



BUSINESS PLAN OF ASTA BAKERY



By

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**A Final Project submitted to the
School of Business, President University
In partial fulfilment of the requirements for
The Degree in Management Science
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All praise and gratitude we pray to the presence of Allah SWT who has bestowed His mercy and grace on the author to complete this business plan. The preparation of this business plan aims to fulfill the requirements to achieve a bachelor of management. As a guide in completing this final project entitled Asta Bakery Business Plan. Therefore, the authors would like to thank those who have helped, during the preparation of this business plan, especially to:

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The author realizes that the business plan that the author has made is far from perfect because of the limited knowledge and business experience that the author has. Therefore, the authors expect suggestions and input

and even constructive criticism from various parties. Hopefully this business plan can be a reference and motivation, especially for beginner players at the President's University.

Jakarta, 08 April 2022

A handwritten signature in black ink, appearing to read 'Winda Sari', with a stylized flourish at the end.

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Sonny V. Sutedjo, SE., MM.

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EXECUTIVE SUMMARY

Research in the form of a business plan is expected to help the owner evaluate the feasibility of his business, cakes are presented with a unique design following the developments of the times and current market trends. In this business plan, several aspects will be discussed, including marketing, operations, human resources, and finance. Asta Bakery is a business entity engaged in the food sector. Asta Bakery has many products such as birthday cakes, wedding cakes, cupcakes, sponge cakes, brownies, and various other types of cakes, as for cake designs that can be made according to what customers want. The business concept taken by Asta Bakery is to sell on social media but Asta Bakery also prepares an offline store, but here Asta Bakery prefers to focus on online sales.

The purpose of Asta Bakery's business is to earn profits and improve the welfare of all Asta Bakery employees and expand employment opportunities, to be able to achieve this goal, Asta Bakery will provide the best service by presenting unique, creative and innovative cake products.

The strategy chosen to be used is the 4P marketing mix, namely product, price, promotion, place. By providing a variety of cake products, very affordable prices, social media as a tool to carry out promotional activities not only promotions through social media, Asta Bakery also distributes brochures and banners to strengthen the brand image, and there is also service to customers in the form of special promos. and free testers at outlets at the event.

From the results of calculations that have been carried out in previous chapters, it can be concluded that this business is feasible to run. This can be seen in the projected financial statements and analysis of the projected financial statements. This shows that Asta Bakery's business is feasible to run and has good prospects in the future.

CHAPTER I

INTRODUCTION

1.1 Background

The need is increasing in the current era, especially in terms of food. However, the COVID-19 pandemic has also impacted all economic sectors, both small and small scale (Nasution, 2020; Amri, 2020). The Covid-19 pandemic (Corona Virus Disease) is one of the epidemics in the world that causes various problems and challenges for the community and government, one of the problems experienced by the community is the loss of livelihood. The global economic crisis that occurred during the current pandemic has forced many companies to downsize their employees so that many have experienced layoffs.

In the midst of the Covid-19 pandemic, in addition to the negative impacts experienced by the community, such as declining economic conditions, there are also positive impacts that are felt, namely the increasing awareness of the community about the importance of protecting the environment and promoting a healthy lifestyle. The policies issued by the government to combat the Covid-19 pandemic have changed people's habits and perspectives on cleanliness and the environment. For example, by doing social distancing and physical distancing the community to reduce outside activities. One of the impacts of this policy is the reduced use of transportation so that it also reduces pollution (Chairy & six, 2020)

With social distancing and physical distancing policies, people who have been laid off are required to rack their brains in order to survive. Doing business is an alternative in increasing income, especially for those who experience layoffs during the pandemic. Various kinds of businesses began to emerge, especially in the current pandemic era. Communities are required to provide for their lives and health while job opportunities are getting narrower, so one of the methods used by the community is to do business. Businesses can be started on a small scale with capital that can be reached by the

community. It's no wonder that today's business is getting a lot of attention from the public.

Small and medium enterprises (SMEs) are at the forefront of the economic shocks caused by the COVID-19 pandemic. SMEs in Indonesia from 2018 to date have contributed various achievements which can be seen from a total of 64.1 million (99.9%) business units. SMEs also contributed 116.9 million (97%) out of a total of 120.6 million people. The contribution of SMEs cannot be separated from the Gross Domestic Product (GDP) of 8,573,895 billion (61.07%) of the total amount of 14,038,598 billion. Other areas affected are non-oil and gas exports of 293.840 billion (14.37%) and investment of 2,564,549 billion (60.42%) (Thaha, 2020).

Perbandingan Omzet UMKM Sebelum dan Setelah Pandemi Covid-19

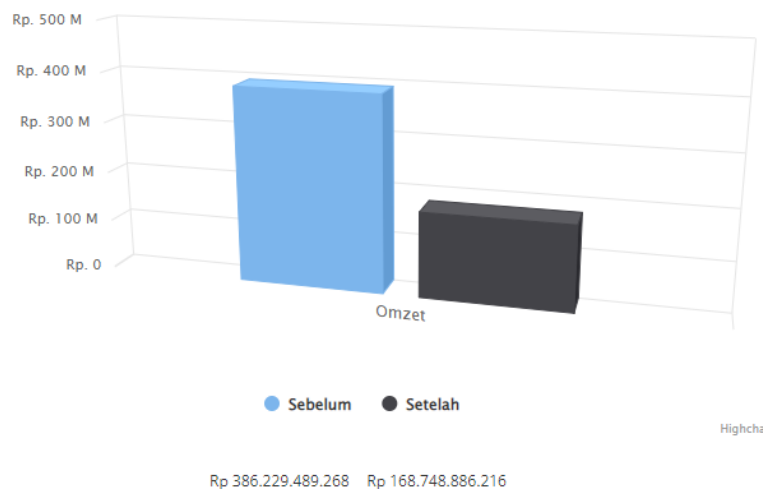


Figure 1.1 Comparison of SMEs turnover before and after the covid-19 pandemic

Source: Comparison of SMEs Turnover, 2018

Based on data updated by the Economic Statistics agency in May 2022, it was obtained that the highest SMEs category found in Indonesia was food and beverage.

