



## Lampiran 2 Proyeksi Biaya Pembangunan Awal

<b>WORKING CAPITAL PROJECTION (Modal Kerja)</b>					
Jumlah uang yang diperlukan untuk membuat produk batch 1 (All COGS produksi batch 1)					11,224,840
<b>TOTAL INVESTMENT NEEDED</b>					
Jumlah model investasi awal = CAPEX + OPEX 1 tahun+ Working Capital batch 1					278,256,871



### Lampiran 3 Proyeksi Pendapatan

INCOME / REVENUE PROJECTION													
Income projection 1 thn													
PRODUCTS	jan	feb	march	april	may	june	july	august	september	october	november	december	TOTAL / Rfm
<b>Salad Wrap</b>													
Unit Sold for Salad Wrap	60	70	90	120	150	170	220	270	320	360	390	410	2,630
Total Revenue Salad Wrap	3,216,180	3,752,210	4,824,270	6,432,360	8,040,450	9,112,510	11,792,660	14,472,810	17,152,960	19,297,080	20,905,170	21,977,230	140,975,890
Total COGS Salad Wrap	1,116,180	1,302,210	1,674,270	2,232,360	2,790,450	3,162,510	4,092,660	5,022,810	5,952,960	6,697,080	7,255,170	7,627,230	48,925,890
Net Income from Salad Wrap	2,100,000	2,450,000	3,150,000	4,200,000	5,250,000	5,950,000	7,700,000	9,450,000	11,200,000	12,600,000	13,650,000	14,350,000	92,050,000
<b>Cono Wrap</b>													
Unit Sold for Cono Wrap	70	80	100	130	165	190	250	250	290	310	350	390	2,575
Total Revenue Cono Wrap	3,493,350	3,992,400	4,990,500	6,487,650	8,234,325	9,481,950	12,476,250	12,476,250	14,472,450	15,470,550	17,466,750	19,462,950	128,505,375
Total COGS Cono Wrap	1,043,350	1,192,400	1,490,500	1,937,650	2,459,325	2,831,950	3,726,250	3,726,250	4,322,450	4,620,550	5,216,750	5,812,950	38,380,375
Net Income from Cono Wrap	2,450,000	2,800,000	3,500,000	4,550,000	5,775,000	6,650,000	8,750,000	8,750,000	10,150,000	10,850,000	12,250,000	13,650,000	90,125,000
<b>Chicken Salad</b>													
Unit Sold for Chicken Salad	75	85	95	120	140	195	230	295	310	345	380	400	2,670
Total Revenue Chicken Salad	4,188,525	4,746,995	5,305,465	6,701,640	7,818,580	10,890,165	12,844,810	16,474,865	17,312,570	19,267,215	21,221,860	22,338,800	149,111,490
Total COGS Chicken Salad	1,563,525	1,771,995	1,980,465	2,501,640	2,938,580	4,065,165	4,794,810	6,149,865	6,462,570	7,192,215	7,921,860	8,338,800	55,661,490
Net Income from Chicken Salad	2,625,000	2,975,000	3,325,000	4,200,000	4,900,000	6,825,000	8,050,000	10,325,000	10,850,000	12,075,000	13,300,000	14,000,000	93,450,000
<b>Veggie Wrap</b>													
Unit Sold for Veggie Wrap	60	50	50	70	110	170	250	295	320	350	370	405	2,500
Total Revenue Veggie Wrap	2,577,120	2,147,600	2,147,600	3,006,640	4,724,720	7,301,840	10,738,000	12,670,840	13,744,640	15,033,200	15,892,240	17,395,560	107,380,000
Total COGS Veggie Wrap	477,120	397,600	397,600	556,640	874,720	1,351,840	1,988,000	2,345,840	2,544,640	2,783,200	2,942,240	3,220,560	19,880,000
Net Income from Veggie Wrap	2,100,000	1,750,000	1,750,000	2,450,000	3,850,000	5,950,000	8,750,000	10,325,000	11,200,000	12,250,000	12,950,000	14,175,000	87,500,000
<b>Berry Smoothies</b>													
Unit Sold for Berry Smoothies	80	85	95	110	140	180	240	280	320	370	390	410	2,700
Total Revenue Berry Smoothies	4,155,840	4,415,580	4,935,060	5,714,280	7,272,720	9,390,640	12,467,520	14,545,440	16,623,360	19,220,760	20,259,720	21,298,680	140,259,600
Total COGS Berry Smoothies	1,355,840	1,440,580	1,610,060	1,864,280	2,372,720	3,050,640	4,067,520	4,745,440	5,423,360	6,270,760	6,609,720	6,948,680	43,759,600
Net Income from Berry Smoothies	2,800,000	2,975,000	3,325,000	3,850,000	4,900,000	6,300,000	8,400,000	9,800,000	11,200,000	12,950,000	13,650,000	14,350,000	96,500,000
<b>Green Goddess Shake</b>													
Unit Sold for Green Goddess Shake	40	45	55	70	110	160	200	250	340	360	380	400	2,410
Total Revenue Green Goddess	1,904,640	2,142,720	2,618,880	3,333,120	5,237,760	7,618,560	9,523,200	11,904,000	16,189,440	17,141,760	18,094,080	19,046,400	114,754,560
Total COGS Green Goddess Shake	504,640	567,720	693,880	883,120	1,387,760	2,018,560	2,523,200	3,154,000	4,289,440	4,541,760	4,794,080	5,046,400	30,404,560
Net Income from Green Goddess	1,400,000	1,575,000	1,925,000	2,450,000	3,850,000	5,600,000	7,000,000	8,750,000	11,900,000	12,600,000	13,300,000	14,000,000	84,350,000

