



**BUSINESS PLAN OF
MI CADOU**

By :

Fiona Almatia

014201800053

**A Final Project Proposal Presented to the Faculty of Business
President Univeristy in Partial Fulfillment of the requirements for
the Bachelor's Degree in Management Studies**

February 2022

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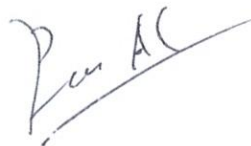
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TABLE OF CONTENT

ACKNOWLEDGEMENT	I
PLAGIARISM REPORT	III
ADVISOR RECOMMENDATION LETTER.....	IV
DEFINED.	
PANEL OF EXAMINERS APPROVAL SHEET.....	IV
STATEMENT OF ORIGINALITY	V
CONSENT FOR INTELLECTUAL PROPERTY RIGHT.....	VI
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	VIII
ADVISOR APPROVAL FOR JOURNAL OR	IX
INSTITUTION'S REPOSITORY	IX
LIST OF FIGURE	XIV
LIST OF TABLE	XV
EXECUTIVE SUMMARY.....	XVI
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 BACKGROUND	1
1.2 OPPORTUNITY	11
1.3 PURPOSE	12
1.4 BENEFITS	13
1.4.1 Academician.....	13
1.4.2 Business Owner.....	13
1.4.3 Future Research.....	13
1.4.4 Government.....	13
CHAPTER II.....	15

DESCRIPTION OF VENTURE.....	15
2.1 PRODUCT AND SERVICE.....	15
2.2 VISION AND MISSION	15
2.2.1 <i>Vision</i>	15
2.2.2 <i>Mission</i>	16
2.2.3 <i>Logo and Tagline</i>	16
2.3 TARGET SEGMENT	17
2.4 UNIQUE FEATURES.....	17
2.5 HIGH QUALITY FEATURES	18
2.6 BUSINESS FIELDS.....	18
2.7 PRODUCT EXCELLENCE	18
2.8 CURRENT STATUS	18
2.9 BACKGROUND OF ENTREPRENEUR	19
2.10 LONG TERM PROSPECT.....	19
2.11 KEY TO SUCCESS.....	19
CHAPTER III	21
INDUSTRY ANALYSIS.....	21
3.1 PESTLE ANALYSIS	21
3.1.1 <i>Politics</i>	21
3.1.2 <i>Economic</i>	21
3.1.3 <i>Social</i>	22
3.1.4 <i>Technology</i>	22
3.1.5 <i>Law</i>	23
3.1.6 <i>Environment</i>	24
3.2 INDUSTRY ANALYSIS.....	24
3.2.1 <i>Rivalry among Existing Competitors</i>	24
3.2.2 <i>Threat of New Entrants</i>	24
3.2.3 <i>Threat of Substitute</i>	25
3.2.4 <i>Bargaining Power of Buyer</i>	26
3.2.5 <i>Bargaining Power of Supplier</i>	26

3.3 SWOT ANALYSIS	27
3.4.1 <i>Strength</i>	27
3.4.2 <i>Weakness</i>	27
3.4.3 <i>Opportunities</i>	27
3.4.4 <i>Threats</i>	27
3.4 COMPETITOR ANALYSIS	28
3.4.1 <i>Direct Competitor</i>	28
3.4.2 <i>Indirect Competitor</i>	29
CHAPTER IV.....	31
EXECUTION PLAN.....	31
4.1. MARKETING PLAN AND STRATEGY	31
4.1.1. <i>Segmentation, Targeting, and Positioning</i>	32
4.1.2. <i>Marketing Mix</i>	34
4.1.3. <i>Annual Marketing Budget</i>	41
4.1.4. <i>Estimation of Annual Sales</i>	41
4.1.5 <i>Controls</i>	43
4.2 OPERATIONAL AND PRODUCTION PLAN.....	44
4.2.1 <i>Operational Hours</i>	44
4.2.2. <i>General Approach</i>	44
4.2.3 <i>List of Ingredients</i>	46
4.2.4. <i>Furniture and Equipment</i>	47
4.3. DISTRIBUTION PLAN.....	48
4.4 MANPOWER PLAN	49
4.4.1 <i>Company Structure</i>	49
4.4.2 <i>Job Description and Job Qualification</i>	50
4.4.3 <i>Salary and Compensation System</i>	52
4.4.4. <i>Code of Conduct</i>	53
4.5 SOURCE AND FUND STATEMENT	53
4.5.1 <i>Assumption Sheet</i>	54
4.5.2 <i>Income Statement</i>	54

4.5.3 <i>Balance Sheet</i>	54
4.5.4 <i>Cash Flow</i>	55
4.5.5 <i>Break Even Analysis</i>	56
4.5.6 <i>Net Present Value</i>	57
4.5.7 <i>Ratio Analysis</i>	57
CHAPTER V	58
MILESTONE	58
5.1 LIST OF MILESTONE.....	58
5.2 TIMELINE TO ACCOMPLISH THE MILESTONES	60
CHAPTER VI.....	61
ASSESSMENT OF RISK.....	61
6.1. RISK OF BUSINESS.....	61
6.2 CONTINGENCY PLAN	62
CHAPTER VII	63
GROWTH/EXIT SRATEGY.....	63
7.1 GROWTH STRATEGY	63
7.2. EXIT STRATEGY	64
REFERENCES.....	65

LIST OF FIGURE

Figure 1.1 Contribution of Creative Economy to GDP of 7 Countries (2016)	2
Figure 1.2 Gifts Retailing Market Size 2021-2025	2
Figure 1.3 GDP and Employment of Indonesia's Creative Economy (2009-2019E)	3
Figure 1.4 Indonesian Tradition of Giving Gifts on Birthdays	5
Figure 1.5 Ramadan Shopping 2021	6
Figure 1.6 Shopping Behavior Patterns for Valentine's Day	7
Figure 1.7 The Most Favorite Item as A Gift.....	7
Figure 1.8 FOB Value and the Role of Creative Economy By Province of Origin, 2016.....	8
Figure 1.9 The Role of Creative Economy Exports by Subsector, 2015 and 2016	8
Figure 1.10 Dynamics of Economic Development Level of Jabodetabek Area in 2012-2016	9
Figure 2.1 Logo of Mi Cadou	16
Figure 3.1 Location of Mi Cadou's Direct Competitor	28
Figure 3.2 List of Mi Cadou's Direct Competitor	29
Figure 3.3 Location of Mi Cadou's Indirect Competitor	29
Figure 3.4 List of Mi Cadou's Indirect Competitor	30
Figure 4.1 Pricelist of Mi Cadou.....	37
Figure 4.2 Mi Cadou Uniform	44
Figure 4.3 Mi Cadou's Store Layout	47
Figure 4.4 Company Structure of Mi Cadou.....	49

LIST OF TABLE

Table 4.1 Annual Marketing Budget of Mi cadou	41
Table 4.2 Estimation of Mi Cadou’s Annual Sales.....	43
Table 4.3 List of Inventory.....	46
Table 4.4 List of Furniture and Equipment.....	48
Table 4.5 Working Hours of Mi Cadou’s workers	50
Table 4.6 Accumulation of Salary Budget.....	52
Table 4.7 Sources and Fund Statement.....	53
Table 4.8 Income Statement of Mi Cadou	54
Table 4.9 Balance Sheet.....	55
Table 4.10 Cash Flow of Mi Cadou	55
Table 4.11 Culmulative Cash Flow.....	56
Table 4.12 Net Present Value	57
Table 4.13 Ratio Analysis	57
Table 5.1 Timeline of the Milestones	60

EXECUTIVE SUMMARY

Creative industry according to Government's Department for Culture, Media and Sport is those industries that arise their origins from individual creativity, skill, and ability, and which have the potential to generate wealth and create jobs through the creation and exploitation of intellectual property. In 2015, Joko Widodo as the President of Indonesia belief that the creative industry have a great potential, and hoped that the creative economy could become a pillar of the economy in the future. The growth of the creative industries sector is not only help developing countries expand their part of global trade, however it can likewise straightforwardly benefit poor communities by generating income, creating jobs, and empowering artists and people. In the pandemic creative industry still can grow, many people start taking up a craft, connected to digital concerts, and shopped online for the latest fashion during pandemic. The trend of sending hampers to each other in pandemic is also increasing until today. Not only that, Indonesia is still following the tradition of giving gifts to others in special day. Here, Mi Cadou is present to provides bouquets and various kinds of gift for special day. The products can be adjust following the customers request, Mi Cadou products are hampers, flowers bouquet, snacks bouquet, gift box, and many more. The business will be located in Bogor and it has a prospect, therefore this business plan is made in order to explain everything in detail. For the result, Mi Cadou will reach its payback period in 1.6 year and NVP at IDR 1,483,997,600.

CHAPTER I

INTRODUCTION

1.1 Background

The creative economy refers to a set of economic activities centered on the creation and commercialization of creativity, ideas, knowledge, and information. According to the UK Government's Department for Culture, Media and Sport, the definition of creative industries is as follows: 'Those industries that arise their origins from individual creativity, skill, and ability, and which have the potential to generate wealth and create jobs through the creation and exploitation of intellectual property.' Applications, Architecture, Interior Design, Visual Communication Design, Product Design, Fashion, Animation Film and Video, Photography, Crafts, Culinary, Music, Publishing, Game Development, Advertising, Performing Arts, Fine Arts, TV and Radio are among the seventeen sub-sectors that make up the term 'creative industries'.

According to the International Trade Centre, the creative industries sector accounts for 7% of global GDP and is increasing at an annual rate of 8.7%. The growth of the creative industries sector is not only to help developing countries expand their part of global trade, however it can likewise straightforwardly benefit poor communities by generating income, creating jobs, and empowering artists and people. Based on the data (Figure 1.1) below in 2016, the top 3 countries whose creative economies contributed the most to the national Gross Domestic Product (GDP) were the United States, South Korea and Indonesia. Indonesia's creative economy occupies the third position after the United States and South Korea, reaching Rp 922.59 trillion and contributing 7.44% to the total national Gross Domestic Product (GDP).

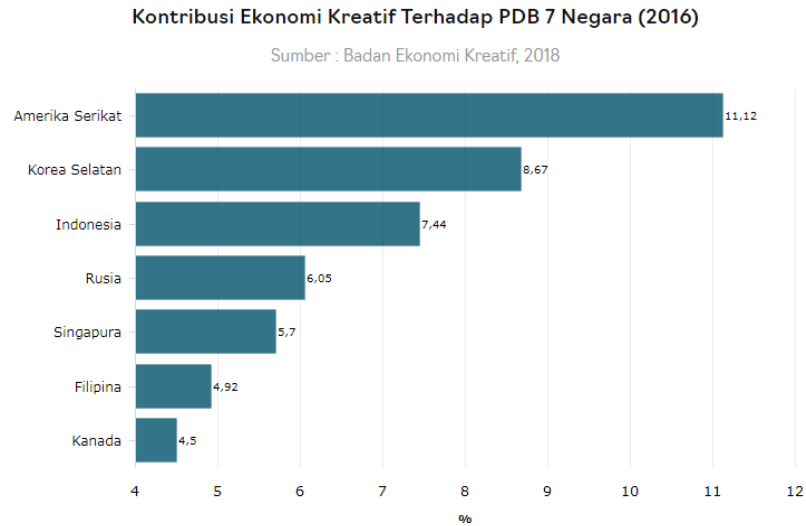


Figure 1.1 Contribution of Creative Economy to GDP of 7 Countries (2016)

Source: databoks

One of creative business that has a good opportunity is the gift business. According to the latest market research report by Technavio on Figure 1.2, the gifts retailing market size is expected to reach a value of USD 14.60 billion, at a CAGR of 3.37%, during 2021-2025.



Figure 1.2 Gifts Retailing Market Size 2021-2025

Source: Technavio

In 2019 the creative economy will keep growing and has a lot of promising potential to support the national economy. Based on Figure 1.3, Indonesia's creative economy GDP reached IDR 1,211 trillion.