Category	Number of SMEs	Asset			Turnover			Labor		
		Down	Fixed	Up	Down	Fixed	Up	Down	Fixed	Up
Food & beverage	28387	27279	101	7	27963	418	6	22524	5843	20
Fashion	3682	3511	170	1	3576	105	1	2964	716	2
Handycraft	1114	1097	17	0	1109	5	0	940	174	0
Others	11252	10539	706	7	10838	410	4	8038	3210	4

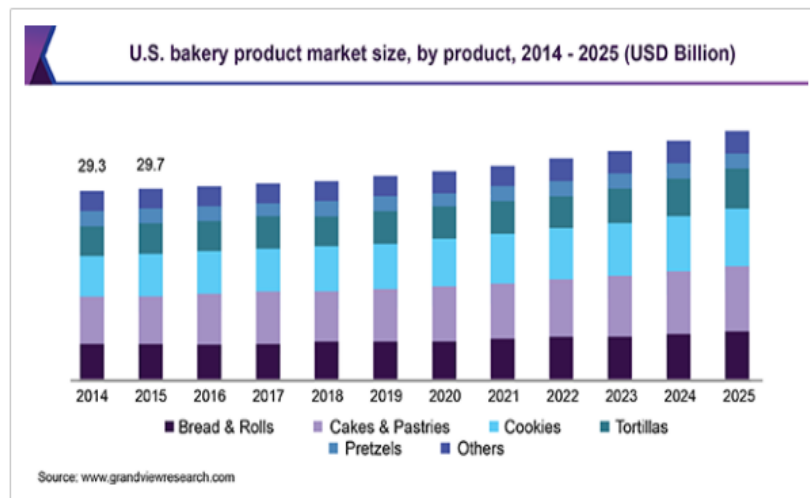
Tabel 1.1 SMEs Recapitulation

Source : Small Business Cooperative Service, 2022

Of the various kinds of businesses that exist, the cake and bread business is one of the alternative choices that can be chosen for a livelihood. Cakes and breads are foods that can be used as a substitute for rice. Cakes and bread are practical foods that can be used as a light breakfast for the family. Bread and cakes are included in bakery products along with donuts, biscuits, rolls, crackers, and pies. The use of cakes and bread in other countries can become a staple food so that the cake and bread business is still one of the growing businesses in the world. This business is one of the businesses that has significant growth opportunities. It should be visible in the attached image. countries can become a staple food so that the cake and bread business is still one of the growing businesses in the world. This business is one of the businesses that has significant growth opportunities. It should be visible in the attached image.

Figure 1.2 US Bakery Product Market Size

Source: U.S. Bakery Product Market 2015-2025



The picture above explains that the development of bakery products is increasing from year to year. Even an increase can be shown in the forecast for the coming years until 2025. This percentage shows that the business in the cake or bakery sector can still be a promising business in the world. In addition to the development of the cake or bakery sector in the world, Indonesia is no less a country with a significant level of cake consumption.

The history of cakes in Indonesia began when this country became the main traffic lane for world trade centuries ago. The arrival of the newcomers to Indonesia from a long time ago not only brought a variety of beauty to the traditions and culture of this nation, but also in terms of culinary. The commodity of sugar, which was a prima donna at that time was forgotten, became the beginning of how cakes from various parts of the world then entered Indonesia.

The pastries that have been present in Indonesia have actually received a lot of influence from outside. Traditional cakes, for example, are said to have received a lot of influence from Chinese culture. This can be seen from the ingredients that use rice

flour on average. In fact, the word cake itself comes from the Hokkien loan word *koé*. As for cakes made from wheat flour, this custom is started by European-style cooking. Wheat as the main ingredient for making wheat flour is not a plant that can grow in Indonesia, nor is the habit of processing and cooking it native to Indonesia. It was the era of European trade and colonialism that became the forerunner to the entry of this habit of processing wheat and its derivatives into Indonesia, including making cakes (Pondan, 2021).

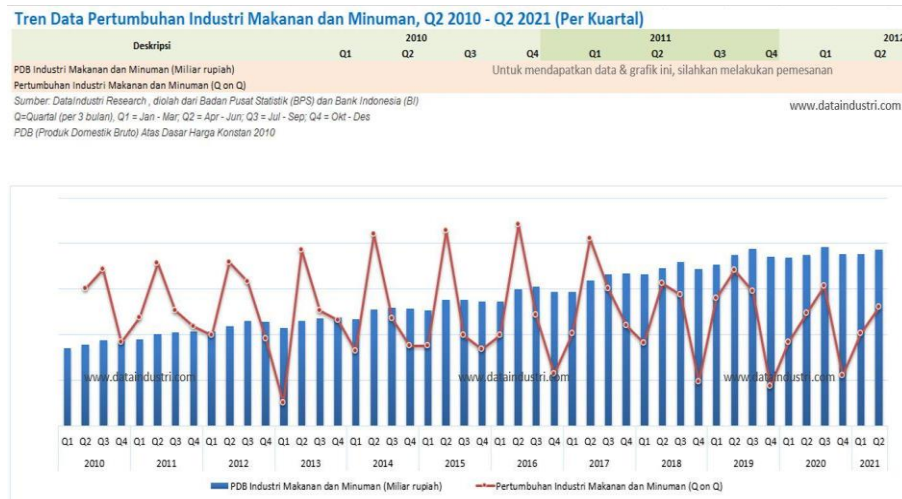


Figure 1.3 Food and Beverage Industry Growth Data in Indonesia

Source: Badan Pusat Statistics, 2021

Based on data on the development of the food and refreshment industry in Indonesia in 2020-2021, there has been a decline in the development of the food and drink industry as we can see. From the previous year, because in the 2020 era until now, the Covid-19 pandemic caused the economy in Indonesia to experience a decline because many people in Indonesia were laid off and had no income. Then in the Q3 period = July-September there was an increase in the development of the food and refreshment industry, according to a survey I've conducted since the pandemic, people prefer to shop online because they avoid the transmission of the covid-19 virus.

The increase in online shopping activities in Indonesia is mainly a result of government policies that require people to reduce activities or activities outside the home, especially in the capital city of DKI Jakarta. Cake and bread businesses have also sprung up in the Capital City area of DKI Jakarta as a result of the pandemic.

Good business development is an important thing for Miniature, Small and Medium Enterprises. The job of MSMEs is progressively suitable to be created by the public authority thinking about that as of now by focusing on the capability of areas in Indonesia, particularly during the Covid-19 pandemic, which incapacitates practically all parts of life, this condition must of course be addressed wisely both by the government as *stakeholders* and business actors.

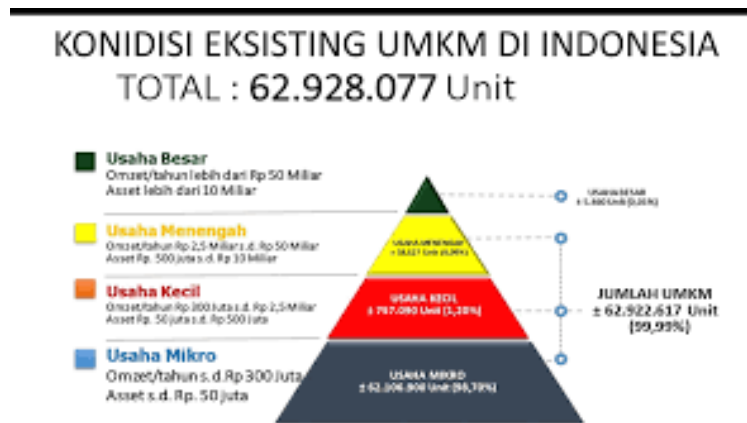


Figure 1.4 The Existing Condition of MSMEs in Indonesia

Source: Condition of MSMEs in Indonesia, 2019

Kept in the Central Statistics Agency in 2019, the commitment of MSMEs to the public total national output developed by 5%. Likewise, from the site of the Ministry of Cooperatives and MSMEs, it is designated that before the finish of 2020 the commitment of MSMEs to the commodity worth will likewise increment to 18% from the past figure of 14%, with an increment of 4%. In like manner, the commitment of MSMEs to GDP expanded to 61% and the innovative proportion was 3.55%. So it is

normal that the huge commitment of MSMEs to the public (GDP) in 2020 can reach 65% or around Rp. 2,394.5 trillion. Of course, in order to realize this proposal, MSMEs need strong state support, especially in terms of access to additional capital. In 2020, the government also plans to raise the target to the People's Commercial Credit (KUR) of Rs 190 trillion to promote the improvement of MSMEs in the country.

