

## 11. Financial Projection

For an easier view of Foliche's complete financial projection, an attachment has been submitted along with this document.

### 11.1 Cost of Goods Sold

Below is the table of Cost of Goods Sold (COGS) of Foliche's products.

Table 11.1. Cost of Goods Sold

Main Variants			
	Tropical Berries	Matcha Adzuki	Tamarind Brown Sugar
Crust	Rp 1,625	Rp 1,625	Rp 1,625
Filling	Rp 5,031	Rp 5,827	Rp 5,029
Topping	Rp 600	Rp 404	Rp 566
Packaging	Rp 4,200	Rp 4,200	Rp 4,200
Miscellaneous	Rp 1,146	Rp 1,206	Rp 1,142
<b>Total</b>	<b>Rp 12,602</b>	<b>Rp 13,262</b>	<b>Rp 12,562</b>

Upcoming Variants			
	Sweet Pumpkin	Charcoal Moringa	Sakura Lemon
Crust	Rp 1,625	Rp 1,625	Rp 1,625
Filling	Rp 5,700	Rp 3,080	Rp 5,200
Topping	Rp 500	Rp 409	Rp 610
Packaging	Rp 4,200	Rp 4,200	Rp 4,200
Miscellaneous	Rp 1,203	Rp 932	Rp 1,163
<b>Total</b>	<b>Rp 13,228</b>	<b>Rp 10,245</b>	<b>Rp 12,798</b>

Seasonal Variants				
	Eggnog	Jujube Peach	Nastar Kurma	Blewah Selasih
Crust	Rp 1,800	Rp 1,980	Rp 1,800	Rp 1,700
Filling	Rp 6,330	Rp 7,900	Rp 6,580	Rp 5,550
Topping	Rp 945	Rp 1,516	Rp 1,192	Rp 1,078
Packaging	Rp 5,200	Rp 5,500	Rp 5,500	Rp 5,000
Miscellaneous	Rp 1,427	Rp 1,690	Rp 1,508	Rp 1,332
<b>Total</b>	<b>Rp 15,702</b>	<b>Rp 18,586</b>	<b>Rp 16,584</b>	<b>Rp 14,661</b>

## 11.2 Product Master

With the calculated COGS as shown before, Foliche is launching its products on the range of Rp 55,000 to Rp 75,000, with the average margin of 364%. A special price for event or bulk purchase is also calculated as shown in the table below.

Variant	COGS	Margin	Selling Price	Event Price
Tropical Berries	Rp 12,602	Rp 42,398	Rp 55,000	Rp 50,000
Matcha Adzuki	Rp 13,262	Rp 41,378	Rp 55,000	Rp 50,000
Tamarind Brown Sugar	Rp 12,562	Rp 42,438	Rp 55,000	Rp 50,000
Sweet Pumpkin	Rp 13,228	Rp 46,772	Rp 60,000	Rp 55,000
Charcoal Moringa	Rp 10,245	Rp 49,755	Rp 60,000	Rp 55,000
Sakura Lemon	Rp 12,798	Rp 47,202	Rp 60,000	Rp 55,000
Eggnog	Rp 15,702	Rp 59,298	Rp 75,000	Rp 70,000
Jujube Peach	Rp 18,586	Rp 56,414	Rp 75,000	Rp 70,000
Nastar Kurma	Rp 16,584	Rp 58,416	Rp 75,000	Rp 70,000
Blewah Selasih	Rp 14,661	Rp 60,339	Rp 75,000	Rp 70,000

## 11.3 Capital Expenditure

### 11.3.1 Booth Expenses

Table 11.2. Booth Expenses

Capital Expenditure (BOOTH)				
Detail	Items	Price / Unit	Unit Needed	Total
Polytron	LED TV 21”	Rp 1,500,000	1	Rp 1,500,000
Samsung	Tab	Rp 2,000,000	1	Rp 2,000,000
	Cashier Machine	Rp 1,500,000	1	Rp 1,500,000
	Chair	Rp 60,000	2	Rp 120,000
	CCTV	Rp 300,000	1	Rp 300,000
	Booth	Rp 65,000,000	1	Rp 65,000,000
Sansio 233L	Freezer	Rp 3,000,000	1	Rp 3,000,000
Wirastar 160L	Showcase Display	Rp 10,000,000	1	Rp 10,000,000
Total				Rp 83,420,000
Misc.			5%	Rp 4,171,000
Total / Booth				Rp 87,591,000
Total Booth			5	Rp 437,955,000

The table above shows the expenses of the utensils or equipment needed in our booth. As we are planning to open 5 booths by the end of our 2-year projection, the amount is multiplied by 5, with the total of Rp 437,955,000.

### 11.3.2 Office Expenses

Table 11.3. Office Expenses

CAPITAL EXPENDITURE (OFFICE)				
Detail	Items	Price / Unit	Unit Needed	Total
HP	Printer	Rp 400,000	2	Rp 800,000
	Office Table	Rp 250,000	24	Rp 6,000,000
Acer	Computer	Rp 4,400,000	24	Rp 105,600,000
	Office Chair	Rp 400,000	24	Rp 9,600,000
Samsung	Tab	Rp 2,000,000	1	Rp 2,000,000
Otten	Coffee Machine	Rp 1,900,000	1	Rp 1,900,000
	Dining Set	Rp 800,000	1	Rp 800,000
Ikea	Storing Shelf	Rp 300,000	2	Rp 600,000
Daikin	Air Conditioner	Rp 2,000,000	3	Rp 6,000,000
	Projector	Rp 500,000	1	Rp 500,000
Xiaomi	CCTV	Rp 300,000	3	Rp 900,000
Total				Rp 134,700,000
Misc.			5%	Rp 6,735,000
Total / Office				Rp 141,435,000

For our main office, we will need several pieces of equipment, with a total of Rp 141,435,000.

### 11.3.3 Offline Store Expenses

Table 11.4. Offline Store Expense

CAPITAL EXPENDITURE (OFFLINE STORE)				
Detail	Items	Price / Unit	Unit Needed	Total
Wirastar 160L	Showcase Display	Rp10,000,000	1	Rp10,000,000
Polytron	LED TV 21"	Rp1,500,000	1	Rp1,500,000
	Cashier Machine	Rp1,500,000	1	Rp1,500,000
	Customer Table	Rp400,000	4	Rp1,600,000
	Customer Chair	Rp180,000	10	Rp1,800,000
Daikin	Air conditoner	Rp2,000,000	1	Rp2,000,000
Samsung	Tab	Rp2,000,000	1	Rp2,000,000
	CCTV	Rp300,000	1	Rp300,000
	Design	Rp8,000,000	1	Rp8,000,000
	Chair	Rp60,000	2	Rp120,000
Total				Rp28,820,000
Misc.			5%	Rp1,441,000
Total / Store				Rp30,261,000
Total Stores			2	Rp60,522,000

Foliche plans to open two offline stores by 2 years, one in Jakarta and another in Surabaya. The total needed for the store will be Rp 60,522,000.