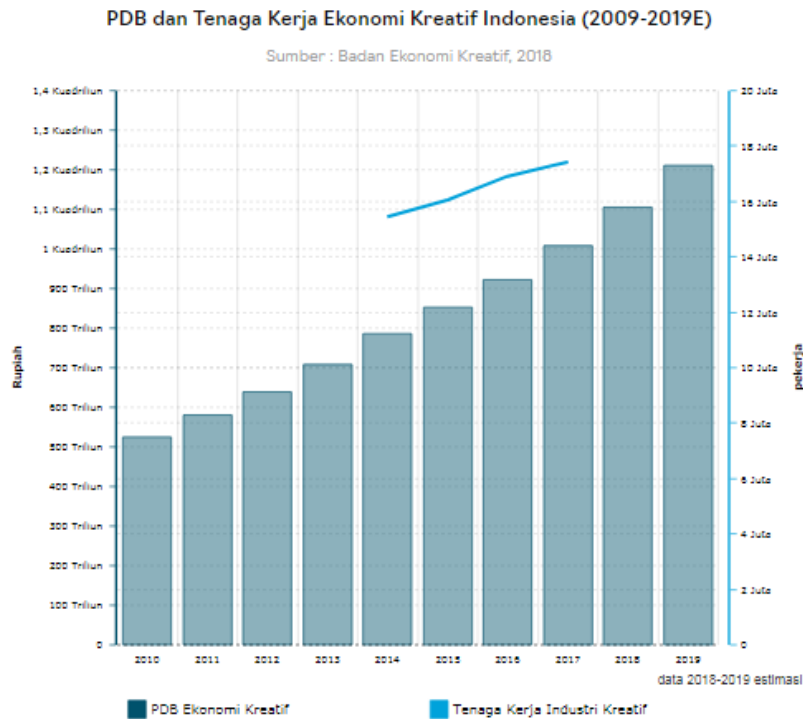


Figure 1.3 GDP and Employment of Indonesia's Creative Economy (2009-2019E)

Source: databoks

In 2020, referring to the Central Statistics Agency, Minister of Tourism and Creative Economy Wishnutama Kusubandio explained that the three sub-sectors of the creative economy that were the biggest contributor to GDP were culinary at 41 percent, fashion at 17 percent and crafts at 14.9 percent. In the kick off of the Bank Indonesia Program in the Proudly Made in Indonesia National Movement, he also stated that these three sub-sectors also have the largest export value, namely fashion at US\$11.9 billion, handicrafts at US\$6.4 billion, and culinary at US\$1.3 billion. (Timorria, 2020)

Since the coronavirus pandemic has attacked all corners of the world, all human activities have been hampered, schools, work, businesses and other things must

be done by keeping a distance from each other or even being done at home. Moreover, the development of culture and technology has grown rapidly, where it is not only in developed countries but has spread to all regions of the world. In Indonesia, it was recorded that in January 2021 there were 202.6 million internet users in Indonesia (Kemp, 2021). The impact that occurs from the rapid development of the community is the lifestyle. Society increasingly demands everything that is flexible, instant, and dynamic. We can also see that in January 2021 there were 170.0 million social media users in Indonesia (Kemp, 2021). Nowadays everyone uses the internet and social media to get more information and updates. It has a positive impact and helped sustain the creative economy especially during this pandemic. Because nowadays many people start taking up a craft, read books, watch endless series and films, connect to digital concerts, or shop online for the latest fashion during pandemic. The creative economy start to steps into the spotlight and has grown to become one of the great powerhouses of our times. According to UNCTAD, in November 2020, the United Nations adopted resolution A / RES / 74/198, proclaiming 2021 as the “International Year of Creative Economy for Sustainable Development”. (UNCTAD, 2021).

In Indonesia, as we can see on Figure 1.4 the tradition of giving gifts is usually done when someone has a birthday, it is proven by 74.05 percent of respondents Global Gift Card Q2 2020 Survey claimed to receive a gift on their birthday. This gift is usually given to the closest person—for example, parents, brother or sister, partner, boyfriend, to friends.

When do you usually get a present in the past year? (MA)

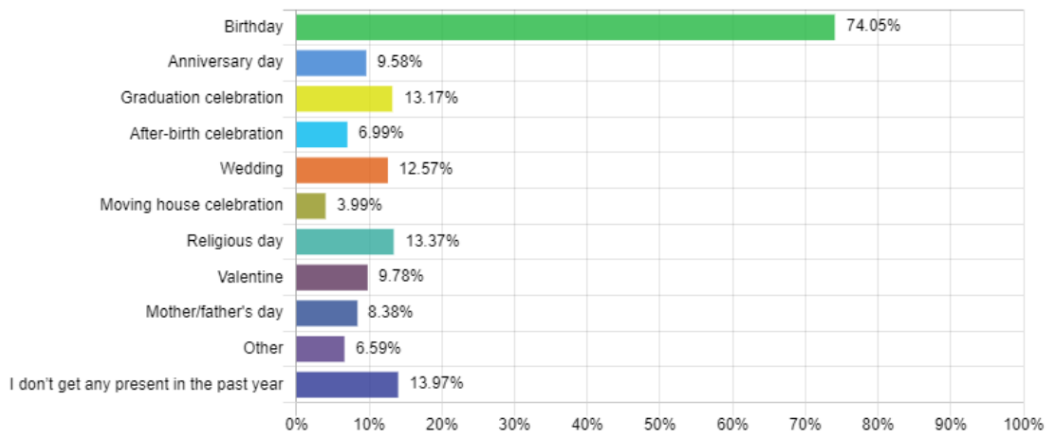


Figure 1.4 Indonesian Tradition of Giving Gifts on Birthdays

Source: licorice

According to the Global Gift Card Q2 2020 Survey, in value terms, the gift card market in Indonesia has recorded a CAGR of 23.7% during 2015-2019. The Indonesian gift card industry is expected to continue to grow during the forecast period, and registering a 12.2% CAGR between 2020 and 2024. Gift card market in the country will increase from US\$ 1,384.5 million in 2019 to reach US\$ 2,160.5 million by 2024. (ResearchAndMarkets, 2020)

Since the coronavirus exist, the trend of sending hampers to each other in 2020 is increasing and will continue in 2021. Based on Figure 1.5 a survey conducted by ShopBack Indonesia, as many as 34 percent of survey respondents ordered hampers for relatives and family during Eid.



Figure 1.5 Ramadan Shopping 2021

Source: ShopBack Indonesia

This can be proven when approaching Eid, several e-commerce companies have recorded an increase in parcel and hamper product transactions. According to Chandra Wijaya as Tokopedia's External Communications Senior Lead, transactions in the Food Parcel subcategory have increased nearly 5 times during Eid in 2021. (Safitri, 2021)

Not only celebrating Eid, Indonesians also celebrating other events, such as birthdays, graduations, anniversaries, valentine's day, etc. In the “Shopping Behavior for Valentine's Day” survey conducted by ShopBack (Figure 1.6), 54.9% of respondents said they would buy a gift for their partner for Valentine's Day.



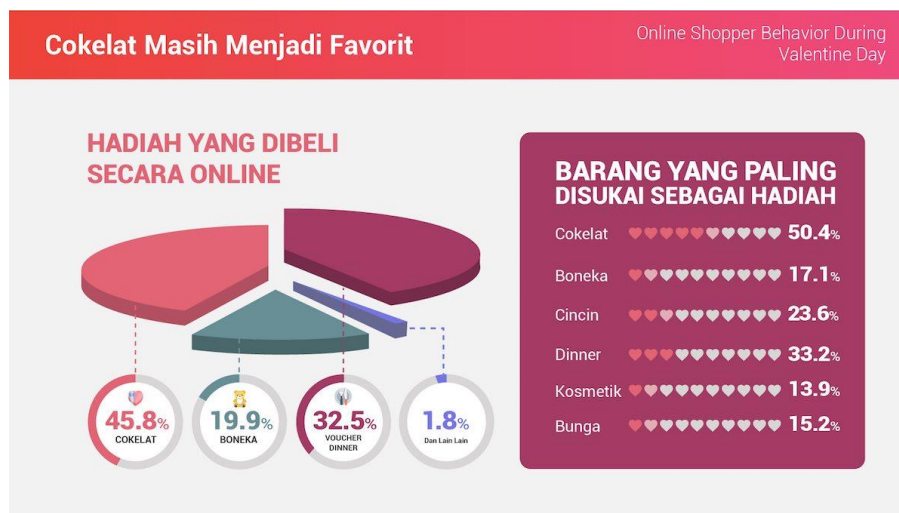
SHOPBACKInsight

Sumber : ShopBack Research Team

Metodologi : Survei yang dilakukan secara online terhadap lebih dari 1100 responden dengan rentang usia 18-38 tahun di beberapa kota besar di Indonesia

Figure 1.6 Shopping Behavior Patterns for Valentine's Day

Source: ShopBack Indonesia



SHOPBACKInsight

Sumber : ShopBack Research Team

Metodologi : Survei yang dilakukan secara online terhadap lebih dari 1100 responden dengan rentang usia 18-38 tahun di beberapa kota besar di Indonesia

Figure 1.7 The Most Favorite Item as A Gift

Source: ShopBack Indonesia

It is undeniable that Valentine's Day is still synonymous with chocolate. Based on the ShopBack survey on Figure 1.7, more than half of the respondents (50.4%) admitted that they prefer chocolate as a Valentine's gift this year. Besides chocolate, Indonesian millennials also like gifts in the form of romantic

dining (33.2%), diamond rings (23.6%), dolls (17.1%), a flower (15.2%) and cosmetics (13.9%).

If broken down by province of origin, the ten main provinces of origin for exports in the creative economy during 2016 are as shown in Figure 1.8. The figure shows that in 2016, the main province was West Java with an export value of US\$6.39 billion or 31.96 percent of Indonesia's total creative exports.

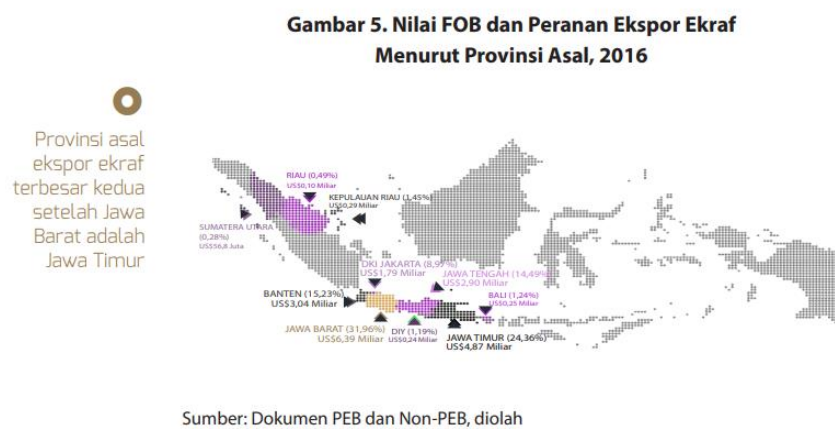


Figure 1.8 FOB Value and the Role of Creative Economy By Province of Origin, 2016

Source: Kemenparekraf

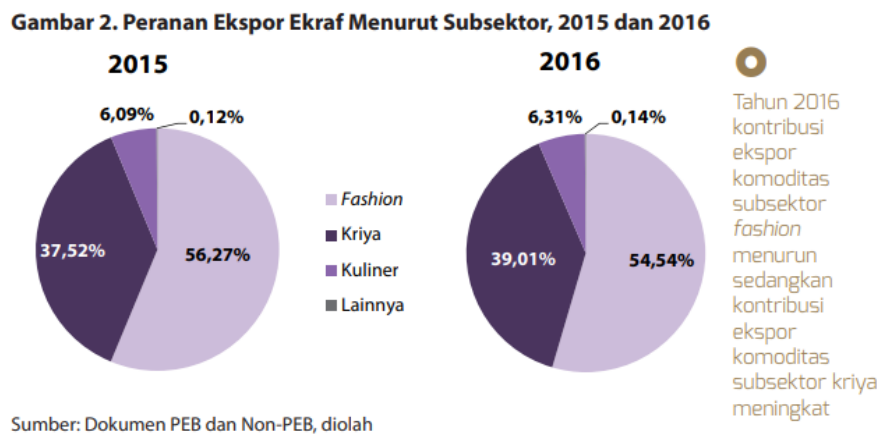


Figure 1.9 The Role of Creative Economy Exports by Subsector, 2015 and 2016

Source : Kemenkraf

According to the data in Figure 1.9, fashion and crafts are 2 sub-sectors that play the biggest role for exports in the creative economy in 2015-2016. In 2016, the contribution of exports to the fashion sub-sector decreased, while the contribution of exports to the handicrafts sub-sector increased from 37.52% to 39.01%.

Tabel 4.1. Dinamika Tingkat Perkembangan
Ekonomi Wilayah Kawasan
Jabodetabek Tahun 2012-2016

Kabupaten/ Kota	2012	2013	2014	2015	2016
Kota Jakarta Barat	I	I	I	I	I
Kota Jakarta Pusat	I	II	II	I	I
Kota Jakarta Selatan	I	I	I	I	I
Kota Jakarta Timur	II	II	I	II	I
Kota Jakarta	II	II	II	II	II
Kota Bogor	IV	IV	III	III	III
Kabupaten Bogor	IV	IV	III	III	III
Kota Depok	III	III	III	III	III
Kota Tangerang	III	III	IV	IV	IV
Kabupaten Tangerang	IV	III	IV	IV	IV
Kota Tangerang Selatan	III	III	III	III	III
Kota Bekasi	III	IV	IV	IV	III
Kabupaten Bekasi	II	IV	IV	IV	IV

Figure 1.10 Dynamics of Economic Development Level of Jabodetabek Area in 2012-2016

Source: *neliti*

Based on the data in Figure 1.10 we can see the regional economic development of each district/city in the West Java Region in 2012-2016. In 2016, the fast-growing areas included the cities of West Jakarta, Central Jakarta, South Jakarta, and East Jakarta. While the economic development of the type II region, namely the developed but depressed region is North Jakarta. Type III areas or fast developing areas are Bogor City, Bogor Regency, Depok City, South Tangerang City, and Bekasi City. And the lowest level of economic development is the relative area, namely Tangerang City, Tangerang Regency, and Bekasi Regency.

Even so, Bogor City is considered as an independent city which has the highest level of economic growth among other cities and regencies around Jakarta as the capital city of the country (Sasongko, 2020). With these facts, it shows that Bogor is a city that has a significant influence on the country's economy in the financial sector. This is why Bogor is also a considerable other than in the national capital to run a business.

