

DAFTAR GAMBAR

Gambar 2. 1 Business Model Canvas	4
Gambar 2. 2 COGS Milkibi	11
Gambar 2. 3 COGS Gogumte	11
Gambar 2. 4 COGS Milkgomte	12
Gambar 2. 5 Product Master	13
Gambar 2. 6 Method Gogumte.....	14
Gambar 2. 7 Nutrition Facts Gogumte.....	15
Gambar 2. 8 Method Milkibi	16
Gambar 2. 9 Nutrition Facts Milkibi.....	18
Gambar 2. 10 Production Packaging.....	18
Gambar 2. 11 Logo	19
Gambar 2. 12 Corporation Color	20
Gambar 2. 13 Corporation Font	20
Gambar 3. 1 Berdasarkan brand attachment dan pendapatan	29
Gambar 3. 2 Minat konsumen terhadap minuman sehat.....	31
Gambar 3. 3 Berdasarkan keinginan konsumen mengeluarkan uang untuk minuman sehat	33
Gambar 3. 4 Market Mapping.....	35
Gambar 4. 1 Organization Chart	41
Gambar 4. 2 Pre-Launch Timeline.....	52
Gambar 4. 3 Timeline Plan 2022	53
Gambar 4. 4 Timeline Plan 2023	56
Gambar 4. 5 Timeline Plan 2024	57
Gambar 4. 6 BEP	59
Gambar 4. 7 Capex.....	60
Gambar 4. 8 Opex 2022	61
Gambar 4. 9 Opex 2023	61
Gambar 4. 10 Opex 2024	62
Gambar 4. 11 Income Projection 2022	63
Gambar 4. 12 Income Projection 2023	63
Gambar 4. 13 Income Statement 2022.....	64
Gambar 4. 14 Income Statement 2023	64
Gambar 4. 15 Income Statement 2024.....	65
Gambar 4. 16 Cash Flow 2022.....	66
Gambar 4. 17 Cash Flow 2023.....	66
Gambar 4. 18 Cash Flow 2024.....	66
Gambar 4. 19 Rumus ROI.....	67
Gambar 4. 20 ROI.....	67
Gambar 4. 21 Supplier	69
Gambar 4. 22 Salary.....	70
Gambar 4. 23 Budget Planning 2022	70
Gambar 4. 24 Budget Planning 2023	70
Gambar 4. 25 Budget Planning 2024	71

Gambar 4. 26 Source of Fund	71
Gambar 4. 27 Source of Fund 2022	71
Gambar 4. 28 Source of Fund 2023	71
Gambar 4. 29 Source of Fund 2024	72
Gambar 4. 30 Hasil Survey mengenai data masyarakat yang tertarik dengan produk Sweebi.....	72
Gambar 4. 31 Hasil Survey mengenai pendapat masyarakat terhadap minuman sehat.....	72
Gambar 4. 32 Hasil Survey mengenai seberapa bersedianya masyarakat membayar untuk minuman sehat	73