### 11.3.4 Production Site Expenses

Table 11.5. Production Expense

CAPITAL EXPENDITURE (PRODUCTION SITE)				
Detail	Items	Price / Unit	Unit Needed	Total
Getra Heavy Duty	Blender	Rp2,000,000	15	Rp30,000,000
Gea Upright Chiller	Chiller	Rp2,500,000	3	Rp7,500,000
Kitchenaid	Food processor 3,7L	Rp1,200,000	3	Rp3,600,000
Heles Digital Scale	Digital Scale	Rp150,000	5	Rp750,000
	Electric Stove	Rp200,000	2	Rp400,000
50L	50L Container	Rp85,000	10	Rp850,000
10L	10L Container	Rp25,000	10	Rp250,000
Krisbowl	Working Table	Rp675,000	6	Rp4,050,000
Acer	Computers	Rp4,400,000	2	Rp8,800,000
	Racks	Rp550,000	3	Rp1,650,000
Daikin	Air Conditioner	Rp2,000,000	3	Rp6,000,000
Sansio 233L	Freezer	Rp3,000,000	6	Rp18,000,000
	Utensils	Rp6,500,000	2	Rp13,000,000
Xiaomi	CCTV	Rp300,000	2	Rp600,000
Total				Rp95,450,000
Misc.			5%	Rp4,772,500
Total / Site				Rp100,222,500
Total Site			2	Rp200,445,000

We will also need two production sites, in Jakarta and Surabaya. The total needed will be Rp 200,445,000

### 11.3.5 Transportation Expenses

Table 11.6. Transportation Expense

CAPITAL EXPENDITURE (TRANSPORTATION)				
Detail	Items	Price / Unit	Unit Needed	Total
	Motorcycle	Rp 18,000,000	2	Rp 36,000,000
APV	Car	Rp 200,000,000	2	Rp 400,000,000
Total				Rp 436,000,000

Transportation will be needed for us to send our products from the production site, to booths, also as a moving advertisement for our company. The total comes up to Rp 436,000,000

### 11.3.6. Design Expenses

Table 11.7. Design Expense

CAPITAL EXPENDITURE (DESIGN)				
Detail	Items	Price / Unit	Unit Needed	Total
Interior Design	Booth, Offline Store	Rp 20,000,000	1	Rp 20,000,000
Total				Rp 20,000,000

Design will be needed for us to design our booths and offline stores interior. The total comes up to Rp 20,000,000.

### 11.3.7 Total Capital Expenditure

*Table 11.8. Total Capital Expenditure*

Total Capex	
Booth	Rp 437,955,000
Offline Store	Rp 60,522,000
Office	Rp 141,435,000
Transportation	Rp 436,000,000
Production Site	Rp 200,445,000
Interior Design	Rp 12,000,000
<b>Total Capex</b>	<b>Rp 1,288,357,000</b>

The total needed for our two-year capital expenditure is Rp 1,288,357,000

### 11.3.8 Total Investment Needed

*Table 11.9. Total Investment Needed*

Investment Request	
Capital Expenditure	Rp1,288,357,000
6 Months Operational Expense	Rp1,707,273,124
6 Months Working Capital (COGS)	Rp333,893,820
<b>Total</b>	<b>Rp3,329,523,944</b>

We will need a total investment which is comprised of the total CAPEX, OPEX for 6 months, and production costs (COGS) for 6 months, equaling to Rp 3,329,523,944.



## 11.4 Operational Expenditure

1st Year

Table 11.10. First Year Operational Expenses

Expense Posts	Pre-Opening (May 2022)	Q1			Q2			Q3			Q4		
		Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023
Operational Costs													
Water		Rp800,000	Rp800,000	Rp900,000	Rp1,000,000	Rp1,200,000	Rp1,200,000	Rp1,200,000	Rp1,200,000	Rp1,200,000	Rp1,200,000	Rp1,200,000	Rp1,200,000
Electricity		Rp1,900,000	Rp1,800,000	Rp1,900,000	Rp2,000,000	Rp2,500,000	Rp1,900,000	Rp2,500,000	Rp2,500,000	Rp1,800,000	Rp2,000,000	Rp2,500,000	Rp1,800,000
Maintenance		Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000
Production Site Rental	Rp100,000,000												Rp100,000,000
Island Rental			Rp90,000,000	Rp90,000,000							Rp180,000,000	Rp90,000,000	
POS		Rp3,000,000											
Internet Connection		Rp3,200,000											
Fuel		Rp1,500,000	Rp1,500,000	Rp1,500,000	Rp1,800,000	Rp1,500,000	Rp1,500,000	Rp1,800,000	Rp1,500,000	Rp1,500,000	Rp1,500,000	Rp1,500,000	Rp1,500,000
Miscellaneous		Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000
<b>Total</b>	<b>Rp100,000,000</b>	<b>Rp13,400,000</b>	<b>Rp97,100,000</b>	<b>Rp97,300,000</b>	<b>Rp7,800,000</b>	<b>Rp8,200,000</b>	<b>Rp7,600,000</b>	<b>Rp8,500,000</b>	<b>Rp8,200,000</b>	<b>Rp7,500,000</b>	<b>Rp187,700,000</b>	<b>Rp98,200,000</b>	<b>Rp107,500,000</b>
<b>Marketing Expenses</b>													
PR Package		Rp2,500,000			Rp2,000,000			Rp3,500,000			Rp2,000,000		Rp2,000,000
Endorsements		Rp70,000,000	Rp25,000,000	Rp25,000,000	Rp10,000,000	Rp8,000,000	Rp8,000,000	Rp12,000,000	Rp12,000,000	Rp8,000,000	Rp8,000,000	Rp12,000,000	Rp8,000,000
Website (Annually)	Rp16,800,000												Rp16,800,000
Giveaway		Rp1,000,000	Rp1,000,000	Rp1,000,000		Rp3,000,000		Rp2,000,000		Rp2,000,000		Rp2,000,000	Rp4,000,000
Collaboration						Rp10,000,000							
Online Advertisements	Rp1,500,000	Rp5,000,000	Rp1,500,000	Rp1,500,000	Rp2,000,000	Rp3,000,000	Rp2,000,000	Rp3,000,000	Rp3,000,000	Rp1,000,000	Rp2,500,000	Rp2,500,000	Rp3,000,000
Bazaar								Rp28,000,000					
Commission		Rp2,640,000	Rp3,300,000	Rp4,521,000	Rp4,983,000	Rp7,164,000	Rp7,363,500	Rp13,286,000	Rp13,346,000	Rp7,880,000	Rp10,722,000	Rp19,473,000	Rp11,142,000
<b>Total</b>	<b>Rp18,300,000</b>	<b>Rp81,140,000</b>	<b>Rp30,800,000</b>	<b>Rp32,021,000</b>	<b>Rp18,983,000</b>	<b>Rp31,164,000</b>	<b>Rp17,363,500</b>	<b>Rp61,786,000</b>	<b>Rp28,346,000</b>	<b>Rp18,880,000</b>	<b>Rp23,222,000</b>	<b>Rp35,973,000</b>	<b>Rp44,942,000</b>
<b>Human Resources Expenses</b>													
Salary	Rp132,500,000	Rp167,000,000	Rp177,500,000	Rp167,000,000	Rp202,300,000	Rp197,500,000	Rp197,500,000	Rp204,000,000	Rp204,000,000	Rp204,000,000	Rp248,300,000	Rp243,500,000	Rp243,500,000
<b>Total Expenses</b>	<b>Rp250,800,000</b>	<b>Rp261,540,000</b>	<b>Rp305,400,000</b>	<b>Rp296,321,000</b>	<b>Rp229,083,000</b>	<b>Rp236,864,000</b>	<b>Rp222,463,500</b>	<b>Rp274,286,000</b>	<b>Rp240,546,000</b>	<b>Rp230,380,000</b>	<b>Rp459,222,000</b>	<b>Rp377,673,000</b>	<b>Rp395,942,000</b>

The total expenses needed to run Foliche for the first year starting from:

Period: Pre-opening - May 2023

Total Expenses: Rp 3,661,956,553

Divided into: Operational costs, Marketing expenses, and Human Resources.