In 2021, the Head of the Cooperatives and MSMEs Office of the Bogor City Government, Samson Purba, stated that as of September, MSMEs in Bogor had increased by 17,623 (64.37 percent) compared to the number in 2020. He also added that there were 45,000 MSME actors registered through registration in a web link that was distributed by the Department of Cooperatives and SMEs of the City of Bogor. As many as 75 percent are culinary business actors, five percent are creative economy entrepreneurs, the rest are event organizers and other service sectors. Bogor City is also one of the supporting cities for the State Capital. (Susanti, 2021)

In Indonesia, people still follow the tradition of giving gifts to each other on special days such as birthdays, anniversaries, graduations, etc. Based on Central Statistics Agency, in 2020 the population of Bogor City is 1.04 million. If there are 365 days in a year, there will be around 2850 people giving birth or having a birthday everyday. Therefore the business of selling bouquets and gifts has the potential to grow. Based on the author's predilection on the creative industry, also supported by the fact that this industry has great potential. The author is interested and has a desire to set up a business that will focus on the creative industry. The business will be named Mi Cadou and located in Bogor. Mi Cadou is a business that provides bouquets and gifts for special events. Mi Cadou's name comes from the Romanian language which means my gift. A gift itself is something that is given by someone to another person without expecting anything in return. A gift is usually given when there is a special event for someone, such as a birthday, anniversary, graduation, Eid Mubarak, Valentine's day, Christmas, etc. In Mi Cadou our goal is to provide services for making

bouquets and various kinds of gifts, we can make gifts based on buyer requests and innovate them, such as making chocolate bouquets, cosmetic bouquets, and many more. This business is expected to be a trusted one and can help customers find special gifts for the special one.

1.2 Opportunity

The creative industry in Indonesia has the potential to grow. In 2015 President of Indonesia, Joko Widodo expressed his belief in the great potential of the creative industry, and hoped that the creative economy could become a pillar of the economy in the future, he even formed the Creative Economy Agency (Bekraf) (*Ekonomi Kreatif Adalah Pilar Perekonomian Masa Depan*, n.d.). Bekraf is expected to play a role as an accelerator for the growth of Indonesia's creative economy. According to Bekraf, Indonesia's creative industry contributed 7.4 percent to the country's, and Indonesia's creative sectors are growing positively every year. In 2018, the creative economy contributed US\$78.9 million to the country's GDP. This can benefit the government. The sector also accounts for 14.3 percent of Indonesia's workforce (Hasnan, 2019). And also in 2020, lecturers as well as creative industry players from Sebelas Maret University Surakarta (UNS) stated that the creative industry still has great potential to develop this year. From that, we can see this business has a great opportunity.

At the end of 2019 the pandemic came and hit the world, all industries including the creative industry experienced a decline in line with the lockdown policies imposed by several countries. Although the COVID-19 pandemic has made many sectors slump, this condition has also given rise to new trends in society, such as changes in the teaching and learning system, work, and various other activities, for example, the trend of sending Eid hampers or souvenirs to each other in the midst of a pandemic. Ramadhan and Eid are synonymous with moments of returning to respective hometowns, holidays, breaking the fast together, and gathering with friends and family. The limitation of having physical meetings with the closest people during a pandemic is often reflected

in the form of sending hampers as a substitute for blocked friendships. In addition to Eid hampers, Indonesians still follow the tradition of giving gifts to their closest people on other events, such as birthdays, graduations, anniversaries, valentine's day, etc.

In order to increase MSME income during the COVID-19 pandemic, it is very important for MSMEs to learn technology so that traders can sell their products online or offline and are more recognized by many people, provide friendly service to consumers, and pay attention to product quality so that consumers can trust and provide employment opportunities to be involved in the business world. (Widiastuti, I., & Cakranegara, P. A, 2021). During the pandemic, one of the major innovations made by creative industry players to market products and increase sales in Indonesia was through technology and digital. The advantage of digital marketing is that it has a wider market reach because of people's buying patterns since the pandemic began to shift towards digital. Not only creative economy activists, the government also shows its efforts to improve the creative economy. Through Kemenparekraf/Baparekraf, the government invites creative economy actors to accelerate in the midst of the challenges of the pandemic. The government even holds digital marketing classes. Through this training, creative economy players learn to understand changes in consumer behavior during the pandemic, how to build branding in the digital world, develop digital marketing, develop digital business plans, and bring in sales. Not stopping there, Kemenparekraf/Baparekraf also launched the #BeliKreatifLokal program with a target of 500 creative businesses from the culinary, fashion, and craft sub-sectors. #BeliKreatifLokal itself is a derivative of the #BanggaBuatanIndonesia program which has been inaugurated by President Joko Widodo since May 2020. (Kemenkraf, 2021)

1.3 Purpose

This business plan is created in order to provide services for making various kinds of gifts. We want to increase creativity and innovation, and serve the people especially gen Z and millennial who need special gifts for special people

on the special days. This is also to bring joy, comfort, and inspiration into the lives of the customers, because the product that we sell is affordable and customizing customer demand. Not only that, the business would also provide employment opportunities in Bogor and the surrounding area. This will help decrease the unemployment in Indonesia. Therefore, it is crucial to find the best way for this business to be accepted in the market.

1.4 Benefits

This business plan is expected to be of particular benefit to the following parties:

1.4.1 Academician

This business plan is expected to be a great example for the academicians who wish to create similar business ideas later on, especially since its performance in recent years demonstrates its strong growth potential. Even though the trend in the future may not be the same but there is still a chance, it all relies on how the business owner adjusts to the changes and survives.

1.4.2 Business Owner

Some things in this business plan may be able to give new insight and consideration in running the business. Even though the business owner already has a business, it is never too late to read and learn from the other business plan.

1.4.3 Future Research

This business plan may not be able to cover all areas but it is hoped to be a useful reference and be inspiration for the next study, in the same industry or any other relevant industry.

1.4.4 Government

The creative industry is able to make a large contribution to the Gross Domestic Product (GDP) of an area and assist the government in

reducing unemployment by creating jobs. This business hopefully can be a benefit for the government and help reduce unemployment. Even so, it is hoped that this business plan will become one of the learning materials for the government to further foster economic opportunities in Indonesia.

CHAPTER II

DESCRIPTION OF VENTURE

2.1 Product and Service

Mi Cadou is a company engaged in the creative sector. Mi Cadou is selling bouquets and various kinds of gifts for special events, such as flower bouquets, chocolate bouquets, money bouquets, money cake, snack bouquets, gift boxes, hampers and many more. All products were handmade and can be arranged according to the desire, needs, and budgets of the customers. Since our product is handmade, every product can not be made exactly 100% the same from one to another. However, Mi Cadou will always seek to do the orders and provide special gifts.

The advancement of technology makes customers buy bouquets or others without having to go to the store directly. In Mi Cadou customers can get out the product through online ordering by Instagram, WhatsApp, E-commerce, and also website. Mi cadou will assist the customer in the ordering process from beginning until shipping is done. But for those who want to see directly how to make it, stock the equipment, choose the color of product, or choose the items that will be in the product they buys, they can directly go to the store and make an order. If there are not many orders from other people or problems, the order will be served in 45 - 90 minutes depending on the size and difficulty of the bouquet.

2.2 Vision and Mission

2.2.1 Vision

Make Mi Cadou a trusted business that can satisfy customers and inspire many people.

2.2.2 Mission

- Provide the best service to customers.
- Creating quality products that are always chosen by the community.
- Commitment to doing business quickly and thoroughly in product processing.
- Prioritizing honesty and professionalism in doing business.
- Reduce unemployment by providing job opportunities for Bogor City and its surroundings.
- Provide a comfortable workplace for workers.

2.2.3 Logo and Tagline



Figure 2 1 Logo of Mi Cadou

Source : Self Developed (2021)

The logo color and icon express creativity and imagination. From the word 'Mi Cadou' which means my gift, it is hoped that this business can provide something special and creative. The shape of a logo is expected to have a special and good impression. The shape of the Mi Cadou logo is an oval that symbolizes friendship and endurance. With this, it is hoped that Mi Cadou can become a friend to its customers and establish good relationships. With friendship, customers are expected to be more trusting and loyal to Mi Cadou.

The tagline that we used is “accompany a special person with a special gift on a special day”, which describes that we will accompany our customers on their special day and make them happy. Mi Cadou will accompany, build good relationships, and provide products that are good and have a special meaning for the recipient.

2.3 Target Segment

Mi Cadou’s target markets are the generation Z and millennial generation start from 15 years old until 40 years old, who are now typically senior high school students, university students or working. Our target can be women and men, people in middle class who live in the Jabodetabek area, especially Bogor. These targets are those who usually like to give gifts to someone on certain occasions, whether in Birthday, Valentine’s Day, Mother’s Day, Eid Mubarak, Christmas Graduation Day, thesis defense, or other events.

2.4 Unique Features

- Will be made by request. Customizing customer requests, customers can customize orders according to what they want.
- Holding teaching classes about business or how to make the products to increase people or student creativity.
- We provide products that are environmentally friendly or made using waste, the example is flowers made from fruit or vegetable peels such as corn, salak, oranges, and onions.
- Strategic location and receiving orders from the Jabodetabek area. Mi Cadou will be located in Bogor namely in the central Bogor area, near to several schools and universities including Institut Pertanian Bogor, Pakuan University, and STIE Kesatuan Bogor.
- Bringing joy, comfort, and inspiration into customers' lives by giving affordable prices.

2.5 High Quality Features

- The author already understands and has experience in running a business
- High Quality Service and Ethics. Mi Cadou is committed to providing the greatest services such as fast response, understanding, fairness, honesty, friendliness, so that the customers not only feel welcomed but also connected.
- Pack the products carefully, safely, and using good quality packaging so that they are suitable for sending out of town.

2.6 Business Fields

Mi Cadou is a business that focuses on the creative industry, we provide various kinds of gifts. Mi Cadou will run its business online and offline. So, customers can directly come to Mi Cadou store and see the making process. And people outside Bogor still can order and get our product although limited by distance. The offline shop will be in the Central Bogor area, and for online we will sell it on Instagram and Shopee.

2.7 Product Excellence

Our products are expected to demonstrate our vision or goal, which is customer trust. To gain the trust of our customers, we need to know how our products meet the needs or desires of our target customers. Mi Cadou products made can be modified according to customer requests. Not only that, we will also pay attention to the environment, by making products that are environmentally friendly.

2.8 Current Status

Mi Cadou will operate as a limited liability company, governed by Indonesian Company Law No. 40 Year 2007. The size of the company is governed by Law No. 20 of 2008 about small and medium-sized enterprises (SMEs) that state micro business must meet the requirements with a net worth of at most Rp. 50,000,000 (fifty million rupiah) and not having annual sales proceeds of at most Rp. 300,000,000 (three hundred million rupiah). The location of Mi Cadou will be in

East Bogor, which is a strategic location near to schools, universities and exit tolls. In more detail, it is located in a shophouse located on Jalan Raya Pajajaran, Baranangsiang, East Bogor, Bogor City, West Java.

2.9 Background of Entrepreneur

The owner of Mi Cadou is Fiona Almatia, a Management student of President University batch 2018 concentrating in Marketing. The author's predilection on crafts and decorations was a factor in opening up this business. Previously, the author has experienced running her own business. One of her businesses is a business similar to Mi Cadou, it is a business that sells snack bouquets. Precisely in 2018, the author saw an opportunity to run the business in Cikarang, which the target is President University student. In 2018, the author saw that snack bouquet sellers were still very rare. In Mi Cadou business the author will develop previous business ideas and establish her own gift shop to help people get special gifts for special people on special days.

2.10 Long Term Prospect

Internet and social media users continue to grow, the impact that is happening is a change in lifestyle. Society increasingly demands everything that is flexible, instant, and dynamic. Given that lifestyle change, people will prefer to buy rather than make something themselves. The important thing, in making this product someone must have skills and creativity, so not everyone can make it themselves. Creative industry will keep growing in the future, creative business will keep popping up.

2.11 Key to Success

In Mi Cadou, the level of employee competency is very important. We need great people to achieve our great goals, the success of a business in achieving its vision and mission is only possible if you have a dedicated team. A team that has the right level of competence can efficiently drive the growth of a business. Therefore, choosing the right team is an important step that a business or company must take. Mi Cadou will also hold training for employees to ensure their competence.

On the other hand, the level of customer satisfaction is also a key success factor in any business. If customers are satisfied with the products we sell, they will give them trust and become loyal customers, they can even recommend our products to others. That way, Mi Cadou will maintain a good relationship between business and customers. Mi Cadou will also hold membership programs and teaching classes about business or even tutorial classes to show the customers how to make the product.

CHAPTER III

INDUSTRY ANALYSIS

3.1 PESTLE Analysis

Every business in this world needs to survive, they also have to analyze their surroundings in order to stay alert and survive. PESTLE's analysis will help businesses to identify external factors that affect the industry

3.1.1 Politics

In 2015 President of Indonesia, Joko Widodo expressed his belief and hoped that in the future, the creative economy would become a pillar of the economy, he even formed the Creative Economy Agency (Bekraf) (Ekonomi Kreatif Adalah Pilar Perekonomian Masa Depan, n.d.). The Creative Economy is a societal economic activity that boosts information and creativity by depending on human resources' ideas and knowledge. Because President Joko Widodo's belief in the creative industry, of course, will greatly affect the opportunities and potential of the creative industry market, such as Mi Cadou.

