

PV to Capital Ratio	100%	120%	150%	180%	220%
Target (minimum)	100%	120%	150%	180%	220%

ARAHome Neighborhood

Profit and Loss Projection

Civil & Foundation Space (sqm)	0	0	0	0	0
Indoor Space & Semi Outdoor (sqm)	215.15	215.15	215.15	215.15	215.15
Outdoor Space (sqm)	60.1	60.1	60.1	60.1	60.1
Exterior / Parking Space (sqm)	91.75	91.75	91.75	91.75	91.75
Facade (sqm)	110.1	110.1	110.1	110.1	110.1
Cups/Day	263	286	339	378	429
Peoplepower	3	3	4	4	4
Revenue (Sales include PB1)	Rookie	Basic	Competent	Expert	World Class
Drinks & Dessert	IDR 197,250,000	IDR 214,500,000	IDR 254,250,000	IDR 283,500,000	IDR 321,750,000
Bakeries & Snacks	IDR 98,625,000	IDR 107,250,000	IDR 127,125,000	IDR 141,750,000	IDR 160,875,000
Merchandise	IDR 5,917,500	IDR 6,435,000	IDR 7,627,500	IDR 8,505,000	IDR 9,652,500
Venue	IDR -	IDR -	IDR -	IDR -	IDR -
Gross Sales (inc PB1)	IDR 301,792,500	IDR 328,185,000	IDR 389,002,500	IDR 433,755,000	IDR 492,277,500
Tax PB1	IDR 26,897,727	IDR 29,250,000	IDR 34,670,455	IDR 38,659,091	IDR 43,875,000
Disc & Promotion (online)	IDR 32,277,273	IDR 35,100,000	IDR 41,604,545	IDR 46,390,909	IDR 52,650,000
Net Sales	IDR 242,617,500	IDR 263,835,000	IDR 312,727,500	IDR 348,705,000	IDR 395,752,500