<b>Hibiscus Lemon Ginger Ice Tea</b>													
Unit Sold For Hibiscus Lemon	60	75	80	100	150	170	220	280	320	360	390	400	2,605
Total revenue Hibiscus Lemon	2,526,540	3,158,175	3,368,720	4,210,900	6,316,350	7,158,530	9,263,980	11,790,520	13,474,880	15,159,240	16,422,510	16,843,600	109,693,945
Total COGS for Hibiscus Lemon	426,540	533,175	568,720	710,900	1,066,350	1,208,530	1,563,980	1,990,520	2,274,880	2,559,240	2,772,510	2,843,600	18,518,945
Net income from Hibiscus Lemon	2,953,080	3,691,350	3,937,440	4,921,800	7,382,700	8,367,060	10,827,960	13,781,040	15,749,760	17,718,480	19,195,020	19,687,200	128,212,890
<b>Citrus Mint Ice Tea</b>													
Unit Sold For Citrus Mint Ice tea	80	95	105	120	140	180	220	250	290	320	350	380	2,530
Total Revenue Citrus Mint Ice tea	3,223,200	3,827,550	4,230,450	4,834,800	5,640,600	7,252,200	8,863,800	10,072,500	11,684,100	12,892,800	14,101,500	15,310,200	101,933,700
Total COGS for Citrus Mint Ice tea	423,200	502,550	555,450	634,800	740,600	952,200	1,163,800	1,322,500	1,534,100	1,692,800	1,851,500	2,010,200	13,383,700
Net income From Citrus Mint Ice	3,646,400	4,330,100	4,785,900	5,469,600	6,381,200	8,204,400	10,027,600	11,395,000	13,218,200	14,585,600	15,953,000	17,320,400	115,317,400
<b>Citrus Cayenne Wellness Shot</b>													
Unit Sold For Citrus Cayenne	95	90	105	115	140	170	210	240	295	310	380	395	2,545
Total Revenue Citrus Cayenne	4,096,305	3,880,710	4,527,495	4,958,685	6,036,660	7,330,230	9,054,990	10,348,560	12,720,105	13,366,890	16,385,220	17,032,005	109,737,855
Total COGS for Citrus Cayenne	771,305	730,710	852,495	933,685	1,136,660	1,380,230	1,704,990	1,948,560	2,395,105	2,516,890	3,085,220	3,207,005	20,662,855
Net income From Citrus Cayenne	4,867,610	4,611,420	5,379,990	5,892,370	7,173,320	8,710,460	10,759,980	12,297,120	15,115,210	15,883,780	19,470,440	20,239,010	130,400,710
<b>Apple Ginger Shot</b>													
Unit Sold For Apple Ginger Shot	70	65	80	100	140	190	210	250	280	310	340	365	2,400
Total Revenue Apple Ginger Shot	2,922,780	2,714,010	3,340,320	4,175,400	5,845,560	7,933,260	8,768,340	10,438,500	11,691,120	12,943,740	14,196,360	15,240,210	100,209,600