Before setting up a small or medium-sized business in this creative industry or another industry, the entrepreneur must know the conditions that must be followed. The entrepreneur must ensure that all necessary documents, such as a business license, are in order. Apart from that, politics also affects business in terms of taxation. such as every ingredient used by a business that is imported, it has a tax. Which ultimately causes the price of goods to be more expensive. If the cost of things is high, business actors are threatened to reduce profits or sell at a higher price. But at higher prices, businesses are threatened with losing customers.

3.1.2 Economic

Mi Cadou is a company that works in the creative economy. The creative industry is currently one of the most dynamic areas in the global economy which provides opportunities for developing countries to grow. Indonesia's creative sector grows positively every year. According to Bekraf, in 2017, the Creative Economy sector was projected to exceed 1,000 trillion rupiahs, and rising to 1,102 trillion rupiahs in 2018. According to data from the Focus Economy Outlook 2020, the creative economy contributed IDR 1,100 trillion to Indonesia's Gross Domestic Product (GDP) in 2020. Not only that, the creative industry has the potential to create jobs.

3.1.3 Social

The results of the Population Census (SP2020) in September 2020 recorded that Indonesia's population reached 270.20 million. This high population can have an impact on sales in every industry. According to the data portal, in January 2021 there were 202.6 million internet users and 170.0 million social media users in Indonesia. This driving factor is a strong reason for online business to grow rapidly, and many people are interested in starting an online business. Nowadays we are in an era where everyone loves to use social media, social media is one way people can find out the latest information or trends. This thing can have a positive impact on businesses, because we can use social media as a tool to promote our business and attract consumers.

3.1.4 Technology

Because in this era, technology is very advanced, humans do not need to spend a lot of energy. Only with the tip of a finger and a cellphone, humans can get what they want. In this business, the author takes advantage of technological advances to support sales. Mi Cadou accepts orders via online, such as Instagram, line, WhatsApp, and e-commerce. Promotional activities at Mi Cadou are also carried out by taking advantage of technological advances, using smartphones and several supporting applications. Later Mi Cadou will also use online public transportation services for order delivery, such as Grab

and Go-jek. Not only online, the use of technology is also carried out at the Mi Cadou offline store, in Mi Cadou store there will be a freezer which used to store fresh flowers.

3.1.5 Law

Apart from the above factors, it is necessary to pay attention to legal factors, because it will become a legal problem if one of these regulations is not followed. In this creative industry, there are government policies and strategies in the development of the creative economy, which we can see in Law of the Republic of Indonesia number 24 of 2019 concerning the economy. In addition, before setting up a small or medium-sized business, the writer will take care of a business license (SIUP), one of the most important documents that serves to fulfill the legality of the business needed so that the business is protected and able to conduct trade. activities, whether goods or services safely in accordance with applicable law. SIUP is a document that must be owned by companies, companies that carry out business activities but do not have a license will be subject to penalty in accordance with statutory restrictions. A NPWP also should be completed on behalf of the business owner. In Government Regulation Number 23 Year 2018, it is stated that the imposition of a final income tax rate of 0.5% is addressed to companies with gross sales below 4.8 billion in one year. Also, Mi Cadou must comply to the manpower restrictions, which are outlined in Law No. 13 of 2003. Whereas, under Article 77 paragraph 1 of Law No.13/2003, every employer is required to establish working-hours provisions. The provision of working hours is assisted by 2 systems:

- 7 hours in a day or 40 hours in a week for 6 working days in a week; or
- 8 hours in a day or 40 hours in a week for 5 working days in a week

3.1.6 Environment

Not only thinking about the importance of creativity that the nation's children must have, we also have to think about the environmental impact of products or services that are produced from this creative world. In this creative industry, it is hoped that some works can be made using used goods, the goal of course is to reduce and recycle waste in our country. Because, the fact is that Indonesia is the country that produces the most waste in the world. As much as possible Mi Cadou will make use of used items such as cardboard or calendars paper, even make flowers from fruit or vegetable peels such as corn, salak, oranges, and onions. Also, we will use recycled plastics, biodegradable or plastics that made from corn starch for packaging. It is hoped that this will help our country reduce waste and pollution.

3.2 Industry Analysis

Porter's Five Forces would be used by the author for industry analysis. Porter's Five Factors is a model that consists of five competitive forces that can be used to determine the industry's strengths and weaknesses.

3.2.1 Rivalry among Existing Competitors

The market is quite a lot because our target market is gen Z to millennial generation. There are more than 10 competitors, both direct and indirect. However, each competitor has its own focus and is not selling the same products. Therefore it is important for a business to have a unique selling point, which can make a business better to its competitors

Intensity : Medium

3.2.2 Threat of New Entrants

The threat of new entrants refers to the dangers that new entrants give to existing businesses. High levels of threat from new entrants can increase the intensity of existing industry competition. New entrants have the potential to reduce

existing businesses' market share and profit margins, as well as changing product quality standards and pricing levels.

The easiness of new entrants to open business in the creative industry is low to medium, because opening a creative business requires skill and creativity. everyone has different abilities and creativity. In addition, in this modern era, humans demand everything that is easy and instant. Many people are lazy to learn how to make a crafts or something similar and it's also takes time, people will choose to buy rather than make it by themselves. In other hand, new entrants have a harder time getting customers and reaching economies of scale.

But in this time of the pandemic, people have more time at home and they start to learn to make some things. People start to think of starting a business to fill their spare time and earn income. Therefore, during this pandemic, many people have started to open their own businesses, without exception business in the creative field.

Intensity : low to medium

3.2.3 Threat of Substitute

Threat of Substitutes refers to the existence of other products on the market that customers may consume instead of the business' products. Replacement products are products from other companies or industries that offer similar benefits. High level of Threat of Substitutes can increase the intensity of existing competition in the industry. The highest indicator of threat of substitutes dimensions is there are several substitutes with many variances, many substitutes with the same functions, and many substitutes with lower price. In order to survive, the business must respond quickly. They have to refine more strategies and new innovations or more variations so that they are not replaced by other products or industries. However, in this industry the threat of substitutes is low. Because the creative industry itself has various types, from handicrafts, films, music, fashion, architecture, etc, these all belong to the creative industry.

Intensity : low

3.2.4 Bargaining Power of Buyer

Customers' bargaining power refers to the pressure that buyers can place on a company, forcing it to supply items that fit the buyer's desires. More variations, better customer service, or even reduced prices could become one of the buyer's desires. Strong buyers can force businesses to undertake all of these things, resulting in higher costs for the business. Buyer bargaining power can increase the intensity of existing industry competition and reduce the company's profits. Buyers can easily switch to other products / companies, lower their buying quantity, and they can easily bargain. Buyers can easily switch to another product or company, which is more suited to their needs.

There are many players in the creative industry that have existed. As a result, buyers can obtain similar products and services from other players, as well as a variety of substitutes. Regardless of the situation, the company business can succeed by giving uniqueness in price, location, and concept. Another factor that will make it difficult for buyers to switch over or make bargains is quality of the product. The products produced by each company have a different quality. When the buyer already likes the quality of the company's products, the buyer will not think too much about the price or even switch to another company.

Intensity: medium to high

3.2.5 Bargaining Power of Supplier

In this case, the supplier can easily increase the price, decrease the quantity of the supply, and can easily adjust the quality. A supplier can put pressure on a business by increasing pricing, decreasing product quality, or reducing product availability, all of which contribute to the company's costs. Meanwhile, the bargaining position of suppliers is perceived as a relatively lower threat. Because, suppliers are included as part of the company's supply chain, so that

there is a collaboration between the company and the supplier which in turn results in lower pressure.

Intensity : low to medium

3.3 SWOT Analysis

SWOT is a tool for placing a company in a competitive market, strength, weakness, opportunity, and threat are the four elements that define its name. Its aim is to look for a good strategy to handle what is still missing from the business.

3.4.1 Strength

1. Products made can be modified according to customer requests
2. Prices are affordable.
3. Provide products that are environmentally friendly

3.4.2 Weakness

1. The Mi Cadou brand that is still not well known in the city of Bogor
2. Difficulty arranging consistent bouquet

3.4.3 Opportunities

1. Increasing public interest in this industry
2. Events that are continuous
3. Relatively high competitor prices but not optimal service.

3.4.4 Threats

1. Competitors will copy our product or strategy
2. Items that are not always available
3. Limited services

3.4 Competitor Analysis

3.4.1 Direct Competitor

The direct competitors of Mi Cadou are those who sell similar products and located in East Bogor area.

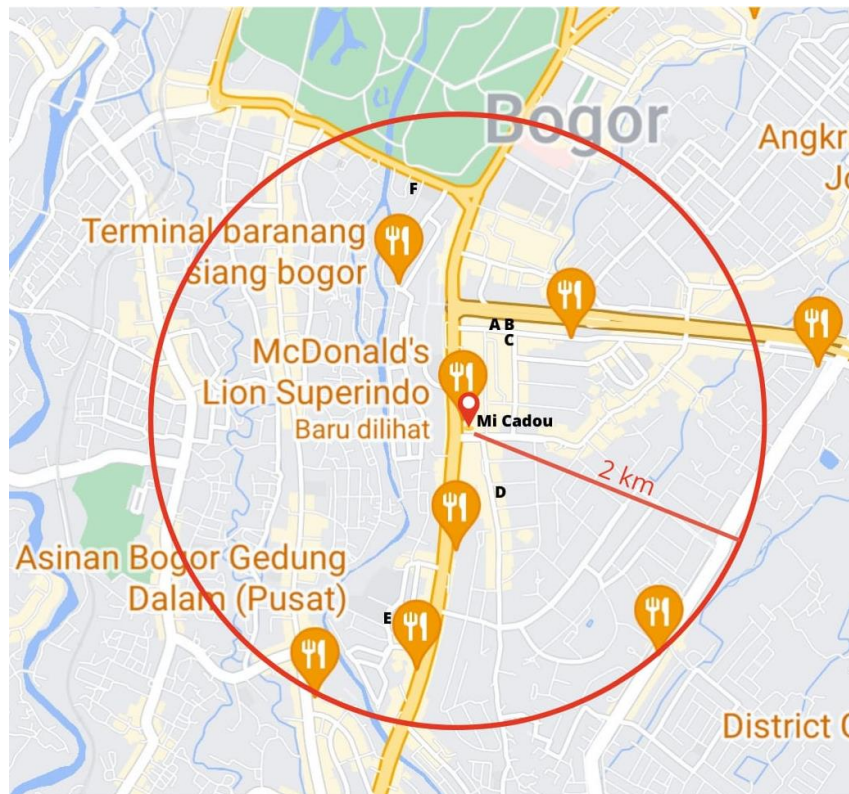


Figure 3.1 Location of Mi Cadou's Direct Competitor

Source: Self Developed (2021)

Symbol	Direct Competitor	Distance
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A	Fajar Florist	700m
B	Seni Florist	650m
C	Dedi Florist	600m
D	DD Florist Bogor	550m
E	Amelie Florist	2.0km
F	Bogor Rafly Florist	1.5km

Figure 3.2 List of Mi Cadou's Direct Competitor

Source: Self Developed (2021)

3.4.2 Indirect Competitor

The indirect competitors of Mi Cadou are businesses that have similar products and located in Bogor or even other cities.

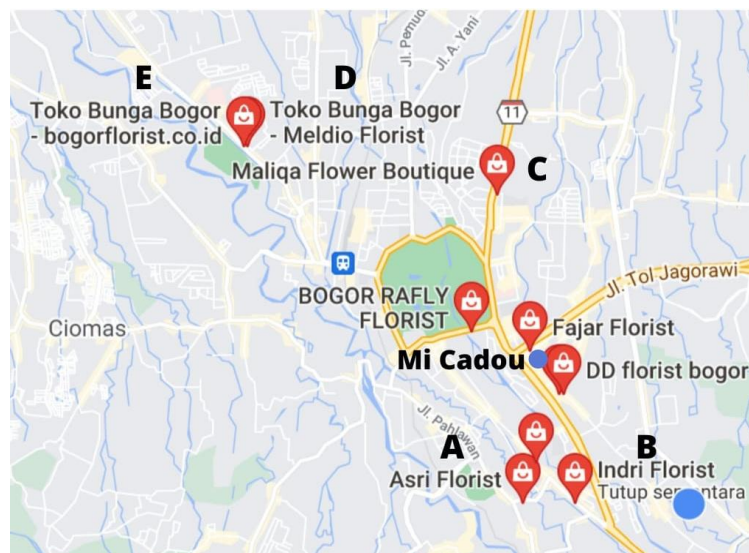


Figure 3.3 Location of Mi Cadou's Indirect Competitor

Source: Self Developed (2021)

Symbol	Indirect Competitor	Distance
A	Asri Florist	3.9 km
B	Indri Florist	2.7 km
C	Maliqa Flower Boutique	3.4 km
D	Toko Bunga Bogor – Meldio Florist	5.4 km
E	Toko Bunga Bogor – bogorflorist.co.id	5.4 km

Figure 3.4 List of Mi Cadou's Indirect Competitor

Source: Self Developed (2021)

CHAPTER IV

EXECUTION PLAN

4.1. Marketing Plan and Strategy

Marketing is activities that company or business undertakes to promote their products or services and getting more customers. The goal of marketing is to increased market penetration or market development, sell more existing products to existing customers or to new target markets. (Genoveva, G., & Siam, S. T, 2017). Mi Cadou will carry out several marketing strategies that focus on increasing brand awareness, maintaining customer retention, building customer loyalty and customer trust. Mi Cadou will carry out offline and online marketing strategies, to reach targets from all directions. Mi Cadou realizes that not all seasons are peak sales seasons, and that certain seasons will generate more revenue than others. Therefore, Mi Cadou prepare the strategies and plans according to the season that may be have more sales. Here are some strategies prepared by Mi Cadou:

1. Starting Plan

a. Grand Opening Discount

At the grand opening, Mi Cadou will give customers 10% percent discount with the applicable SK. With the aim that consumers can inform the surrounding environment and relatives so that they can recommend Mi Cadou. The conditions are:

- Consumers must follow Mi Cadou's social media
- The discount promo is valid for 3 days start from the grand opening

2. Low Season Plan

a. Valentine Promo

In February for Valentine's Day celebration, Mi Cadou will provide a 10% discount promo for all customers who order a bouquet of chocolates and a bouquet of flowers.

b. Ramadhan Promo

For the month of Ramadan there is 10% discount for all customers who order minimal 1 Ramadhan hampers for their relatives and 10% + 5% discount for customers who order more than 3 Ramadan hampers.

c. End of Year Promo

At the end of the year Mi Cadou will also provide a bigger promo. At the end of the year or December, there is Mother's Day and Christmas, therefore we will hold a 12% discount for all customers throughout December.

