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RASENDRIYA SC



COMPANY REPORT

**SMAN 16 SURABAYA
EAST JAVA, INDONESIA**

2020

TEACHER

SITI FATIKA DEWI, S.KOM.

EXECUTIVE SUMMARY

"The secret of getting ahead is getting started." -Mark Twain

01

Rasendriya Student Company is a youth ecopreneur based company. Operated by fourteen students of 16 State Senior High School Surabaya. With "build and develop inspiring environmentally safe youth creative industry business" as our company vision, and we successfully produce 2 lines of product that can fulfill our company vision. We as a company also support Sustainable Development Goals (SDG) with our main focus in 4 goals :

8 DECENT WORK AND ECONOMIC GROWTH



We manage to empowered many local craftsmen, such as 24 suppliers, 7 vendors, and 25 housewives.

13 CLIMATE ACTION



We partake in Indonesia's reforestation by donating to the MyBabyTree program by WWF.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Our product only contains natural ingredients so it's safe for both humans and nature.

15 LIFE ON LAND



We successfully Reduced & Recycled 60,8 kg of industrial wood waste and 710 pcs of eggshells waste.

Performance & Achievement

During our operational period, we successfully produce Loka and Molf. Loka is an eco-friendly watercolor, comes with 8 shade of color, contains eggshell as it's main material, and other natural ingredients, we provide you a natural watercolor paint that safe for all ages. Molf is an eco-friendly desk organizer using industrial wood waste for the main material, with various compartments and many build-in features such as 2 USB port, Desk lamp, and 3-1 clock. With those 2 lines of product we achieve :

Replaced

120 Chemical Watercolor into Eco-friendly Watercolor

120 Plastic Palette into Wood Waste Pallette

31 Acrylic Desk Organizer into Wood Waste Desk Organizer

Sold

151 Products

(120 Loka, 31 Molf)

Empowered

28 Suppliers, 8 Vendors, & 25 housewives

**Reduced & Recycled
60,8 kg of industrial wood waste**

710 pcs of eggshell waste

**Book Value of
Stock Growth**

**From IDR 20,000
to IDR 50,000**

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About Rasendriya SC

Vision

"To build and develop Youth Creative Business Industry that focused on environmental awareness & contributes towards education and arts"

Mission

1. Prioritize environmentally friendly principles by contribute in 4R movement (Reduce, Reuse, Recycle, & Replace)
2. Provide an eco-product that can help enhance public creativity
3. Spread awareness and educate on eco-problems through various platforms

Came from the Sanskrit language, Rasendriya has a meaning "Sharp in all senses". We want to create a company that can maximize all resources, both internal and external with all the senses that we have. In our community, we want to embed the image of "caring". We implement those to our company slogan 'Sense What's Beyond', the feeling of our concern and awareness toward the environment. Our Logo's main focus is the wolf symbol. Wolf is represent a great leadership, bravery, good bond toward each other, and a hard worker. It's fit perfectly with our member who is a passionate young spirit and talented individuals that work as a team, consisting of :



Future Potential

The future holds endless potentials. We believe that we can maximize our potential through our future plans, such as :



Do "Toxic test" to make sure that our product contain no dangerous chemical, and safe for all ages



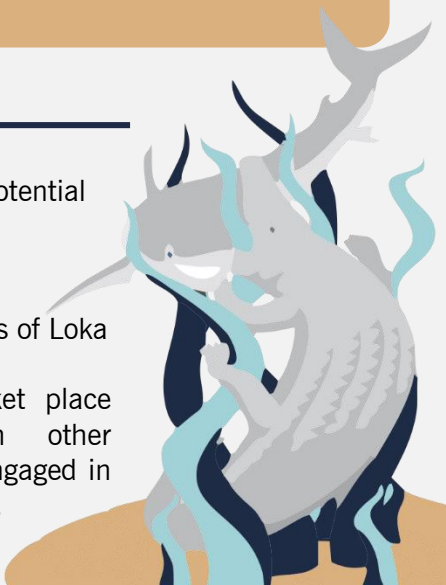
Collaborating with various influencer to make new series of Loka



Continue to work on our most recent product development "Loka's refill"



Broaden Rasendriya's market place through cooperate with other company especially those engaged in aesthetics and painting tools.



