

ARAHome Community

Profit and Loss Projection

Civil & Foundation Space (sqm)	100	100	100	100	100
Indoor Space & Semi Outdoor (sqm)	351.5	351.5	351.5	351.5	351.5
Outdoor Space (sqm)	201.5	201.5	201.5	201.5	201.5
Exterior / Parking Space (sqm)	237	237	237	237	237
Façade (sqm)	158	158	158	158	158
Cups/Day	289	319	375	421	494
Peoplepower	5	5	6	6	7
Revenue (Sales include PB1)	Rookie	Basic	Competent	Expert	World Class
Drinks & Dessert	IDR 260,100,000	IDR 287,100,000	IDR 337,500,000	IDR 378,900,000	IDR 444,600,000
Bakeries & Snacks	IDR 169,065,000	IDR 186,615,000	IDR 219,375,000	IDR 246,285,000	IDR 288,990,000
Merchandise	IDR 15,606,000	IDR 17,226,000	IDR 20,250,000	IDR 22,734,000	IDR 26,676,000
Venue	IDR -	IDR -	IDR -	IDR -	IDR -
Gross Sales (inc PB1)	IDR 444,771,000	IDR 490,941,000	IDR 577,125,000	IDR 647,919,000	IDR 760,266,000
Tax PB1	IDR 39,015,000	IDR 43,065,000	IDR 50,625,000	IDR 56,835,000	IDR 66,690,000
Disc & Promotion (online)	IDR 35,113,500	IDR 38,758,500	IDR 45,562,500	IDR 51,151,500	IDR 60,021,000
Net Sales	IDR 370,642,500	IDR 409,117,500	IDR 480,937,500	IDR 539,932,500	IDR 633,555,000

Expenses

COGS Drinks & Desserts	IDR 59,113,636	IDR 65,250,000	IDR 76,704,545	IDR 86,113,636	IDR 101,045,455
COGS Bakeries & Snacks	IDR 46,108,636	IDR 50,895,000	IDR 59,829,545	IDR 67,168,636	IDR 78,815,455
COGS Merchandise & FMCG	IDR 5,674,909	IDR 6,264,000	IDR 7,363,636	IDR 8,266,909	IDR 9,700,364
Compensation	IDR 38,004,547	IDR 38,004,547	IDR 44,763,496	IDR 44,763,496	IDR 51,522,445
Store Achievement Incentive	IDR 926,606	IDR 2,045,588	IDR 4,809,375	IDR 8,098,988	IDR 12,671,100
Store Repair and maintenance	IDR 6,226,794	IDR 6,873,174	IDR 8,079,750	IDR 9,070,866	IDR 10,643,724
Service Charge (BM)	IDR -	IDR -	IDR -	IDR -	IDR -
Marketing & Promotion	IDR 7,412,850	IDR 8,182,350	IDR 9,618,750	IDR 10,798,650	IDR 12,671,100
Other Expenses	IDR 11,119,275	IDR 12,273,525	IDR 14,428,125	IDR 16,197,975	IDR 19,006,650
Free Condiments & Stationary	IDR 3,706,425	IDR 4,091,175	IDR 4,809,375	IDR 5,399,325	IDR 6,335,550
Electricity, Water, Internet, Telp	IDR 13,343,130	IDR 14,728,230	IDR 17,313,750	IDR 19,437,570	IDR 22,807,980
Total Expenses	IDR 191,636,809	IDR 208,607,588	IDR 247,720,348	IDR 275,316,051	IDR 325,219,822
	21.78%	21.07%	21.59%	21.07%	21.41%
Gross Profit	IDR 179,005,691	IDR 200,509,912	IDR 233,217,152	IDR 264,616,449	IDR 308,335,178
Non-operating Income	IDR 39,015,000	IDR 43,065,000	IDR 50,625,000	IDR 56,835,000	IDR 66,690,000
Local Contribution and Fine	IDR 23,409,000	IDR 25,839,000	IDR 30,375,000	IDR 34,101,000	IDR 40,014,000
Non Operating Profit	IDR 15,606,000	IDR 17,226,000	IDR 20,250,000	IDR 22,734,000	IDR 26,676,000
Management Fee 10%	IDR 38,624,850	IDR 42,634,350	IDR 50,118,750	IDR 56,266,650	IDR 66,023,100
Rent Amortization	IDR 30,886,875	IDR 30,886,875	IDR 30,886,875	IDR 30,886,875	IDR 30,886,875
Net Profit / Month	IDR 125,099,966	IDR 144,214,687	IDR 172,461,527	IDR 200,196,924	IDR 238,101,203
Land Rent 8%	IDR 29,651,400	IDR 32,729,400	IDR 38,475,000	IDR 43,194,600	IDR 50,684,400
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 773,300,000	IDR 773,300,000	IDR 773,300,000	IDR 773,300,000	IDR 773,300,000
Open Space Investment (outdoor)	IDR 443,300,000	IDR 443,300,000	IDR 443,300,000	IDR 443,300,000	IDR 443,300,000
Entrance Exterior / Parking Investment	IDR 379,200,000	IDR 379,200,000	IDR 379,200,000	IDR 379,200,000	IDR 379,200,000
Façade Investment	IDR 252,800,000	IDR 252,800,000	IDR 252,800,000	IDR 252,800,000	IDR 252,800,000
Pre-opening & Initial Investment	IDR 500,000,000	IDR 500,000,000	IDR 500,000,000	IDR 500,000,000	IDR 500,000,000
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 2,950,000,000	IDR 2,950,000,000	IDR 2,950,000,000	IDR 2,950,000,000	IDR 2,950,000,000
ROI (months)	23.6	20.5	17.1	14.7	12.4

License Period	8 Years
Outlet Type	790 m² (include entrance & parking)
Required Storage Area (minimum)	20 m²
Required Back of House Area (minimum)	14 m²
Required Janitor Area (minimum)	11 m²
Seating Capacity (minimum)	154 Seats
Seating Capacity (maximum)	192 Seats
Required Toilet (minimum)	5 Toilet
Car Park Slot (available)	11 Car Slots
Required HVAC (±20%)	33 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)	61,000 Volt Ampere
Water Tank Capacity (minimum)	8,500 Liter
ISP (minimum)	576 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)

Renovation Interior & Exterior Exclude :

1. Electricity supply (new meter request / power up request)
2. Water supply (new meter request, groundwater drill and filter)
3. Building foundation and structural construction (new / addition / repair)
4. Pole / Pylon / Monument Sign / Totem Sign
5. Building permit (IMB, waste treatment)