MSMEs, with the government issuing a directive to reduce the last annual expense rate for Micro, Small and Medium Enterprises (MSMEs) from 1% to 0.5%. This arrangement is contained in Government Decree (PP) No. 23 of 2018 on Income Tax on Business Income earned or deducted from certain gross distribution taxpayers, which supersedes Government Decree No. 46 of 2013 which came into effect on 1 July 2018 decree. Help SMEs reduce operating costs. In addition, during the Covid-19 pandemic, from May 2020 to September 2020, the government has once again issued new guidelines for MSMEs receiving the final income tax relief of 0.5% (PP 23/2018) imposed by the government (DTP) guidelines. As a result, MSME taxpayers no longer have to pay taxes, and tax reducers or tax collectors no longer retain or collect taxes when paying MSME participants.

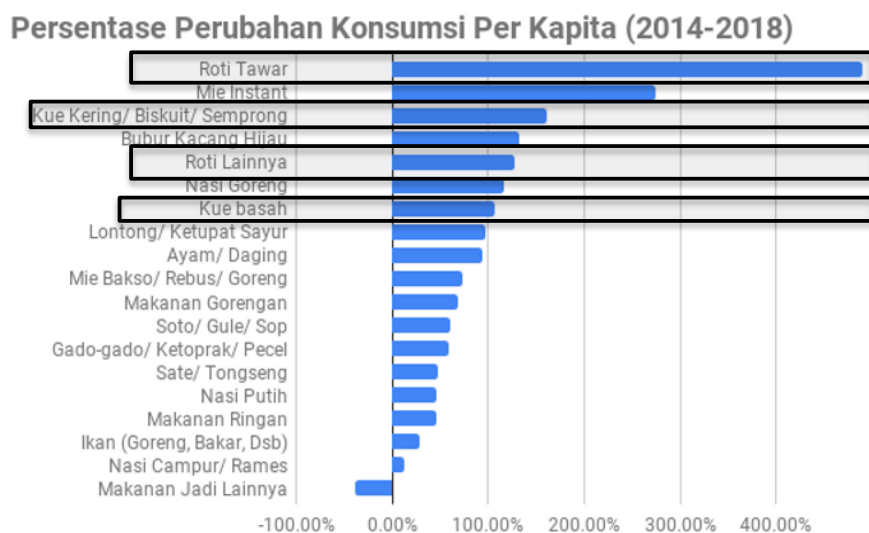


Figure 1.5 Changes in Consumption in Indonesia Based on Provinces in 2014-2018

Source: Percentage Change in Consumption Per Capita, 2014-2018

According to statistics released by the Ministry of Agriculture in 2018, consumption of breads such as white bread saw the highest increase of nearly 500% in five years (2014-2018), followed by other baked goods such as pastries and other bread variants. The chart above shows that the demand for baked goods continues to rise. This percentage increase outpaced other Indonesian food items such as rice cakes, chicken/meat, mixed rice and meatball noodles. This table indirectly shows that most Indonesians have slowly started consuming baked goods rather than their daily food intake while being able to provide adequate nutrition. In addition, *bakery* are also very diverse ranging from taste, shape, to texture. With the consumption of bakery products that continues to increase, the bakery business is a very potential business for now and in the future.

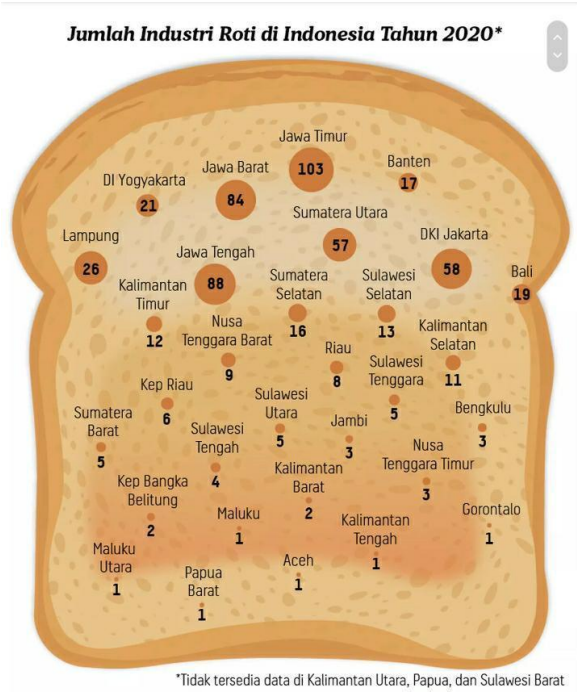


Figure 1.6 Number of bakery industry in Indonesia in 2020
 Source : Bakery Industry in Indonesia, 2020

It can be seen from the picture above that the number of bakeries in Indonesia in 2020. The data above shows that the bakery industry in DKI Jakarta is high. Traditional to modern retailers provide bread confectionery that has a variety of flavors and shapes, because bread is a practical food, does not require a home cooking process. Given the increasing importance of the role of bakery, especially bread in people's nutritional intake. Currently, many bakery industries are trying to increase the nutritional content of their products. This business is already quite developed in Indonesia and has many enthusiasts, this is an extraordinary chance for Asta Bakery to begin a cake business. There are several types of cakes in Asta Bakery such as birthday cakes, wedding cakes, brownies, nastar, sponge cakes, rainbow cakes, and filled breads.

Regency/ City	Normal Monthly Expenditure per Capita on Food and Non-Food in Urban Areas by Regency/City (rupiah)					
	2017			Non-Food Food		
	2018	2019	2017	2018	2019	DKI
Jakarta	797 828.00	847 847.00	877 449.00	1 199 618 ,00	1 191 310.00	1 278 664,00
Normal Monthly Expenditure per Capita on Food and Non-Food in Urban Areas by Regency/City (rupiah)						

Table 1.2 Normal Monthly Expenditure per Capita on Food and Non-Food in Urban
Areas by Regency/City (rupiah) 2017-2019

Source: Badan Pusat Statistik, 2017-2019

In light of Table 1.2, it very well may be seen the normal use percapita each month for the food classification in the DKI Jakarta Region from 2017 to 2019 has expanded. From the table it can likewise be seen that the normal month to month use per capita

for the food classification in the DKI Jakarta area is greater than the average monthly per capita expenditure for the non-food category in 2017 to 2019.

Asta Bakery is one of the businesses which is engaged in the culinary field, precisely *bakery* or cake food. Asta Bakery cake shop is a business activity that provides cakes that focuses on selling bread, cupcakes, birthday cakes and wedding cakes. Asta Bakery cake shop is located in the capital city of DKI Jakarta, namely on Jl. A Wahid No. 81, Jati Padang Raya, Pasar Minggu, South Jakarta.