3. Normal Season Plan

a. Membership Program

Another interesting promo will continue if customers register for membership, they will get a special 15% discount every time they have purchased Mi Cadou's product for 3 times.

4.1.1. Segmentation, Targeting, and Positioning

4.1.1.1 Market Segmentation

a. Geographic Segmentation

For the geographic segmentation of the first market, Mi Cadou will focus on customers who live in the Central of Bogor City. Central of Bogor is busy being visited by residents who live outside this area, because this area is quite crowded and there are many places for family and friends to gather. This area is also a strategic arenear from exits toll, schools, malls, etc.

b. Behavioral Segmentation

The behavior of Mi Cadou customers are people who have the desire or habit of giving gifts to special people or their relatives. Usually they are people who are friendly, loyal, and pay attention to their relatives. Also for those who love creativity but they don't have time or don't know how to make it

c. Psychographic Segmentation

Customers who come to Mi Cadou are people who realize that they have no time to make things or don't have much time to pay attention to their relatives because they are busy. They realize that they have to pay more attention to their loved ones

4.1.1.2 Target Market Segmentation

Mi Cadou will present a variety of products for certain market segments. The Mi Cadou will focus on the mid-range market which is well adjusted for costs. By focusing on one market, which is middle class, Mi Cadou can efficiently spend marketing budgets on target markets and efficiently attract customers.

4.1.1.3 Positioning

Mi Cadou is a gift store that provides good quality products with a handmade manufacturing process. Mi Cadou offers affordable prices with a good quality orders that can be adjusted according to customersrequest. We also prioritize our services to provide satisfaction to our beloved customers.

4.1.2. Marketing Mix

4.1.2.1 Product

Mi Cadou is offering various kinds of gifts for special events, such as snack bouquets, flower bouquets, chocolate bouquets, snack tarts, money bouquets, money cakes, hampers, gift boxes, and many more. All products were handmade and can be arranged according to the desire, needs, and budgets of the customers.

4.1.2.2. Price



MI CADOU

PRICELIST

SNACK BOUQUET

- Mini 40k
- Small 55k
- Medium 80k
- Large 120k



SNACK TART

- 1 layer 100k
- 2 layer 175k

MONEY BOUQUET

- 5 - 10 sheets 60k
- 11 - 20 sheets 100k
- 21 - 35 sheets 150k
- 36 - 50 sheets 200k

**exclude the money for the bouquet*

MONEY CAKE

- 1 layer 120k
- 2 layer 200k

**exclude the money for the cake*



MI CADOU

PRICELIST



ARTIFICIAL FLOWER BOUQUET

Small 75k
Medium 125k
Large 200k
Extra Large 250k



DRIED FLOWER BOUQUET

Small 75k
Medium 145k
Large 210k

BALLOON BOUQUET

Simple Bouquet 150k
Special Bouquet





Figure 4.1 Pricelist of Mi Cadou

Source : Self Developed (2022)

4.1.2.3 Process

All processes at Mi Cadou, from the process of receiving orders, to orders ready to be delivered to customers, are important.

a. Preparation Stage

This stage is the initial stage of order preparation. At this stage we prepare all the ingredients and equipment needed to make orders that have been ordered by customers

b. Production Phase

This is the stage of production where all of the previously prepared ingredients are processed into products or orders. First, in this process we make a frame. Then we start arrange the materials in the frame we have created. After that we wrap it with paper wrap or put on box.

c. Packaging Phase

For delivery services, Mi Cadou products will be wrapped in cardboard or box. After that we cover it with clear plastic that is environmentally friendly, so that the product remains safe and does not get wet if it rains.

d. Stage Delivery

For delivery, we have our own riders who is responsible for deliver orders to customers. Delivery will be made according to the hours requested by the customer.

e. Customer Service/Admin

Customer service is a very important and influential part in business, because they have to record customer orders and be responsible for customer data. Customer service must provide good service to consumers so that consumers feel confort and satisfied with the services provided.

4.1.2.4 Promotional Activity

1. Instagram

Today's social media platform, Instagram, is a magnet for online transactions. Product images published on Instagram can help to raise awareness. In addition, Instagram Ads are also available to help businesses in Instagram. Owners will utilize Instagram Ads to advertise their business based on their budget and target market. Instagram Stories Ads and Instagram Post Ads will be used by the business owners. This program will be used to deliver information and testimonials. Furthermore, Mi Cadou also will use influencers or celebrity endorsement to support the promotion of our products. Mi Cadou will use both of it, because celebrity endorsements and Instagram advertising have a strong influence on brand awareness and buying decisions. (Diantari, N., & Jokhu, J, 2021)

2. Poster and Flayers

In addition to online marketing on Instagram, Mi Cadou also promotes offline, namely by placing banners and poster in front of our store so that people passing in front of our shop will know that there is a new catering open in the area. We'll put up a banner big enough for other people to know about it. Mi Cadou will also placing poster that is placed in front of the store and will continue to be replaced if there is a discount event or to commemorate national days and promote new products from us.

3. Events and Bazaar

Apart from conducting online promotions through Instagram, and offline through banners and banners, Mi Cadou also participates in bazaars, especially bazaars that focused on creative business that are usually held in public area like mall. So there is more people know our brand. In the bazaar activity, we can also gain experience and new acquaintances from fellow entrepreneurs, and get more knowledge for the future.

4.1.2.5 Place

Mi Cadou is located in a strategic location, the location of Mi Cadou is in a shophouse located on Jl. Raya Pajajaran, Kp. Parung Jambu, Baranangsiang, Bogor. The location is close to schools, supermarket, hospitals, and toll exits. Mi Cadou is also located near a highway that is often passed by people, and has a large parking area so that access to Mi Cadou store is very easy.

4.1.2.6 People

Every employee who works at Mi Cadou will be trained in advance on the product knowledge and operations. Then, they will also be trained on standard Mi Cadou procedures to maintain product and service quality. Through training and full understanding of SOPs, it is hoped that all staff on duty can provide service and satisfaction to consumers.

4.1.2.7 Physical evidence

Mi Cadou which has an area of 300 m² is a one-story building in a shophouse purchased by the author. In the Mi Cadou store there is a production area, waiting area for customers, manager's room, and toilet. In addition, Mi Cadou also has a parking parking spaces for workers and customers.

4.1.3. Annual Marketing Budget

Annual Marketing Budget			
Promotion Tools	Qty	Price/Pcs	Total Price
Uniform	8	IDR 100.000	IDR 800.000
Sticker	10000	IDR 500	IDR 5.000.000
Brochure	3000	IDR 1.000	IDR 3.000.000
Poster	4	IDR 5.000	IDR 20.000
Social Media Ads (Instagram, Facebook, Tiktok, endorse)	-	IDR 5.000.000	IDR 5.000.000
Promotional Activity (discount, giveaway, etc)	-	IDR 5.000.000	IDR 5.000.000
Grand Total			IDR 18.820.000

Table 4.1 Annual Marketing Budget of Mi cadou

Source : Self Developed (2022)

Mi Cadou will make uniforms, stickers, brochures, and posters as a form of offline marketing efforts. In every product that Mi Cadou makes, we will put a sticker to introduce more products from Mi Cadou. Therefore, in the annual marketing budget (Figure 4.1), the author includes an estimate of the number of stickers that will be used by Mi Cadou in a year.

4.1.4. Estimation of Annual Sales

Mi Cadou's owner assumes that the total amount sold each month during the year will equal the amount sold in the table below (Table 4.2). Assuming there are 30 days in a month, so Mi Cadou has 26 working days. And there will be around 18-30 products sold per day.

Product	Price/Pcs	January		Feb		Mar		Apr	
		Qty	Total	Qty	Total	Qty	Total	Qty	Total
Snack Bouquet									
Mini	IDR 40.000	30	IDR 1.200.000	25	IDR 1.000.000	30	IDR 1.200.000	35	IDR 1.400.000
Small	IDR 55.000	30	IDR 1.650.000	27	IDR 1.485.000	32	IDR 1.760.000	37	IDR 2.035.000
Medium	IDR 80.000	25	IDR 2.000.000	25	IDR 2.000.000	28	IDR 2.240.000	35	IDR 2.800.000
Large	IDR 120.000	20	IDR 2.400.000	23	IDR 2.760.000	30	IDR 3.600.000	30	IDR 3.600.000
Snack Tart									
1 layer	Rp100.000	25	IDR 2.500.000	25	IDR 2.500.000	30	IDR 3.000.000	35	IDR 3.500.000
2 layer	Rp175.000	20	IDR 3.500.000	20	IDR 3.500.000	25	IDR 4.375.000	28	IDR 4.900.000
Chocolate Bouquet									
Medium	Rp120.000	20	IDR 2.400.000	40	IDR 4.800.000	25	IDR 3.000.000	20	IDR 2.400.000
Large	Rp200.000	20	IDR 4.000.000	40	IDR 8.000.000	20	IDR 4.000.000	20	IDR 4.000.000
Gift Box									
Simple Box	IDR 60.000	35	IDR 2.100.000	30	IDR 1.800.000	30	IDR 1.800.000	35	IDR 2.100.000
Special Box	IDR 85.000	30	IDR 2.550.000	28	IDR 2.380.000	30	IDR 2.550.000	35	IDR 2.975.000
Super Box	IDR 120.000	30	IDR 3.600.000	25	IDR 3.000.000	30	IDR 3.600.000	32	IDR 3.840.000
Money Bouquet									
5-10 sheets	IDR 60.000	25	IDR 1.500.000	30	IDR 1.800.000	30	IDR 1.800.000	30	IDR 1.800.000
11-20 sheets	IDR 100.000	25	IDR 2.500.000	30	IDR 3.000.000	30	IDR 3.000.000	30	IDR 3.000.000
21-35 sheets	IDR 150.000	20	IDR 3.000.000	22	IDR 3.300.000	22	IDR 3.300.000	25	IDR 3.750.000
36-50 sheets	IDR 200.000	20	IDR 4.000.000	20	IDR 4.000.000	20	IDR 4.000.000	20	IDR 4.000.000
Money Cake									
1 layer	IDR 120.000	25	IDR 3.000.000	25	IDR 3.000.000	27	IDR 3.240.000	30	IDR 3.600.000
2 layer	IDR 200.000	20	IDR 4.000.000	20	IDR 4.000.000	23	IDR 4.600.000	25	IDR 5.000.000
Artificial Flower Bouquet									
Small	IDR 75.000	30	IDR 2.250.000	35	IDR 2.625.000	30	IDR 2.250.000	30	IDR 2.250.000
Medium	IDR 125.000	30	IDR 3.750.000	40	IDR 5.000.000	28	IDR 3.500.000	30	IDR 3.750.000
Large	IDR 200.000	20	IDR 4.000.000	40	IDR 8.000.000	23	IDR 4.600.000	25	IDR 5.000.000
Extra Large	IDR 250.000	20	IDR 5.000.000	40	IDR 10.000.000	22	IDR 5.500.000	20	IDR 5.000.000
Dried Flower									
Small	IDR 75.000	30	IDR 2.250.000	40	IDR 3.000.000	32	IDR 2.400.000	35	IDR 2.625.000
Medium	IDR 145.000	25	IDR 3.625.000	35	IDR 5.075.000	28	IDR 4.060.000	25	IDR 3.625.000
Large	IDR 210.000	25	IDR 5.250.000	30	IDR 6.300.000	20	IDR 4.200.000	20	IDR 4.200.000
Balloon Bouquet									
Simple Box	IDR 150.000	25	IDR 3.750.000	30	IDR 4.500.000	30	IDR 4.500.000	33	IDR 4.950.000
Special Box	IDR 250.000	20	IDR 5.000.000	30	IDR 7.500.000	25	IDR 6.250.000	30	IDR 7.500.000
Total		645	IDR 80.775.000	775	IDR 104.325.000	700	IDR 88.325.000	750	IDR 93.600.000