Total COGS for Apple Ginger Shot	472,780	439,010	540,320	675,400	945,560	1,283,260	1,418,340	1,688,500	1,891,120	2,093,740	2,296,360	2,465,210	16,209,600
Net income From Apple Ginger	3,395,560	3,153,020	3,880,640	4,850,800	6,791,120	9,216,520	10,186,680	12,127,000	13,582,240	15,037,480	16,492,720	17,705,420	116,419,200
<b>Crabyo Wrap</b>													
Unit Sold For Crabyo Wrap	65	75	85	90	125	170	210	290	310	330	360	370	2,480
Total Revenue Crabyo Wrap	3,983,720	4,596,600	5,209,480	5,515,520	7,661,000	10,418,960	12,870,480	17,773,520	18,999,280	20,225,040	22,063,680	22,676,560	151,994,240
Total COGS for Crabyo wrap	1,708,720	1,971,600	2,234,480	2,365,520	3,286,000	4,468,960	5,520,480	7,623,520	8,149,280	8,675,040	9,463,680	9,726,560	65,194,240
Net income From Crabyo wrap	5,692,440	6,568,200	7,443,960	7,881,840	10,947,000	14,887,920	18,390,960	25,397,040	27,148,560	28,900,080	31,527,360	32,403,120	217,188,480
<b>Shrimp wrap</b>													
Unit Sold For Shrimp Wrap	60	70	80	90	110	150	240	265	290	320	365	390	2,430
Total Revenue Shrimp Wrap	3,461,640	4,038,580	4,615,520	5,192,460	6,346,340	8,654,100	13,846,560	15,288,910	16,731,260	18,462,080	21,058,310	22,500,660	23,654,540
Total COGS for Shrimp wrap	1,361,640	1,588,580	1,815,520	2,042,460	2,496,340	3,404,100	5,446,560	6,013,910	6,581,260	7,262,080	8,283,310	8,850,660	9,304,540
Net income From Shrimp wrap	4,823,280	5,627,160	6,431,040	7,234,920	8,842,680	12,058,200	19,293,120	21,302,820	23,312,520	25,724,160	29,341,620	31,351,320	32,959,080
TOTAL UNIT SOLD/month	815	885	1,020	1,235	1,620	2,095	2,700	3,215	3,685	4,045	4,445	4,715	30,475
TOTAL REVENUE/month	39,748,840	43,413,130	50,113,760	60,563,855	79,175,065	102,502,945	132,510,590	158,256,715	180,796,165	198,480,355	218,067,400	231,122,855	1,494,752,675
TOTAL COGS/month	11,224,840	12,438,130	14,413,760	17,338,855	22,475,065	29,177,945	38,010,590	45,731,715	51,821,165	56,905,355	62,492,400	66,097,855	428,127,675
TOTAL NET INCOME or NET	38,853,370	42,506,250	48,833,970	57,951,330	76,043,020	98,719,560	128,136,300	153,700,020	174,626,490	191,174,580	211,080,160	223,231,470	1,444,856,520