Letter for Stockholder



Dear Stockholder,

It's my honor to write my first letter to you all, our honorable stockholder as President of Rasendriya Student Company, and proudly tell you about our journey, innovation, financial statement, market expansion, and our glorious growth

Dear Stockholder,

In February, Rasendriya Student Company proudly launch our company and we want to thank all of you for the major support and gives us the opportunity to help our environment. After going through a long process of Research and Development (R&D), we finally found the perfect product for our company Molf Desk-Organizer and Loka Color Palette.

During our operational period, we accomplished a couple of our future plan such as Upgraded Loka Color Palette, by rebranding them to be more simple and minimalist, adding 2 new colors (black and white), re-new our packaging, and re-design the palette into more simple and slick.

With that, we manage to sell 151 product, included 120 Loka and 31 Molf. Because of this, our sales income had reached IDR 22.146.399, - with net profit of IDR 2.250.000, -. And we reach The Book Value of Growth of 150%, so our final value of shares, grew from IDR 20.000, - to IDR 50.000, -

When we run this company we not only focus on the income, our ultimate goal is to help this society, by manage working with 24 suppliers, 7 vendors and empowered 25 housewives, Partake in Indonesia's reforestation through "MyBabyTree" a tree cultivation program by WWF in our CSR program "Like to Donate", and Contributed in several Sustainable Development Goals, such as Decent Work and Economic Growth, Responsible Consumption and Production, Climate Action, and Life n Land.

The opportunity you gave us is honorable, you trust us for treating this earth right. Your trust is what makes our company able to reach all of our achievements, you help us grow in small amount of time. As the President of Rasendriya SC, I thank all of our stockholder who entrusted us, who support us, since the beginning of our journey to this glorious growth. We wish you an ever-lasting bright future, so we can always work to sustain all of our work for this environment together.

We are beyond grateful for all of the support given to us these past few months. Therefore, we would like to ask for the best of prayers for our upcoming competition, ISCC, in the following month. Hopefully we will be given the best, whatever the result may be.

Best Regards

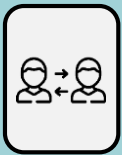
D. Fiqih Azzahra
President of Rasendriya SC

The HRD division have goals :

- 01** Create a good teamwork by building trust.
- 02** Respect towards each other & by knowing each members responsibility.
- 03** Maintain the good quality by giving appreciation.
- 04** Accept the diversity to build a good relationship.

To accomplish these goals, HRD division create programs that are carried out regularly and several supporting activities.

HRD Program



Weekly Follow Up

This program is necessary for us to keep the members' on track and also to help us communicate with them better.



Performance Appraisals

By knowing each opinion and suggestions for others, we could evaluate and develop the members' responsibility and skill that our company needs.



Best Employee of the Week

Simply to appreciate our members' good work during operational period, we gave them certificate and some additional rewards.



Fiqih
Azzahra



Salman
Adinata



Nur Ainin
Larasati



Restu
Aji

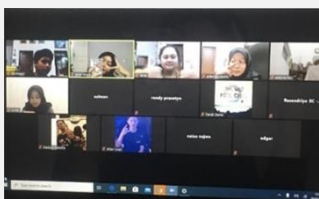


Aderina
Naomi

The HRD division make sure that each month all of our members will receive their salary, incentives if they attended meetings, and production also sales commissions for when they succeed in making and/or selling products.

HRD Activities

Not only enhancing relationships between members, but HRD activities also give valuable lessons that can be applied in the world of work.



Sharing is Caring

With "Sharing is Caring", we tried to improve our **communication** & build our **trust** towards each other in the team.



Rasendriya Playday

We thought playing online games together could be a good alternative to **refresh** our mind.



SongComm (Song Recommendation)

We want our members to have the courage to state their opinion and also we use it to strengthen our good relation between each other.



Motivation Day

We want our members to be able to show their full potency & ability by inviting a speaker to encourage and **educate** every each of us.

