

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

ARAHome Community

Profit and Loss Projection

Civil & Foundation Space (sqm)	500	500	500	500	500
Indoor Space & Semi Outdoor (sqm)	250	250	250	250	250
Outdoor Space (sqm)	250	250	250	250	250
Exterior / Parking Space (sqm)	600	600	600	600	600
Facade (sqm)	220	220	220	220	220
Cups/Day	401	453	529	595	692
Peoplepower	7	8	9	9	10
Revenue (Sales include PB1)	Rookie	Basic	Competent	Expert	World Class
Drinks & Dessert	IDR 360,900,000	IDR 407,700,000	IDR 476,100,000	IDR 535,500,000	IDR 622,800,000
Bakeries & Snacks	IDR 234,585,000	IDR 265,005,000	IDR 309,465,000	IDR 348,075,000	IDR 404,820,000
Merchandise	IDR 21,654,000	IDR 24,462,000	IDR 28,566,000	IDR 32,130,000	IDR 37,368,000
Venue	IDR -	IDR -	IDR -	IDR -	IDR -
Gross Sales (inc PB1)	IDR 617,139,000	IDR 697,167,000	IDR 814,131,000	IDR 915,705,000	IDR 1,064,988,000
Tax PB1	IDR 54,135,000	IDR 61,155,000	IDR 71,415,000	IDR 80,325,000	IDR 93,420,000
Disc & Promotion (online)	IDR 48,721,500	IDR 55,039,500	IDR 64,273,500	IDR 72,292,500	IDR 84,078,000
Net Sales	IDR 514,282,500	IDR 580,972,500	IDR 678,442,500	IDR 763,087,500	IDR 887,490,000

Expenses

COGS Drinks & Desserts	IDR 82,022,727	IDR 92,659,091	IDR 108,204,545	IDR 121,704,545	IDR 141,545,455
COGS Bakeries & Snacks	IDR 63,977,727	IDR 72,274,091	IDR 84,399,545	IDR 94,929,545	IDR 110,405,455
COGS Merchandise & FMCG	IDR 7,874,182	IDR 8,895,273	IDR 10,387,636	IDR 11,683,636	IDR 13,588,364
Compensation	IDR 51,522,445	IDR 58,281,395	IDR 65,040,344	IDR 65,040,344	IDR 71,799,293
Store Achievement Incentive	IDR 1,285,706	IDR 2,904,863	IDR 6,784,425	IDR 11,446,313	IDR 17,749,800
Store Repair and maintenance	IDR 8,639,946	IDR 9,760,338	IDR 11,397,834	IDR 12,819,870	IDR 14,909,832
Service Charge (BM)	IDR -	IDR -	IDR -	IDR -	IDR -
Marketing & Promotion	IDR 10,285,650	IDR 11,619,450	IDR 13,568,850	IDR 15,261,750	IDR 17,749,800
Other Expenses	IDR 15,428,475	IDR 17,429,175	IDR 20,353,275	IDR 22,892,625	IDR 26,624,700
Free Condiments & Stationary	IDR 5,142,825	IDR 5,809,725	IDR 6,784,425	IDR 7,630,875	IDR 8,874,900
Electricity, Water, Internet, Telp	IDR 18,514,170	IDR 20,915,010	IDR 24,423,930	IDR 27,471,150	IDR 31,949,640
Total Expenses	IDR 264,693,854	IDR 300,548,410	IDR 351,344,810	IDR 390,880,654	IDR 455,197,238
	21.55%	21.81%	21.87%	21.30%	21.37%
Gross Profit	IDR 249,588,646	IDR 280,424,090	IDR 327,097,690	IDR 372,206,846	IDR 432,292,762
Non-operating Income	IDR 54,135,000	IDR 61,155,000	IDR 71,415,000	IDR 80,325,000	IDR 93,420,000
Local Contribution and Fine	IDR 32,481,000	IDR 36,693,000	IDR 42,849,000	IDR 48,195,000	IDR 56,052,000
Non Operating Profit	IDR 21,654,000	IDR 24,462,000	IDR 28,566,000	IDR 32,130,000	IDR 37,368,000
Management Fee 10%	IDR 53,593,650	IDR 60,543,450	IDR 70,700,850	IDR 79,521,750	IDR 92,485,800
Rent Amortization	IDR 42,856,875	IDR 42,856,875	IDR 42,856,875	IDR 42,856,875	IDR 42,856,875
Net Profit / Month	IDR 174,792,121	IDR 201,485,765	IDR 242,105,965	IDR 281,958,221	IDR 334,318,087
Land Rent (Sharing Revenue)	IDR 35,999,775	IDR 40,668,075	IDR 47,490,975	IDR 53,416,125	IDR 62,124,300
Civil & Foundation	IDR 650,000,000	IDR 650,000,000	IDR 650,000,000	IDR 650,000,000	IDR 650,000,000
Interior Investment (indoor)	IDR 1,075,000,000	IDR 1,075,000,000	IDR 1,075,000,000	IDR 1,075,000,000	IDR 1,075,000,000
Open Space Investment (outdoor)	IDR 550,000,000	IDR 550,000,000	IDR 550,000,000	IDR 550,000,000	IDR 550,000,000
Entrance Exterior / Parking Investment	IDR 660,000,000	IDR 660,000,000	IDR 660,000,000	IDR 660,000,000	IDR 660,000,000
Facade Investment	IDR 242,000,000	IDR 242,000,000	IDR 242,000,000	IDR 242,000,000	IDR 242,000,000
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 74,000,000	IDR 74,000,000	IDR 74,000,000	IDR 74,000,000	IDR 74,000,000
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 4,225,000,000	IDR 4,225,000,000	IDR 4,225,000,000	IDR 4,225,000,000	IDR 4,225,000,000
ROI (months)	24.2	21.0	17.5	15.0	12.6

License Period	8 Years
Outlet Type	1200 m² (include entrance & parking)
Required Storage Area (minimum)	28 m²
Required Back of House Area (minimum)	20 m²
Required Janitor Area (minimum)	10 m²
Seating Capacity (minimum)	215 Seats
Seating Capacity (maximum)	269 Seats
Required Toilet (minimum)	7 Toilet
Car Park Slot (available)	27 Car Slots
Required HVAC (±20%)	23 PK
Recommended Manpower	7 Peoplepower inc store manager
Wage (City/Regency)	IDR 5,396,761
Store Manager (estimation)	IDR 10,968,750
PLN Power (approximate)	51,000 Volt Ampere
Water Tank Capacity (minimum)	12,000 Liter
ISP (minimum)	807 Mbps

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