

MID TERM
MK3003 BUSINESS PRACTICE 1(P)
PROGRESS REPORT

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I. IMC Planning



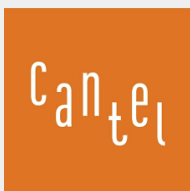
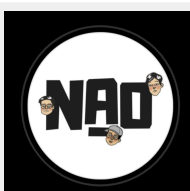

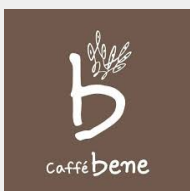
Goals	Increase brand awareness in cafes and coworking spaces	Generate sales through consignment partnerships	Build relationships with potential B2B partners	Build brand awareness on Instagram @eat.semangkok	Drive holiday season sales (December)	Build long-term customer loyalty
Target Audience	Cafe and coworking space owners or managers	Cafe and coworking space owners, customers	Cafe and coworking space managers, owners, employees	Individual customers	General consumers, cafes	Existing customers
Communication Channel	Email, Instagram, Whatsapp	Social media campaigns showcasing cafes serving ramen, Microinfluencer collaborations	1. Trade shows networking events (HIPMI PT ITB) 2. Email marketing campaigns 3. Collaborative promotions with cafes	Instagram (posts, stories, reels)	E-commerce (Shopee, Tokopedia), Social media	Email, WhatsApp, Loyalty Program App
Key Messages	Frozen ramen increases your revenue stream by offering high-quality, convenient meals with affordable price	Increase cafe foot traffic and customer satisfaction by offering affordable ramen	Frozen ramen is the perfect ready-to-eat meal to complement your coffee menu, and requires minimal preparation even you have mini kitchen	Enjoy restaurant-quality ramen at home with our frozen ramen packs	Special holiday promos: Discounts, bundle offers, and free delivery	Reward loyalty with exclusive discounts, sneak previews of new flavors
Communication Style	Professional Friendly	Engaging, informative	Professional, collaborative	Friendly, engaging	Seasonal, Urgent	Friendly, Engaging

Communication Frequency	Direct outreach: Weekly follow-ups Social media: 3-4 times a week	Monthly Influencer 2-3 collaborations	Email marketing: Bi-weekly Networking events: Monthly	Posts: 1-2 times per week Stories: weekly Reels: Weekly	Weekly promotions, daily updates	Monthly emails, Weekly updates
Planned Activities	1. Direct email campaigns 2. In-store promotional material distribution 3. Partnering with cafes for joint promotions	1. On-site demos/tastings at partnered cafes 2. Microinfluencer partnerships to promote the product on social media 3. Joint cafe/ramen promotions on twin date	1. Attending trade shows networking (ex: HIPMI PT ITB) 2. Personalized email follow-ups with potential partners	1. Consistent content creation showcasing product preparation and customer experiences 2. Running social media giveaways to increase engagement 3. Featuring customer testimonials and reviews	1. Flash sales, limited-time offers 2. Instagram live shopping sessions 3. Email marketing with targeted offers 4. Shopee/Toko pedia ads highlighting festive bundles and "last-minute gift" ideas 5. Holiday-themed Instagram stories	1. Launch loyalty program (points-based) 2. Personalized offers to repeat customers 3. Email campaigns with exclusive discount codes for returning customers
Assigned Team Member	All member of ESA	All member of ESA	All member of ESA	Marketing	Marketing team	Marketing team
Deadline	End of the semester	End of the semester	End of the semester	End of the semester	End of December	End of the semester
Progress Indicator	Contacting café / cowork space (20++)	20%	10%	50%	50% sales increase from promotions	30% repeat customer rate