This research was conducted in Jakarta due to several factors, namely Jakarta is the capital city, the large number of poor people, and the high percentage of unemployment. The number of poor people reached 25.76 million people per year 2018, while the unemployment rate in D K I Jakarta per 2018 was 5.34 percent. Most DKI Jakarta residents work in the sector wholesale and retail trade, repair and maintenance of cars by 24.04 percent (1,236 thousand people), and in the informal sector increased by 0.43 percent (Ratnaningtyas, 2019). This encourages the growth of MSMEs in Jakarta which is shown in the graph below.

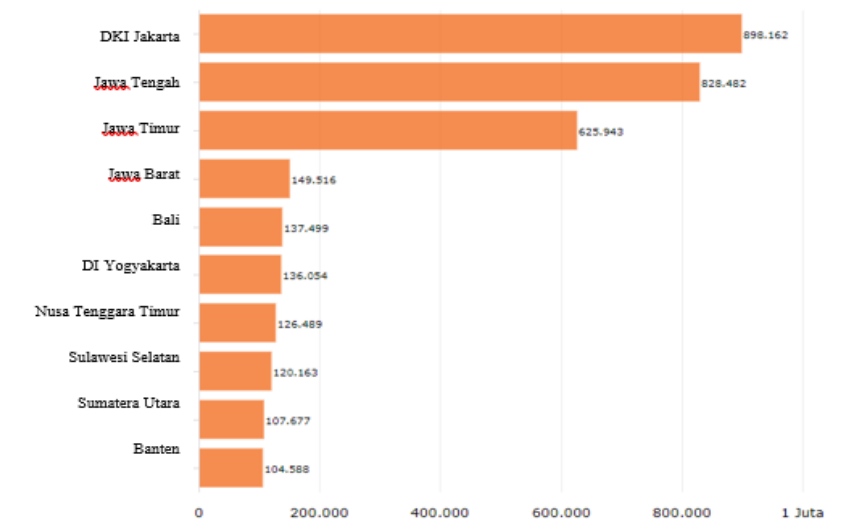


Figure 1.7 Province with the Largest Number of Micro and Small Industries (2020)

Source: Badan Pusat Statistik, 2020



Figure 1.8 Market Potential Category cakes in E-commerce

Source: Kompas.co.id, 1-18 feb 2021

The large number of SMEs in Jakarta has led to increased competition among business owners. This is due to the limitations of consumers, but many SMEs are being peddled. Therefore, it is necessary to innovate based on developments and adjustments to the era of the covid-19 pandemic. As technology is developing as it is today, in this era, if you want to start a business, you don't have to have a physical store, based on the picture above, social media on the digital era is currently developing very rapidly. The growth of the cake making business does not have to have a physical cake shop, but many home businesses make cakes by means of online marketing such as through E-commerce such as Shopee and Tokopedia, not only through E-commerce but also through social media such as Facebook, Instagram, TikTok. and other social media. The high competition in the food cake business did not discourage shop owners from continuing their business. The opportunity to open a cake shop business in DKI Jakarta is still very open. Asta Bakery customers can order cakes or breads for breakfast, snacks, birthdays, weddings, office meetings or other events. Cake orders can be made custom and customers can order any type of cake according to the customer's wishes. At the Asta Bakery Cake Shop, there are 25 kinds of bread as an option for customers to buy bakery products.

In beginning a business in any field, the principal thing to know is market opportunities and instructions to get clients, then, at that point, what market potential open doors the business wants to enter, and how to get customers, competitor's strengths and weaknesses, and analyze the extent of their ability to compete with competitors. competitors both regarding value, administration and quality as well as mental status. Beginning with the mental fortitude to begin. and in everything and do not be ashamed to start, apprehension about disappointment and the inward conflict among want and uncertainty. On the other hand, one must also be ready to confront chances, where the business risk is benefit or misfortune. The greater the benefit, the greater the gamble. The significant thing is to try to attempt to begin is the principle of the establishment of the cake shop Asta Bakery.

1.2 Identification of Opportunities

Indonesian people who are increasingly concerned about health are starting to switch from food to gluten-free organic products. Breads and cakes made from whole grains are a practical and healthy food alternative for the people of Indonesia. Indonesian society which is increasingly modern is starting to adapt the lifestyle of western society which consumes bread and cakes as a breakfast menu. The change in the trend, which was originally from a traditional breakfast where rice is the main menu, has turned into a variant of bread as a breakfast menu that is practical, ready to eat, and also nutritious. DKI Jakarta, which is one of the big cities in Indonesia, has a good opportunity to develop business. The people of Jakarta, which are considered consumptive with a high lifestyle, make business people look at consumers in DKI Jakarta as potential consumers. Asta Bakery, which is located in DKI Jakarta, precisely in South Jakarta, have a good opportunity to develop a business, starting from selling online businesses as an effort to follow government policies.

Proyeksi Nilai Ekonomi Transaksi *E-commerce* di Jakarta



Figure 1.9 Worth of web based business exchange in Jakarta

Source: Economic Census, 2016 , Badan Pusat Statistik, 2018

In light of information got from the 2016 Economic Census, the number of e-commerce transactions in 2016 was IDR 48.11 trillion. The results obtained it's on 2023, the on the number of transactions in e-commerce in DKI Jakarta will reach Rp. 82.12 trillion. In the future, the average growth of e-commerce transactions in DKI Jakarta will reach 7 percent per year. This figure is higher than the growth of the trade sector in DKI Jakarta in general at an average of 5 percent per year. Based on the data in the picture above, Asta Bakery has a great opportunity to open its cake business without having to have a physical shop, you just need to use social media to market its cakes by creating interesting content starting from the manufacturing process and also the end result which must also be attractive in order to attract customers' attention.

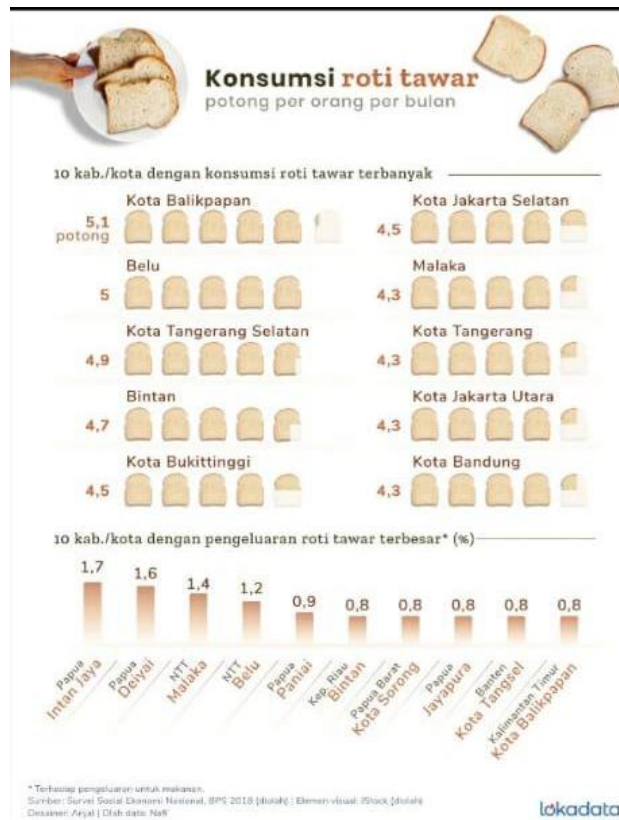


Figure 1.10 Total Bread Consumption Per Regency/City
Source: Total Bread Consumption, 2020

Based on Figure 1.10, it can be seen that the total consumption of white bread in South Jakarta is included in the top 10 with an average of 4.5 slices of bread per person. This number is included in the high category.