Product	Price/Pcs	May		June		July		August	
		Qty	Total	Qty	Total	Qty	Total	Qty	Total
Snack Bouquet									
Mini	IDR 40.000	35	IDR 1.400.000	31	IDR 1.240.000	35	IDR 1.400.000	37	IDR 1.480.000
Small	IDR 55.000	38	IDR 2.090.000	36	IDR 1.980.000	40	IDR 2.200.000	40	IDR 2.200.000
Medium	IDR 80.000	32	IDR 2.560.000	33	IDR 2.640.000	38	IDR 3.040.000	40	IDR 3.200.000
Large	IDR 120.000	28	IDR 3.360.000	30	IDR 3.600.000	32	IDR 3.840.000	30	IDR 3.600.000
Snack Tart									
1 layer	Rp100.000	40	IDR 4.000.000	37	IDR 3.700.000	35	IDR 3.500.000	37	IDR 3.700.000
2 layer	Rp175.000	40	IDR 7.000.000	32	IDR 5.600.000	32	IDR 5.600.000	35	IDR 6.125.000
Chocolate Bouquet									
Medium	Rp120.000	25	IDR 3.000.000	20	IDR 2.400.000	25	IDR 3.000.000	22	IDR 2.640.000
Large	Rp200.000	20	IDR 4.000.000	20	IDR 4.000.000	20	IDR 4.000.000	15	IDR 3.000.000
Gift Box									
Simple Box	IDR 60.000	50	IDR 3.000.000	40	IDR 2.400.000	33	IDR 1.980.000	32	IDR 1.920.000
Special Box	IDR 85.000	55	IDR 4.675.000	40	IDR 3.400.000	35	IDR 2.975.000	35	IDR 2.975.000
Super Box	IDR 120.000	55	IDR 6.600.000	40	IDR 4.800.000	35	IDR 4.200.000	30	IDR 3.600.000
Money Bouquet									
5-10 sheets	IDR 60.000	32	IDR 1.920.000	28	IDR 1.680.000	30	IDR 1.800.000	33	IDR 1.980.000
11-20 sheets	IDR 100.000	33	IDR 3.300.000	30	IDR 3.000.000	32	IDR 3.200.000	35	IDR 3.500.000
21-35 sheets	IDR 150.000	27	IDR 4.050.000	25	IDR 3.750.000	25	IDR 3.750.000	26	IDR 3.900.000
36-50 sheets	IDR 200.000	20	IDR 4.000.000	20	IDR 4.000.000	20	IDR 4.000.000	20	IDR 4.000.000
Money Cake									
1 layer	IDR 120.000	30	IDR 3.600.000	30	IDR 3.600.000	30	IDR 3.600.000	37	IDR 4.440.000
2 layer	IDR 200.000	25	IDR 5.000.000	27	IDR 5.400.000	30	IDR 6.000.000	35	IDR 7.000.000
Artificial Flower Bouquet									
Small	IDR 75.000	33	IDR 2.475.000	35	IDR 2.625.000	35	IDR 2.625.000	38	IDR 2.850.000
Medium	IDR 125.000	35	IDR 4.375.000	32	IDR 4.000.000	32	IDR 4.000.000	38	IDR 4.750.000
Large	IDR 200.000	27	IDR 5.400.000	25	IDR 5.000.000	30	IDR 6.000.000	32	IDR 6.400.000
Extra Large	IDR 250.000	25	IDR 6.250.000	25	IDR 6.250.000	25	IDR 6.250.000	28	IDR 7.000.000
Dried Flower									
Small	IDR 75.000	35	IDR 2.625.000	32	IDR 2.400.000	35	IDR 2.625.000	37	IDR 2.775.000
Medium	IDR 145.000	30	IDR 4.350.000	25	IDR 3.625.000	30	IDR 4.350.000	32	IDR 4.640.000
Large	IDR 210.000	25	IDR 5.250.000	20	IDR 4.200.000	25	IDR 5.250.000	23	IDR 4.830.000
Balloon Bouquet									
Simple Box	IDR 150.000	45	IDR 6.750.000	37	IDR 5.550.000	35	IDR 5.250.000	38	IDR 5.700.000
Special Box	IDR 250.000	45	IDR 11.250.000	35	IDR 8.750.000	31	IDR 7.750.000	35	IDR 8.750.000
Total		885	IDR 112.280.000	785	IDR 99.590.000	805	IDR 102.185.000	840	IDR 106.955.000

Product	Price/Pcs	September		October		November		December	
		Qty	Total	Qty	Total	Qty	Total	Qty	Total
Snack Bouquet									
Mini	IDR 40.000	38	IDR 1.520.000	42	IDR 1.680.000	40	IDR 1.600.000	45	IDR 1.800.000
Small	IDR 55.000	40	IDR 2.200.000	42	IDR 2.310.000	45	IDR 2.475.000	48	IDR 2.640.000
Medium	IDR 80.000	37	IDR 2.960.000	40	IDR 3.200.000	45	IDR 3.600.000	45	IDR 3.600.000
Large	IDR 120.000	32	IDR 3.840.000	35	IDR 4.200.000	38	IDR 4.560.000	40	IDR 4.800.000
Snack Tart									
1 layer	IDR 100.000	37	IDR 3.700.000	40	IDR 4.000.000	43	IDR 4.300.000	50	IDR 5.000.000
2 layer	IDR 175.000	35	IDR 6.125.000	40	IDR 7.000.000	42	IDR 7.350.000	50	IDR 8.750.000
Chocolate Bouquet									
Medium	IDR 120.000	25	IDR 3.000.000	25	IDR 3.000.000	26	IDR 3.120.000	35	IDR 4.200.000
Large	IDR 200.000	20	IDR 4.000.000	25	IDR 5.000.000	22	IDR 4.400.000	30	IDR 6.000.000
Gift Box									
Simple Box	IDR 60.000	35	IDR 2.100.000	40	IDR 2.400.000	45	IDR 2.700.000	55	IDR 3.300.000
Special Box	IDR 85.000	35	IDR 2.975.000	35	IDR 2.975.000	50	IDR 4.250.000	60	IDR 5.100.000
Super Box	IDR 120.000	30	IDR 3.600.000	35	IDR 4.200.000	42	IDR 5.040.000	60	IDR 7.200.000
Money Bouquet									
5-10 sheets	IDR 60.000	35	IDR 2.100.000	36	IDR 2.160.000	38	IDR 2.280.000	45	IDR 2.700.000
11-20 sheets	IDR 100.000	40	IDR 4.000.000	42	IDR 4.200.000	40	IDR 4.000.000	55	IDR 5.500.000
21-35 sheets	IDR 150.000	28	IDR 4.200.000	30	IDR 4.500.000	28	IDR 4.200.000	35	IDR 5.250.000
36-50 sheets	IDR 200.000	25	IDR 5.000.000	20	IDR 4.000.000	20	IDR 4.000.000	25	IDR 5.000.000
Money Cake									
1 layer	IDR 120.000	40	IDR 4.800.000	38	IDR 4.560.000	40	IDR 4.800.000	40	IDR 4.800.000
2 layer	IDR 200.000	33	IDR 6.600.000	35	IDR 7.000.000	36	IDR 7.200.000	35	IDR 7.000.000
Flower Bouquet									
Small	IDR 75.000	40	IDR 3.000.000	40	IDR 3.000.000	42	IDR 3.150.000	50	IDR 3.750.000
Medium	IDR 125.000	40	IDR 5.000.000	45	IDR 5.625.000	48	IDR 6.000.000	55	IDR 6.875.000
Large	IDR 200.000	35	IDR 7.000.000	38	IDR 7.600.000	40	IDR 8.000.000	55	IDR 11.000.000
Extra Large	IDR 250.000	30	IDR 7.500.000	30	IDR 7.500.000	33	IDR 8.250.000	49	IDR 12.250.000
Dried Flower									
Small	IDR 75.000	38	IDR 2.850.000	35	IDR 2.625.000	43	IDR 3.225.000	50	IDR 3.750.000
Medium	IDR 145.000	37	IDR 5.365.000	37	IDR 5.365.000	40	IDR 5.800.000	45	IDR 6.525.000
Large	IDR 210.000	25	IDR 5.250.000	25	IDR 5.250.000	29	IDR 6.090.000	38	IDR 7.980.000
Balloon Bouquet									
Simple Box	IDR 150.000	40	IDR 6.000.000	40	IDR 6.000.000	45	IDR 6.750.000	55	IDR 8.250.000
Special Box	IDR 250.000	35	IDR 8.750.000	40	IDR 10.000.000	40	IDR 10.000.000	50	IDR 12.500.000
Total		885	IDR 113.435.000	930	IDR 119.350.000	1000	IDR 127.140.000	1200	IDR 155.520.000

Table 4.2 Estimation of Mi Cadou's Annual Sales

Source : Self Developed (2022)

4.1.5 Controls

Control is very important and needed by every line of business so that every activity in the business runs smoothly and avoids problems. Business owners must pay attention to all activities, from production activities, packaging, and shipping to customers, ensuring the business runs well. Control in the production process greatly affects to determine and improve product quality. Every month Mi Cadou will evaluate everything, if there are complaints, suggestions, or anything from customers or employees, we will consider and implement them so that in the future the business will be better.

4.2 Operational and Production Plan

Here are several operational procedures that all Agalid catering employees must comply with in preparing order for customers. This procedure is carried out to maintain the cohesiveness of Mi Cadou employees :



Figure 4.2 Mi Cadou Uniform

Source : Self Developed (2022)

4.2.1 Operational Hours

Mi Cadou will operate from Monday to Saturday starting at 08.30 AM until 19.30 PM. Mi Cadou will open until 19.30 or outside normal office hours because maybe many clients are busy on working time and need our product in the afternoon or even in the night. For the employees's working hours, because Mi Cadou operate for 11 hours we will divided into 2 shifts. Whereas according to Law No.13 / 2003, article 77 paragraph 1, workers are allowed to work a maximum of 7 hours per day or 40 working hours in 1 week for 6 working days. Therefore, we have to divide it into 2 shifts so that no worker works overtime.

4.2.2. General Approach

Customer satisfaction and customer loyalty are 2 important aspects to advance Mi Cadou. Because customer satisfaction and customer loyalty will make customers continue to choose our business and subscribe or continue to order. They also will help promote our business through Word-Of-Mouth. Therefore, Mi Cadou must have an operational plan that fits quality products and services to achieve these two aspects, Mi Cadou must have:

a. Product Development

For product development will always make product innovation, make something new so that consumers don't get bored. Mi Cadou will also collect customer feedback, regarding customer satisfaction with the products produced by Mi Cadou, so that the future will be better.

b. Standard Operation Procedures (SOP)

SOPs become standards and benchmarks for quality and procedures of Mi Cadou. SOPs are very basic in doing business because with SOPs all activities in the business can run regularly, workers are not confused, and customers are satisfied with what Mi Cadou produces. The following SOPs will be implemented in Mi Cadou:

1. Workers say greetings and introductions to every client who enters the marketing office.
2. Asking about their needs and whether they can be helped
3. Shows a menu list, so that clients have an idea of the product they want
4. The client fills in the order form, such as the desired color, what day is needed, the words to be conveyed to the recipient, or other special requests.
5. Displays the receipt to be paid by the client
6. Clients pay for the order

7. The process of making orders
8. Mi Cadou delivers orders to the destination / client picks up finished orders

c. Inventory Control

Product quality is very important in maintaining customer satisfaction. Therefore, we will check and make sure all materials are in good condition every day. Mi cadou will display all materials in a safe and clean place, not exposed to heat or exposed to wet.