Implemented IMC Strategies Progress

1. Build relationships with potential B2B partners

- Partnership B2B Updates - Cafe/Co-working Space Approached

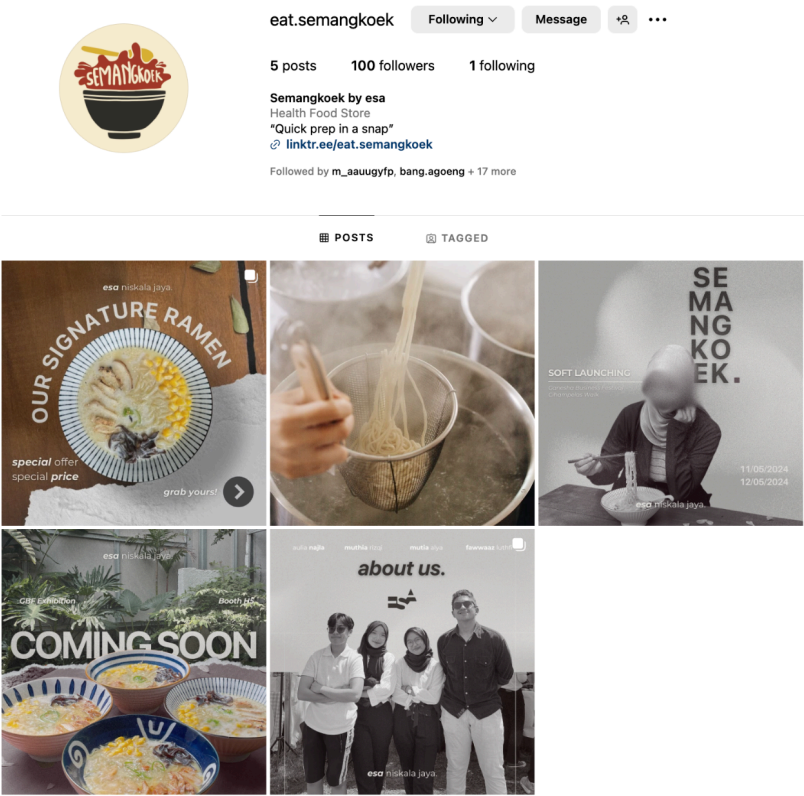
Cafe/Co-working Space	Current Status	Next Steps	Logo
Sans Co	In discussions, pending follow-up	Send follow-up, propose product trial	
Bahagia Kopi	In discussions, pending follow-up	Send follow-up, propose product trial	
Kopi Cantel	In discussions, pending follow-up	Send follow-up, propose product trial	
NAO Drinks	In discussions, pending follow-up	Send follow-up, propose product trial	
Bosscha Space	Initial contact made, awaiting response	Send follow-up, propose product trial	
Caffe Bene Indonesia	Initial contact made, awaiting response	Send follow-up, propose product trial	

The Garden Coffee	Initial contact made, awaiting response	Send follow-up, propose product trial	
Warung Kopi Kalamuda	Initial contact made, awaiting response	Send follow-up, propose product trial	
Its Loco	Initial contact made, awaiting response	Send follow-up, propose product trial	
Bagi Kopi	In discussions, pending follow-up	Send follow-up, propose product trial	
Capdangu - Kopi & Sajabana	Initial contact made, awaiting response	Send follow-up, propose product trial	
Sejiwa Coffee	Initial contact made, awaiting response	Send follow-up, propose product trial	
PECAH KOPI	Initial contact made, awaiting response	Send follow-up, propose product trial	

- Success Metrics

Metric	Target
Get 3 new market channels (cafes, coworking spaces, etc.) in 2 months	Secure at least 3 cafe or coworking space partners by December 2024
Repeat order from buyer minimum 15 pcs/month	Achieve 45 pcs/month from 3 channels
Product sold more than 500 pcs in 1 year	Achieve total sales of 500 pcs within the first year
Gain more than 100 followers in 4 months (on Instagram @eat.semangkoek)	Increase Instagram followers by 100+ within 4 months

2. Build brand awareness on Instagram @eat.semangkoek



- Our Instagram progress

1) Branding & Visual Identity

- The logo and consistent visuals (product shots, team photos) clearly communicate the brand's focus on quick-prep ramen.
- The warm, neutral color scheme adds a clean, approachable feel, fitting the health and convenience theme.

2) Content Strategy

- Posts highlight the main product (ramen) with promotions like "special offer, special price."
- There's a focus on building anticipation with "COMING SOON" and "soft launching" posts.
- A post introducing the team personalizes the brand, building a connection with the audience.