Based on these data, the bread business in the south Jakarta area can be a potential business, Asta Bakery not only sells bread but there are several other types of cakes such as cupcakes, birthday cakes, brownies, sponge cakes, rainbow cakes and also nastar, so that researchers make this business as a business plan.

1.3 Purpose

As the food and beverage business continues to innovate with new inventions to attract customers, there are many fantastic opportunities and obstacles that accompany them.

Furthermore, this field test strategy was created to design a strategy, evaluate the market climate, as well as possible barriers, and present innovative thinking for what is to come from the baking industry. Creation of new product designs and service-oriented Introduce products with new designs to the market. The ability of organizations to introduce new products with new designs is a challenge for organizations in relation to the innovation process carried out by the organization. Therefore, some organizations that deal directly with end consumers have the opportunity to create new products and even create markets for new products (Laura & Siska, 2016). This strategy will help creators and anyone with an interest in starting a business in the food and beverage industry determine the likelihood of success and overcome mistakes and dangers that may develop along the course of the business.

1.4 Benefit

This business plan will be very useful for the field of business education in the future, providing basic information and understanding of how to start a cake business, as well as providing strategies to run it and also ways to market it. This business plan is designed to help future entrepreneurs and practitioners who are very interested in building a cake business plan by providing corporate strategies, tips on starting a cake business and also financial planning.

CHAPTER II

BUSINESS DESCRIPTION

2.1 Products and services

The principle thought talked about in this field-tested strategy is to make a cake business where at this time many people like to hold events and also nowadays people prefer cake or bread to be a substitute food such as at breakfast people prefer breakfast using bread and milk which is simpler and also filling. This cake shop provides a variety of cakes at affordable prices for all people, and can also adjust what customers want from an attractive appearance and a very good taste made into a package that satisfies customers, this cake shop also accepts cake orders. weddings with designs can be adjusted to the wishes of the customer, not only that this cake shop provides reservations for birthdays and other events made by customers of this cake shop. Customer satisfaction and product quality at this cake shop are the main things for this cake shop.

2.2 Vision and Mission

2.2.1 Vision

Providing high quality bread but still affordable and competitive prices

2.2.2 Mission

- Asta Bakery maintain product quality and continue to innovate following the development of existing trends in society and prioritizing customer comfort.
- Asta Bakery puts forward a production processing process that is guaranteed to be good and from quality materials.
- Asta Bakery runs a cake business at an affordable price

2.3 Company Value

value is very vital to guarantee that the organization will function as it ought to from the beginning. Extraordinary worth additionally helps the organization in doing

mission and accomplishing the vision has been set. Here are a few qualities that recognize Asta Bakery from other cake organizations.

1. Consistent

Guaranteeing there is a surefire consistency in the quality we give to clients, particularly in the flavor of the cakes we give to clients and furthermore our administration is quite possibly the main things for ours. We exceptionally esteem our consistency to constantly attempt to give the best and the most important for our clients.

2. Idea

We will take constantly drives and working on our business. Figuring out what market patterns are and what clients need, then transforming them into groundbreaking thoughts for activity is basic to expanding our true capacity and making a practical business.

3. Responsibility and Respect

It is an incredible obligation and regard that we generally attempt to impart through each action we do. We won't ever oppress anybody, since we generally regard and are liable for each client, colleague, and each party associated with the business.

2.3.1 Logo and Their Meaning



Figure 2.1 Asta Bakery Logo

Source: Self Developed (2022)

Logo of Asta Bakery there are various kinds of meanings in each color that we put on this logo and also the meaning depicted on the Asta Bakery logo has meaning and meaning that shows the characteristics of this cake business.

Starting from the yellow color that we give on each side of this logo which means that we are very optimistic in building and running this cake business and also shows our enthusiasm for our sincerity in doing business.

The next color is pink which gives a sweet and cute impression to customers so that it can attract customers' attention in purchasing this cake, pink color can also improve the customer's mood and can change the customer's mood for the better.

The next logo is the cupcake logo, which is brown in color and has weep cream on it, which symbolizes happiness. When we eat a cake made of chocolate, it can make us feel better and make us happier because chocolate contains tryptophan, which is a substance. which can help reduce symptoms of depression. The sweetness of chocolate can increase endorphins that make you happy and reduce the stress hormone cortisol

2.4 Segment

The Asta Bakery segment is all middle class and all people who live in the Jakarta area such as students, businessmen, office employees, social gathering mothers and all people who want to hold weddings, birthdays and various other events. Asta Bakery's target market is the millennial generation as well as generation Z. We also do not rule out the possibility for generation X who wants to order cakes at Asta Bakery

2.5. Privileges

1. Asta Bakery can affect the customer's desire to buy a product and in this case customer satisfaction is very important we are here to serve customers very well starting from the various types of cakes that we provide at Asta Bakery so that customers can order the cake directly they want like they want cake designs and also various flavors that can be tailored to customer wishes and we do not discriminate against customers. We serve wholeheartedly so that consumers are not disappointed with us, and we are ready to meet customer needs.
2. On the Asta Bakery menu, we focus on cupcakes, birthday cakes, and also wedding cakes which are cakes that can be customized according to customer wishes, highlighting unique shapes, colors and designs that can also be customized according to customer wishes so that customers can also feel more convenient when placing an order. Not only that, Asta Bakery also provides a variety of other breads such as white bread which is very much in demand by customers to be eaten at breakfast, there are also pastries and nastar cakes that can be ordered directly by customers here, we also provide them considering there are lots of celebrations such as Eid events. , Christmas, Chinese New Year and other big day celebrations.

2.6 Current Status Currently

Currently, Asta Bakery is an individual business which has been created by the author As per the Law of the Republic of Indonesia Number 7 of 2014 concerning Trade, that regulation in the field of Trade requires harmonization of arrangements in the field of Trade inside the system of the public financial unit to answer the improvement of the

exchange circumstance the globalization time in the present and later on. Therefore, Asta Bakery follows developments in the current era of globalization by using digital marketing, As mentioned in the paragraph above, currently Asta Bakery does not have an offline store but only for online orders. But that's not a problem for now digital era, we can do marketing through social media such as TikTok, Facebook, Instagram and other media platforms. Therefore, this business will be the author's Sole Proprietorship.