PRODUCTION

05

"Quality is never an accident. It is always the result of intelligent effort." -John Ruskin



Environmental problems has become a hot issue that spread among people. Rasendriya SC is committed to creating an eco-friendly quality product based on "waste management" such as reducing, reusing, recycling, and replacing to achieve our vision and mission.

Loka Color Palette

Toxic chemical waste is one of the environmental problems that people rarely pay attention to. Loka, an eco-friendly water-based color is an innovation from Rasendriya SC in effort to reduce the harmful chemicals in color paints, such as cadmium, zinc white & some cobalts. We also use powdered eggshells as a binder to substitute for Arabic gum, which is then mixed with natural dyes. So we turn eggshell wastes into something more valuable, combined with natural ingredients that are safe for our consumers.

The word "Loka" comes from Sanskrit which means, earth. We believe Loka comes from the earth, by the earth, & for the earth. We use typography logo, with a brush icon that connects after the letter 'a' which symbolizes 'paint endlessly'. At the end of the brush there is a green color which means Loka is eco-friendly.

At first, Loka had 6 variants of color & less convenient palette. We decided to discontinue it and introducing the new Loka, contains 8 variants of color with a lighter & handy-designed palette. We also provide a pencil & brush in Loka. Furthermore, we're also participated on reducing & recycling industrial wood waste in Surabaya by using it as the palette. For packaging, we use a reusable & easy-to-carry pouchbag made from calico cloth. At the end,

- 1 pcs of Loka 1st series can reduce & recycle 5 pcs of eggshells & 400gr of meranti wood waste, and
- 1 pcs of Loka 2nd series can reduce & recycle 10 pcs of eggshells & 250gr of dutch teak palette wood waste.



Dimension : 20,5 x 5,5 x 4 cm

LOKA'S MAIN INGREDIENTS

cornstarch, vinegar, baking soda, vanilla, eggshell and coloring paste.

| | | | |
|---------------|--------------------------|---------------|-------------------|
| Aruna | Boiled Secang wood | Nilima | Eco-Food Coloring |
| Naraga | Red & Yellow Combination | Lilac | Eco-Food Coloring |
| Gauri | Tumeric | Cora | Charcoal |
| Harita | Suji Leaves | Arjun | Cassava |

100%
Natural

PRODUCTION PROCESS



Eggshell Powder

Cleansed & dried eggshells crushed until become powder.



Wood Waste Palette

Forming relation with Surabaya craftsmen to build the palette (2 weeks)



Engrave

Engrave (Laser-marking technology) Loka's logo onto the wooden palette.



Color Paste

Mix all natural ingredients



Filling Palette with Color Paste

Filling the palette and dry it for two days.



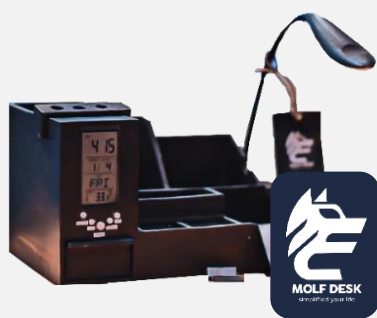
Quality Control

Prepare the hangtag, packaging, brushes & pencils at the end, we ensure that the product conforms to our GMP (Good Manufacturing Practice).



Our biggest challenges in making Loka is the bad fragrance it's emitting. Adding vanilla to the mixture removed it's bad fragrance.

Molf Desk Organizer



Dimension : 25 x 15 x 14 cm

Today, neighborhoods are polluted because of the irresponsible human conduct of humans and contribute to the destruction of the environment. Wood waste contain many impact to environment such as air pollutant and will ultimately affect the balance of the ecosystem.

Rasendriya SC seek to increase the value of wood waste and we turn it into Molf Desk Organizer as a friend of the earth and a friend of yours.

For the brand itself, "Molf" is taken from "Wolf" with the letter 'W' backwards. Like a loyal wolf, Molf can be your friend to do a lot of activities on your table. The white wolf represents constancy, modern, strong, elegant, & luxurious. We use it to represent our company.