3) Audience Engagement

- 100 followers is a good start, but engagement isn't visible. To improve, we are going to use interactive content like polls or questions.

4) Call to Action (CTA)

- Clear CTAs like "grab yours" encourage sales, and the Linktree in the bio makes it easy for users to learn more or purchase.

5) Soft Launch & Events

- The soft launch and "COMING SOON" posts build excitement.

6) Targeting & Positioning

- The brand is positioned as convenient, healthy food for busy people, reflected in the tagline "Quick prep in a snap."

Recommendations for the Next Steps:

- Increase engagement with Stories, polls, or user-generated content.
- After the soft launch, showcase customer reviews and testimonials to build trust.
- Partner with influencers to expand reach and continue emphasizing the unique selling point (quick, healthy meals).

II. Operation Division Progress Includes Product-Market Readiness, COGS, Vendor Issues

The Production Process of Products

The frozen ramen production process is designed to ensure that the product that arrives in the hands of consumers is of the highest quality, maximum freshness, and ready for consumption with a consistent taste. Our production process has so far been carried out by vendors, here is the production process of our products:

1. Raw Material Procurement

This process involves purchasing key ingredients from trusted suppliers who have met all the set quality standards. Stringent quality checks are conducted whenever the materials arrive at the vendor to ensure that they conform to the specifications required for production.

2. Ramen Making Process

In this stage, ramen making is done, starting from making the soup, chicken, and noodles.

3. Ramen Freezing

Once the ramen is finished, it is shaped using round silicone molds and frozen in the freezer. This quick-freezing process is important to maintain the freshness, texture, and flavor of the noodles, as well as extend the shelf life of the product.

4. Sealing with Vacuum Machine

The frozen ramen is then packed in vacuum packaging. Vacuum sealing effectively removes air from the packaging, which prevents the growth of bacteria and extends the shelf life of the product. This packaging also ensures that the noodles remain hygienic and protected from contamination.

5. Quality Check at Vendor

Before the products are shipped to us, each batch of frozen ramen undergoes a quality inspection process to ensure that each package meets the established quality standards. Only products that pass the quality test will be sent to market.

6. Distribution from vendor to ESA

Products that have been packaged and meet quality standards are shipped to us. Distribution is carried out using vehicles and utilizes cooling facilities (thermal bags) to ensure that the product remains in a frozen condition until it reaches its destination.

The Production Cost of Products

1. Tori Paitan Roast

Aspects	Price
Ramen from vendor	Rp18,500
Plastic vacuum packaging	Rp1,000
Sticker packaging	Rp500
Sharing to investor	Rp1,500
Total Price	Rp21,500

2. Shoyu Tori Roast

Aspects	Price
Ramen from vendor	Rp17,500
Plastic vacuum packaging	Rp1,000
Sticker packaging	Rp500
Sharing to investor	Rp1,500
Total Price	Rp20,500

3. Curry Chicken Char-siu

Aspects	Price
Ramen from vendor	Rp18,000
Plastic vacuum packaging	Rp1,000
Sticker packaging	Rp500
Sharing to investor	Rp1,500
Total Price	Rp21,000

4. Self-heating packaging

Aspects	Price
Self heating packaging	Rp20,000
Hot pack	Rp8,000
Total Price	Rp28,000

Market Validation

- **Target Market Fit:**

Maximizing Profit in a High Customer Turnover Environment

In a café with fast customer turnover, the challenge lies in maximizing profit per customer visit. While coffee sales are steady, customers tend to linger, limiting space for new patrons and missing opportunities for higher revenue. To address this, the café can implement strategies to encourage customers to quickly enjoy not only their coffee but also meals that pair well with beverages,

and with affordable price will increasing average spend per visit. Offering satisfying, fresh food options will not only enhance the customer experience but also boost profitability by driving faster table turnover and higher sales volume.