2.7 Entrepreneur Background

creator is a 2018 International Business understudy named Winda Sari. Having concentrated on Business Plan and Marketing for a long time at President University, the creator has generally been keen on beginning a private issue in the culinary field. Having the chance to make a culinary business in the bread shop area and do web-based showcasing, joined with advanced promoting abilities to speed up business development, the writer concluded that deciding to make a business arrangement about Asta Bakery is the initial phase in making an effective business with negligible gamble from now on.

2.8 Long haul Perspective

Jakarta is known as the biggest city in Indonesia with colossal development consistently, making incredible potential for the culinary business to create. Many individuals take a stab starting a business in Jakarta, many fall flat, yet entirely many additionally become exceptionally fruitful. In the event that cautious examination and exploration is done prior to beginning a culinary business, then, at that point, the negligible gamble in making a business in Jakarta will be accomplished. Accordingly, the creator accepts that the cake business, which is situated in the South Jakarta region, will turn into a major business with economic development that can possibly produce enormous incomes in the long haul.

CHAPTER III

INDUSTRY ANALYSIS

3.1 PESTLE Analysis

An evaluation of PESTLE analysis can help companies better understand the external marketing environment in which their projects operate or will operate. PESTLE analysis, includes evaluations of Political, Economic, Social, and Technological, Legal, and Environmental (Environmental) perspectives. The following is the result of an overview of the overall market situation from several points of view, including:

3.1.1 Political

Factors will affect the economic situation and the running of a business, political factors that will be discussion that includes issues that exist in applicable laws and existing government policies, formal and informal rules that exist in the country. In the environment where a company or restaurant carries out business activities, there are several political factors that influence it Asta Bakery's business regarding taxes, policies regarding taxes for people who do business are certainly very influential. Although it is everyone's obligation to pay taxes, this policy has a big impact on the running of the business, taxation can make business people have to find other strategies to keep their business running smoothly without making businesses lose money. With government support for UMKN business actors and also based on revised government regulations number 46 of 2013 concerning income tax from a business received or obtained, it is obligatory to pay taxes with a certain gross income. Previously, according to PP 46/2013, the MSME tax was final at 1% and applied to MSME actors with a maximum turnover of IDR 4.8 million in a year. This has a positive impact on SMEs. Based on the political aspect, Asta Bakery has the opportunity and gets support from the government regarding taxes.

3.1.2 Economic

Indonesia's economy contracted for four consecutive quarters, starting from the second quarter of 2020 until entering the first quarter of this year. In the first quarter of 2020, Indonesia's economic growth was still positive at 2.97 percent. Then, in the second quarter of the economy minus 5.32 percent, in the third quarter minus 3.45, and in 2020 the fourth quarter of minus 2.19 percent. Entering the first quarter of 2021, the economy is still red. BPS reported that the Indonesian economy was minus 0.74 percent during the January-March 2021 period. However, Indonesia finally managed to get out of recession by recording its belief that the economy in the second quarter of 2021 would grow 7 percent. Judging from the position in production, the field of transportation and storage, there can be a development and also the highest growth of 25.10 percent. It can be seen from the expenditure side, the components of goods exported and also services experienced the highest growth of 31.78 percent. This is a good opportunity for business people and also for those who want to open a business, it will have a very positive impact on every business person. It can also be estimated that the growth rate will also increase again, because the situation in the current pandemic era has begun to improve so that people can carry out their activities as usual in the new normal era.



Figure 3.1 Indonesia's Economic Growth 2020-2021

Source: Indonesiabaik.id

3.1.3 Social

Bread is one of the foods consumed by many people almost every day. Bread is known to be more practical to consume and of course it can also make the stomach full, so this food is also often used as a stomach booster when you feel hungry. Bread is usually often used as breakfast or a snack when relaxing. The increasingly varied shapes and flavors of bread make it easy to eat even in frequent amounts and intensity. Nowadays bread has become a part of everyday life. Not only flat, we can enjoy bread of various shapes, flavors, and sizes. Bread can also be found almost all over the world, based on this fact it can be a good opportunity to develop Asta Bakery.

3.1.4 Technology

In the current era, which is a new trend in the lifestyle of the Indonesian people in big cities, it has now turned towards a generation that focuses on gadgets and internet networks. The new lifestyle in the current era makes increasing influence on the Internet, such as choosing places to visit, choosing places to eat. People are more convince yourself with everyone who is talking via twitter or the number of people recommended by friends on brochures and social media as a broad medium to get information. This is a great opportunity for a product to develop or service of an industry to promote the media.

According to the latest research by We Are Social, Indonesia has 175.4 million internet users in 2020. In this country, the number of Internet users has increased by 17% or 25 million from the previous year. Based on Indonesia's total population of 272.1 million, this means that 64% of Indonesia's population has access to cyberspace. Percentage of Internet users aged 16 to 64 who own any type of device, ranging from cell phones (96%), smartphones (94%) to non-smartphones (21%), laptops or desktops (66%) and desks (23%) %) to game consoles (16%) to virtual reality devices (16%). (5.1%). According to this data, 338.2 million Indonesians currently own a smartphone. Again, there are 160 million active social media users, which is an interesting statistic (social media). This year, We Are Social noted that 10 million more Indonesians are using social media compared to 2019.

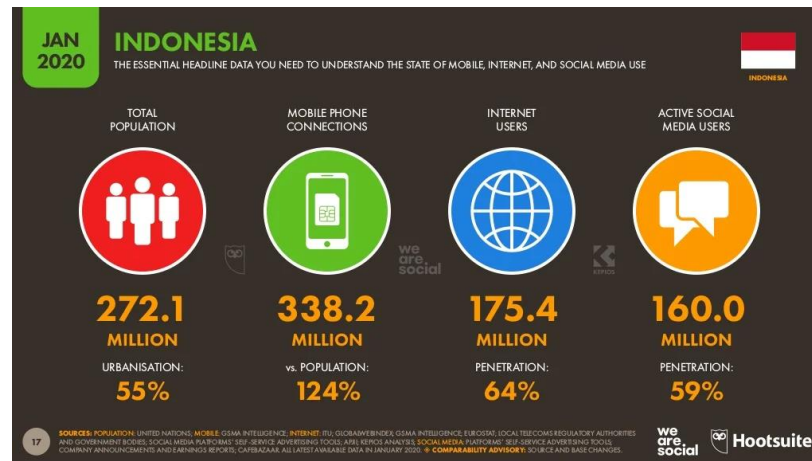


Figure 3.2 Social Media Users in Indonesia

Source: We Are Social (2020)

3.1.5 Legal

The most important factor in the analysis of the external environment is the legal or legal factor. Legal factors are factors that must be known by every entrepreneur before running his business. These factors include the legality of establishing a business so that the business can run smoothly and develop. In Indonesia, the company must hold some corporate documents such as), residence permit. Business Registration (TDP) and other legal documents, depending on the type of company. According to Regulation No. 46/2009 of the Ministry of Commerce of the Republic of Indonesia, SIUP is required for any company with a net worth greater than IDR. 50.000.000 (not including land and building for business premises).

3.1.6 Environmental

Cake management in the manufacturing process must meet sanitation hygiene and carried out in accordance with appropriate processing techniques, according to the Minister in Indonesia stipulates health regulations based on the number 1096/MENKE/PER/VI/2011 concerning food and beverage sanitation hygiene. This regulation poses a threat to the cake industry because business actors in the cake making industry must maintain cleanliness from raw materials, production processes, to packaging.