Utilizing 400 gr industrial wood waste for each body, Molf helps you organize your stationery with various compartments. To enhance your work, we also provide table lamps, 2 USB ports, & 3 in 1 digital clock.

For the production process, we request to vendor to build the main body of Molf while waiting the features to arrive from online stores. After the Molf's body is completed, we start to combine the Molf's body with the lamp, USB port, and clock. And for the final step is cross check all the functionality, paste the lasermarking logo at the Molf's body, prepare the hangtag, packaging, and also we ensure that the product conforms to our GMP (Good Manufacturing Practice).

Molf required a long production time, a complicated assembly process, and a high risk of compartment malfunctioning. On the other hand, based on Marketing division's report, Molf has low market margins, so it lead us to the option to discontinue Molf at the end of August 2020.

TOTAL WASTE MANAGEMENT

during operational period

Reduced & Recycled
60,8 kg of industrial wood waste
710 pcs of eggshell waste

Reused
Our packaging is a reusable Pouch, & the hangtag itself can be used as a Bookmark

Replaced
120 Chemical Watercolor into Eco-friendly Watercolor
120 Plastic Palette into Wood Waste Palette
31 Acrylic Desk Organizer into Wood Waste Desk Organizer

TOTAL OF VENDORS & SUPPLIERS

During operational period, we've empowered local craftsmen, with total 24 suppliers, 7 vendors, and 25 housewives.

| Product | Supplier | Vendor | Housewives |
|---------|--------------|-----------|------------|
| Loka | 12 Suppliers | 4 Vendors | 25 people |
| Molf | 16 Suppliers | 4 Vendors | - |
| Total | 28 Suppliers | 8 Vendors | 25 people |

TOTAL OF PRODUCTION

| Month | Total of Production | |
|---------------------|---------------------|-------------|
| | Loka | Molf |
| May (for Prototype) | 1 pc | 1 pc |
| June | 14 pcs | 8 pcs |
| July | 89 pcs | 22 pcs |
| August | 6 pcs | 1 pc |
| September | 16 pcs | discontinue |
| Total | 126 pcs | 32 pcs |

The marketing division recognizes that our generation has been giving much more attention to environmental issues and begin living an eco-lifestyle. This movement inspired us to partake in increasing people's awareness and build the demand for eco-friendly products. We take this opportunity by offering two unique yet eco-friendly products, LOKA and MOLF.



**LOKA
COLOR PALLETE**

100% handmade and eggshell based watercolor with industrial wood waste as our palette material will give you the experience of "Paint It In Nature's Way."

**SOLD
120 UNITS**

**Target
Market**

IDR 120.000

People age 12-40 years old from middle to upper class who applied eco-lifestyle that likes to paint with watercolor.



**MOLF
DESK ORGANIZER**

An eco-friendly multifunctional desk organizer with many slots and a touch of technology, such as USB ports, LED light, and an "all-in-one" digital clock to "Simplify Your Life."

**SOLD
31 UNITS**

**Target
Market**

IDR 309.900

People age 12-40 years old from middle to upper class who applied eco-lifestyle that likes multifunctional product and being organized.

OUR STEP FORWARD

Discontinued MOLF

Due to the high risk of malfunction and low profit margins, we decided to discontinued MOLF at the end of August 2020.



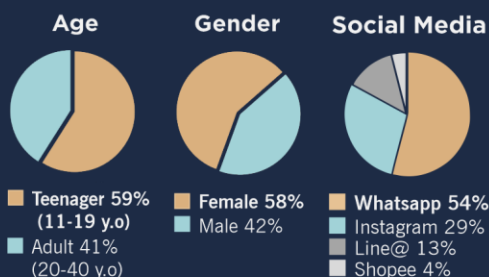
Rasendriya App

The Rasendriya App is an application designated to make it easier to purchase our products and find the latest information. It comes with a unique feature that allows customers to paint using LOKA through Augmented Reality (AR), in which one of the sketches came from the winner of our Instagram contest. But, unfortunately, Rasendriya app can only be accessed by Android users for now.



