



**BUSINESS PLAN OF BINTANG HARAPAN
PHARMACY VOCATIONAL HIGH SCHOOL**

THESIS

**Submitted as one of the requirements to obtain
Magister Manajemen (M.M)**

By

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**FACULTY OF BUSINESS
MASTER OF MANAGEMENT TECHNOLOGY
CIKARANG**

MARCH, 2023

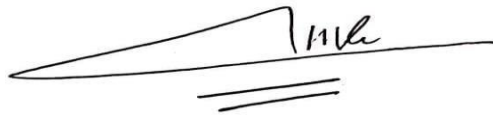
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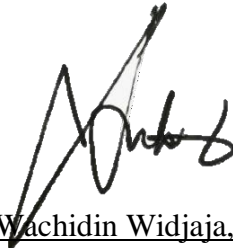
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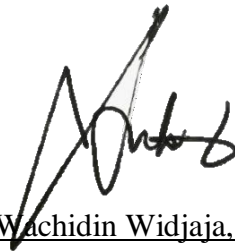
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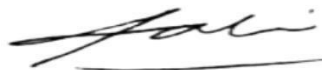
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Study Program : Master of Management Technology

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ABSTRACT

Education is the essence of every society that will last from one generation to the next. Thus, society has advantages over having educational institutions. Workers in the health and care industries are the pillar of health systems and the force behind the development of universal health coverage and global health security. Everyone can see their enthusiasm and professionalism throughout the pandemic: they are extraordinary people doing exceptional jobs. However, too many of them have lost to COVID-19-related infections, illnesses, or deaths. This business plan of Bintang Harapan Pharmacy Vocational High School aims to provide a detailed insight into the pharmacy and its promising potential to provide quality graduate health workers that are currently in shortage. To analyze business situations use the SWOT, Porter's five force, and PESTEL analysis. The Bintang Harapan Pharmacy High School produces graduates ready to work in the health sector as pharmacist assistants and nurse assistants. The school will continue to innovate in line with the development of the medical and pharmaceutical worlds by following the regulations of the Ministry of Health, the Indonesian Pharmacists Association, and the Education Department.

Keywords: health industry; skills shortage; pharmacy school; vocational school

ACKNOWLEDGMENTS

We would like to express our sincere gratitude to our master's final project advisor. Dr. Purwanto, S.T. M.M. for the continuous support of our master's final project work, and for his patience, motivation, enthusiasm, and immense knowledge. His guidance helped us in the time of writing this master's final project report. Besides my advisor, we would like to thank the rest of my master's final project defense committee Dr. Anton Wachidin Widjaja, S.E., M.M. and Dr. Adhi Setyo Santoso, ST., MBA. for their encouragement, insightful comments, and hard questions. Last but not the least, I would like to thank our family, our parents, and to all our MMTech friends in batch 7 for always motivating us.

Cikarang, 3rd March 2023



Imalia Lestari

Cikarang, 3rd March 2023



Melinda Frida Matondang

TABLE OF CONTENTS

STATEMENT OF ORIGINALITY	iv
APPROVAL FOR SCIENTIFIC PUBLICATION	Error! Bookmark not defined.
ADVISOR APPROVAL FOR JOURNAL REPOSITORY	vi
SIMILARITY REPORT INDEX	vi
ZPTZERO REPORT	vii
ABSTRACT	ix
ACKNOWLEDGMENTS	x
TABLE OF CONTENTS	xi
LIST OF FIGURE	xiii
LIST OF TABLE	xiv
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Identification of Opportunity	4
1.2.1 Health Industry Trend Data	5
1.2.2 Questionnaire Survey	6
1.2.3 Purpose	7
1.3 Benefit	8
CHAPTER II DESCRIPTION OF BUSINESS PLAN	10
2.1 Overview	10
2.2 Targets and Segments	10
CHAPTER III IMPLEMENTATION	15
3.1 Industry Analysis	15
3.2 SWOT Analysis	16
3.3 PESTEL Analysis	18
3.4 Industry Trend	19
3.5 Porter's Five Force Analysis	20
CHAPTER IV EXECUTION PLAN	25
4.1 Marketing Plan and Strategy	25
4.1.1 Segmentation, Targeting, and Positioning	27
4.1.2 5P's Marketing Mix	30
4.2 Financial Plan	31

4.2.1	Capital Spending Plan.....	32
4.3	Marketing expense	36
4.4	Operational Expenses	37
4.5	Salary Expense	37
4.6	Material Expenses	41
4.7	Income Statement	42
4.8	Cash Flow	43
4.9	Break-Even Analysis.....	48
CHAPTER V CONCLUSION.....		49
5.1	Conclusion	49
REFERENCES.....		50
APPENDIX.....		55

LIST OF FIGURE

Figure 1. 1 Indonesian Health Workers 2022	3
Figure 1. 2 Health Industry Trend Data.....	6
Figure 1. 3 Diagram survey questions and answer.....	6
Figure 2. 1 Logo of Bintang Harapan.....	10
Figure 2. 2 SMK Farmasi Bintang Harapan Business Model.....	14
Figure 3. 1 The growth of the The number of SMK students has overtaken the number of SMA students over the last decade	15
Figure 3. 2 Five Force Analysis	20
Figure 3. 3 Distance of Direct Competitor	23
Figure 3. 4 Distance of Indirect Competitor	24
Figure 4.1 Karawang Sub-District.....	28
Figure 4. 2 Maps of Karawang.....	28
Figure 4. 3 Structur Organization.....	37

LIST OF TABLE

Table 1. 1 Gap Existing and Target Health Worker in Indonesia.....	4
Table 1. 2 Total Health Facilities in Karawang area.....	5
Table 3. 1 The Strength, Weakness, Threats and Opportunity Point	16
Table 3. 2 Direct Competitor of SMK Farmasi Bintang Harapan	23
Table 3. 3 Indirect Competitors of Bintang Harapan Vocational School.....	24
Table 4. 1 Vocational School with Pharmacy and Nursing Program in Bekasi	29
Table 4. 2 Tuition Fee	30
Table 4. 3 Capital Spending Plan.....	32
Table 4. 4 Funding Costs	36
Table 4. 5 Annual Marketing Budget 2022 – 2026.....	36
Table 4. 6 Operational Expense	37
Table 4. 7 Salary Expense Year 2023	39
Table 4. 8 Salary Expense Year 2024	40
Table 4. 9 Salary Expense Year 2025	40
Table 4. 10 Salary Expense Year 2026.....	40
Table 4. 11 Material Expense School Facilities.....	41
Table 4. 12 Material Expense School Facilities.....	41
Table 4. 13 Material Expense Laboratorium Facilities	42
Table 4. 14 Income Statement	42
Table 4. 15 Pharmacy Vocational High School Cash Flow January-December 2022	43
Table 4. 16 Pharmacy Vocational High School Cash Flow January-December 2023	44
Table 4. 17 Pharmacy Vocational High School Cash Flow January-December 2024	45
Table 4. 18 Pharmacy Vocational High School Cash Flow January-December 2025	46
Table 4. 19 Vocational High School Cash Flow January-December 2026	47
Table 4. 20 Cashflow Presentation (2022 – 2026).....	47
Table 4. 21 Break Even Analysis.....	48
Table 4. 22 Return on Investment	48