4.2.3 List of Ingredients

Product	Quantity	Price	Unit	Total
Main Ingredients				
Flower Wrapping Paper	200	IDR 45.000	pack	IDR 9.000.000
Tissue Paper	800	IDR 1.500	pcs	IDR 1.200.000
Ribbon	50	IDR 7.000	roll	IDR 350.000
Cake Board	100	IDR 2.500	pcs	IDR 250.000
Money Plastic	30	IDR 10.000	pack	IDR 300.000
box hampers	100	IDR 2.500	pcs	IDR 250.000
box packing	500	IDR 5.000	pcs	IDR 2.500.000
Doll	100	IDR 14.000	pcs	IDR 1.400.000
Bobo Balloon	100	IDR 5.000	pcs	IDR 500.000
Floral Foam	500	IDR 5.000	pcs	IDR 2.500.000
Cotton Dried Flower	100	IDR 3.500	pcs	IDR 350.000
Boroco Dried Flower	100	IDR 1.000	pcs	IDR 100.000
Limonium Dried Flower	100	IDR 10.000	pack	IDR 1.000.000
Artificial Flower	100	IDR 10.000	pcs	IDR 1.000.000
Chocolate	100	IDR 18.000	pcs	IDR 1.800.000
Snack	-	-	pcs	IDR 3.500.000
Scotch Tape	100	IDR 2.000	pcs	IDR 200.000
Stick	30	IDR 12.500	pack	IDR 375.000
Double tape	50	IDR 3.000	pcs	IDR 150.000
Glue Gun Refill	400	IDR 800	pcs	IDR 320.000
Total				IDR 27.045.000
Grand Total				IDR 27.045.000

Table 4.3 List of Inventory

Source: Self Developed, (2022)

4.2.4. Facilities and Equipment

4.2.4.1 Building Layout

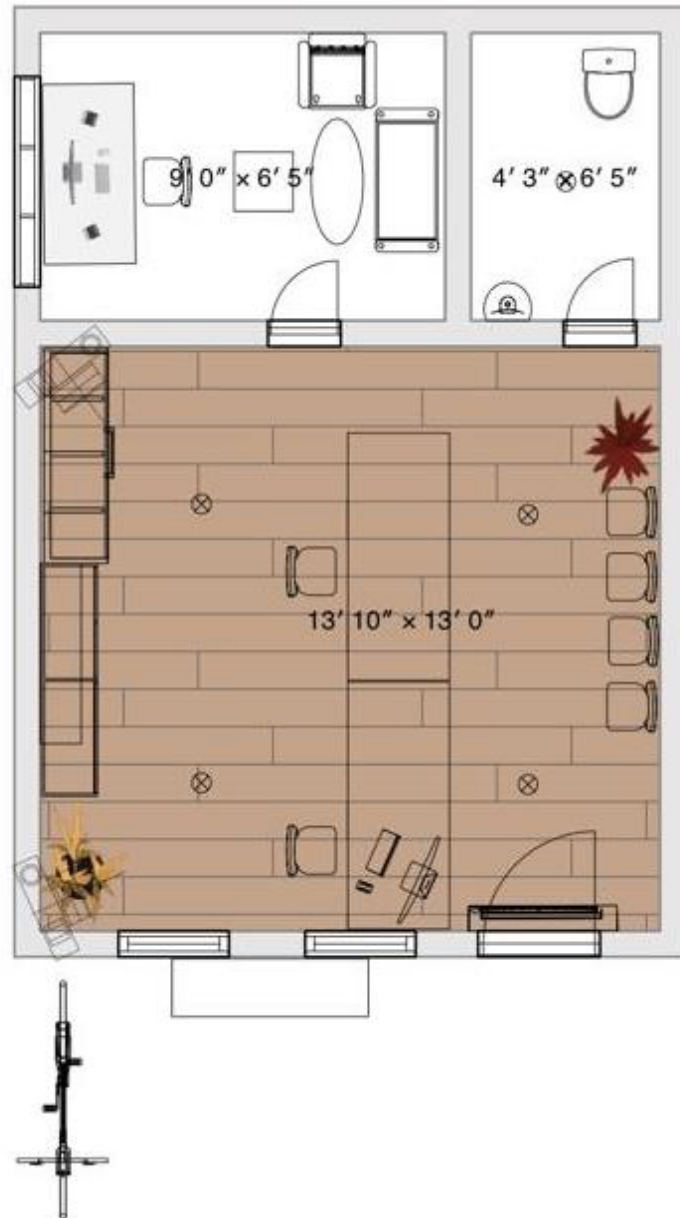


Figure 4.3 Mi Cadou's Store Layout

Source : Self Developed (2022)

4.2.4.2 Furniture and Equipment

Product	Price/Unit	Quantity	Total Price
Equipment			
Cash Drawer	IDR 300.000	1	IDR 300.000
Receipt Mini Printer Machine	IDR 350.000	1	IDR 350.000
Thermal Paper Roll	IDR 2.500	20	IDR 50.000
Cashier Tablet	IDR 2.500.000	1	IDR 2.500.000
CCTV	IDR 399.000	1	IDR 399.000
gunting	IDR 13.000	3	IDR 39.000
cutter	IDR 6.000	3	IDR 18.000
Glue Gun	IDR 56.000	3	IDR 168.000
Wifi Router	IDR 300.000	1	IDR 300.000
Air Conditioner	IDR 2.999.000	1	IDR 2.999.000
Cleaning Tools	IDR 100.000	1	IDR 100.000
Trash Bin	IDR 50.000	4	IDR 200.000
Total			IDR 7.423.000
Furniture			
Chair	IDR 150.000	4	IDR 600.000
Table	IDR 500.000	4	IDR 2.000.000
Rack	IDR 1.000.000	1	IDR 1.000.000
Storage Rack	IDR 1.500.000	1	IDR 1.500.000
Lamp	IDR 100.000	6	IDR 600.000
Total			IDR 5.100.000
Grand Total			IDR 12.523.000

Table 4.4 List of Furniture and Equipment

Source : Self Developed (2022)

4.3. Distribution Plan

The distribution channels that will be used by Mi Cadou is offline and online events. Mi Cadou wants to cooperate with Event Organizer who usually handle big events such as creativity exhibitions, bazaar, class, seminar, talk show, corporate events, etc.

4.4 Manpower Plan

4.4.1 Company Structure

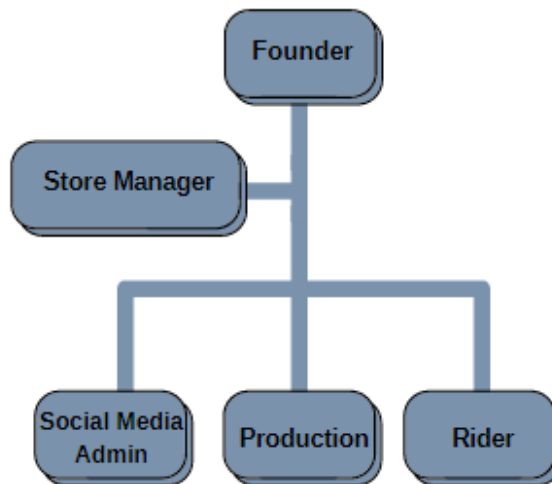


Figure 4.4 Company Structure of Mi Cadou

Source : Self Developed (2022)

As a beginner, Mi Cadou will try to reduce expenses and keep costs down. If Mi Cadou directly recruited a CEO with a high salary in the first year, there would likely be a huge loss. Therefore, Mi Cadou will go on with relying on the founder in the first year and try to recruit a CEO the following year, once the finances are stable. Mi Cadou relies on the founder because in the business the founder is not paid then it will reduce expenses, while the CEO, needs to be paid and has a salary that is not small.

To maintain the team, Mi Cadou has a store manager in charge of supervising the store and also the workers. Mi Cadou will also carry out regular evaluations, ensuring that workers understand their respective responsibilities, have no difficulties, and provide input. Inside the Mi Cadou store, CCTV will also be installed so owners can monitor workers and customers even from a distance. The following is a list of the working hours of the workers:

Operational hours	11 hours / day			
Working days	6 days / week			
Shift	2 shift			
Position	working days	working hours	working hours/day	total working hours
Store Manager	5 days/week	10.00-18.00	7 hours of work, 1 hour of rest	35 hours
Social Media Admin	5 days/week	10.00-18.00	7 hours of work, 1 hour of rest	35 hours
Team 1 : 2 production + 2 rider	6 days/week	08.30-14.00	4 hours 50 minutes of work, 40 minutes of rest	29 hours
Team 2 : 2 production + 2 rider	6 days/week	14.00-19.30	4 hours 50 minutes of work, 40 minutes of rest	29 hours

Table 4.5 Working Hours of Mi Cadou's workers

Source: Self Develpod (2022)

1.4.2 Job Description and Job Qualification

1. Founder

a) Job description :

- Set Vision and Mission of Mi Cadou
- Responsible for all employee recruitment
- Monitor and evaluate all employee
- Manage employee salaries
- Deal with all issues affecting business progress

2. Store Manager

a) Job description :

- Setting sales goals
- Developing strategies to increase brand awareness and customers
- Ensure customers satisfaction throught excellent service
- Deal with all issues that arise from staff or customers
- Training and supervising all staff
- Maintaining statistical and financial records

b) Job Qualifications :

- a. Bachelor Degree in Management, Business Administration, or relevant field
- b. Maximum 30 years old
- c. Minimum 2 years of experience in the similar role
- d. Good communication skills
- e. Critical thinker and problem-solving skills
- f. Have business management skills
- g. Strong organizational skills

3. Social Media Admin

a) Job description :

- Managing social media channels and activities from design to execution, including strategy development, planning, and implementation.
- Responsible for creating and publishing content on all social media platforms
- Stay up to date with trend on social media platforms

b) Job Qualificationns:

- a. Minimum 1 year of experience in the similar role
- b. Bachelor Degree in Marketing, Design, or Communications
- c. Basic skills in design
- d. Deep knowledge of social media platform
- e. Knowledge of digital marketing

4. Production

a) Job description :

- Taking orders and ensuring order accuracy
- Responsible for making, finalizing and packing orders
- Organize inventory in an easy-to-access place
- Maintain product quality

- b) Job Qualifications :
- a. Women
 - b. Minimum graduate from senior high school or equivalent
 - c. Detail and fast in work
 - d. Available for shift work
 - e. Able to work in a team
 - f. Able to work under pressure

5. Driver / Riders

- a) Job description :
- Deliver customer orders according to the address
 - Take full responsibility for orders delivered
- b) Job Qualifications:
- a. Men
 - b. Have sim A and C
 - c. Minimum graduate from senior high school or equivalent
 - d. Responsible
 - e. Discipline at work

4.4.3 Salary and Compensation System

Position	Number of Employee	Wage	Total per Month
Store Manager	1	IDR 5.500.000	IDR 5.500.000
Social Media Admin	1	IDR 4.600.000	IDR 4.600.000
Production	4	IDR 4.600.000	IDR 18.400.000
Rider	4	IDR 4.350.000	IDR 17.400.000
Grand Total			IDR 45.900.000
Total per Year 1			IDR 596.700.000
Total per Year 2 increase 5%			IDR 626.535.000
Total per Year 3 increase 5%			IDR 657.861.750
Total per Year 4 increase 5%			IDR 690.754.838
Total per Year 5 increase 5%			IDR 725.292.579

Table 4.3 Accumulation of Salary Budget

Source : Self Developed, (2022)

4.4.4. Code of Conduct

A code of conduct is a set of rules that have to be followed outlining the norms and responsibilities of an individual party or an organization. Below are code of ethics that must be obeyed and required for all employees of Mi Cadou:

- a. Work with responsibility, honesty, carefull and high respect
- b. Maintain a professional manner and serve all customers without distinguishing between customers.
- c. Helping/collaborating among other employees and creating a beneficial environment for all employees
- d. Obey all government laws and don't get involved in criminal acts
- e. No drunkenness, using drugs, and committing sexual violence

4.5 Source and Fund Statement

Sources	Amount
Owner Investment	IDR 775.000.000
Total	IDR 775.000.000

Cost	Amount
Marketing and Promotion	IDR 18.820.000
Inventory	IDR 27.045.000
Equipment	IDR 7.423.000
Furniture	IDR 5.100.000
Employee Salary	IDR 596.700.000
Building Renovation	IDR 100.000.000
Cash (Working Capital)	IDR 19.912.000
Total	IDR 775.000.000

Table 4.4 Sources and Fund Statement

Source : Self Developed (2022)

4.5.1 Assumption Sheet

- a. The annual sales reported in Figure 4.2 are made for annual sales forecast.
- b. The cost of products sold accounts for 30% of total sales.
- c. Annual inventory and utility costs are predicted to increase 5%.
- d. Marketing costs are predicted to increase by 5% every year.
- e. The annual rate of distinguishing equipment and furniture is 10%.
- f. Employee salaries increase 5% per year.
- g. The amount of tax is determined based on Government Regulation Number 23 of 2018, it is stated that the imposition of a final income tax rate of 0.5% is aimed at companies with gross sales below 4.8 billion in one year
- h. The balance sheet and cash flows are estimated annually

4.5.2 Income Statement

	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Sale	IDR 1.303.480.000	IDR 1.499.002.000	IDR 1.723.852.300	IDR 1.982.430.145	IDR 2.279.794.667
COGS (30%)	IDR 391.044.000	IDR 449.700.600	IDR 517.155.690	IDR 594.729.044	IDR 683.938.400
Gross Profit	IDR 912.436.000	IDR 1.049.301.400	IDR 1.206.696.610	IDR 1.387.701.102	IDR 1.595.856.267
Expense					
Marketing and Promotion	IDR 18.820.000	IDR 19.761.000	IDR 20.749.050	IDR 21.786.503	IDR 22.875.828
Salaries	IDR 596.700.000	IDR 656.370.000	IDR 722.007.000	IDR 794.207.700	IDR 873.628.470
Electricity and Water	IDR 13.000.000	IDR 13.650.000	IDR 14.332.500	IDR 15.049.125	IDR 15.801.581
Internet	IDR 6.487.000	IDR 6.811.350	IDR 7.151.918	IDR 7.509.513	IDR 7.884.989
Building Renovation	IDR 100.000.000	IDR -	IDR -	IDR -	IDR -
Total Expense	IDR 735.007.000	IDR 696.592.350	IDR 764.240.468	IDR 838.552.841	IDR 920.190.868
Net Income Before tax	IDR 177.429.000	IDR 352.709.050	IDR 442.456.143	IDR 549.148.261	IDR 675.665.399
Tax (0.5%)	IDR 887.145	IDR 1.763.545	IDR 2.212.281	IDR 2.745.741	IDR 3.378.327
Net Income	IDR 176.541.855	IDR 350.945.505	IDR 440.243.862	IDR 546.402.519	IDR 672.287.072
Monthly Net Income	IDR 14.711.821	IDR 29.245.459	IDR 36.686.988	IDR 45.533.543	IDR 56.023.923

Table 4.5 Income Statement of Mi Cadou

Source : Self Developed (2022)