## 2nd Year

Table 11.11. Second Year Operational Expenses

	Q5			Q6			Q7			Q8		
Expense Posts	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024
<b>Operational Costs</b>												
Water	Rp1,000,000	Rp900,000	Rp900,000	Rp1,000,000	Rp1,200,000	Rp1,200,000	Rp1,800,000	Rp1,800,000	Rp1,800,000	Rp1,800,000	Rp1,800,000	Rp1,800,000
Electricity	Rp1,900,000	Rp1,800,000	Rp1,900,000	Rp2,000,000	Rp2,500,000	Rp1,900,000	Rp3,000,000	Rp3,000,000	Rp2,000,000	Rp2,200,000	Rp2,500,000	Rp3,000,000
Maintenance	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,500,000	Rp1,500,000	Rp1,500,000	Rp1,500,000	Rp1,500,000	Rp1,500,000
Production Site Rental						Rp67,500,000						Rp100,000,000
Island Rental										Rp180,000,000	Rp90,000,000	
POS	Rp3,000,000											
Internet Connection	Rp3,200,000						Rp3,000,000					
Fuel	Rp1,500,000	Rp1,500,000	Rp1,500,000	Rp1,800,000	Rp1,500,000	Rp1,500,000	Rp1,800,000	Rp1,500,000	Rp1,500,000	Rp1,500,000	Rp1,500,000	Rp1,500,000
Miscellaneous	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000	Rp2,000,000
<b>Total</b>	<b>Rp13,600,000</b>	<b>Rp7,200,000</b>	<b>Rp7,300,000</b>	<b>Rp7,800,000</b>	<b>Rp8,200,000</b>	<b>Rp75,100,000</b>	<b>Rp13,100,000</b>	<b>Rp9,800,000</b>	<b>Rp8,800,000</b>	<b>Rp189,000,000</b>	<b>Rp99,300,000</b>	<b>Rp109,800,000</b>
<b>Marketing Expenses</b>												
PR Package		Rp1,000,000			Rp2,500,000		Rp3,500,000	Rp2,000,000			Rp3,000,000	
Endorsements	Rp5,000,000		Rp5,000,000	Rp8,000,000		Rp8,000,000	Rp12,000,000	Rp12,000,000	Rp5,000,000	Rp5,000,000	Rp12,000,000	Rp8,000,000
Website (Annually)												
Giveaway	Rp1,000,000		Rp1,000,000		Rp2,000,000		Rp2,000,000		Rp2,000,000		Rp2,000,000	Rp4,000,000
Collaboration					Rp10,000,000							
Online Advertisements	Rp2,000,000	Rp1,500,000	Rp1,500,000	Rp2,000,000	Rp2,000,000	Rp1,000,000	Rp3,500,000	Rp2,500,000	Rp1,000,000	Rp2,500,000	Rp2,500,000	Rp2,500,000
Bazaar			Rp28,000,000									
Commission	Rp14,730,000	Rp16,293,000	Rp16,317,000	Rp15,847,500	Rp16,947,000	Rp16,701,000	Rp24,654,000	Rp20,625,000	Rp28,158,000	Rp30,915,000	Rp19,806,000	Rp20,136,000
<b>Total</b>	<b>Rp22,730,000</b>	<b>Rp18,793,000</b>	<b>Rp51,817,000</b>	<b>Rp25,847,500</b>	<b>Rp33,447,000</b>	<b>Rp25,701,000</b>	<b>Rp45,654,000</b>	<b>Rp37,125,000</b>	<b>Rp36,158,000</b>	<b>Rp38,415,000</b>	<b>Rp39,306,000</b>	<b>Rp34,636,000</b>
	<b>Human Resources Expenses</b>											
Salary	Rp261,250,000	Rp261,250,000	Rp261,250,000	Rp263,150,000	Rp263,150,000	Rp290,650,000	Rp301,950,000	Rp301,950,000	Rp301,950,000	Rp305,450,000	Rp305,450,000	Rp305,450,000
<b>Total Expenses</b>	<b>Rp297,580,000</b>	<b>Rp287,243,000</b>	<b>Rp320,367,000</b>	<b>Rp296,797,500</b>	<b>Rp304,797,000</b>	<b>Rp391,451,000</b>	<b>Rp360,704,000</b>	<b>Rp348,875,000</b>	<b>Rp346,908,000</b>	<b>Rp532,865,000</b>	<b>Rp444,056,000</b>	<b>Rp449,886,000</b>

The total expenses needed to run the second year starting from:

Period: June 2023 - May 2024

Total Expenses 2<sup>nd</sup> year: Rp 4,313,124,893

The total operating expenditure for Foliche within two years is Rp 7,975,081,445.

## 11.5 Income Distribution

In two years' operating, Foliche will launch 10 variants, which is divided into regular variant and seasonal variant. Our products will be distribute to several channels as mentioned before. The distribution will be show periodically, by each quarters.

1<sup>st</sup> Quarter | June 2022 – August 2022

Income Distribution	June 2022				July 2022					August 2022						September 2022							
	Social Media	E-com m	Offline Store Jakarta	Total / Month	Social Media	E-com m	Offline Store Jakarta	1st Island	Total / Month	Social Media	E-com m	Offline Store Jakarta	1st Island	2nd Island	Bulk Buying	Total / Month	Social Media	E-com m	Offline Store Jakarta	1st Island	2nd Island	Bulk Buying	Total / Month
Berries	180	300	270	750	230	320	280	210	1,040	220	320	300	220	250	120	1,430	230	335	300	220	240	130	1,455
Matcha Adzuki	190	300	270	760	220	330	280	210	1,040	220	330	290	220	275	100	1,435	250	335	300	220	250	130	1,485
Tamarind	160	280	250	690	200	285	260	200	945	220	300	260	200	230	100	1,310	220	315	275	200	220	130	1,360
Sweet Pumpkin																							
Charcoal Moringa																							
Sakura Lemon																							
Eggnog																							
Jujube Peach Gum																							
Nastar Kurma																							
Blewah Selasih																							
<b>Total</b>	<b>530</b>	<b>880</b>	<b>790</b>	<b>2,200</b>	<b>650</b>	<b>935</b>	<b>820</b>	<b>620</b>	<b>3,025</b>	<b>660</b>	<b>950</b>	<b>850</b>	<b>640</b>	<b>755</b>	<b>320</b>	<b>4,175</b>	<b>700</b>	<b>985</b>	<b>875</b>	<b>640</b>	<b>710</b>	<b>390</b>	<b>4,300</b>

For the first quarter, Foliche will come with three main variants, which is: Tropical Berries, Matcha Adzuki, and Tamarind Brown Sugar. The distribution of Foliche products in the first quarter, divided into:

- June 2022: Social Media, Ecommerce, 1<sup>st</sup> Offline Store Jakarta area
- July 2022: +1<sup>st</sup> Booth Jakarta area
- August 2022: +2<sup>nd</sup> Booth Tangerang area, +Bulk purchase targeting

Total items sold in the 1<sup>st</sup> quarter: 9.400 jars

2<sup>nd</sup> Quarter | September 2022 – November 2022

Income Distribution	September 2022							October 2022							November 2022						
	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	Bulk Buying	Total / Month	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	Bulk Buying	Total / Month	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	Bulk Buying	Total / Month
Berries	230	335	300	220	240	130	1,455	250	380	300	250	250	150	1,580	250	380	300	250	250	120	1,550
Matcha Adzuki	250	335	300	220	250	130	1,485	250	350	270	220	220	140	1,450	250	350	270	220	220	120	1,430
Tamarind	220	315	275	200	220	130	1,360	230	340	270	220	220	140	1,420	230	340	270	220	220	120	1,400
Sweet Pumpkin								280	420	300	250	280	180	1,710	280	420	300	250	280	180	1,710
Charcoal Moringa																					
Sakura Lemon																					
Eggnog																					
Jujube Peach Gum																					
Nastar Kurma																					
Blewah Selasih																					
<b>Total</b>	<b>700</b>	<b>985</b>	<b>875</b>	<b>640</b>	<b>710</b>	<b>390</b>	<b>4,300</b>	<b>1,010</b>	<b>1,490</b>	<b>1,140</b>	<b>940</b>	<b>970</b>	<b>610</b>	<b>6,160</b>	<b>1,010</b>	<b>1,490</b>	<b>1,140</b>	<b>940</b>	<b>970</b>	<b>540</b>	<b>6,090</b>

In the 2<sup>nd</sup> quarter Foliche will launch the new product variant, Sweet Pumpkin in the beginning of October 2022. The distribution of Foliche products in the 2<sup>nd</sup> quarter has no changes, and is still sourced on six channels.

