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)		150		150		150		150		150
Indoor Space & Semi Outdoor (sqm)		285		285		285		285		285
Outdoor Space (sqm)		135		135		135		135		135
Exterior / Parking Space (sqm)		180		180		180		180		180
Façade (sqm)		120		120		120		120		120
Cups/Day		**256**		**291**		**330**		**379**		**441**
Peoplepower		**5**		**6**		**6**		**7**		**8**
Revenue (Sales include PB1)		**Rookie**		**Basic**		**Competent**		**Expert**		**World Class**
Drinks & Dessert	IDR	276,480,000	IDR	314,280,000	IDR	356,400,000	IDR	409,320,000	IDR	476,280,000
Bakeries & Snacks	IDR	179,712,000	IDR	204,282,000	IDR	231,660,000	IDR	266,058,000	IDR	309,582,000
Merchandise	IDR	16,588,800	IDR	18,856,800	IDR	21,384,000	IDR	24,559,200	IDR	28,576,800
Venue	IDR	-	IDR	-	IDR	-	IDR	-	IDR	-
Gross Sales (inc PB1)	**IDR**	**472,780,800**	**IDR**	**537,418,800**	**IDR**	**609,444,000**	**IDR**	**699,937,200**	**IDR**	**814,438,800**
Tax PB1	IDR	41,472,000	IDR	47,142,000	IDR	53,460,000	IDR	61,398,000	IDR	71,442,000
Disc & Promotion (online)	IDR	37,324,800	IDR	42,427,800	IDR	48,114,000	IDR	55,258,200	IDR	64,297,800
Net Sales	**IDR**	**393,984,000**	**IDR**	**447,849,000**	**IDR**	**507,870,000**	**IDR**	**583,281,000**	**IDR**	**678,699,000**
Expenses										
COGS Drinks & Desserts	IDR	62,836,364	IDR	71,427,273	IDR	81,000,000	IDR	93,027,273	IDR	108,245,455
COGS Bakeries & Snacks	IDR	49,012,364	IDR	55,713,273	IDR	63,180,000	IDR	72,561,273	IDR	84,431,455
COGS Merchandise & FMCG	IDR	6,032,291	IDR	6,857,018	IDR	7,776,000	IDR	8,930,618	IDR	10,391,564
Compensation	IDR	38,004,547	IDR	44,763,496	IDR	44,763,496	IDR	51,522,445	IDR	58,281,395
Store Achievement Incentive	IDR	984,960	IDR	2,239,245	IDR	5,078,700	IDR	8,749,215	IDR	13,573,980
Store Repair and maintenance	IDR	6,618,931	IDR	7,523,863	IDR	8,532,216	IDR	9,799,121	IDR	11,402,143
Service Charge (BM)	IDR	-	IDR	-	IDR	-	IDR	-	IDR	-
Marketing & Promotion	IDR	7,879,680	IDR	8,956,980	IDR	10,157,400	IDR	11,665,620	IDR	13,573,980
Other Expenses	IDR	11,819,520	IDR	13,435,470	IDR	15,236,100	IDR	17,498,430	IDR	20,360,970
Free Condiments & Stationary	IDR	3,939,840	IDR	4,478,490	IDR	5,078,700	IDR	5,832,810	IDR	6,786,990
Electricity, Water, Internet, Telp	IDR	14,183,424	IDR	16,122,564	IDR	18,283,320	IDR	20,998,116	IDR	24,433,164
Total Expenses	**IDR**	**201,311,920**	**IDR**	**231,517,672**	**IDR**	**259,085,932**	**IDR**	**300,584,921**	**IDR**	**351,481,095**
		21.18%		21.78%		21.09%		21.61%		21.87%
Gross Profit	**IDR**	**192,672,080**	**IDR**	**216,331,328**	**IDR**	**248,784,068**	**IDR**	**282,696,079**	**IDR**	**327,217,905**
Non-operating Income	IDR	41,472,000	IDR	47,142,000	IDR	53,460,000	IDR	61,398,000	IDR	71,442,000
Local Contribution and Fine	IDR	24,883,200	IDR	28,285,200	IDR	32,076,000	IDR	36,838,800	IDR	42,865,200
Non Operating Profit	**IDR**	**16,588,800**	**IDR**	**18,856,800**	**IDR**	**21,384,000**	**IDR**	**24,559,200**	**IDR**	**28,576,800**
Management Fee 10%	**IDR**	**41,057,280**	**IDR**	**46,670,580**	**IDR**	**52,925,400**	**IDR**	**60,784,020**	**IDR**	**70,727,580**
Rent Amortization	**IDR**	**-**	**IDR**	**-**	**IDR**	**-**	**IDR**	**-**	**IDR**	**-**
Net Profit / Month	**IDR**	**168,203,600**	**IDR**	**188,517,548**	**IDR**	**217,242,668**	**IDR**	**246,471,259**	**IDR**	**285,067,125**
Land rent 7%	**IDR**	**27,578,880**	**IDR**	**31,349,430**	**IDR**	**35,550,900**	**IDR**	**40,829,670**	**IDR**	**47,508,930**
Rent Investment (2yrs in advance)	IDR	-	IDR	-	IDR	-	IDR	-	IDR	-
Civil & Foundation	IDR	195,000,000	IDR	195,000,000	IDR	195,000,000	IDR	195,000,000	IDR	195,000,000
Interior Investment (indoor)	IDR	1,225,500,000	IDR	1,225,500,000	IDR	1,225,500,000	IDR	1,225,500,000	IDR	1,225,500,000
Open Space Investment (outdoor)	IDR	297,000,000	IDR	297,000,000	IDR	297,000,000	IDR	297,000,000	IDR	297,000,000
Entrance Exterior / Parking Investment	IDR	198,000,000	IDR	198,000,000	IDR	198,000,000	IDR	198,000,000	IDR	198,000,000
Façade Investment	IDR	132,000,000	IDR	132,000,000	IDR	132,000,000	IDR	132,000,000	IDR	132,000,000
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	79,000,000	IDR	79,000,000	IDR	79,000,000	IDR	79,000,000	IDR	79,000,000
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**	**3,075,000,000**	**IDR**	**3,075,000,000**	**IDR**	**3,075,000,000**	**IDR**	**3,075,000,000**	**IDR**	**3,075,000,000**
ROI (months)		**18.3**		**16.3**		**14.2**		**12.5**		**10.8**

License Period		8	Years
Outlet Type		600	m² (include entrance & parking)
Required Storage Area (minimum)		18	m²
Required Back of House Area (minimum)		16	m²
Required Janitor Area (minimum)		8.5	m²
Seating Capacity (minimum)		137	Seats
Seating Capacity (maximum)		171	Seats
Required Toilet (minimum)		4	Toilet
Car Park Slot (available)		8	Car Slots
Required HVAC (±20%)		26	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)		54,000	Volt Ampere
Water Tank Capacity (minimum)		7,500	Liter
ISP Satelite		274	Mbps
ISP Fiber Optic Broadband		513	Mbps
Access Point (minimum)		5	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