3.2 Industry Analysis

Market analysis is an impossibility to study various problems related to current market conditions. Market analysis is important and forms the basis for other marketing strategies. That way, the company will know what to meet the nutritional needs that are also needed by the community. In the current market analysis, companies can find out the target market they need.

3.2.1 Competitive competition between companies

At this time the situation of competition between cake shops is not too fierce, because there are not many of them. The competitive situation between the Bakery industry in the area that we are going to build is not fierce, because it is close to cafes and other fast-food restaurants that do not serve cakes like the ones we build. Although the number is large, the area that we will build is a densely populated area, but there is still a great opportunity to build a cake business here. Although there are quite a lot of people living here and it is very easy to access looking for a place to hang out but not for a cake ordering place that can fulfill customer desires. Therefore, Asta Bakery must create this situation to get many customers and a good future for Asta Bakery.

Intensity: middle

3.2.2 Bargaining Power of Suppliers

Raw materials for cake making are available from various providers in Jakarta at varying prices. As a result, even if the supplier's price is higher than the industry's budget, the owner can still take advantage of suppliers from other vendors. In the same way that quality, supply, and quality from suppliers are important, owners will become providers of higher quality foodstuffs. The quality of the food must be very important.

Intensity: Low

3.2.3 Bargaining Power of Buyers

There are also birthday cake packages, apart from the birthday cake that we make, we also mediate cakes made specifically for guests which are usually made in the shape of a cupcake according to the customer's birthday theme. However, Customers are very

likely to value their spending and also, they really hope to get results that are very worth what they spend. So, we have to come up with a method to amaze them by building good relationships and loyalty between our customers

Intensity: Middle

3.2.4 Threat of Substitution

Asta Bakery is located in a densely populated area and is arguably a potential area for entrepreneurs to start a business. Around Asta Bakery, many restaurants and cafes have started to appear, such as Jenny cake and cafe. Coupled with this pandemic, many companies are reshuffling their businesses into culinary businesses. Because, the threat of substitution is quite high. Asta Bakery is trying to reduce the threat of substitution by providing discounts and also offering cashback by making payments through the application to buyers.

Intensity: High

3.2.5 Threat of new entries

The culinary business is arguably a tough business as people need food and drink to survive. There are always new competitors in the food and beverage industry. Many culinary merchants keep inventing and innovating so that their business can survive. The government continues to support entrepreneurs, both beginners and those who have been in business for a long time. The government also always tries to make it easier for entrepreneurs to open new businesses and there is no limit to opening new food and beverage businesses in an area.

Intensity: High

3.3 SWOT analysis

In SWOT analysis, strengths and weaknesses are identified by examining elements inside the company, while opportunities and threats can be identified by examining elements outside the company. Strengths and opportunities contribute to the achievement of organizational goals, or in other words, to benefit the organization.

Weaknesses and threats are detrimental to business objectives and bad for business (Sonny & Santhi, 2020)

3.3.1 Strength

- a. Asta Bakery provides various types of cakes that are in great demand and have proven to be one of the favorites of all customers as their cupcakes. Not only that, we will give an attractive elegant impression to a product and also create a product with a class and a very attractive impression that is different from the others., namely the wedding cake and also the birthday cake which has a unique and elegant design. In addition to these cakes, we will also sell white bread, nastar, almond cake and others.
- b. Asta Bakery also provides a special chat platform for customers who are still confused about choosing the cake design they want; we can also provide solutions and design suggestions that can suit the customer's character. Cakes are not only to celebrate an event, but eating cakes can help calm the mood and improve the mood.
- c. In accordance with our mission, which is prioritizing customer comfort, in running this business we really prioritize the comfort of our customers because if our customers are comfortable and get the best service it can make a good impression on customers, so they don't hesitate to continue ordering cakes at Asta Bakery.

3.3.2 Weaknesses

- a. Asta Bakery will be a new culinary business in the field of cakes in the South Jakarta area which currently has many other businesses such as Bakery, restaurants, cafes, bars and others. With the high number of competitors in this area it may be a little bit difficult to enter the current market but the business opportunity is also quite large. To overcome the current situation, it takes a great effort to attract customers such as doing interesting promotions on social media, providing attractive price promos and also giving the best impression to customers so that customers come again to order cakes.

3.3.3 Opportunity

- a. During the COVID-19 pandemic, this has resulted in the government being limited by space so that there are not too many activities outside the home. And this is a good opportunity for Bakery business to get a lot of customers. Many people are afraid to

leave the house and prefer to order online and host events from their homes with their closest family.

- b. For cake delivery we provide special delivery from our store so customers don't need to order an online motorcycle taxi anymore to take cake orders, just attach the address to be delivered and we also provide free shipping for customers whose location is not more than 5 km from the Asta Bakery location.

3.3.4 Threat

- a. If there is an increase in the price of goods used as ingredients for making cakes such as flour, butter, cocoa powder and many other things, which will affect this business directly. Unexpected or even expected changes, such as during major holidays, our products and profits will still be affected, as the higher amount of costs will reduce our profits.
- b. The number of bakeries, cafes, and bars located in the south Jakarta area poses a threat to Asta Bakery. With this place, it becomes probable that customers will prefer to order cakes/desserts at a place that has been around for longer and is well known than ours

3.4 Competitor

3.4.1 Direct Competitor



Figure 3.3 Direct Competitor

Source: Self Developed (2022)

Symbol	Competitor	Distance
A	Jenny cake and bakery	950 M

Direct competitors here take from the same business entity and the same concept as Asta Bakery. Like ordering, you can order cakes online and there are also similar menus that are sold such as cupcakes, white bread and also birthday cakes.

3.4.2 Indirect Competitor

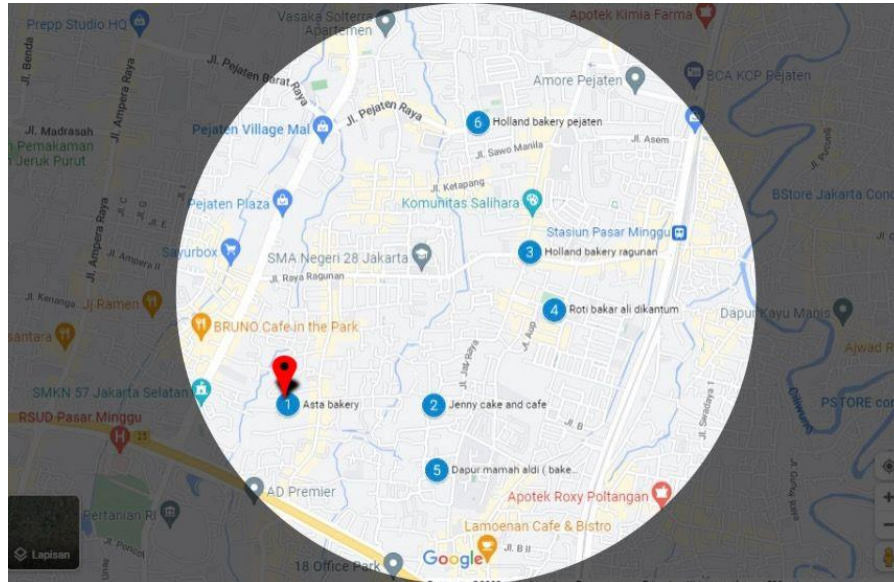


Figure 3.4 Indirect Competitor

Source : Self Developed 2022

Symbol	Competitor	Direction
2	Jenny cake and café	950 M
3	Holland bakery Ragunan	1.8 KM
4	Ali's toasted bread	2.6 KM
5	Aldi's mamah kitchen (Bakery & cookies)	2.3 KM
6	Holland Bakery Pejaten	2.3 KM

Indirect competitors here take from the same business entity, namely in the field of bakery, but the concept is different from Asta Bakery. As with different competitors and also in terms of marketing, concept, different design.