Total items sold in the 2<sup>nd</sup> quarter: 16.550 jars

3<sup>rd</sup> Quarter | December 2022 – February 2023

Income Distribution	December 2022										January 2023							February 2023							
	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	Bazaar (Medan)	Bazaar (Bali)	Bulk Buying	Total / Month	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	Bazaar (Surabaya)	Bulk Buying	Total / Month	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	Bazaar (Bandung)	Bulk Buying	Total / Month
Berries	300	450	350	250	260	180	120	200	2,110	320	420	350	250	260	150	220	1,970	250	380	300	250	250	150	190	1,770
Matcha Adzuki	280	430	320	220	230	200	100	180	1,960	300	450	360	220	230	150	200	1,910	250	350	280	220	230	150	190	1,670
Tamarind	250	430	300	200	220	150	90	180	1,640	280	450	360	200	220	160	200	1,670	230	350	270	220	230	180	190	1,480
Sweet Pumpkin	300	460	350	250	260	220	150	200	2,190	250	470	330	250	260	150	200	1,910	280	420	300	250	280	180	190	1,900
Charcoal Moringa																									
Sakura Lemon																									
Eggnog	300	500	350	280	290	200	150	300	2,370																
Jujube Peach Gum										270	550	400	300	300	350	280	2,450								
Nastar Kurma																									
Blewah Selasih																									
<b>Total</b>	<b>1,430</b>	<b>2,270</b>	<b>1,670</b>	<b>1,200</b>	<b>1,260</b>	<b>950</b>	<b>610</b>	<b>1,060</b>	<b>10,270</b>	<b>1,420</b>	<b>2,340</b>	<b>1,800</b>	<b>1,220</b>	<b>1,270</b>	<b>960</b>	<b>1,100</b>	<b>9,910</b>	<b>1,010</b>	<b>1,500</b>	<b>1,150</b>	<b>940</b>	<b>990</b>	<b>660</b>	<b>760</b>	<b>6,820</b>

Because in this 3<sup>rd</sup> quarter we will pass two seasonal holidays, thus Foliche will launch two seasonal products; Eggnog for Christmas and Jujube Peach Gum for Chinese New Year. To support the distribution of this product, we will be following several bazaars organized by known bazaar organizers. The bazaar will be held on:

- December 2022: + 2 Temporary Bazaar
- January: + 1 Temporary Bazaar
- February: + 1 Temporary Bazaar

Total items sold in the 3<sup>rd</sup> quarter: 27.000 jars

4<sup>th</sup> Quarter | March 2023 – May 2023

Income Distribution	March 2023									April 2023									May 2023										
	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	Bulk Buying	Total / Month	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	5th Island	Bulk Buying	Total / Month	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	5th Island	Bulk Buying	Total / Month
Berries	290	400	320	225	235	250	250	200	2,170	320	470	340	270	280	280	280	280	250	2,770	290	400	320	230	235	250	250	260	250	2,485
Matcha Adzuki	270	380	300	210	230	240	240	190	2,060	300	450	320	240	260	260	260	260	250	2,600	270	380	300	220	230	240	240	250	250	2,380
Tamarind	270	380	300	210	225	235	235	190	1,855	280	490	320	220	260	260	260	260	280	2,090	270	380	300	220	225	235	235	250	250	1,865
Sweet Pumpkin	290	450	350	245	250	270	270	220	2,345	350	500	340	270	280	280	280	280	250	2,830	290	450	350	245	250	270	270	280	250	2,655
Charcoal Moringa																													
Sakura Lemon																													
Eggnog																													
Jujube Peach Gum																													
Nastar Kurma										400	550	350	285	300	300	300	330	400	3,215										
Blewah Selasih																													
<b>Total</b>	1,120	1,610	1,270	890	940	995	995	800	8,430	1,650	2,460	1,670	1,285	1,380	1,380	1,380	1,410	1,430	13,505	1,120	1,610	1,270	915	940	995	995	1,040	1,000	9,385

There is a seasonal celebration of Eid Al Fitri on the fourth quarter, where Foliche will launch new seasonal products, which is Nastar Kurma. In every month of this quarter, we will also set up new booths in 3 malls. By the end of this quarter, we will already have 5 booths, with a total of 9 income channels.

- March 2023: + 3<sup>rd</sup> and 4<sup>th</sup> Booth Jakarta area
- April 2023: + 5<sup>th</sup> Booth Jakarta area

Total items sold in the 4<sup>th</sup> quarter: 31.320 jars

5<sup>th</sup> Quarter | June 2023 – August 2023

Income Distribution	June 2023											July 2023											August 2023											
	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	5th Island	Bazaar	Bulk Buying	Total / Month	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	5th Island	Bazaar	Bulk Buying	Total / Month	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	5th Island	Bazaar	Bulk Buying	Total / Month	
Berries	290	400	320	230	235	250	250	260	180	250	2,665	290	400	320	230	235	250	250	260	180	250	2,845	300	430	330	250	250	260	260	260	180	280	2,800	
Matcha Adzuki	270	380	300	220	230	240	240	250	200	250	2,580	270	380	300	220	230	240	240	250	200	250	2,780	290	390	320	250	250	250	250	200	250	2,700		
Tamannd	270	380	300	220	225	235	235	250	150	200	1,865	270	380	300	220	225	235	235	250	150	200	1,865	280	390	300	230	240	250	250	150	250	1,940		
Sweet Pumpkin	290	400	330	230	240	240	260	260	220	220	2,690	290	400	330	230	240	240	260	260	220	220	2,910	320	450	350	260	270	270	270	220	260	2,940		
Charcoal Moringa	300	420	340	250	250	250	275	275	250	250	2,860	300	420	340	250	250	250	275	275	250	250	3,110	350	450	350	260	280	280	280	250	280	3,060		
Sakura Lemon																																		
Eggnog																																		
Jujube Peach Gum																																		
Nastar Kurma																																		
Blewah Selasih																																		
<b>Total</b>	<b>1,420</b>	<b>1,980</b>	<b>1,590</b>	<b>1,150</b>	<b>1,180</b>	<b>1,215</b>	<b>1,260</b>	<b>1,295</b>	<b>1,000</b>	<b>1,170</b>	<b>12,660</b>	<b>1,420</b>	<b>1,980</b>	<b>1,590</b>	<b>1,150</b>	<b>1,180</b>	<b>1,215</b>	<b>1,260</b>	<b>1,295</b>	<b>1,000</b>	<b>1,000</b>	<b>1,170</b>	<b>13,510</b>	<b>1,540</b>	<b>2,110</b>	<b>1,650</b>	<b>1,250</b>	<b>1,290</b>	<b>1,310</b>	<b>1,310</b>	<b>1,310</b>	<b>1,000</b>	<b>1,320</b>	<b>13,440</b>

New product variant will be launched in the beginning of June 2023, which is Charcoal Moringa. In this quarter we will following four bazaars, in several cities.