Efficiency in Operations for the Ramen Production

Say goodbye to operational inefficiencies and complex meal preparation! Our solution provides high-quality frozen ramen, complete with optional stoves and signature chili oil, ensuring that your café can serve authentic, delicious ramen in minutes. With our easy-to-recook system, your staff can focus on serving customers quickly without the hassle of intricate preparation. This not only cuts down on labor costs and prep time but also guarantees consistency in every bowl. By integrating our frozen ramen into your café, you boost efficiency, enhance menu offerings, and increase profits—all while keeping operations smooth and simple.

- **Value Proposition:**

- **Convenience & Efficiency** : Quick to prepare, suitable for cafes with limited kitchen staff.
- **Authentic Taste** : Delivers restaurant-quality ramen flavor.
- **Zero Food Waste** : The frozen format ensures longer shelf life, minimizing waste.

Product Readiness

Product is Ready for Production:

- A. Recipes have been tested, with positive feedback from B2C customers and business models previous and several exhibitions, so we believe and confident that our product can fit to the market in B2B channels.

Here's our feedback that we get from potential customers:

- Nice produk, semoga kualitasnya tetap terjaga

- Overall enak dan produknya menarik karena setahu saya masih jarang Frozen ramen di Indo cuma buat kaldu nya masih kurang medok. But, overall oke!!
- Produknya enak sama bergizi juga untuk seukuran Frozen food, cuma mungkin masaknya bisa lebih cepet lagi
- Enak, praktis, dan produknya menarik
- Enak, pas juga dimakan saat lapar, tapi proses masaknya dicepetin
- Keren produknya trs ide sellingnya juga bagus ada paket bundlenya. So far mantap
- Keren, teknologi produknya juga maju dan useful. Mungkin untuk packaging self heatingnya bisa lebih compact lagi bentuknya
- Surprising banget produknya, enak banget soalnya padahal itu frozen food dan ga expect rasanya bakal sama kaya yang di resto
- Cool, produknya kreatif
- Kedepannya bisa langsung didaftarkan untuk sertifikasi PIRT dan halalnya karena untuk makanan yang punya ketahanan 3 bulan itu harus udah ada izin edarnya. Kalau bisa tahun ini kalian udah urus itu soalnya untuk tahun depan kebijakannya beda lagi. Kalian bisa daftarin halal gratis dari website juga untuk tahun sekarang
- Enak, gurih, ga kaya frozen food
- Rasanya sama kaya resto ramen, good idea sii jadi ga perlu jauh-jauh lagi ke restoran ramen
- Inovasi yang darderdor, cepet buat yang Self-Heatingnya. Pasti lebih keren nanti produknya
- Enak
- Inovatif dan coba buat size yang khusus anak-anak
- Enak, tapi bisa dibikin lebih creamy dan kental
- Enak, gurih, worth the price

- Banyakin varian rasanya
- Idenya bagus, tapi sulit pesennya. Bisnis fnb cepet basi
- Vacuumnya dipisah aja, kuah dan mie nya
- Enak cuma kurang gurih bagi gua yang suka MSG
- Enak banget, kaldunya berasa cuma mungkin masaknya bisa lebih cepet lagi
- Produknya udah bagus dan praktis bagi yang males untuk beli ramen ke resto
- Untuk harga segitu udah worth banget si menurut aku, terus kita juga bisa masak sendiri juga dan ga ribet
- Cara masaknya ga ribet, nice produk
- Good solution bagi orang yang mau makan enak di rumah tanpa perlu ribet
- Udah bagus produknya cuma bakal lebih menarik kalau udah ada self heatingnya
- Kembangin self heatingnya ASAP dongg
- Kerenn, cara serving nya juga ga ribet, tinggal taro di pan aja trs bisa ditinggal
- Produknya helpful bagi gua yang males masak

B. Multiple flavor options are available, e.g., Shoyu, Miso, and Creamy Spicy.

Attractive and Safe Packaging:

- **Freezer-safe packaging** with a sleek, minimalistic yet premium design that aligns with coffee shop aesthetics.
- **Easy-to-follow instructions** printed on the packaging for hassle-free preparation.

