ARAHome Community

Profit and Loss Projection

PV to Capital Ratio		**100%**		**120%**		**150%**		**180%**		**220%**
Target (minimum)		**100%**		**120%**		**150%**		**180%**		**220%**
Civil & Foundation Space (sqm)		0		0		0		0		0
Indoor Space & Semi Outdoor (sqm)		355		355		355		355		355
Outdoor Space (sqm)		205		205		205		205		205
Exterior / Parking Space (sqm)		240		240		240		240		240
Façade (sqm)		160		160		160		160		160
Cups/Day		**293**		**330**		**375**		**429**		**499**
Peoplepower		**6**		**7**		**7**		**8**		**9**
Revenue (Sales include PB1)		**Rookie**		**Basic**		**Competent**		**Expert**		**World Class**
Drinks & Dessert	IDR	316,440,000	IDR	356,400,000	IDR	405,000,000	IDR	463,320,000	IDR	538,920,000
Bakeries & Snacks	IDR	205,686,000	IDR	231,660,000	IDR	263,250,000	IDR	301,158,000	IDR	350,298,000
Merchandise	IDR	18,986,400	IDR	21,384,000	IDR	24,300,000	IDR	27,799,200	IDR	32,335,200
Venue	IDR	-	IDR	-	IDR	-	IDR	-	IDR	-
Gross Sales (inc PB1)	**IDR**	**541,112,400**	**IDR**	**609,444,000**	**IDR**	**692,550,000**	**IDR**	**792,277,200**	**IDR**	**921,553,200**
Tax PB1	IDR	47,466,000	IDR	53,460,000	IDR	60,750,000	IDR	69,498,000	IDR	80,838,000
Disc & Promotion (online)	IDR	42,719,400	IDR	48,114,000	IDR	54,675,000	IDR	62,548,200	IDR	72,754,200
Net Sales	**IDR**	**450,927,000**	**IDR**	**507,870,000**	**IDR**	**577,125,000**	**IDR**	**660,231,000**	**IDR**	**767,961,000**
Expenses										
COGS Drinks & Desserts	IDR	71,918,182	IDR	81,000,000	IDR	92,045,455	IDR	105,300,000	IDR	122,481,818
COGS Bakeries & Snacks	IDR	56,096,182	IDR	63,180,000	IDR	71,795,455	IDR	82,134,000	IDR	95,535,818
COGS Merchandise & FMCG	IDR	6,904,145	IDR	7,776,000	IDR	8,836,364	IDR	10,108,800	IDR	11,758,255
Compensation	IDR	44,763,496	IDR	51,522,445	IDR	51,522,445	IDR	58,281,395	IDR	65,040,344
Store Achievement Incentive	IDR	1,127,318	IDR	2,539,350	IDR	5,771,250	IDR	9,903,465	IDR	15,359,220
Store Repair and maintenance	IDR	7,575,574	IDR	8,532,216	IDR	9,695,700	IDR	11,091,881	IDR	12,901,745
Service Charge (BM)	IDR	-	IDR	-	IDR	-	IDR	-	IDR	-
Marketing & Promotion	IDR	9,018,540	IDR	10,157,400	IDR	11,542,500	IDR	13,204,620	IDR	15,359,220
Other Expenses	IDR	13,527,810	IDR	15,236,100	IDR	17,313,750	IDR	19,806,930	IDR	23,038,830
Free Condiments & Stationary	IDR	4,509,270	IDR	5,078,700	IDR	5,771,250	IDR	6,602,310	IDR	7,679,610
Electricity, Water, Internet, Telp	IDR	16,233,372	IDR	18,283,320	IDR	20,776,500	IDR	23,768,316	IDR	27,646,596
Total Expenses	**IDR**	**231,673,888**	**IDR**	**263,305,531**	**IDR**	**295,070,668**	**IDR**	**340,201,716**	**IDR**	**396,801,456**
		21.46%		21.92%		21.21%		21.61%		21.75%
Gross Profit	**IDR**	**219,253,112**	**IDR**	**244,564,469**	**IDR**	**282,054,332**	**IDR**	**320,029,284**	**IDR**	**371,159,544**