- June 2023: + 1 Temporary Bazaar
- July 2023: + 2 Temporary Bazaar
- August 2023: + 1 Temporary Bazaar

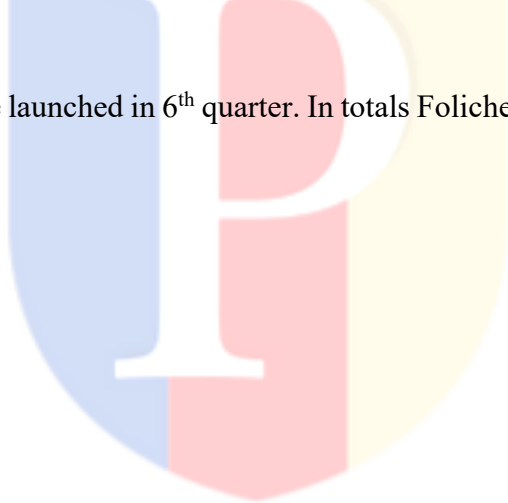
Total items sold in the 5<sup>th</sup> quarter: 39.610 jars

6<sup>th</sup> Quarter | September 2023 – November 2023

Income Distribution	September 2023											October 2023								November 2023										
	Variant	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	5th Island	Bulk Buying	Total / Month	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	5th Island	Bulk Buying	Total / Month	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	5th Island	Bulk Buying
Berries	300	430	330	250	250	260	260	260	280	2,620	280	390	320	220	230	230	230	230	280	2,410	300	400	320	220	230	230	230	230	290	2,450
Matcha Adzuki	290	390	320	250	250	250	250	250	260	2,510	280	390	300	200	210	210	210	210	280	2,290	280	400	320	200	210	210	210	280	2,320	
Tamarind	280	390	300	230	240	250	250	250	260	1,940	280	380	300	200	210	210	210	210	250	1,790	280	380	300	200	210	210	210	210	280	1,790
Sweet Pumpkin	320	450	350	260	270	270	270	270	280	2,740	300	420	330	240	250	250	250	250	300	2,590	300	420	330	240	250	250	250	320	2,610	
Charcoal Moringa	350	450	350	260	280	280	280	280	280	2,810	320	420	320	260	280	280	280	280	300	2,740	320	420	320	260	280	280	280	300	2,740	
Sakura Lemon											350	450	350	280	300	300	300	300	360	2,990	350	450	350	280	300	300	300	300	360	2,990
Eggnog																														
Jujube Peach Gum																														
Nastar Kurma																														
Blewah Selasih																														
<b>Total</b>	<b>1,540</b>	<b>2,110</b>	<b>1,650</b>	<b>1,250</b>	<b>1,290</b>	<b>1,310</b>	<b>1,310</b>	<b>1,310</b>	<b>1,360</b>	<b>12,620</b>	<b>1,810</b>	<b>2,450</b>	<b>1,920</b>	<b>1,400</b>	<b>1,480</b>	<b>1,480</b>	<b>1,480</b>	<b>1,480</b>	<b>1,770</b>	<b>14,810</b>	<b>1,830</b>	<b>2,470</b>	<b>1,940</b>	<b>1,400</b>	<b>1,480</b>	<b>1,480</b>	<b>1,480</b>	<b>1,480</b>	<b>1,830</b>	<b>14,900</b>

A new product variant, Sakura Lemon, will be launched in 6<sup>th</sup> quarter. In totals Foliche will have 6 regular product variants starting from the middle of this quarter.

Total items sold in the 6<sup>th</sup> quarter: 42.330 jars



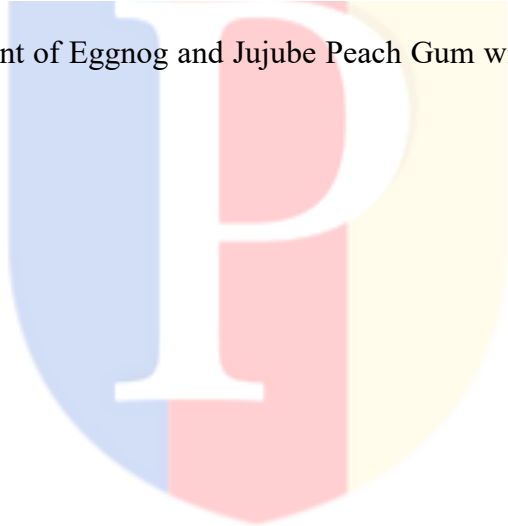


7<sup>th</sup> Quarter | December 2023 – February 2024

Income Distribution	December 2023											January 2024											February 2024										
	Variant	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	5th Island	Bulk Buying	Total / Month	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	5th Island	Offline Store Surabaya	Bulk Buying	Total / Month	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	5th Island	Offline Store Surabaya	Bulk Buying	Total / Month
Berries	375	500	350	230	240	240	240	240	420	2.835	300	400	320	220	230	230	230	230	300	400	2.860	375	500	320	250	260	260	260	260	350	550	3.385	
Matcha Adzuki	350	450	320	230	240	240	240	240	330	2.640	280	400	320	200	210	210	210	210	300	390	2.730	350	470	320	230	240	240	240	240	350	520	3.200	
Tamanind	350	440	320	230	250	250	250	250	330	2.090	280	380	300	200	210	210	210	210	280	370	1.790	350	430	300	230	250	250	250	320	520	2.060		
Sweet Pumpkin	375	480	330	240	250	250	250	250	350	2.775	300	420	330	240	250	250	250	250	350	420	3.060	375	450	330	260	280	280	280	280	380	600	3.515	
Charcoal Moringa	380	500	320	260	270	270	270	270	350	2.890	320	420	320	260	280	280	280	280	350	420	3.210	380	450	320	280	280	280	280	280	380	600	3.530	
Sakura Lemon	380	480	350	250	280	280	280	280	380	2.960	350	450	350	280	300	300	300	300	390	430	3.450	380	500	350	280	300	300	300	300	400	620	3.730	
Eggnog	500	600	400	300	300	310	300	300	600	3.610																							
Jujube Peach Gum																						700	1.100	400	330	350	350	350	350	500	900	5.330	
Nastar Kurma																																	
Biewah Selasih																																	
<b>Total</b>	<b>2.710</b>	<b>3.450</b>	<b>2.390</b>	<b>1.740</b>	<b>1.830</b>	<b>1.840</b>	<b>1.830</b>	<b>1.830</b>	<b>2.760</b>	<b>19.800</b>	<b>1.830</b>	<b>2.470</b>	<b>1.940</b>	<b>1.400</b>	<b>1.480</b>	<b>1.480</b>	<b>1.480</b>	<b>1.480</b>	<b>1.970</b>	<b>2.430</b>	<b>17.100</b>	<b>2.910</b>	<b>3.900</b>	<b>2.340</b>	<b>1.860</b>	<b>1.960</b>	<b>1.960</b>	<b>1.960</b>	<b>1.960</b>	<b>2.680</b>	<b>4.310</b>	<b>24.750</b>	

Same as the previous year, the seasonal variant of Eggnog and Jujube Peach Gum will be launched again to celebrate Christmas and Chinese New Year.

