Oversize, 67 units for Svstain Patch, and 19 units for Svstain Sticker. Therefore, Svstain needs to sell a total of 166 product units to break even in 2024.

Table 10.17 BEP Calculation for 2024

<b>BREAK EVEN POINT (BEP)</b>		
<b>BEP (Unit) Multiproduct 2024</b>		
<b>Product</b>	<b>Margin Contribution</b>	<b>Sales Proportion</b>
Svstain Regular T-shirt	IDR 71,553	14.88%
Svstain Oversized T-shirt	IDR 81,147	33.06%
Svstain Patch	IDR 18,282	40.50%
Svstain Sticker	IDR 19,144	11.57%
<b>Weighted Contribution Margin</b>		



Svstain Regular T-shirt	IDR 10,644	
Svstain Oversized T-shirt	IDR 26,826	
Svstain Patch	IDR 7,404	
Svstain Sticker	IDR 2,215	
<b>TOTAL</b>	<b>IDR 47,088</b>	
<b>Fixed Cost</b>	<b>IDR 7,807,538</b>	
<b>Weighted Contribution Margin</b>	<b>IDR 47,088</b>	
<b>BEP Unit 2025</b>	<b>166</b>	
<b>Product</b>	<b>BEP (Unit)</b>	
BEP Svstain Reguler T-shirt	25	
BEP Svstain Oversized T-shirt	55	
BEP Svstain Patch	67	
BEP Svstain Sticker	19	

The calculation for BEP from 2025 to 2027 will use data from the sales projection and profit and loss projection mentioned in the previous subsection, following the same method and steps as done for 2024. Below are the BEP calculations for 2025 to 2027:

Table 10.18 BEP Calculation for 2025

<b>BREAK EVEN POINT (BEP)</b>
<b>BEP (Unit) Multiproduct 2025</b>

Product	Margin Contribution	Sales Proportion
Svstain T-shirt	IDR 87,900	29.95%
Svstain Patch	IDR 22,700	45.85%
Svstain Sticker	IDR 19,700	18.42%
Svstain Tote Bag	IDR 69,000	5.78%
Weighted Contribution Margin		
Svstain T-shirt	IDR 26,236	
Svstain Patch	IDR 10,408	
Svstain Sticker	IDR 3,629	
Svstain Tote Bag	IDR 3,988	
TOTAL	IDR 44,351	
Fixed Cost	IDR 137,179,420	
Weighted Contribution Margin	IDR 44,351	
BEP Unit 2025	3093	
Product	BEP (Unit)	
BEP Svstain T-shirt	926	
BEP Svstain Patch	1418	
BEP Svstain Sticker	570	
BEP Svstain Tote Bag	179	

Table 10.19 BEP Calculation for 2026

BREAK EVEN POINT (BEP)		
BEP (Unit) Multiproduct 2026		
Product	Margin Contribution	Sales Proportion
Svstain T-shirt	IDR 87,900	28.63%
Svstain Patch	IDR 22,700	43.83%
Svstain Sticker	IDR 19,700	17.57%
Svstain Tote Bag	IDR 69,000	9.97%
Weighted Contribution Margin		
Svstain T-shirt	IDR 25,166	
Svstain Patch	IDR 9,949	
Svstain Sticker	IDR 3,461	
Svstain Tote Bag	IDR 6,879	
TOTAL	IDR 45,456	
Fixed Cost	IDR 148,769,620	
Weighted Contribution Margin	IDR 45,456	
BEP Unit 2025	3273	
Product	BEP (Unit)	
BEP Svstain T-shirt	937	
BEP Svstain Patch	1434	
BEP Svstain Sticker	575	

BEP Svstain Tote Bag	326	
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Table 10.19 BEP Calculation for 2027

BREAK EVEN POINT (BEP)		
BEP (Unit) Multiproduct 2027		
Product	Margin Contribution	Sales Proportion
Svstain T-shirt	IDR 87,900	27.75%
Svstain Patch	IDR 22,700	42.26%
Svstain Sticker	IDR 19,700	16.99%
Svstain Tote Bag	IDR 69,000	13.01%
Weighted Contribution Margin		
Svstain T-shirt	IDR 24,392	
Svstain Patch	IDR 9,593	
Svstain Sticker	IDR 3,347	
Svstain Tote Bag	IDR 8,977	
TOTAL	IDR 46,309	
Fixed Cost	IDR 176,121,620	
Weighted Contribution Margin	IDR 46,309	
BEP Unit 2025	3803	
Product	BEP (Unit)	
BEP Svstain T-shirt	1055	

BEP Svstain Patch	1607	
BEP Svstain Sticker	646	
BEP Svstain Tote Bag	495	

### 10.8 Payback Period

The initial investment for Svstain is IDR 21,070,000, sourced from two programs: the WMK Program amounting to IDR 6,500,000 and the P2MW Program amounting to IDR 14,570,000. Annual cash flow starts in 2023 with an amount of IDR 2,892,100, followed by a cash flow in 2024 of IDR 12,167,600, and then a significant increase in 2025 to IDR 384,245,400. At the end of 2023, the accumulated cash flow of IDR 2,892,100 was not enough to cover the total investment, leaving IDR 18,177,900 still to be repaid.

By the end of 2024, the accumulated cash flow increased to IDR 14,677,700, but there was still IDR 6,010,300 of the initial investment left unpaid. With a cash flow of IDR 384,245,400 in 2025, the remaining investment of IDR 6,010,300 can be fully repaid. Based on the calculation, the payback period is achieved in 2025, around 0.2 months or 7 days into that year. Therefore, the overall payback period is approximately 2 years and 0.2 months, or 24.2 months from the initial investment.

Table 10.21 Payback Period Calculation

Given:	
Initial Investment	
Investment from WMK Capital	IDR 6,500,000
P2MW Program	IDR 14,570,000

<b>Total</b>	<b>IDR 21,070,000</b>
<b>Annual Cash Flow</b>	
Year 2023	IDR 2,892,100
Year 2024	IDR 12,167,600
Year 2025	IDR 384,245,400
<b>Calculating Payback Period</b>	
Initial Investment - Cash Flow 2023	
IDR 18,177,900	
Remaining Initial Investment - Cash Flow 2024	
IDR 6,010,300	
<b>Payback Period in 2025</b>	
$6,392,300 / 384,245,400$	
0.0156	
0.2 months	
Therefore, Svstain's payback period is <b>24.2 months</b>	