Non-operating Income	IDR	47,466,000	IDR	53,460,000	IDR	60,750,000	IDR	69,498,000	IDR	80,838,000
Local Contribution and Fine	IDR	28,479,600	IDR	32,076,000	IDR	36,450,000	IDR	41,698,800	IDR	48,502,800
Non Operating Profit	**IDR**	**18,986,400**	**IDR**	**21,384,000**	**IDR**	**24,300,000**	**IDR**	**27,799,200**	**IDR**	**32,335,200**
Management Fee 10%	**IDR**	**46,991,340**	**IDR**	**52,925,400**	**IDR**	**60,142,500**	**IDR**	**68,803,020**	**IDR**	**80,029,620**
Rent Amortization	**IDR**	**-**	**IDR**	**-**	**IDR**	**-**	**IDR**	**-**	**IDR**	**-**
Net Profit / Month	**IDR**	**191,248,172**	**IDR**	**213,023,069**	**IDR**	**246,211,832**	**IDR**	**279,025,464**	**IDR**	**323,465,124**
Land Rent (7%)	**IDR**	**31,564,890**	**IDR**	**35,550,900**	**IDR**	**40,398,750**	**IDR**	**46,216,170**	**IDR**	**53,757,270**
Rent Investment (2yrs in advance)	IDR	-	IDR	-	IDR	-	IDR	-	IDR	-
Civil & Foundation	IDR	-	IDR	-	IDR	-	IDR	-	IDR	-
Interior Investment (indoor)	IDR	1,526,500,000	IDR	1,526,500,000	IDR	1,526,500,000	IDR	1,526,500,000	IDR	1,526,500,000
Open Space Investment (outdoor)	IDR	451,000,000	IDR	451,000,000	IDR	451,000,000	IDR	451,000,000	IDR	451,000,000
Entrance Exterior / Parking Investment	IDR	264,000,000	IDR	264,000,000	IDR	264,000,000	IDR	264,000,000	IDR	264,000,000
Façade Investment	IDR	176,000,000	IDR	176,000,000	IDR	176,000,000	IDR	176,000,000	IDR	176,000,000
Pre-opening & Initial Investment	IDR	500,000,000	IDR	500,000,000	IDR	500,000,000	IDR	500,000,000	IDR	500,000,000
Electricity Power Up + Water Supply Req	IDR	89,000,000	IDR	89,000,000	IDR	89,000,000	IDR	89,000,000	IDR	89,000,000
License Fee (8yrs)	IDR	424,900,000	IDR	424,900,000	IDR	424,900,000	IDR	424,900,000	IDR	424,900,000
Total Investment (rounding)	**IDR**	**3,450,000,000**	**IDR**	**3,450,000,000**	**IDR**	**3,450,000,000**	**IDR**	**3,450,000,000**	**IDR**	**3,450,000,000**
ROI (months)		**18.0**		**16.2**		**14.0**		**12.4**		**10.7**

License Period		8	Years
Outlet Type		800	m² (include entrance & parking)
Required Storage Area (minimum)		20	m²
Required Back of House Area (minimum)		18	m²
Required Janitor Area (minimum)		11	m²
Seating Capacity (minimum)		155	Seats
Seating Capacity (maximum)		194	Seats
Required Toilet (minimum)		5	Toilet
Car Park Slot (available)		11	Car Slots
Required HVAC (±20%)		33	PK
Recommended Manpower		6 Peoplepower	inc store manager
Wage (City/Regency)	IDR	5,396,761	
Store Manager (estimation)	IDR	10,968,750	
PLN Power (approximate)		61,000	Volt Ampere
Water Tank Capacity (minimum)		8,500	Liter
ISP Satelite		310	Mbps
ISP Fiber Optic Broadband		582	Mbps
Access Point (minimum)		6	unit

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-cassette, evaporative cooler, 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