Expenses

COGS Drinks & Desserts	IDR 44,829,545	IDR 48,750,000	IDR 57,784,091	IDR 64,431,818	IDR 73,125,000
COGS Bakeries & Snacks	IDR 26,897,727	IDR 29,250,000	IDR 34,670,455	IDR 38,659,091	IDR 43,875,000
COGS Merchandise & FMCG	IDR 2,151,818	IDR 2,340,000	IDR 2,773,636	IDR 3,092,727	IDR 3,510,000
Compensation	IDR 24,486,648	IDR 24,486,648	IDR 31,245,598	IDR 31,245,598	IDR 31,245,598
Store Achievement Incentive	IDR 606,544	IDR 1,319,175	IDR 3,127,275	IDR 5,230,575	IDR 7,915,050
Store Repair and maintenance	IDR 4,225,095	IDR 4,594,590	IDR 5,446,035	IDR 6,072,570	IDR 6,891,885
Service Charge (BM)	IDR -	IDR -	IDR -	IDR -	IDR -
Marketing & Promotion	IDR 4,852,350	IDR 5,276,700	IDR 6,254,550	IDR 6,974,100	IDR 7,915,050
Other Expenses	IDR 7,278,525	IDR 7,915,050	IDR 9,381,825	IDR 10,461,150	IDR 11,872,575
Free Condiments & Stationary	IDR 2,426,175	IDR 2,638,350	IDR 3,127,275	IDR 3,487,050	IDR 3,957,525
Electricity, Water, Internet, Telp	IDR 9,053,775	IDR 9,845,550	IDR 11,670,075	IDR 13,012,650	IDR 14,768,325
Total Expenses	IDR 126,808,203	IDR 136,416,063	IDR 165,480,815	IDR 182,667,329	IDR 205,076,008
	21.82%	21.25%	22.46%	21.93%	21.37%
Gross Profit	IDR 115,809,297	IDR 127,418,937	IDR 147,246,685	IDR 166,037,671	IDR 190,676,492
Non-operating Income	IDR 26,897,727	IDR 29,250,000	IDR 34,670,455	IDR 38,659,091	IDR 43,875,000
Local Contribution and Fine	IDR 16,138,636	IDR 17,550,000	IDR 20,802,273	IDR 23,195,455	IDR 26,325,000
Non Operating Profit	IDR 10,759,091	IDR 11,700,000	IDR 13,868,182	IDR 15,463,636	IDR 17,550,000
Management Fee 10%	IDR 25,337,659	IDR 27,553,500	IDR 32,659,568	IDR 36,416,864	IDR 41,330,250
Rent Amortization	IDR 11,583,333	IDR 11,583,333	IDR 11,583,333	IDR 11,583,333	IDR 11,583,333
Net Profit / Month	IDR 89,647,395	IDR 99,982,103	IDR 116,871,966	IDR 133,501,110	IDR 155,312,909
Rent Investment (1yrs in advance)	IDR 139,000,000	IDR 139,000,000	IDR 139,000,000	IDR 139,000,000	IDR 139,000,000
Civil & Foundation	IDR -	IDR -	IDR -	IDR -	IDR -
Interior Investment (indoor)	IDR 925,145,000	IDR 925,145,000	IDR 925,145,000	IDR 925,145,000	IDR 925,145,000
Open Space Investment (outdoor)	IDR 132,220,000	IDR 132,220,000	IDR 132,220,000	IDR 132,220,000	IDR 132,220,000
Entrance Exterior / Parking Investment	IDR 100,925,000	IDR 100,925,000	IDR 100,925,000	IDR 100,925,000	IDR 100,925,000
Facade Investment	IDR 121,110,000	IDR 121,110,000	IDR 121,110,000	IDR 121,110,000	IDR 121,110,000
Pre-opening & Initial Investment	IDR 325,000,000	IDR 325,000,000	IDR 325,000,000	IDR 325,000,000	IDR 325,000,000
Electricity Power Up + Water Supply Req	IDR 57,000,000	IDR 57,000,000	IDR 57,000,000	IDR 57,000,000	IDR 57,000,000
License Fee (4yrs)	IDR 274,900,000	IDR 274,900,000	IDR 274,900,000	IDR 274,900,000	IDR 274,900,000
Total Investment (rounding)	IDR 2,100,000,000	IDR 2,100,000,000	IDR 2,100,000,000	IDR 2,100,000,000	IDR 2,100,000,000
ROI (months)	23.4	21.0	18.0	15.7	13.5

License Period	5 Years
Neighborhood Store (min store space requirement)	367 m² (include entrance & parking)
Required Raw Material Storage + CCTV and Internet Panel Area (minimum)	13 m²
Required Back of House Area (minimum)	8 m²
Required Janitor Area (minimum)	5.5 m²
Seating Capacity (minimum)	95 Seats
Seating Capacity (maximum)	119 Seats
Required Toilet (minimum)	3 Toilet
Car Park Slot (available)	4 Car Slots
Required HVAC (±20%)	20 PK
Recommended Manpower	3 Peoplepower without Store Manager
Wage (City/Regency)	IDR 5,396,761
Store Manager (estimation)	IDR 10,968,750
PLN Power (approximate)	39,000 Volt Ampere
Water Tank Capacity (minimum)	5,500 Liter
ISP (minimum)	357 Mbps
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Renovation Interior & Exterior Include :

1. Architecture design (3D, ambient graphic design, shop drawing, BQ)
2. Construction (civil, paint, flooring, tiling, panels, duct work, surfaces, furniture, lighting, mechanical, electrical, plumbing)
3. Supporting Electronics (PDAM water filter, stabilizer, HVAC-split, CCTV, sound system)
4. Supporting Mechanism (grease trap, water pump)
5. Building permit (IMB, waste treatment)

Renovation Interior & Exterior Exclude :

1. Building foundation and stuctural construction (new / addition / repair)
2. Pole / Pylon / Monument Sign / Totem Sign