## Lampiran 4 Proyeksi Biaya Operasional dan Pemasaran

OPERATING EXPENSE (OPEX) PROJECTION													
Untuk dalam 1 tahun													
EXPENSE POSTS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
AIR	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	4,800,000
Maintenance (Quarterly every 3 months basic maintenance and every six month for ventilation)	11,200,000			11,200,000			11,200,000			11,200,000			44,800,000
GAJI	31,000,000	31,000,000	31,000,000	31,000,000	31,000,000	31,000,000	31,000,000	31,000,000	31,000,000	31,000,000	31,000,000	31,000,000	372,000,000
GAS	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	2,400,000
LISTRIK	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	12,000,000
PENYEWAAN Tempat Perbulan 35m2	10,500,000	10,500,000	10,500,000	10,500,000	10,500,000	10,500,000	10,500,000	10,500,000	10,500,000	10,500,000	10,500,000	10,500,000	126,000,000
MISC EXPENSE	1,206,359	1,206,359	1,206,359	1,206,359	1,206,359	1,206,359	1,206,359	1,206,359	1,206,359	1,206,359	1,206,359	1,206,359	7,238,154
<b>Total Operating Expense</b>	<b>55,506,359</b>	<b>44,306,359</b>	<b>44,306,359</b>	<b>55,506,359</b>	<b>44,306,359</b>	<b>44,306,359</b>	<b>55,506,359</b>	<b>44,306,359</b>	<b>44,306,359</b>	<b>55,506,359</b>	<b>44,306,359</b>	<b>44,306,359</b>	<b>569,238,154</b>
<b>MARKETING EXPENSE</b>													
instagram Ads 2 weeks once every 2 months	700,000		700,000		700,000		700,000		700,000		700,000		4,200,000
Tiktok Ads 2 weeks once every 2 months	2,800,000		2,800,000		2,800,000		2,800,000		2,800,000		2,800,000		16,800,000
Kuliner sama cici 1 post		3,000,000											3,000,000
Shopee Endorsement gold tiktok post		1,650,000		1,650,000		1,650,000		1,650,000		1,650,000		1,650,000	9,900,000
Fuji endorsement			8,000,000										8,000,000
<b>Total Marketing Expense</b>	<b>3,500,000</b>	<b>4,650,000</b>	<b>11,500,000</b>	<b>1,650,000</b>	<b>3,500,000</b>	<b>1,650,000</b>	<b>3,500,000</b>	<b>1,650,000</b>	<b>3,500,000</b>	<b>1,650,000</b>	<b>3,500,000</b>	<b>1,650,000</b>	<b>41,900,000</b>
<b>TOTAL COST/EXPENSE</b>	<b>59,006,359</b>	<b>48,956,359</b>	<b>55,806,359</b>	<b>57,156,359</b>	<b>47,806,359</b>	<b>45,956,359</b>	<b>59,006,359</b>	<b>45,956,359</b>	<b>47,806,359</b>	<b>57,156,359</b>	<b>47,806,359</b>	<b>45,956,359</b>	<b>611,138,154</b>

## Lampiran 5 Hasil Proyeksi Rugi atau Laba

INCOME STATEMENT PROJECTION (atau PROFIT/LOSS Projection)													
Income Statement dalam jangka 1 tahun													
	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Sales / Revenue	39,749,840	43,413,130	50,113,760	60,563,855	79,175,065	102,502,945	132,510,590	158,256,715	180,796,165	198,480,355	218,067,400	231,122,855	1,494,752,675
COGS	11,224,840	12,438,130	14,413,760	17,338,855	22,475,065	29,177,945	38,010,590	45,731,715	51,821,165	56,905,355	62,482,400	66,097,855	428,127,675
<b>Gross Profit</b>	<b>28,525,000</b>	<b>30,975,000</b>	<b>35,700,000</b>	<b>43,225,000</b>	<b>56,700,000</b>	<b>73,325,000</b>	<b>94,500,000</b>	<b>112,525,000</b>	<b>128,975,000</b>	<b>141,575,000</b>	<b>155,575,000</b>	<b>165,025,000</b>	<b>1,428,654,820</b>
Operating Expense	55,506,359	44,306,359	44,306,359	55,506,359	44,306,359	44,306,359	55,506,359	44,306,359	44,306,359	55,506,359	44,306,359	44,306,359	576,476,308
Marketing Expense	3,500,000	4,650,000	11,500,000	1,650,000	3,500,000	1,650,000	3,500,000	1,650,000	3,500,000	1,650,000	3,500,000	1,650,000	41,900,000
<b>Total Expense</b>	<b>59,006,359</b>	<b>48,956,359</b>	<b>55,806,359</b>	<b>57,156,359</b>	<b>47,806,359</b>	<b>45,956,359</b>	<b>59,006,359</b>	<b>45,956,359</b>	<b>47,806,359</b>	<b>57,156,359</b>	<b>47,806,359</b>	<b>45,956,359</b>	<b>618,376,308</b>
<b>NET INCOME (PROFIT/LOSS)</b>	<b>(30,481,359)</b>	<b>(17,981,359)</b>	<b>(20,106,359)</b>	<b>(13,931,359)</b>	<b>8,893,641</b>	<b>27,368,641</b>	<b>35,493,641</b>	<b>27,368,641</b>	<b>81,168,641</b>	<b>84,418,641</b>	<b>107,768,641</b>	<b>119,068,641</b>	<b>409,048,692</b>

