

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)	100	100	100	100	100
Indoor Space & Semi Outdoor (sqm)	274.5	274.5	274.5	274.5	274.5
Outdoor Space (sqm)	124.5	124.5	124.5	124.5	124.5
Exterior / Parking Space (sqm)	171	171	171	171	171
Facade (sqm)	114	114	114	114	114
Cups/Day	247	280	318	365	416
Peoplepower	5	6	6	7	7
Revenue (Sales include PB1)	Rookie	Basic	Competent	Expert	World Class
Drinks & Dessert	IDR 266,760,000	IDR 302,400,000	IDR 343,440,000	IDR 394,200,000	IDR 449,280,000
Bakeries & Snacks	IDR 173,394,000	IDR 196,560,000	IDR 223,236,000	IDR 256,230,000	IDR 292,032,000
Merchandise	IDR 16,005,600	IDR 18,144,000	IDR 20,606,400	IDR 23,652,000	IDR 26,956,800
Venue	IDR -	IDR -	IDR -	IDR -	IDR -
Gross Sales (inc PB1)	IDR 456,159,600	IDR 517,104,000	IDR 587,282,400	IDR 674,082,000	IDR 768,268,800
Tax PB1	IDR 40,014,000	IDR 45,360,000	IDR 51,516,000	IDR 59,130,000	IDR 67,392,000
Disc & Promotion (online)	IDR 36,012,600	IDR 40,824,000	IDR 46,364,400	IDR 53,217,000	IDR 60,652,800
Net Sales	IDR 380,133,000	IDR 430,920,000	IDR 489,402,000	IDR 561,735,000	IDR 640,224,000

Expenses

COGS Drinks & Desserts	IDR 60,627,273	IDR 68,727,273	IDR 78,054,545	IDR 89,590,909	IDR 102,109,091
COGS Bakeries & Snacks	IDR 47,289,273	IDR 53,607,273	IDR 60,882,545	IDR 69,880,909	IDR 79,645,091
COGS Merchandise & FMCG	IDR 5,820,218	IDR 6,597,818	IDR 7,493,236	IDR 8,600,727	IDR 9,802,473
Compensation	IDR 38,004,547	IDR 44,763,496	IDR 44,763,496	IDR 51,522,445	IDR 51,522,445
Store Achievement Incentive	IDR 950,333	IDR 2,154,600	IDR 4,894,020	IDR 8,426,025	IDR 12,804,480
Store Repair and maintenance	IDR 6,386,234	IDR 7,239,456	IDR 8,221,954	IDR 9,437,148	IDR 10,755,763
Service Charge (BM)	IDR -	IDR -	IDR -	IDR -	IDR -
Marketing & Promotion	IDR 7,602,660	IDR 8,618,400	IDR 9,788,040	IDR 11,234,700	IDR 12,804,480
Other Expenses	IDR 11,403,990	IDR 12,927,600	IDR 14,682,060	IDR 16,852,050	IDR 19,206,720
Free Condiments & Stationary	IDR 3,801,330	IDR 4,309,200	IDR 4,894,020	IDR 5,617,350	IDR 6,402,240
Electricity, Water, Internet, Telp	IDR 13,684,788	IDR 15,513,120	IDR 17,618,472	IDR 20,222,460	IDR 23,048,064
Total Expenses	IDR 195,570,645	IDR 224,458,236	IDR 251,292,389	IDR 291,384,724	IDR 328,100,847
	21.53%	22.17%	21.43%	21.95%	21.33%
Gross Profit	IDR 184,562,355	IDR 206,461,764	IDR 238,109,611	IDR 270,350,276	IDR 312,123,153
Non-operating Income	IDR 40,014,000	IDR 45,360,000	IDR 51,516,000	IDR 59,130,000	IDR 67,392,000
Local Contribution and Fine	IDR 24,008,400	IDR 27,216,000	IDR 30,909,600	IDR 35,478,000	IDR 40,435,200
Non Operating Profit	IDR 16,005,600	IDR 18,144,000	IDR 20,606,400	IDR 23,652,000	IDR 26,956,800
Management Fee 10%	IDR 39,613,860	IDR 44,906,400	IDR 51,000,840	IDR 58,538,700	IDR 66,718,080
Rent Amortization	IDR -	IDR -	IDR -	IDR -	IDR -
Net Profit / Month	IDR 160,954,095	IDR 179,699,364	IDR 207,715,171	IDR 235,463,576	IDR 272,361,873
Land Rent 8%	IDR 30,410,640	IDR 34,473,600	IDR 39,152,160	IDR 44,938,800	IDR 51,217,920
Rent Investment (2yrs in advance)	IDR -	IDR -	IDR -	IDR -	IDR -
Civil & Foundation	IDR 130,000,000	IDR 130,000,000	IDR 130,000,000	IDR 130,000,000	IDR 130,000,000
Interior Investment (indoor)	IDR 1,180,350,000	IDR 1,180,350,000	IDR 1,180,350,000	IDR 1,180,350,000	IDR 1,180,350,000
Open Space Investment (outdoor)	IDR 273,900,000	IDR 273,900,000	IDR 273,900,000	IDR 273,900,000	IDR 273,900,000
Entrance Exterior / Parking Investment	IDR 188,100,000	IDR 188,100,000	IDR 188,100,000	IDR 188,100,000	IDR 188,100,000
Facade Investment	IDR 125,400,000	IDR 125,400,000	IDR 125,400,000	IDR 125,400,000	IDR 125,400,000
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 77,000,000	IDR 77,000,000	IDR 77,000,000	IDR 77,000,000	IDR 77,000,000
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 2,900,000,000	IDR 2,900,000,000	IDR 2,900,000,000	IDR 2,900,000,000	IDR 2,900,000,000
ROI (months)	18.0	16.1	14.0	12.3	10.6

License Period	8 Years
Outlet Type	570 m² (include entrance & parking)
Required Storage Area (minimum)	17 m²
Required Back of House Area (minimum)	14 m²
Required Janitor Area (minimum)	8 m²
Seating Capacity (minimum)	129 Seats
Seating Capacity (maximum)	161 Seats
Required Toilet (minimum)	4 Toilet
Car Park Slot (available)	8 Car Slots
Required HVAC (±20%)	25 PK
Recommended Manpower	5 Peoplepower inc store manager
Wage (City/Regency)	IDR 5,396,761
Store Manager (estimation)	IDR 10,968,750
PLN Power (approximate)	53,000 Volt Ampere
Water Tank Capacity (minimum)	7,000 Liter
ISP Satellite	258 Mbps
ISP Fiber Optic Broadband	483 Mbps
Access Point (minimum)	4 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