Shelf Life and Quality:

- Maintains freshness for **up to 4 months** without compromising taste or texture.

Vendor Issues

1. Inconsistent Quality

- Solution: Conduct **regular inspections** and set clear quality standards.

2. Production Delays

- Solution: Establish **SLAs (Service Level Agreements)** and ensure the vendor has **backup suppliers**.

3. Poor Communication

- Solution: Set up **regular status updates** and maintain clear communication channels.

4. Regulatory Non-Compliance

- Solution: Perform audits and ensure the vendor has required **certifications** (e.g., BPOM, Halal).

5. Distribution Problems

- Solution: Partner with **reliable cold chain logistics** and maintain a **buffer stock**.

6. Unexpected Cost Increases

- Solution: Negotiate **long-term pricing agreements** and **volume discounts**.

7. Vendor Dependency

- Solution: Develop **relationships with alternative vendors** as a contingency.

8. Recipe or IP Leakage

- Solution: Use **NDAs (Non-Disclosure Agreements)** and protect intellectual property in contracts.

III. Sales Plan and Strategy

Date	Action/Task	Objective	Channel/Approach	Expected Outcome
Nov 1-7, 2024	Go-to-Market Strategy Finalization	Finalize go-to-market strategy, including B2B and e-commerce plans	Internal discussions, coordination with operations team	Clear roadmap for B2B and e-commerce launches
Nov 8-14, 2024	B2B Outreach to Cafes and Restaurants	Establish partnerships with cafes and restaurants	Cold emailing, direct meetings, and presentations	Secure 2-3 B2B partners to distribute frozen ramen
Nov 15-21, 2024	E-Commerce Store Setup	Launch stores on Tokopedia and Shopee	Open e-commerce accounts, create listings, optimize product descriptions	Complete setup and make the product available for sale online
Nov 22-30, 2024	Launch Promotional Campaigns (B2B & B2C)	Drive initial awareness and sales through targeted promotions	B2B: Discounts for bulk orders, B2C: Social media ads, e-commerce vouchers	Reach at least 100 units sold through both channels
Dec 1-7, 2024	Scale Up B2B Engagement	Deepen relationships with existing partners and approach new prospects	Follow-up meetings, offer volume-based discounts	Increase B2B orders by 20%
Dec 8-14, 2024	Online Promotions for Holiday Sales	Boost online sales during the holiday season	Limited-time discounts on Tokopedia and Shopee, social media ad campaigns	Increase sales by 50% through online promotions
Dec 15-21, 2024	New Partner Acquisitions and Retention Strategy	Secure additional B2B clients and strengthen existing relationships	Outreach to new cafes/restaurants, offer loyalty incentives for partners	Secure at least 2 new B2B partnerships
Dec 22-31, 2024	Year-End Clearance Sale	Drive sales by offering attractive discounts on remaining stock	E-commerce flash sales, last-minute deals for cafes/restaurants	Clear 80% of remaining inventory

- 1. Go-to-Market Strategy (Nov 1-7):** During this period, the focus will be on finalizing the go-to-market strategy for both B2B and online e-commerce channels. Internal discussions will help align the operations, sales, and marketing teams to ensure smooth execution.
- 2. B2B Outreach (Nov 8-14):** Direct outreach to local cafes and restaurants will begin, with a focus on establishing partnerships to distribute Semangkoek Frozen Ramen through their locations. This phase will include sending proposals, setting up meetings, and offering sample products.
- 3. E-Commerce Store Setup (Nov 15-21):** The product will be launched on Tokopedia and Shopee, with optimized listings, descriptions, and imagery to attract consumers. This ensures that both B2B and B2C channels are ready for operations simultaneously.
- 4. Promotional Campaigns (Nov 22-30):** A promotional campaign will be rolled out to create initial traction in both B2B and B2C segments. The B2B campaign will include discounts for bulk orders, while the B2C campaign will focus on targeted online ads, vouchers, and social media engagement to increase sales.