LOKA'S Rebranding

Chart of Rasendriya's Costumer



Based on our data, we conclude that the majority of LOKA customers are teenage girls who use Whatsapp. Therefore, we decided to rebranding LOKA into more compact package along with upgrading LOKA from just 6 into 8 colors and use reusable pouch with our signature design for LOKA's packaging.

LOKA → **loka**
Paint it in nature's way



BEST SALES PERSON AWARD

The Best Sales Person Award is a form of appreciation for members who have worked hard to sell our products for a whole week, hoping that other members will be motivated to do the same.



Kautzar Randra



Aderina Naomi



Salman Adinata



Marketing Strategy

Build Brand Awareness

We have two strategies to build brand awareness of our potential customer, such as

Paid Promote

We're doing paid promote to two studygram accounts, [@notesmangka](#) (with 34,8K followers) and [@nattnotes](#) (with 35,6K followers).

Endorsement

Providing experience to influencers who have suitable followers by giving our products to be reviewed directly on their social media platforms.



[@rovliene](#)
hit 13,1K views



[@studyoll](#)
hit 27,4K views

Social Media



Build a solid brand image through our captivating Instagram posts and keep renewing product information on our website and application. Not only that, we make it easier for them to order our product through various platforms, such as Line@, Whatsapp, and Shopee.

Special Offer : Bundle



In the 3rd batch of pre-order, we bring up special offers consisting of two types of bundles, LOKA+LOKA & MOLF+LOKA at more affordable price and limited edition mask as bonus.

After Sale Service



To reassure customers to buy MOLF Desk Organizer, we agree to provide a sense of security manifested in our one month free service and seven days guarantee for new spare parts.

Sales Summary

SALES SUMMARY



Our sales period starts in **May 2020** and ends in **September 2020** with a total **revenue** of

IDR 22.146.399

PUBLIC RELATIONS

09

"People don't buy goods and services. They buy relations, stories, and magic." - Seth Godin

The Public Relations division is holding the responsibility of this student company's favorable reputation, maintain a decent and stable relationship with stakeholders.

The Basis of These Activities

Skechth Contest



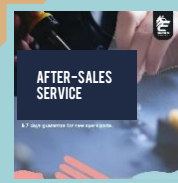
In order to **introduce & promote** our newly-launched **application**, as well as making our audience contribute in it, we made a **sketch contest** in Instagram. The winner of the contest will not only be getting prizes, but their drawing will also be put into the app in one of our features, which is Augmented Reality (AR).

Comment & Win



To make our Instagram's audiences aware that we are opening our pre-order, Public Relations made an event on Instagram, which is 'Comment & Win'. In this event, Instagram's user has a chance to win a prize by commenting 'Eco-friendly activities you can do during quarantine' on our Instagram post. This event successfully boost our engagement & traffic with our audiences within our Instagram page.

After-Sales Service



We maintain a good relationship with our customers as well as building up our customer's trust and loyalty by giving both a **7-day guarantee for several spare-parts & 1 month-service** for Molf Desk Organizer.

Platforms

Extending & creating many platforms where an even wider range of audience can reach us & get more information regarding Rasendriya SC, by using platforms such as Instagram, Twitter, TikTok, Rasendriya App, & our Website.



Publications

Collaborating with our school's Public Relations team to invite mass media when we were carrying out our company's launching.

HARIAN PAGI
SURYA
Surya Baru Jawa Timur

kumparan

HARIAN
Bhirawa

LINE TODAY

ngopibareng

**Thursday, 27
February 2020**

Our eco-friendly product that doesn't cause as much harm to nature

**Wednesday, 26
February 2020**

Our bravery to open a new company from scratch

**Monday, 02
March 2020**

How we promote our innovation through a company that we build as highschool students

**Wednesday, 26
February 2020**

How we've managed to reduce waste from a conventional colored pencil

**Wednesday, 26
February 2020**

What we've learned and what we've achieved from being a part of PJI's program

Corporate Social Responsibility

WeDonate is Rasendriya's CSR activity where we donate to WWF in their program, MyBabyTree. This program will take care of the trees for many years to come and they are not only planting in one place but various places across the country. By donating to MyBabyTree, we've contributed to Indonesia's reforestation. In this activity, we involve our Instagram's audience to donate their time by liking our Instagram post. Where the like they gave equals with IDR 160. At the end of the event, we successfully gained 937 likes which equals to around IDR 150.000.