## Lampiran 6 Hasil Proyeksi Arus Kas

CASH FLOW PROJECTION												
Cash flow dalam jangka 5 tahun												
	January	February	March	April	May	June	July	August	September	October	November	December
Capital Investment	278,256,871											
Cash Increase	39,749,840	43,413,130	50,113,760	60,563,855	79,175,065	102,502,945	132,510,590	158,256,715	180,796,165	196,480,355	218,067,400	231,122,855
Cash Decrease	278,256,871	61,394,489	70,220,119	74,495,214	70,281,424	75,134,304	97,016,949	91,688,074	99,627,524	114,061,714	110,298,759	112,054,214
Closing Cash Balance	39,749,840	21,768,481	1,662,122	(12,269,237)	(3,375,596)	23,983,045	50,486,686	126,055,327	207,223,968	291,642,609	399,411,250	518,479,891

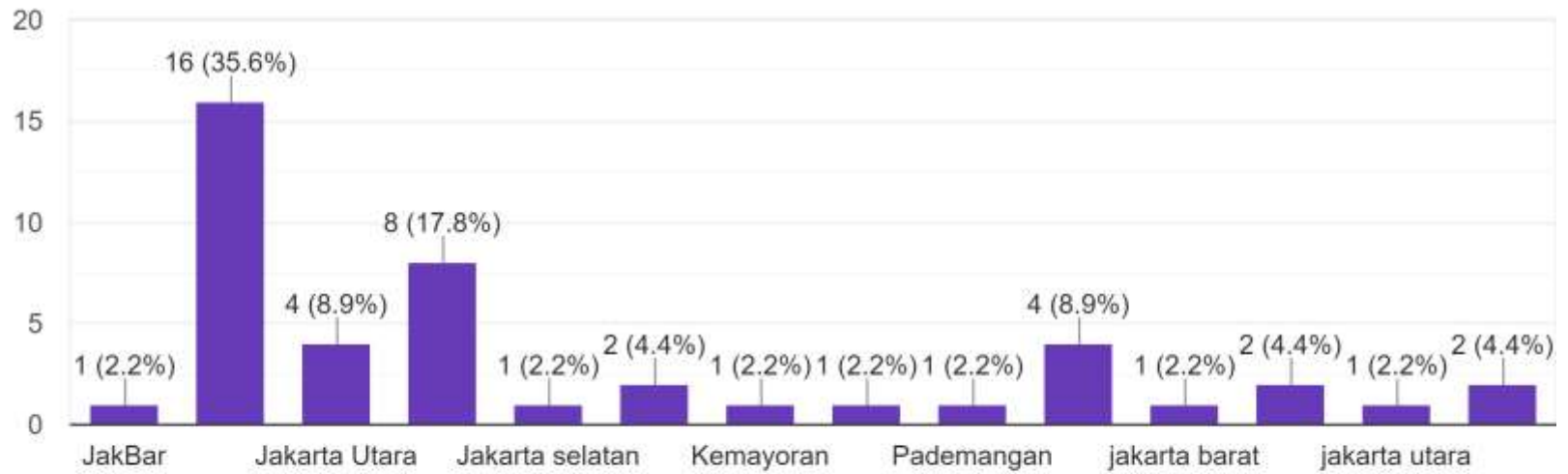
## Lampiran 7 ROI

RETURN ON INVESTMENT (ROI)				
<p><b>ROI Formula</b></p> $\text{ROI} = \left( \frac{\text{Gain From Investment} - \text{Cost Of Investment}}{\text{Cost Of Investment}} \right) \times 100$ <p><i>(Return on Investment)</i></p> <p><b>What does it mean?</b>            Gain from Investment: Refers to your net income or profit for the year            Cost of Investment: Refers to the total amount you invested</p>				
<b>ROI =</b>	409,048,692	-	278,256,871	
		278,256,871		x 100
<b>=</b>	47.00			