Total items sold in the 7<sup>th</sup> quarter: 61.650 jars



8<sup>th</sup> Quarter | March 2023 – May 2024

Income Distribution	March 2024											April 2024											May 2024											
	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	5th Island	Offline Store Surabaya	Bulk Buying	Total / Month	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	5th Island	Offline Store Surabaya	Bulk Buying	Total / Month	Social Media	E-comm	Offline Store Jakarta	1st Island	2nd Island	3rd Island	4th Island	5th Island	Offline Store Surabaya	Bulk Buying	Total / Month	
Berries	400	600	280	250	260	260	260	260	400	550	3,520	400	600	300	250	260	260	260	260	400	550	3,540	420	550	300	250	260	260	260	260	400	600	3,560	
Matcha Adzuki	370	500	300	230	240	240	240	240	400	550	3,310	370	500	300	230	240	240	240	240	400	520	3,280	390	550	300	230	240	240	240	400	600	3,430		
Tamanid	370	500	280	230	250	250	250	250	360	520	2,130	370	500	280	230	250	250	250	250	360	520	2,130	390	500	300	230	250	250	250	250	360	600	2,170	
Sweet Pumpkin	430	550	280	260	280	280	280	280	420	600	3,660	430	550	280	260	280	280	280	280	420	600	3,660	450	590	320	260	280	280	280	280	420	650	3,810	
Charcoal Moringa	420	540	280	280	280	280	280	280	420	600	3,660	420	540	280	280	280	280	280	280	420	600	3,660	450	590	320	280	280	280	280	280	420	650	3,830	
Sakura Lemon	450	570	300	280	300	300	300	300	450	620	3,870	450	570	300	280	300	300	300	300	450	620	3,870	450	590	320	280	300	300	300	300	450	650	3,940	
Eganog																																		
Jujube Peach Gum																																		
Nastar Kurma																																		
Belewah Selasih	800	1,350	400	350	350	350	350	350	500	750	5,550																							
<b>Total</b>	<b>3,240</b>	<b>4,610</b>	<b>2,120</b>	<b>1,880</b>	<b>1,960</b>	<b>1,960</b>	<b>1,960</b>	<b>1,960</b>	<b>2,950</b>	<b>4,190</b>	<b>25,700</b>	<b>2,440</b>	<b>3,260</b>	<b>1,740</b>	<b>1,530</b>	<b>1,610</b>	<b>1,610</b>	<b>1,610</b>	<b>1,610</b>	<b>1,610</b>	<b>2,450</b>	<b>3,410</b>	<b>20,140</b>	<b>2,550</b>	<b>3,370</b>	<b>1,860</b>	<b>1,530</b>	<b>1,610</b>	<b>1,610</b>	<b>1,610</b>	<b>1,610</b>	<b>2,450</b>	<b>3,750</b>	<b>20,740</b>

The season of Eid Al Fitri in 2024 will be coming in March 2024, and will be accompanied by seasonal product variant from Foliche, Belewah Selasih. In March 2024 Foliche will also do our second grand opening store in Surabaya.

- March 2024: + 1 Offline Store Surabaya area

Total items sold in the 8<sup>th</sup> quarter: 66.580 jars

During the two years of operating, Foliche will fill the target by selling 294.440 jars with 12 distribution chennels, and 9 variant of products.

## 11.6 Income Projection

### 11.6.1 Total Products Sold

Year 1

Table 11.12. First Year Total Sold Products

Total Unit Sold (Regular Price)													
Variants	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Total Y1
Berries	750	1,040	1,310	1,325	1,430	1,430	1,910	1,750	1,580	1,970	2,520	2,235	19,250
Matcha Adzuki	760	1,040	1,335	1,355	1,310	1,310	1,780	1,710	1,480	1,870	2,350	2,130	18,430
Tamarind	690	945	1,210	1,230	1,280	1,280	1,460	1,470	1,290	1,665	1,810	1,615	15,945
Sweet Pumpkin					1,530	1,530	1,990	1,710	1,710	2,125	2,580	2,405	15,580
Charcoal Moringa													
Sakura Lemon													
Eggnog							2,070						2,070
Jujube Peach Gum								2,170					2,170
Nastar Kurma											3,215		3,215
Blewah Selasih													
<b>Total / Month</b>	<b>2,200</b>	<b>3,025</b>	<b>3,855</b>	<b>3,910</b>	<b>5,550</b>	<b>5,550</b>	<b>9,210</b>	<b>8,810</b>	<b>6,060</b>	<b>7,630</b>	<b>12,475</b>	<b>8,385</b>	<b>76,660</b>
<b>Total Revenue</b>	<b>Rp121,000,000</b>	<b>Rp166,375,000</b>	<b>Rp212,025,000</b>	<b>Rp215,050,000</b>	<b>Rp312,900,000</b>	<b>Rp312,900,000</b>	<b>Rp557,900,000</b>	<b>Rp536,500,000</b>	<b>Rp341,850,000</b>	<b>Rp430,275,000</b>	<b>Rp763,325,000</b>	<b>Rp473,200,000</b>	<b>Rp4,443,300,000</b>

Total Unit Sold (Event Price)													
Variants	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Total Y1
Berries			120	130	150	120	200	220	190	200	250	250	1,830
Matcha Adzuki			100	130	140	120	180	200	190	190	250	250	1,750
Tamarind			100	130	140	120	180	200	190	190	280	250	1,780
Sweet Pumpkin					180	180	200	200	190	220	250	250	1,670
Charcoal Moringa													
Sakura Lemon													
Eggnog							300						300
Jujube Peach Gum								280					280
Nastar Kurma											400		400
Blewah Selasih													
<b>Total / Month</b>	<b>0</b>	<b>0</b>	<b>320</b>	<b>390</b>	<b>610</b>	<b>540</b>	<b>1,060</b>	<b>1,100</b>	<b>760</b>	<b>800</b>	<b>1,430</b>	<b>1,000</b>	<b>8,010</b>
<b>Total Revenue</b>			<b>Rp16,000,000</b>	<b>Rp19,500,000</b>	<b>Rp31,400,000</b>	<b>Rp27,900,000</b>	<b>Rp60,000,000</b>	<b>Rp42,000,000</b>	<b>Rp38,950,000</b>	<b>Rp41,100,000</b>	<b>Rp80,750,000</b>	<b>Rp51,250,000</b>	<b>Rp408,850,000</b>

## Year 2

Table 11.13. Second Year Total Sold Products

Total Unit Sold (Regular Price)													
Variant	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Total Y2
Berries	2,415	2,595	2,520	2,340	2,130	2,160	2,415	2,460	2,835	2,970	2,990	2,960	30,790
Matcha Adzuki	2,330	2,530	2,450	2,250	2,010	2,040	2,310	2,340	2,680	2,760	2,760	2,830	29,290
Tamarind	1,665	1,665	1,690	1,680	1,540	1,510	1,760	1,420	1,540	1,610	1,610	1,570	19,260
Sweet Pumpkin	2,470	2,690	2,680	2,460	2,290	2,290	2,425	2,640	2,915	3,060	3,060	3,160	32,140
Charcoal Moringa	2,610	2,860	2,780	2,530	2,440	2,440	2,540	2,790	2,930	3,060	3,060	3,180	33,220
Sakura Lemon					2,630	2,630	2,580	3,020	3,110	3,250	3,250	3,290	23,760
Eggnog							3,010						3,010
Jujube Peach Gum									4,430				4,430
Nastar Kurma													
Blewah Selasih										4,800			4,800
<b>Total / Month</b>	<b>11,490</b>	<b>12,340</b>	<b>12,120</b>	<b>11,260</b>	<b>13,040</b>	<b>13,070</b>	<b>17,040</b>	<b>14,670</b>	<b>20,440</b>	<b>21,510</b>	<b>16,730</b>	<b>16,990</b>	<b>180,700</b>
<b>Total Revenue</b>	<b>Rp657,350,000</b>	<b>Rp706,450,000</b>	<b>Rp693,900,000</b>	<b>Rp644,250,000</b>	<b>Rp754,000,000</b>	<b>Rp755,650,000</b>	<b>Rp880,325,000</b>	<b>Rp849,100,000</b>	<b>Rp1,235,425,000</b>	<b>Rp965,900,000</b>	<b>Rp967,000,000</b>	<b>Rp982,600,000</b>	<b>Rp10,091,950,000</b>