5. **Scaling B2B Engagement (Dec 1-7):** In this phase, the focus shifts to strengthening relationships with existing B2B partners and acquiring new ones. Volume-based discounts and loyalty programs will encourage larger orders from cafes and restaurants.
6. **Online Holiday Sales Promotion (Dec 8-14):** A holiday-themed promotion will be launched to boost e-commerce sales. This includes limited-time discounts on platforms like Tokopedia and Shopee, as well as targeted social media ads to capitalize on the festive shopping season.
7. **New Partner Acquisition (Dec 15-21):** The goal here is to onboard new B2B partners and incentivize retention for existing clients by offering rewards or exclusive discounts for large, repeat orders.
8. **Year-End Clearance (Dec 22-31):** A clearance sale will be held to push the remaining stock, with significant discounts offered through both B2B and e-commerce channels. This ensures that inventory is cleared before the year ends and helps achieve sales targets.

Sales Cycle Length

To calculate the **Sales Cycle Length** for ESA Semangkoek, we used a formula that helps us understand how long it typically takes to close a sale or deal. The formula is:

$$\text{Sales Cycle Length} = \frac{\text{Total Number of Days to Close All Deals}}{\text{Number of Closed Deals}}$$

We currently set these goals. These 3 targets are:

1. **Securing 3 new market channels** (cafes, coworking spaces, etc.).
2. **Partnering with at least 3 cafes or coworking spaces** by December 2024.
3. **Achieving repeat orders of at least 45 pcs per month from these channels.**

Calculation:

- **Total number of days:** 60 days (November to December).
- **Number of deals:** 3 deals for new market channels, partner cafes/coworking spaces

Now, using the formula:

$$\text{Sales Cycle Length} = \frac{60 \text{ days}}{3 \text{ deals}} = 20 \text{ days}$$

So, the **Sales Cycle Length** for ESA Semangkoek, focusing on the 3 key partnership-related deals, is **20 days**. This means, on average, it takes us **20 days** to close each deal, which helps us track our progress and plan our outreach efforts accordingly.

IV. Financial Progress

A. Income statement

	2024								
	February	April	May	June	July	August	September	October	Total
Revenue	Rp0	Rp0	Rp2,827,019	Rp1,260,021	Rp1,155,021	Rp1,435,021	Rp21	Rp0	Rp6,677,103
COGS	Rp0	Rp0	Rp1,814,550	Rp823,500	Rp638,000	Rp947,500	Rp0	Rp0	Rp4,223,550
Gross Profit	Rp0	Rp0	Rp1,012,469	Rp436,521	Rp517,021	Rp487,521	Rp21	Rp0	Rp2,453,553
Expenses									
Transport	Rp0	Rp0	Rp152,420	Rp0	Rp0	Rp0	Rp0	Rp0	Rp152,420
Supply Expense	Rp0	Rp0	Rp250,000	Rp0	Rp0	Rp0	Rp0	Rp0	Rp250,000
Interest	Rp0	Rp0	Rp15,004	Rp15,103	Rp15,107	Rp15,107	Rp15,103	Rp15,000	Rp90,424
Total Expense	Rp0	Rp0	Rp417,424	Rp15,103	Rp15,107	Rp15,107	Rp15,103	Rp15,000	Rp492,844
Net Income	Rp0	Rp0	Rp595,046	Rp421,417	Rp501,915	Rp472,415	-Rp15,083	-Rp15,000	Rp1,960,710

1. Revenue Growth:

- The revenue started from Rp2,827,019 in May from GBF 2024, indicating the market's initial acceptance of the frozen ramen product.
- In the subsequent months, July and August, sales remained consistent but lower compared to June, with Rp1,260,021 in July and Rp1,435,021 in August. This suggests that the product gained traction in the market, though it may still be stabilizing.
- In september and October, we stop doing selling ramen because of we want to change our GTM strategy to B2B
- Gross profit margins began improving from June (Rp1,012,469), though they dropped slightly in July and August.

2. Expenses:

- Equipment Expenses (not include in income statement) The business had significant equipment costs in the early part of the year, particularly in April (Rp1,788,420) and May (Rp1,964,972), for the purchase of inventory such as freezing equipment, packaging machinery, silicon mold, thermal bag, required to produce the ramen in large quantities and operational business.