## Lampiran 8 Hasil Survei

### Domisili saat ini

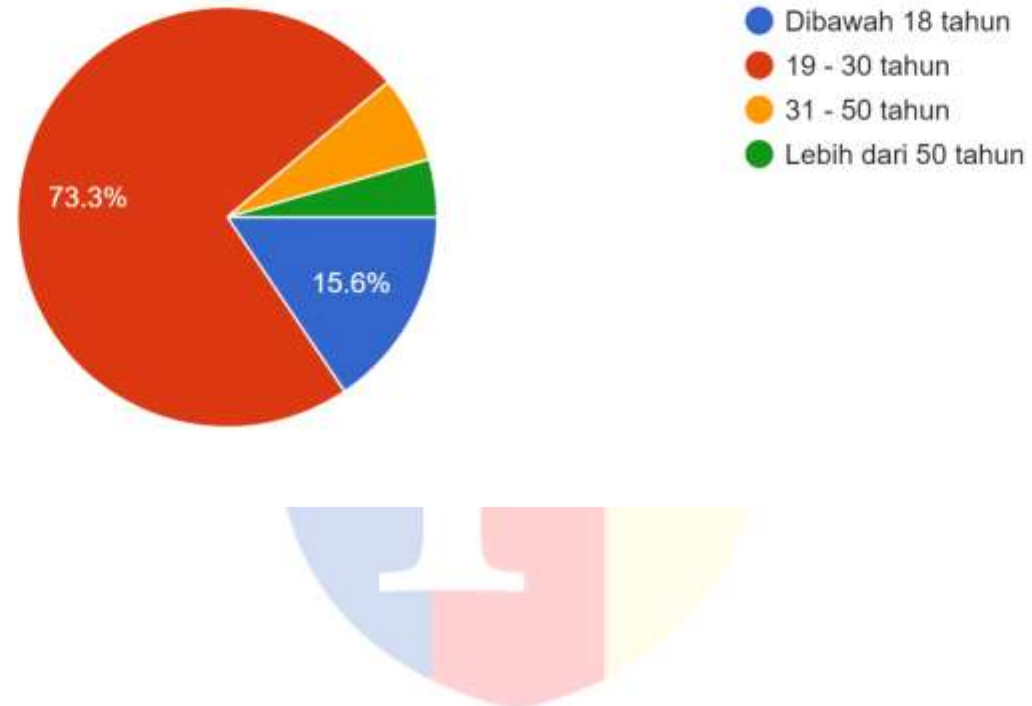
45 responses



## Lampiran 9 Hasil Survei

Usia

45 responses

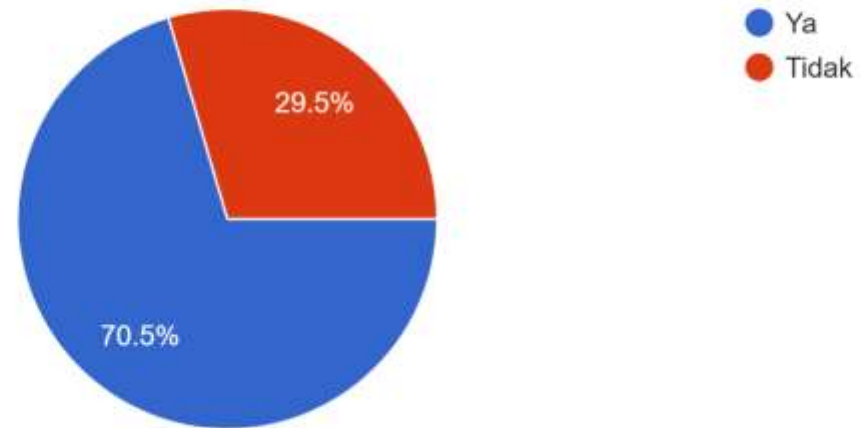




## Lampiran 10 Hasil survei

Apakah anda sering bepergian atau memiliki pekerjaan di daerah Jakarta Utara

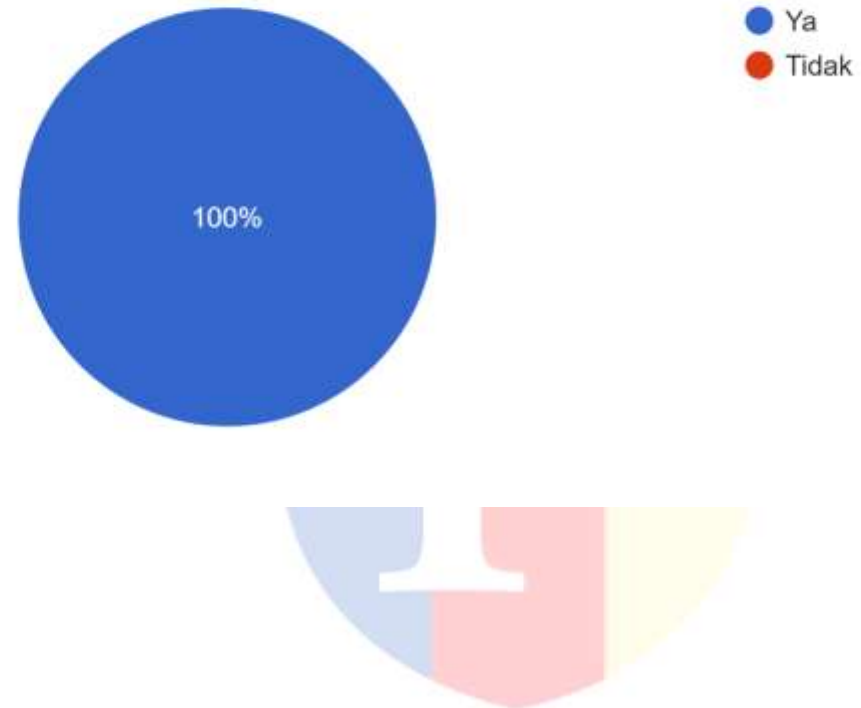
44 responses