Our Instagram Post



Certificate from WWF

| INCOME STATEMENT (IDR) | | | |
|--------------------------|------------|--|------------|
| SALES | | | 22.146.399 |
| COST OF GOOD SOLD | | | |
| MATERIAL | 13.950.648 | | |
| LABOUR | 1.020.000 | | |
| OVERHEAD | 565.798 | | 15.536.446 |
| GROSS MARGIN | | | 6.609.953 |
| OPERATING EXPENSES | | | |
| RESEARCH & DEVELOPMENT | 1.954.923 | | |
| MARKETING EXPENSES | 1.394.705 | | |
| PUBLIC RELATION EXPENSES | 1.124.565 | | |
| ADMINISTRATIVE EXPENSES | 280.388 | | |
| PAYROLL | 729.937 | | 4.359.953 |
| OPERATING INCOME | | | 2.250.000 |
| PROFIT | | | 2.250.000 |

| THE BOOK VALUE OF SOLD SHARES (IDR) | |
|-------------------------------------|------------------|
| - PROFIT | 2.250.000 |
| - CAPITAL STOCK | 1.500.000 |
| TOTAL | 3.375.000 |
| THE NUMBER OF SOLD SHARES | 75 |
| THE BOOK VALUE STOCK | 50.000 |
| THE BOOK VALUE OF STOCK GROWTH (%) | 150% |

| PROFITABILITY ANALYSIS (IDR) | | | |
|------------------------------|--------------|-----------------|---------------------------|
| PRODUCT | GROSS PROFIT | NUMBER OF SALES | TOTAL PROFIT PER VARIANTS |
| LOKA | 36.020 | 120 | 4.322.400 |
| MOLF | 55.055 | 31 | 1.706.705 |

| BALANCE SHEET (IDR) | | |
|-------------------------------|-----------|-----------|
| ASSETS: CASH BALANCE | | 3.750.000 |
| Liabilities and Capital : | | |
| CAPITAL STOCK | 1.500.000 | |
| PROFIT | 2.250.000 | |
| TOTAL LIABILITIES AND CAPITAL | | 3.750.000 |



OVERVIEW

The Finance division takes account for managing corporate finance and making decisions ensuring corporate viability. In the initial operation, we conducted budgeting on behalf of product research. Besides, through forecasting, R&D was able to be done in the pandemic to maintain the liability of the company.

Less than five months, Rasendriya succeeds gain sales IDR 22.146.399 with a net profit of IDR 2.250.000. As an accountable company, Rasendriya successfully fulfils our target to the stockholder attaining The Book Value of Stock Growth 150% from just IDR 20.000 into IDR 50.000 each.



PROFITABILITY ANALYSIS

Loka becomes the best-selling product contributing 72 % from total profit. The unique of Loka obtains market enthusiasm through effective marketing strategies and showcasing product value.

Operational Efficiency & Managing Cashflow

Company efficiency remained persistent, just suffering a few fluctuations due to conducting Research and Development from March until May and September for providing the best and the most decent version of the product. After product research, we started our sales in the end of May, and we decided to use pre-order system.

By using a pre-order system, we make our company run even more efficiently since there will be no products piling up due to not being sold yet. Meanwhile, to maintain cash flow, every customer who pre-orders must make an advance payment of at least 50%. With a system like this, the company's cash flow kept maintained and production process can be conducted fluently without financial issue using the payment that had been received.

In addition, all future expenses had been forecasted and adjusted with the actual circumstance for efficient operation. Consequently, the profit from net sales is utilized for further operational programs.

Reviewed by :

Salman Adinata R.
(Vice President of Finance)

SENSE WHAT'S BEYOND



Find us!

@838pveie



0813-5731-2699



@rasendriya.sc



@rasendriya_sc



@rasendriyasc



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