4.5.3 Balance Sheet

	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	IDR 911.978.291	IDR 1.234.535.363	IDR 1.644.973.174	IDR 2.160.081.454	IDR 2.799.512.051
Inventory	IDR 324.540.000	IDR 665.307.000	IDR 1.023.112.350	IDR 1.398.807.968	IDR 1.793.288.366
Total Current Assets	IDR 1.236.518.291	IDR 1.899.842.363	IDR 2.668.085.524	IDR 3.558.889.421	IDR 4.592.800.417
Non Current Assets					
Equipment	IDR 7.423.000	IDR 6.680.700	IDR 5.938.400	IDR 5.196.100	IDR 4.453.800
Equipment Depreciation	IDR (742.300)	IDR (742.300)	IDR (742.300)	IDR (742.300)	IDR (742.300)
Furniture	IDR 5.100.000	IDR 4.590.000	IDR 4.080.000	IDR 3.570.000	IDR 3.060.000
Furniture Depreciation	IDR (510.000)	IDR (510.000)	IDR (510.000)	IDR (510.000)	IDR (510.000)

Table 4.6 Balance Sheet

Source : Self Developed, (2022)

4.5.4 Cash Flow

	Year 1	Year 2	Year 3	Year 4	Year 5
Beginning Balance	IDR 775.000.000	IDR 911.978.291	IDR 1.234.535.363	IDR 1.644.973.174	IDR 2.160.081.454
Sales Revenue	IDR 1.303.480.000	IDR 1.499.002.000	IDR 1.723.852.300	IDR 1.982.430.145	IDR 2.279.794.667
Sales Disburments					
COGS (30%)	IDR 391.044.000	IDR 449.700.600	IDR 517.155.690	IDR 594.729.044	IDR 683.938.400
Marketing Expenditures					
Marketing and Promotion	IDR 18.820.000	IDR 19.761.000	IDR 20.749.050	IDR 21.786.503	IDR 22.875.828
Employee Expenditures					
Salaries	IDR 596.700.000	IDR 656.370.000	IDR 722.007.000	IDR 794.207.700	IDR 873.628.470
Utilities Expenses					
Electricity and Water	IDR 13.000.000	IDR 13.650.000	IDR 14.332.500	IDR 15.049.125	IDR 15.801.581
Internet	IDR 6.487.000	IDR 6.811.350	IDR 7.151.918	IDR 7.509.513	IDR 7.884.989
Initial Inventory	IDR 27.045.000	IDR 28.397.250	IDR 29.817.113	IDR 31.307.968	IDR 32.873.367
Capital Expenditures					
Building Renovation	IDR 100.000.000	IDR -	IDR -	IDR -	IDR -
Equipment	IDR 7.423.000	IDR -	IDR -	IDR -	IDR -
Furniture	IDR 5.100.000	IDR -	IDR -	IDR -	IDR -
Tax (0.5%)	IDR 882.709	IDR 1.754.728	IDR 2.201.219	IDR 2.732.013	IDR 3.361.435
Total Cash Outflows	IDR 1.166.501.709	IDR 1.176.444.928	IDR 1.313.414.489	IDR 1.467.321.865	IDR 1.640.364.070
Cash Flow	IDR 136.978.291	IDR 322.557.072	IDR 410.437.811	IDR 515.108.280	IDR 639.430.597
Ending Balance	IDR 911.978.291	IDR 1.234.535.363	IDR 1.644.973.174	IDR 2.160.081.454	IDR 2.799.512.051

Table 4.7 Cash Flow of Mi Cadou

Source : Self Developed (2022)

4.5.5 Break Even Analysis

The payback period is the amount of time it takes for an initial investment to be repaid through cash inflows created by the investment. (Sonny & Prabawa, M. S, 2021) The formula for calculating the payback period is as follows:

$$\text{Payback period} : n + (a-b) / (c-b) \times 1 \text{ year}$$

Where:

n = The year in which the total cumulative cash flow exceeded the starting investment

a = Initial investment

b = Cumulative cash flow at year n

c = Cumulative cash flow at year n + 1

Initial Investment	775.000.000				
Cash Flow	136.978.291	322.557.072	410.437.811	515.108.280	639.430.597
Cumulative Cash Flow	136.978.291	459.535.363	732.994.883	925.546.091	1.154.538.877

Table 4.8 Culmulative Cash Flow

Source : Self Developed, (2022)

Payback period:

$$= 3 + (775.000.000 - 732.994.883) / (925.546.092 - 732.994.883) \times 1$$

$$= 3.2 \text{ years payback period}$$

Mi Cadou is estimated to pay off the initial investment in 3 years and 2 months. The quantity of products that Mi Cadou has to sell to repaid the initial investment is 38,000 products.

4.5.6 Net Present Value

Year	Cash Flow	DF 5%	PV
0	(775.000.000)	1	(775.000.000)
1	136.978.291	0,95238	130.455.515
2	322.557.072	0,90703	292.568.773
3	410.437.811	0,86384	354.551.613
4	515.108.280	0,8227	423.780.857
5	639.430.597	0,78353	501.010.604
Net Present Value			927.367.362

Table 4.9 Net Present Value

Source : Self Developed, (2022)

4.5.7 Ratio Analysis

	Year 1	Year 2	Year 3	Year 4	Year 5
Return on Asset (ROA) Net Income / Total Asset	5%	7%	7%	7%	7%
Return on Sales (ROS) Net Income / Net Sales	14%	23%	26%	28%	29%
Return on Investment (ROI) Net Income / Cost of Investment	23%	45%	57%	71%	87%

Table 4.10 Ratio Analysis

Source : Self Developed, (2022)

CHAPTER V

MILESTONE

5.1 List of Milestone

1. Examining and Finalizing Business Plan

To start a business, making a business plan is the main key to success. The owner must have a plan and determine what we want to create, who our target market is, what they need, how we can provide what is needed, etc. The entrepreneur also have to prepare a strategy to run and grow the business. After completing the business plan, it would be even better if the owner reviewed the business plan that had been made to make sure there were no mistakes and nothing missing.

2. Generating the Capital Budget and Preparing Fund

After completing the business plans, we must ensure the capital budget to build the business. The capital budget is one of the important factors to build a business. Because there are a lot of costs to build a business, without capital budget the business cannot run. Have more capital budget would certainly be better, to prevent problems or lack of funds when building a business.

3. Renovation & Preparation

To open a business we need to find and check the location or the building and do renovation. Renovation takes approximately 1-3 months depending on how much needs to be renovated. We must carefully prepare the building to make it comfort. After the building has been renovated and cleaned, the next step that the owner will do is to prepare the furniture that Mi Cadou need. We also will do total checking and cleaning once a month, so that the place remains clean and organized.

4. Partnership with Supplier

The entrepreneur have to discover suppliers for the business, suppliers are needed to provide good materials for the business. After finding a supplier,

the entrepreneur needs to talk to them and reach an agreement with them. The agreement is made to guarantee that both parties agree to do the partnership and agree to all that has been discussed. Usually the things discussed are in terms of material quality and delivery time

5. Hiring and Training

The next step is crew recruitment process. All job vacancies will be shared on social media such as Instagram, Facebook, and LinkedIn, the priority of the crew is people who are domiciled in Bogor City. Crew candidates must register and do some interview, after that the owner will select the candidate which have a good personality and fits the position needed. After being selected they will enter the training stage, so that the crew can adapt and work optimally when the business opens.

6. Opening

After completing all the preparations and training all of the crew, the business are ready to open. The opening ceremony will be a thanksgiving event attended by families and relatives to pray for each other so that this business will run smoothly in the future and provide inspiration for those who want to open a business. Followed by demo product, we will show how we prepare, make the product, until the product is finished and ready to be shipped.

7. Promotional Activity

If you're just starting out in business, promotional activity are the most important things. The goal of promotion activities is to raise awareness, reach, and consequently the number of clients. Promotional initiatives will also be continue to be carried out to maintain customer engagement and reach new clients. Promotional activities are carried out offline and online with the aim of expanding customer reach and increasing market share every day.

8. Evaluation

Evaluation will be carried out every month so that we monitor business developments, we can also find out customers feedback, customer needs,

employee performance, and the number of products we sell. With this evaluation, the owner will know if there is something wrong with his business and what we need to improve and develop even more. So that in the future we can avoid these problems, to make customers are more satisfied and the owner can also develop the business

5.2 Timeline to Accomplish the Milestones

Activity	Month												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Examining and Finalizing Business Plan	■	■											
Generating the Capital Budget and Preparing Fund			■	■									
Renovation & preparation					■	■	■						
Partnership with supplier								■	■				
Hiring & training										■	■		
Opening												■	
Promotional Activity											■	■	■
Evaluation												■	■

*Table 5.1 Timeline of the Milestones
Source : Self-developed,(2022)*

Promotional activities are one of the most important activities in the milestone, a good and serious promotion for a business can increase brand awareness and also increase sales. This promotional activity which will run from 1 month before the opening of Mi Cadou is expected to attract many people to be interested in the Mi Cadou brand. In addition, promotional activities that Mi Cadou carries out during low seasons such as Valentine's Day, Ramadan, Mother's Day, Christmas, and others will increase Mi Cadou's total sales by 15%-25% from the previous month

CHAPTER VI

ASSESSMENT OF RISK

6.1. Risk of Business

In running a business, there are problems and risks that will come to be faced. We must be ready to face all of it so that the business can continue to run. Problems and risks can cause losses to the business, if we do not face them carefully. Therefore, in starting a business it is important to know what the problems and risks that may occur, so that we can minimize or even prevent them. The following are some of the problems and risks that might be faced by Mi Cadou:

1. Human Error

In running business, the owner will always try the best to prevent bad things from happening. But the fact is that in doing everything, mistakes are common things that we must take as lessons, learn so that they don't happen again and again. In Mi Cadou, of course, it is very possible for many human errors to occur. Errors can occur in orders that do not match requests, wrong colors, packaging is not safe, or others. Human error is the most significant risk, because all My Cadou products are handmade. However, the owner will always take care that this will be minimized or even does not happen.

2. Sales Decreased or Unreachable Target

In business, we cannot deny that a sales decrease or unreachability is very possible to happen, and it can happen to Mi Cadou. Usually occurs because of competitors with a similar business that is more popular. In addition, there may also be a lack of promotional factors so that people do not know our brand.

3. Supplier Delivered Late or Unable to Supply

Something unexpected often happens in the business, the example that might happen in Mi Cadou is the supplier was delivered late or even unable to supply. Although it is the least significant, but it might happen. This could

be due to long distances, traffic jams, bad weather, or maybe out of stock. This problem will of course interfere with the running of the business.

6.2 Contingency Plan

The following are solutions that can be used to minimize and prevent problems and risks in a business:

1. Human error

To anticipate Human error, all Mi Cadou workers must comply and follow all established SOPs. Mi Cadou will do double checking for all orders to make sure nothing is missing. Such as orders are in accordance with customer orders, product neatness, packaging, the delivery must be on time, etc

2. Sales Decreased or Unreachable Target

If this happens, Mi Cadou will do review and identify what makes the sales decreased and not reach the target. Mi Cadou will continue to improve our services so that they can be trusted and get customer loyalty. Mi Cadou also will carry out a wider promotion that more attractive, so that the public know more about Mi Cadou..

3. Supplier Delivered Late or Unable to Supply

In this problem, Mi Cadou must have a backup suppliers. So if the main supplier has problems, there are replacement suppliers and the business will continue running and not depend on the main supplier. The second solution can also be by stocking more material, so there will always be stock and not worry about lack of stock.

CHAPTER VII

GROWTH/EXIT SRATEGY

7.1 Growth Strategy

A growth strategy is needed in a business to achieve business growth. Trends and human needs will keep changing. To keep up with these changes, Mi Cadou needs to develop its business by keep make innovations in order to compete with competitors and become a long-term sustainable. Therefore, here arethe strategies that will be implemented by Mi Cadou to grow:

1. Market Penetration

Mi Cadou realizes that people may have their own ideas or tastes in giving gifts, so Mi Cadou is open to accepting requests and adapting to the tastes of customers. Customers can customize the gifts they expect start from the product type, color, budget, etc.

2. Market Development

In the future, Mi Cadou wants to expand its business by opening new store in other areas, in order to reach a larger market. Mi cadouwill needs to carry out marketing and promotional activities to attract new customers and increase their awareness of Mi Cadou.

3. Product Development

Innovation will certainly be needed to prevent customers from getting bored with the products made by Mi Cadou. Therefore, Mi Cadou must innovate and present new products that are more attractive and make people who see our products happier. This will prevent people from switching to competitors.

7.2. Exit Strategy

Mi Cadou will always try its best to survive and maintain a sustainable business, provide good service and quality for customers. But everyone can't predict what will happen to the business in the future. Therefore, the owner must also prepare an exit strategy that must be planned as a strategy to decreased losses in a business. Below are some exit strategies that the owner will take if the business is experiencing a sustained decline in sales:

1. Mi Cadou will open other branches in other areas. With the hope that when one branch experiences a decline, we still have other branch that will help the decline, especially in terms of finance Mi Cadou owners also will prepare some funds for anticipate if one day something bad happens and Mi Cadou suffers a loss. So that the business can continue to run even though it suffers losses. The funds will be collected from profits every month.
2. When Mi Cadou experiences a decline, we will also try to find business partners who have the same goal of developing, for example partnering with event organizers, party planners, and others. If this still doesn't help, Mi Cadou will try to find large companies or businesses that are interested in making mergers and acquisition. This solution is believed to be a beneficial solution, the value from two companies working together will be more powerful and increase the market share.

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