## Lampiran 11 Hasil Survei

Apakah anda mengetahui Mall Kelapa Gading

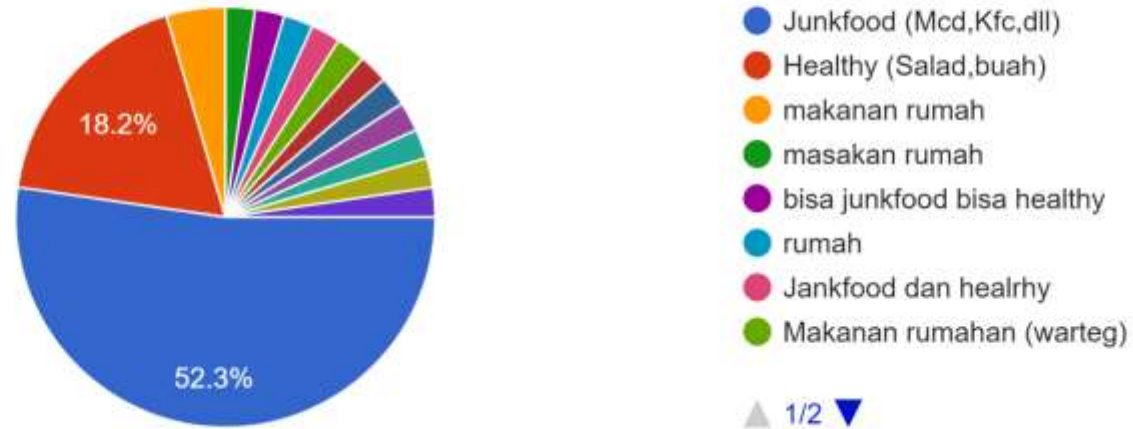
44 responses



## Lampiran 12 Hasil Survei

Dalam keseharian jenis makanan apa yang biasa di konsumsi

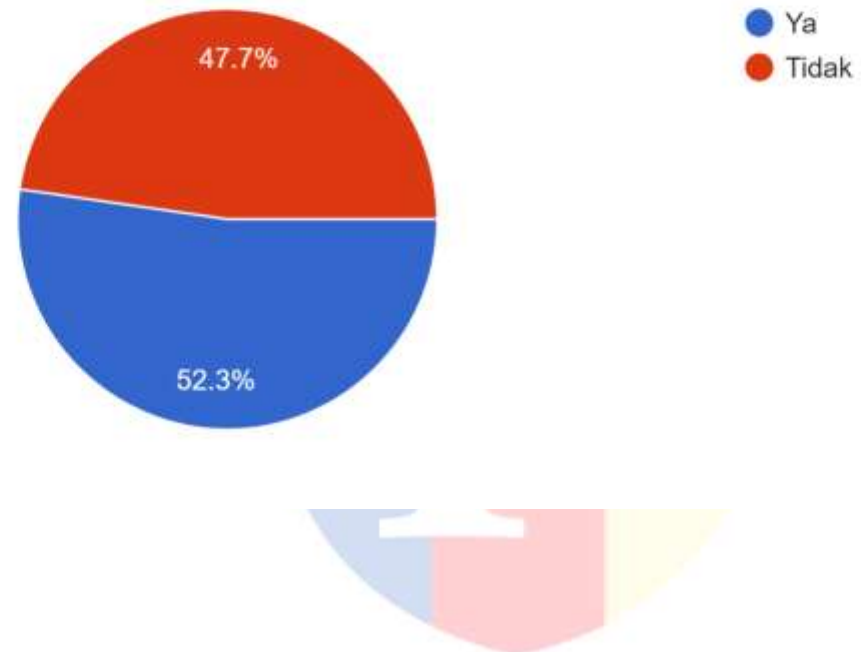
44 responses



### Lampiran 13 Hasil Survei

Apakah anda mengetahui bahwa mengonsumsi makanan junkfood dapat menyebabkan NAFLD (fatty liver)

