

Appendix

Appendix 1

Examples of online catalogs

Source: Merci's elaboration

<https://sites.google.com/view/mercihampers/home>

<https://sites.google.com/view/merci-hampers/home>

Appendix 2

Merci Hampers product examples

Source: Merci's photo album





Appendix 3

Merci Hampers Real Cash Flow for the months of October 2017 - July 2018

Starting date	Real Cash Flow Merci Hampers											
	Oct-17	YEAR 1					YEAR 2					
	Beginning	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	
Cash on hand (beginning of month)	25,000,000	25,000,000	25,139,460	17,806,000	33,885,000	21,366,750	24,306,125	24,306,125	8,560,425	1,932,102	75,760,597	
CASH IN												
Cash sales	0	0	40,370,000	50,199,000	0	8,808,000	0	0	29,683,000	103,118,000	10,725,000	
Investments	25,000,000	25,000,000							20,000,000			
TOTAL CASH IN	25,000,000	50,000,000	65,509,460	68,005,000	33,885,000	30,174,750	24,306,125	24,306,125	58,243,425	105,050,102	86,485,597	
CASH OUT												
Advertising	0		649,000	1,797,000	841,250	420,625				2,934,000		
Materials and supplies (in COGS)		24,860,540	26,833,460		11,677,000	5,148,000		15,745,700	56,311,323	2,378,000	10,426,500	
Equipment			0	600,000	0	0					2,000,000	
Transport				500,000	0	300,000				1,167,500	150,000	
Utilities			0	0	0	0				0	0	
Wages (less emp. credits)				1,223,000	0	0				2,176,405	300,000	
Owner's Withdrawal				30,000,000	0	0				20,000,000		
Other Expenses			221,000	0	0	0				633,600		
TOTAL CASH OUT		24,860,540	47,703,460	34,120,000	12,518,250	5,868,625	0	15,745,700	56,311,323	29,289,505	12,876,500	
TOTAL CASH PAID OUT	0	24,860,540	47,703,460	34,120,000	12,518,250	5,868,625	0	15,745,700	56,311,323	29,289,505	12,876,500	
Cash on hand (end of month)	25,000,000	25,139,460	17,806,000	33,885,000	21,366,750	24,306,125	24,306,125	8,560,425	1,932,102	75,760,597	73,609,097	

Appendix 4

List of Merci's corporate clients data

Source: Merci's database

Carta Film
Cynthia Tan Fashion Design
Google
Makna Creative
Morden Wedding Photography
OY! Indonesia
Pedro Indonesia
PT Avfal Mega Indah
PT Golden Tulip Indonesia
PT Kokkato
Rachmn Design Studio
Taman Hayat

Appendix 5

Merci Hampers Business Model Canvas

Source: Merci's elaborated data (2018)



