

CHAPTER 4

FINANCIAL ASPECT

4.1 GENERAL DESCRIPTION OF COMPANY

This business idea is to sell vegan food. Our customers can buy high quality takoyaki made without meat. Our goal is to provide an opportunity to eat takoyaki, but without using meat. So our takoyaki will be different from regular takoyaki.

My vision is to become a seller of vegan foods that are still not widely available in the market. My mission is to set up a vegan food business that provides vegan food at affordable prices and good ingredients.

4.2 PRODUCT COST

- 4.2.1 Variable cost
- 1 recipe = 18pc 20 working day
- (1 serving = 6pc) 1 day = 10 recipe
- 1 month = 1 day = 30 servings portion

Table 2 Variable Cost

No.	Description	Total Unit (per day)	Cost (Rp)	Cost per Day (Rp)
1.	Konjac powder	250g	75.000/kg	18.750
2.	Flour	2kg	14.000/kg	28.000
3.	Cornstarch	100g	6.500/100g	6.500
4.	Seaweed stock	160g	40.000/60g	80.000
5.	Button mushroom	500g	22.000/500g	22.000
6.	King oyster mushroom	400g	47.000/pack	47.000
7.	Carrot	250g	40.000/kg	10.000

8.	Scallion	250g	25.000/kg	6.250
9.	Mineral water	5 lt	18.000/gallon	4.500
10.	Pepper	50g	8.000/100gr	4.000
11.	Cooking oil	150 ml	14.000/lt	2.100
12.	Packaging	30pcs	1.000/pc	30.000
13.	Logo	30pc	200	6.000
	Total / day			265.100
	Total / month			5.302.000

4.2.2 Fix cost

	Cost / week	Cost / month
1 employee @100.000	Rp100.000	Rp400.000
Total	Rp100.000	Rp400.000

4.2.3 Overhead cost

Table 3 Overhead Cost

Description	Cost / week (Rp)	Cost / month (Rp)
Utilities (electricity, gas, water)	100.000	400.000
Total	100.000	400.000

4.2.3 Start up cost

Table 4 Start Up Cost

No.	Description	Unit	Price (Rp)	Total (Rp)
1.	Bowl	4	30.000	120.000
2.	Knife	1	35.000	35.000
3.	Whisk	2	25.000	50.000
4.	Spoon	4	5.000	20.000
5.	Stove	1	250.000	250.000
6.	Takoyaki Pan	2	90.000	180.000
7.	Spatula Mini	3	3.000	9.000
8.	Cutting Board	1	40.000	40.000
9.	Measuring Cup	1	30.000	30.000
10.	Digital Scale	1	350.000	350.000
11.	Food Brush	2	15.000	30.000
	Total			1.114.000

4.2.4 Cost of production

Table 5 Cost of Production

Type cost	Total / day (Rp)	Total / month (Rp)
Fix Cost	20.000	400.000
Variable cost	265.100	5.302.000
Overhead cost	20.000	400.000
Total		6.102.000

4.3 PRODUCT SELLING PRICE

1) Cost of Good Manufactured

$$\text{Total cost: } \frac{\text{total cost}}{\text{number of product}} = \frac{5.730.000}{600 \text{ servings}} = 9.550 \approx 10.000$$

Selling Price/ Unit

$$\frac{11.460.000}{600 \text{ servings}} = 19.100 \approx 20.000$$

2) Profit

Selling Price/Unit – Cost of good manufactured

$$20.000 - 10.000 = 10.000$$

3) Breakeven Point / BEP (Unit)

(Fixed cost + Overhead Cost) ÷ Profit per Jar

$$= (\text{Rp}400.000 + \text{Rp}400.000) \div \text{Rp}10.000$$

$$= 80$$

4) Breakeven Point / BEP (Revenue)

Cost for 80 pack (Rp 20.000 × 30 × 20)

$$= \text{Rp. } 12.000.000$$

4.4 PRODUCT COMPETITIVE ADVANTAGES

This takoyaki is vegan so it can be consumed by people who are vegan, and it has a lot of nutrients and is low in calories because it uses different ingredients from takoyaki in general.

4.5 SWOT

4.5.1 Strengths

- a) Vegan
- b) Low Calorie
- c) No added sugar
- d) Has good nutrition for the body

4.5.2 Weaknesses

- a) Products can't last than 4-5 days
- b) Home industry processing

4.5.3 Opportunities

- a) Raw materials are easy to find
- b) Increase the variety of vegan food
- c) Opening a business at the bazaar, will attract many customers

4.5.4 Threats

- a) Many competitors will imitate
- b) There are non-vegan products at low prices