

TABLE OF CONTENTS

PERNYATAAN ORISINALITAS DAN BEBAS PLAGIAT	i
HALAMAN PENGESAHAN.....	ii
HALAMAN PERSETUJUAN PERBAIKAN	iii
PREFACE.....	iv
PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS.....	v
ABSTRAK	vi
TABLE OF CONTENTS	vii
TABLE OF FIGURES.....	x
TABLE OF TABLES.....	xi
CHAPTER I BACKGROUND, PROBLEMS & OPPORTUNITIES	1
1.1 Opportunity Background	1
1.2 Solution & Business You Want to Create	1
1.3 Initial feasibility studies	2
CHAPTER II PRODUCT DESIGN.....	4
2.1 Business Concept & Product Specification	4
2.1.1 Business Concept.....	4
2.1.2 Product Specification.....	5
2.2 Cost of Goods Sold (COGS) & Production Process	7
2.2.1 Production Process.....	26
2.3 Supplier	27
2.4 Business Process Flow	28
2.5 Corporation Identity	28
2.6 Logo Philosophies	29

2.7 Corporation Color	30
2.8 Corporation Font.....	30
CHAPTER III MARKET ANALYSIS	31
3.1 Target Consumers	31
3.2 Market Mapping.....	32
3.3 Competitor Mapping.....	33
3.4 Positioning.....	34
3.5 Competitive Advantages	34
3.6 Benchmark (SWOT)	35
3.7 Comparison Table	36
CHAPTER IV STRATEGIC PLANNING & FINANCIAL PROJECTION	37
4.1 Organizational Planning & Human Resources	37
4.1.1 Department Projections & Number of HR Needs	37
4.2 Marketing Strategy & Plan	41
4.3 Customer Relationship Plan.....	41
4.4 Timeline.....	43
4.5 Financial Projection	44
4.5.1 Product Master.....	44
4.5.2 Capital Expenditure (CAPEX).....	46
4.5.3 Operating Expenditure Chart (OPEX).....	48
4.5.4 Salary	54
4.5.5 Marketing Budget Planning.....	55
4.5.6 Investment & Source of Fund.....	61
4.5.7 Income Projection	62
4.5.8 Income Statement.....	84
4.5.9 Cash Flow	87

4.5.10 ROI.....	89
4.6 Risks Analysis & Exit Strategy	90
CHAPTER V CONCLUSION.....	91
EXECUTIVE SUMMARY.....	93
REFERENCES.....	94
APPENDIX.....	95

