

CHAPTER II

BUSINESS PLAN

2.1 Business Model

Strength:

- a. Less competitor that sells similar products in Lombok
- b. Ingredients is easy to get and with a decent price

Weakness:

- a. Product taste might not suit everyone
- b. Brand is new to the market

Opportunity:

- a. Our business can be a market leader/compete with competitor
- b. Product can be modified

Threat:

- a. Product can be copy by competitor

2.2 Business Overview

Baked goods have been around since 600BC and until now, it evolves into a lot of variations. From bread to cakes and cookies, there are many to choose from in term of flavor, texture, shape and ingredients. In the modern era, baked product is usually consumed for either main dish, side dish, dessert or even snack. Snack can be either savory or even sweet that can be enjoyed all day either alone or with tea/coffee. Because of that, Kaako is here to fulfilled this role as a baked products supplier to the customer.

Our business sold a few types of products such as chocolate chip muffin, spikoe, brownies, choco chip cookies, and banana bread. The reason we make this products lineup is because there are few competitors that sold similar product here in Lombok in term of flavor and type but also still familiar with people. We planned to increase our product lineup in the future so our customer has more varieties to choose from. The reason why we choose to sell bake product is because in Lombok there only a few well known/famous bakeries so the competitor is quite low.

2.3 Product Overview

Product manufacturing cost:

1. Spikoe Large = Rp. 58,300
2. Spikoe Small = Rp. 32,100
3. Muffin Small (6 pcs) = Rp. 15,600
4. Muffin Large (9 pcs) = Rp. 23,400
5. Brownies Large = Rp. 44,800
6. Brownies Small = Rp. 24,700
7. Cookies (per pouch) = Rp. 10,800
8. Banana bread = Rp. 27,000

Startup Capital

Table 1. Overhead cost

No,	Description	Quantity	Price
1	Electricity	1 month	Rp 300,000.00
2	Gas	1 month	Rp 40,000.00
3	Water	1 month	Rp 20,000.00
4	Advertisement	1 month	Rp 100,000.00
5	Transportation	1 month	Rp 100,000.00
Total			Rp 560,000.00

Table 2. Fixed cost

Description	Quantity	Total
Rent	1 month	Rp 1,000,000.00

Table 3. Startup Cost

Equipment	Cost
Sauce pan	Rp. 50,000
Refrigerator	Rp. 3,200,000
Spatula	Rp. 30,000
Kitchen scale	Rp. 150,000
Stove	Rp. 250,000
Mixer	Rp. 1,500,000
Oven	Rp. 10,432,500
Bowl	Rp. 30,000
Whisk	Rp. 35,000
Cake pans	Rp. 480,000
Total	Rp. 16,157,500

Total Startup Manufacturing Cost

$$\begin{aligned}
 &= (10 \times \text{Rp. } 58,300) + (10 \times \text{Rp. } 32,100) + (10 \times \text{Rp. } 15,600) + (10 \times 23,400) + (10 \\
 &\quad \times \text{Rp. } 44,800) + (10 \times \text{Rp. } 24,700) + (20 \times \text{Rp. } 10,800) + (20 \times \text{Rp. } 27,000) \\
 &= \text{Rp. } 2,725,000
 \end{aligned}$$

*10 and 20 is a rough estimate to start the business

Expense on First Month

$$= \text{Total Startup Manufacturing Cost} + \text{overhead cost} + \text{fixed cost} + \text{startup cost}$$

$$= \text{Rp. } 2,725,000 + \text{Rp. } 560,000 + \text{Rp. } 1,000,000 + \text{Rp. } 16,157,500$$

$$= \text{Rp. } 20,442,500$$

2.4 Design & Label



Picture 1. Kaako Logo

Kaako logo is consist of three things, the name, color and shape. The name Kaako is based on the first test product that we sold which is a pudding made from kangkung and sauce from komak that already been discontinued. The shape of the logo is to mimic the dial on a traditional oven, meaning that our we mainly sold baked goods. The color itself is a combination of red and brown, the red itself symbolize luck in Chinese belief and the color brown is represent the product color when it's baked.

We choose a simple packaging, brown colored box and pouch such as below:



Picture 2. Product Packaging 1



Picture 3. Product Packaging 2