



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

THESIS

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

By

Imalia Lestari - 023202105074

Melinda Frida Matondang – 023202105068

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

MARCH, 2023

SIMILARITY INDEX REPORT

Busplan SMK Farmasi revisi 1

ORIGINALITY REPORT

17%

SIMILARITY INDEX

16%

INTERNET SOURCES

9%

PUBLICATIONS

%

STUDENT PAPERS

PRIMARY SOURCES

1	repository.president.ac.id Internet Source	3%
2	i3l.ac.id Internet Source	1%
3	scholarworks.waldenu.edu Internet Source	1%
4	link.springer.com Internet Source	<1%
5	indofarma.id Internet Source	<1%
6	www.springerprofessional.de Internet Source	<1%
7	pure.hva.nl Internet Source	<1%
8	itrev.kemenkeu.go.id Internet Source	<1%
9	media.neliti.com Internet Source	<1%

GPT ZERO REPORT

Stats

Average Perplexity Score: 302.926



A document's perplexity is a measurement of the randomness of the text

Burstiness Score: 830.647



A document's burstiness is a measurement of the variation in perplexity

Your sentence with the highest perplexity, "*Everyon*", has a perplexity of: 4360

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