Total Unit Sold (Event Price)													
Variant	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Total Y2
Berries	250	250	280	280	280	290	420	400	550	550	550	600	4,700
Matcha Adzuki	250	250	250	260	280	280	330	390	520	550	520	600	4,480
Tamarind	200	200	250	260	250	280	330	370	520	520	520	600	4,300
Sweet Pumpkin	220	220	260	280	300	320	350	420	600	600	600	650	4,820
Charcoal Moringa	250	250	280	280	300	300	350	420	600	600	600	650	4,880
Sakura Lemon					360	360	380	430	620	620	620	650	4,040
Eggnog							600						600
Jujube Peach Gum									900				900
Nastar Kurma													
Blewah Selasih										750			750
<b>Total / Month</b>	<b>1,170</b>	<b>1,170</b>	<b>1,320</b>	<b>1,360</b>	<b>1,770</b>	<b>1,830</b>	<b>2,760</b>	<b>2,430</b>	<b>4,310</b>	<b>4,190</b>	<b>3,410</b>	<b>3,750</b>	<b>29,470</b>
<b>Total Revenue</b>	<b>Rp60,850,000</b>	<b>Rp60,850,000</b>	<b>Rp68,700,000</b>	<b>Rp70,800,000</b>	<b>Rp73,500,000</b>	<b>Rp76,600,000</b>	<b>Rp92,500,000</b>	<b>Rp104,200,000</b>	<b>Rp145,500,000</b>	<b>Rp147,000,000</b>	<b>Rp145,500,000</b>	<b>Rp161,500,000</b>	<b>Rp1,207,500,000</b>

The revenue and products sold for regular sales and event bulk buying are distinguished due to the difference in revenue generated, where the price range for regular sales are Rp 55,000 – Rp 75,000, and for event bulk buying, Rp 50,000 – Rp 70,000.

## 11.6.2 Projection

Year 1

Table 11.14. First Year Income Projection

Total Revenue Conclusion													
	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Total Y2
Regular	Rp657,350,000	Rp706,450,000	Rp693,900,000	Rp644,250,000	Rp754,000,000	Rp755,650,000	Rp880,325,000	Rp849,100,000	Rp1,235,425,000	Rp965,900,000	Rp967,000,000	Rp982,600,000	Rp10,091,950,000
Event	Rp60,850,000	Rp60,850,000	Rp68,700,000	Rp70,800,000	Rp73,500,000	Rp76,600,000	Rp92,500,000	Rp104,200,000	Rp145,500,000	Rp147,000,000	Rp145,500,000	Rp161,500,000	Rp1,207,500,000
<b>Total</b>	<b>Rp718,200,000</b>	<b>Rp767,300,000</b>	<b>Rp762,600,000</b>	<b>Rp715,050,000</b>	<b>Rp827,500,000</b>	<b>Rp832,250,000</b>	<b>Rp972,825,000</b>	<b>Rp953,300,000</b>	<b>Rp1,380,925,000</b>	<b>Rp1,112,900,000</b>	<b>Rp1,112,500,000</b>	<b>Rp1,144,100,000</b>	<b>Rp11,299,450,000</b>
Total COGS													
Variant	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Total Y2
Berries	Rp33,584,330	Rp35,852,690	Rp35,285,600	Rp33,017,240	Rp30,370,820	Rp30,874,900	Rp35,726,670	Rp36,041,720	Rp42,657,770	Rp44,359,040	Rp44,611,080	Rp44,863,120	Rp447,244,980
Matcha Adzuki	Rp34,215,960	Rp36,868,360	Rp35,807,400	Rp33,287,620	Rp30,369,980	Rp30,767,840	Rp35,011,680	Rp36,205,260	Rp42,438,400	Rp43,897,220	Rp43,499,360	Rp45,488,660	Rp447,857,740
Tamarind	Rp23,428,130	Rp23,428,130	Rp24,370,280	Rp24,370,280	Rp22,485,980	Rp22,485,980	Rp26,254,580	Rp22,485,980	Rp25,877,720	Rp26,757,060	Rp26,757,060	Rp27,259,540	Rp295,960,720
Sweet Pumpkin	Rp35,583,320	Rp38,493,480	Rp38,890,320	Rp36,244,720	Rp34,260,520	Rp34,525,080	Rp36,707,700	Rp40,477,680	Rp46,496,420	Rp48,414,480	Rp48,414,480	Rp50,398,680	Rp488,906,880
Charcoal Moringa	Rp29,300,700	Rp31,861,950	Rp31,349,700	Rp28,788,450	Rp28,071,300	Rp28,071,300	Rp29,608,050	Rp32,886,450	Rp36,164,850	Rp37,496,700	Rp37,496,700	Rp39,238,350	Rp390,334,500
Sakura Lemon					Rp38,266,020	Rp38,266,020	Rp37,882,080	Rp44,153,100	Rp47,736,540	Rp49,528,260	Rp49,528,260	Rp50,424,120	Rp355,784,400
Eggnog							Rp56,684,220						Rp56,684,220
Jujube Peach Gum									Rp99,063,380				Rp99,063,380
Nastar Kurma													
Blewah Selasih										Rp81,368,550			Rp81,368,550
<b>Total / Month</b>	<b>Rp156,112,440</b>	<b>Rp166,504,610</b>	<b>Rp165,703,300</b>	<b>Rp155,708,310</b>	<b>Rp183,824,620</b>	<b>Rp184,991,120</b>	<b>Rp257,874,980</b>	<b>Rp212,250,190</b>	<b>Rp340,435,080</b>	<b>Rp331,821,310</b>	<b>Rp250,306,940</b>	<b>Rp257,672,470</b>	<b>Rp2,663,205,370</b>
Total Gross Profit													
	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Total Y2
	Rp562,087,560	Rp600,795,390	Rp596,896,700	Rp559,341,690	Rp643,675,380	Rp647,258,880	Rp714,950,020	Rp741,049,810	Rp1,040,489,920	Rp781,078,690	Rp862,193,060	Rp886,427,530	Rp8,636,244,630