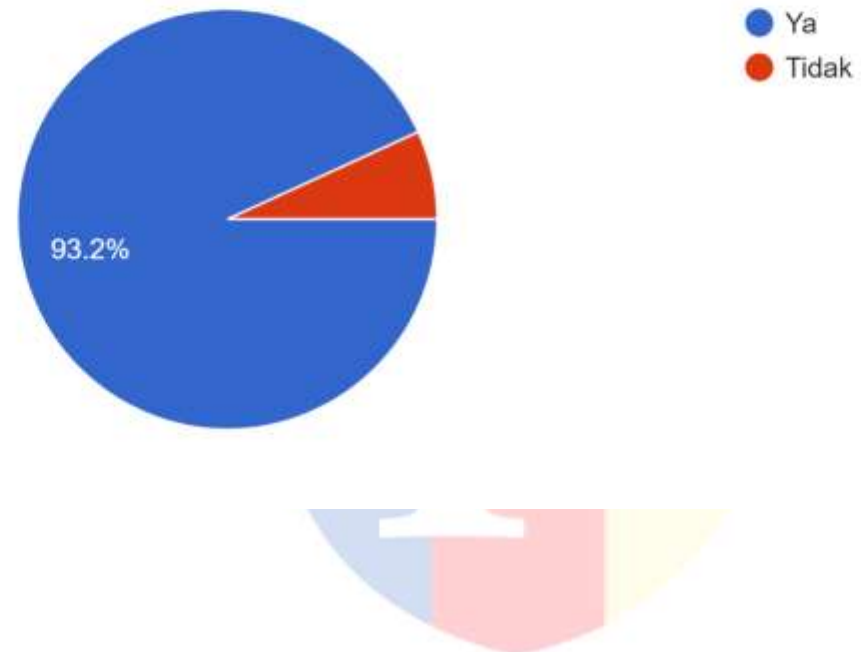
44 responses



## Lampiran 14 Hasil Survei

Apakah anda tertarik dengan makanan sehat yang dapat mencegah penyakit NAFLD dengan visual dan cita rasa seperti junkfood

44 responses





## Lampiran 15 Hasil Survei

Visual makanan sehat seperti apa yang akan anda konsumsi untuk menjaga pola hidup yang sehat

44 responses