3. Net Income:

- Once revenue generation began in May, the business managed to break into profitability in July (Rp421,417) and August (Rp472,415), indicating a positive trend after initial struggles.

B. Total Inventory and BEP

1. Total Inventory and Equipment

Inventory List	Quantity	Total
----------------	----------	-------

Silikon Cetak	30	Rp1,584,901.00
FRESH WORLD Vacuum Sealer	1	Rp1,017,500.00
Dana Beku BCA		Rp50,000.00
Kartu ATM	1	Rp10,000.00
Thermal Bag	2	Rp65,420.00
Kulkas GEA 100L	1	Rp1,300,000.00
Apron	4	Rp214,972.00
Gas	1	Rp340,000.00
Kain + Jait decor GBF		Rp110,000.00
Total		Rp4,692,793.00

- Our total inventory and equipment is Rp4,692,793

2. Break Even Point

P:	Rp35,000	Cost per unit
V:	Rp21,000	Variabel Cost for produsction of ramen per unit
F :	Rp4,692,793	Total Equipment
BEP B2C(x):	F	
	P - V	
	Rp4,692,793	
	Rp14,000	
	335.20	To get BEP
Total Sales	192 units	

P:	Rp25,000	Cost per unit
V:	Rp20,000	Variabel Cost for produsction of ramen per unit
F :	Rp4,692,793	Total Equipment
BEP B2B(x):	F	
	P - V	
	Rp4,692,793	
	Rp5,000	
	938.56	To get BEP
Total Sales	0 unit	

3. We can conclude from the BEP calculation above that we still **haven't reached BEP**. Because we have only sold 192 units in B2C while the total sales if we want to BEP must sell 336 units from B2C.

C. PMW Batch 2

- RAB for PMWXTOP 2024 Batch 2

No	Deskripsi		Kuantitas		Harga Satuan			Total Harga		
	Nama barang	Keterangan	Jumlah	Satuan	Pesimis	Realistis	Optimis	Pesimis	Realistis	Optimis
1	Vacuum Plastik	Untuk memvacuum frozen ramen agar	1	pcs	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000

		rapih dan higienis								
2	Cetak Makanan Silikon	Untuk mencetak frozen ramen	20	pcs	Rp50,000	Rp55,000	Rp55,000	Rp1,000,000	Rp1,100,000	Rp1,100,000
3	Thermal Bag	Untuk pengiriman produk dari supplier ke buyer	4	pcs	Rp50,000	Rp55,000	Rp60,000	Rp200,000	Rp220,000	Rp240,000
4	Kompore	Untuk memfasilitasi buyer dan untuk acara both exhibition	5	pcs	Rp300,000	Rp320,000	Rp350,000	Rp1,500,000	Rp1,600,000	Rp1,750,000
5	Gas	Untuk memasak produk ketika sedang ada acara di both exhibition	1	pcs	Rp350,000	Rp360,000	Rp370,000	Rp350,000	Rp360,000	Rp370,000
6	Alat Label Portable	Untuk memberikan tanggal label produksi dan exp produk	1	pcs	Rp270,000	Rp280,000	Rp290,000	Rp270,000	Rp280,000	Rp290,000
7	Thermal Plastic	Untuk membungkus frozen ramen	100	pcs	Rp900	Rp900	Rp900	Rp90,000	Rp90,000	Rp90,000
8	Marketing & Operational Budget	Biaya operasional untuk menjalankan bisnis dan marketing untuk	1		Rp3,000,000	Rp3,000,000	Rp3,000,000	Rp3,000,000	Rp3,000,000	Rp3,000,000

		memperluas bisnis								
Total								Rp7,410, 000	Rp7,650, 000	Rp7,840, 000

On October 11, 2024 we pitched PMWXTOP 2024 Batch 2. We requested funds from PMW amounting to Rp7,840,000 to buy more equipment and inventory and also for operation and marketing funds. Then on October 19, 2024 we received an announcement **from PMW** that **we received funding of Rp7,000,000.**