

# Company Name

Business Plan

**Author, Job title**

**Created on \_\_\_\_\_**

# OPERATIONAL STRATEGY AND BUSINESS DEVELOPMENT

# Product Manufacturing Process Range

App Planning

App Creation

Strategy Business Development

In the series of product creation processes, our first step is to do planning related to the application that we will run well. Creating a business plan is part of that planningIn the series of product creation processes, our first step is to do planning related to the application that we will run well. Creating a business plan is part of that planning. The next step is to create an application, in this section we will work with a developer who is certainly competent and trusted. And frankly we and the developer will do development and maintenance on the application.

# Business development strategy

Strategies and stages of business development:

1. Research what our App Users need and want.
2. Observing what is trending in the society, especially in the culinary field.
3. The results will be a reference for us in developing applications, namely by upgrading the features of the X application which is expected to be more interesting.
4. Upgrade security on applications and user data.

# BUDGET PLAN

# Costs

* 1. Fixed Cost

|  |  |  |
| --- | --- | --- |
| No. | Component | Total cost/year (Rp) |
| 1. | App development & maintenance. | 60.000.000 |
| 2. | Promotion. | 96.000.000 |
| 3. | Pulse, quota, telephon dan electricity. | 24.000.000 |
| Total Fixed Cost | | 180.000.000 |

* 1. Variable Cost

|  |  |  |
| --- | --- | --- |
| No. | Component | Total Cost (Rp) |
| 1. | App creation. | 80.000.000 |
| Total Variable Cost | | 80.000.000 |

# Income Summary

Summary of profit/loss in one year of business production:

|  |  |
| --- | --- |
| Income | Total |
| Consulting:   * Target hour for 1 year x hourly price = income which is then dividend 70% for consultants and 30% for us. * 18.000 hours x 50.000 = 900.000.000 x 30% =   270.000.000. | 270.000.000 |

|  |  |
| --- | --- |
| Training:   * Target participants for 1 year x price per class = income which is then dividend 70% for tutor and 30% for us. * 36.000 participant x 100.000 = 3.600.000.000 x 30% =   1.080.000.000. | 1.080.000.000 |
| Advertising Service. | 160.700.000 |
| Total Income | 1.510.700.000 |
| Production Cost | Total |
| Variable cost. | 80.000.000 |
| Fixed cost. | 180.000.000 |
| Total Production Cost | 260.000.000 |
| Profit (Income – Production Cost) | 1.250.700.000 |

# Proyeksi BEP

|  |  |
| --- | --- |
| Income | Total |
| Total Income | 1.510.700.000 |
| Variable Cost (VC) | Total |
| Total Variable Cost | 80.000.000 |
| Fixed Cost (FC) | Total |
| Total Fixed Cost | 180.000.000 |
| BEP = FC / 1 - (VC / Income) | 190.065.003 |

# DAFTAR PUSTAKA

Ayuni, Sofaria, dkk. 2020. *Analisis Hasil Survei Terhadap Dampak Covid-19 Pelaku Usaha*. Jakarta: BPS RI.

*Cloud Kitchen: Solusi Pertumbuhan Usaha Kuliner Indonesia*. (2020). Diakses pada tanggal 28 Juli 2021, dari [https://allrelease.id/2020/06/12/cloud-kitchen-](https://allrelease.id/2020/06/12/cloud-kitchen-solusi-pertumbuhan-usaha-kuliner-indonesia/) [solusi-pertumbuhan-usaha-kuliner-indonesia/](https://allrelease.id/2020/06/12/cloud-kitchen-solusi-pertumbuhan-usaha-kuliner-indonesia/)

*Data Sebaran Covid-19*. (2021). Diakses pada tanggal 28 Juli 2021, dari https://covid19.go.id/