## Year 2

Table 11.15. Second Year Income Projection

Total Revenue Conclusion													
	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Total Y1
Regular	Rp121,000,000	Rp166,375,000	Rp212,025,000	Rp215,050,000	Rp312,900,000	Rp312,900,000	Rp557,900,000	Rp536,500,000	Rp341,850,000	Rp430,275,000	Rp763,325,000	Rp473,200,000	Rp4,443,300,000
Event			Rp16,000,000	Rp19,500,000	Rp31,400,000	Rp27,900,000	Rp60,000,000	Rp42,000,000	Rp38,950,000	Rp41,100,000	Rp80,750,000	Rp51,250,000	Rp408,850,000
<b>Total</b>	<b>Rp121,000,000</b>	<b>Rp166,375,000</b>	<b>Rp228,025,000</b>	<b>Rp234,550,000</b>	<b>Rp344,300,000</b>	<b>Rp340,800,000</b>	<b>Rp617,900,000</b>	<b>Rp578,500,000</b>	<b>Rp380,800,000</b>	<b>Rp471,375,000</b>	<b>Rp844,075,000</b>	<b>Rp524,450,000</b>	<b>Rp4,852,150,000</b>
Total COGS													
Variant	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Total Y1
Berries	Rp9,451,500	Rp13,106,080	Rp18,020,860	Rp18,335,910	Rp19,911,160	Rp19,533,100	Rp26,590,220	Rp24,825,940	Rp22,305,540	Rp27,346,340	Rp34,907,540	Rp31,315,970	Rp265,650,160
Matcha Adzuki	Rp10,079,120	Rp13,792,480	Rp19,030,970	Rp19,694,070	Rp19,229,900	Rp18,964,660	Rp25,993,520	Rp25,330,420	Rp22,147,540	Rp27,319,720	Rp34,481,200	Rp31,563,560	Rp267,627,160
Tamarind	Rp8,667,780	Rp11,871,090	Rp16,456,220	Rp17,084,320	Rp17,838,040	Rp17,586,800	Rp20,601,680	Rp20,978,540	Rp18,591,760	Rp23,302,510	Rp26,254,580	Rp23,428,130	Rp222,661,450
Sweet Pumpkin					Rp22,619,880	Rp22,619,880	Rp28,969,320	Rp25,265,480	Rp25,133,200	Rp31,019,660	Rp37,435,240	Rp35,120,340	Rp228,183,000
Charcoal Moringa													
Sakura Lemon													
Eggnog							37,213,740						Rp37,213,740
Jujube Peach Gum								45,535,700					Rp45,535,700
Nastar Kurma											59,951,160		Rp59,951,160
Blewah Selasih													
<b>Total / Month</b>	<b>Rp28,198,400</b>	<b>Rp38,769,650</b>	<b>Rp53,508,050</b>	<b>Rp55,114,300</b>	<b>Rp79,598,980</b>	<b>Rp78,704,440</b>	<b>Rp139,368,480</b>	<b>Rp141,936,080</b>	<b>Rp88,178,040</b>	<b>Rp108,988,230</b>	<b>Rp193,029,720</b>	<b>Rp121,428,000</b>	<b>Rp1,126,822,370</b>
Total Gross Profit													
	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Total Y1
	Rp92,801,600	Rp127,605,350	Rp174,516,950	Rp179,435,700	Rp264,701,020	Rp262,095,560	Rp478,531,520	Rp436,563,920	Rp292,621,960	Rp362,386,770	Rp651,045,280	Rp403,022,000	Rp3,725,327,630

In summary, Foliche aims to sell 84,670 products in the first year, with fluctuating amounts each month in accordance with the marketing plan and booth or bazaar expansion. In the first year itself, we would already have 5 booths and 1 offline store, furthermore with our online selling, making the target easily reachable. In year 2, Foliche increased its selling target to 210,170 products, in accordance with an offline store expansion in Surabaya. This makes the total gross income by the end of year 2 on the total of Rp 8,636,244,630.

## 11.7 Income Statement

Table 11.16. Income Statement

Income Statement													
	Pre-Opening (May 2022)	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023
Gross Profit		Rp92,801,600	Rp127,605,350	Rp174,516,950	Rp179,435,700	Rp264,701,020	Rp262,095,560	Rp478,531,520	Rp436,563,920	Rp292,621,960	Rp362,386,770	Rp651,045,280	Rp403,022,000
Operating Expense	Rp184,550,000	Rp239,756,032	Rp304,652,107	Rp295,290,339	Rp227,688,714	Rp234,994,020	Rp220,341,911	Rp270,570,630	Rp235,931,278	Rp228,352,439	Rp455,747,735	Rp371,220,906	Rp392,860,440
Nett Profit	-Rp184,550,000	-Rp146,954,432	-Rp177,046,757	-Rp120,773,389	-Rp48,253,014	Rp29,707,000	Rp41,753,649	Rp207,960,890	Rp200,632,642	Rp64,269,521	-Rp93,360,965	Rp279,824,374	Rp10,161,560

Income Statement													
	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Total
Gross Profit	Rp562,087,560	Rp600,795,390	Rp596,896,700	Rp559,341,690	Rp643,675,380	Rp647,258,880	Rp714,950,020	Rp741,049,810	Rp1,040,489,920	Rp781,078,690	Rp862,193,060	Rp886,427,530	Rp12,361,572,26
Operating Expense	Rp294,091,751	Rp282,965,908	Rp315,987,934	Rp292,136,834	Rp300,723,508	Rp387,695,178	Rp350,349,000	Rp343,070,996	Rp339,559,798	Rp517,571,574	Rp441,493,861	Rp447,478,551	Rp7,975,081,445
Nett Profit	Rp267,995,809	Rp317,829,482	Rp280,908,766	Rp267,204,856	Rp342,951,872	Rp259,563,702	Rp364,601,020	Rp397,978,814	Rp700,930,122	Rp263,507,116	Rp420,699,199	Rp438,948,979	Rp4,386,490,815

Overall, it can be seen that Foliche reaches break-even points in most months, except for the 5 months in the beginning and during March 2023, due to the new booths which needed annual payments. The total clean profit by the end of two years is projected to be Rp 4,386,490,815.

## 11.8 Total Investment Needed

Investment Request	
Capital Expenditure	Rp 1,288,357,000
6 Months Operational Expense	Rp 1,707,273,124
6 Month Working Capital (COGS)	Rp 333,893,820
<b>Total</b>	<b>Rp 3,329,523,944</b>

We will need a total investment which is comprised of the total CAPEX, OPEX for 6 months, and production costs (COGS) for 6 months, equaling to Rp 3,329,523,944.

## 11.9 Cash Flow

Cash Flow													
	Pre-Opening (May 2022)	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023
Capital Investment	Rp3,329,523,944												
Gross Profit		Rp92,801,600	Rp127,605,350	Rp174,516,950	Rp179,435,700	Rp264,701,020	Rp262,095,560	Rp478,531,520	Rp436,563,920	Rp292,621,960	Rp351,787,270	Rp651,045,280	Rp403,022,000
Capital Expenditure	Rp1,288,357,000												
Operating Expense	Rp184,550,000	Rp239,756,032	Rp304,652,107	Rp295,290,339	Rp227,688,714	Rp234,994,020	Rp220,341,911	Rp270,570,630	Rp235,931,278	Rp228,352,439	Rp455,535,745	Rp371,220,906	Rp392,860,440
Nett Income	Rp1,856,616,944	Rp1,709,662,512	Rp1,532,615,755	Rp1,411,842,366	Rp1,363,589,352	Rp1,393,296,351	Rp1,435,050,000	Rp1,643,010,890	Rp1,843,643,531	Rp1,907,913,052	Rp1,804,164,577	Rp2,083,988,951	Rp2,094,150,511

	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024
	Rp562,087,560	Rp600,795,390	Rp596,896,700	Rp559,341,690	Rp643,675,380	Rp647,258,880	Rp714,950,020	Rp741,049,810	Rp1,040,489,920	Rp781,078,690	Rp862,193,060	Rp886,427,530
	Rp294,091,751	Rp282,965,908	Rp315,987,934	Rp292,136,834	Rp300,723,508	Rp387,695,178	Rp350,349,000	Rp343,070,996	Rp339,559,798	Rp517,571,574	Rp441,493,861	Rp447,478,551
	Rp2,362,146,320	Rp2,679,975,802	Rp2,960,884,568	Rp3,228,089,424	Rp3,571,041,297	Rp3,830,604,999	Rp4,195,206,019	Rp4,593,184,832	Rp5,294,114,954	Rp5,557,622,070	Rp5,978,321,269	Rp6,417,270,248

Table 11.17. Cash Flow

After calculating the cash increase and decrease throughout 2 years, it can be seen that the closing balance by the end of the period is Rp 6,417,270,248.

## 11.10 Payback Period

Table 11.18. Payback Period

Year 1 Profit	Rp63,371,077
Year 2 Profit	Rp4,323,119,737
Payback Period	1.773487319
	1 Year 9 Months



## 11.11 Return of Investment

*Table 11.19. Return of Investment*

Return of Investment	
Total Investment	Rp 3,329,523,944
Investment Gain	Rp 4,386,490,815
Return of Investment	31.75%

The ROI percentage of Foliche by 2 years is a positive percentage of 31.75%, proving that Foliche is a feasible business to generate profit.