3.4.3 Future Competitor

Despite the reality is that at this time the competition is quite tight, it still exists high possibility that more Bakery businesses will develop in the future given the great potential. Asta Bakery hopes that the food and beverage business will continue to grow because in this industry food and beverage is an industry that will never end because it is a necessity of human life. So, the possibility of many competitors in the future.

CHAPTER IV

EXECUTION PLAN EXITING OF MARKETING, PRODUCTION, OPERATION, AND MANPOWER

4.1. Marketing Plan and Strategy

Marketing which includes several process planning activities in the management of goods and services, pricing these goods and services to the promotion and distribution process, all of which have a goal, namely to meet needs and gain profits from the marketing process they do (Basu & Hani 2004:4) Asta Bakery will implement various marketing strategies that focus on developing products and services, maintaining customer loyalty and building customer loyalty and trust. Asta Bakery will implement several marketing strategies and plans, starting with the promotion process strategy through social media. Promotional programs and introduction of company profiles and history through social networking sites or websites will make consumers understand and know the company better. Companies through internet marketing take a more approach customized (one to one approach) two-way (interactive) make consumers feel special by the company. Consumers will feel comfortable and the company will be easier to approach consumers to get information that is important to the company (Richard & Jony, 2010).

Asta Bakery admits that not every month is a peak selling season. Some seasons have more sales than others. Therefore, the Asta bakery also changes its plans depending on the season. Therefore, there will be plans, namely: initial plan, normal season plan and low season plan.

1. Starting Plan

a. Grand Opening Discount

At the opening of the first order of Asta Bakery, customers who come will get a 15% discount with applicable terms and conditions. With the aim that consumers can inform

the surrounding environment and relatives in order to recommend Asta Bakery. The conditions are:

- The discount offer is valid for 3 days at the opening.
- Consumers should do business with Asta Bakery without a minimum order value
- Must follow, like and comment on social media Asta Bakery

2. Low Season Plan

a. Regular Customer Discount

Every Asta Bakery customer will be given a 20% discount for customers who have ordered 5 wedding cakes and birthday cakes with a total transaction value of 2 million rupiahs within 6 months after the first transaction. Customers only need to show proof of the transaction and also the customer's ID card.

b. National holidays

For the big day, we will hold a 5% discount for all Asta Bakery customers. Such as Independence Day, youth oath, Eid al-Fitr and Eid al-Adha celebrations, Valentine's Day, Christmas, Chinese New Year and many other big days. Especially for customers who place an order on Mother's Day, we provide a special offer, namely giving a gift of 1 cup cake and also a greeting card for the customer to give to the mother.

3. Normal Season Plan

a. Loyalty Plan

This program will continue to exist if there are customers who directly invite and recommend Asta Bakery to new customers and also help promote through social media by posting photos of cakes from Asta Bakery with the most interesting captions and when ordering cakes will get 1 mini cupcake package from Asta Bakery

4.1.1 Segmentation, Targeting, and Positioning

4.1.1.1 Market Segmentation

a. Geographic Segmentation



Figure 4.1 Geographic Segmentation

Source: Central Statistics Agency

Figure 4.1 Geographic segmentation of the market in Asta Bakery with a target market of customers ranging from 15 - 39 years, Asta Bakery will focus on customers who are domiciled in the Jakarta area, in order to simplify the cake delivery process. Asta Bakery is located in the South Jakarta area which has a large and dense population. And this area is very busy with local residents, especially Gen Z because of the many hangout places, cafes, bars and many other interesting places, because this area is quite crowded, this area also has good prospects for opening a cake business.

b. Behavioral Segmentation

Asta Bakery's Customers are people who don't mind spending their money on cakes and like to have celebrations. Usually, they are millennial generation children who like to hold celebrations and parties and also want something very unique or aesthetic design for the celebrations or parties they make. Of course, this is very suitable for Asta Bakery which can fulfill customer desires.

c. Psychographic Segmentation

Visiting customers to Asta Bakery customers who don't realize that they don't have time to make cakes and can't make cakes with the design they want. because not everyone can make cakes and draw or decorate cakes.

4.1.1.2 Target Market Segmentation

Asta Bakery will focus on market specialization, Asta Bakery offers different food products for specific market segments. By focusing its products on one market, Asta Bakery is better able to innovate and effectively spend its marketing budget only on its target market. Therefore, Asta Bakery focuses on the mid-end market, and its quality and price match, that is, neither low nor high, nor do they dominate the mid-range market.

4.1.1.3 Positioning

Asta Bakery is an online pastry shop that provides quality cakes with ingredients for processing. The quality of the cake making process is also done well. Asrta Bakery offers affordable cake prices with characteristic flavors and cake designs that can be adjusted to the customer's wishes. We really prioritize service, facilities and types of cakes, for the convenience and satisfaction of customers

4.1.2. Marketing Mix 4P

4.1.2.1 Product

Asta Bakery products present a cake menu with a modern concept and adapt to the prevailing market trends. For this type of cake, we have many types of cakes such as cupcakes, wedding cakes, birthday cakes and also various other types of cakes, the design can be determined by the customer so when ordering a cake if the customer wants a unique design or also in accordance with someone's character, we can provide solutions and input for the cake design. For customers who want to reduce sugar in the cake, we can just request it at the time of ordering the cake, then we will make the cake according to what the customer wants. For serving food we provide carbohydrates and protein from rice, side dishes and vegetables. All cake the menu in our cake shop has followed the standard, nutritional value, with good procedures

4.1.2.2 Price

Product	Selling Price
Full Birthday Package (cup cake, birthday cake)	250,000 – 500,000
Birthday cake small	115,000
Birthday cake medium	145,000
Birthday cake large	185,000
Custom design birthday cake	60,000 – 250,000
Cup cake	25,000
Full wedding cake package	450,000 – 2,000,000
Wedding cake small	220.000
Wedding cake medium	315.000
Wedding Cake large	450.000
Custom design wedding cake	85.000 – 500.000
Bread	15.000
Filled bread	6.000
Nastar	40.000
Brownies	45.000
Sponge cake	75.000
Rainbow cake	90.000
Mini cake	35.000

Table 4.1 Price of Asta Bakery Product and Price

Source: Self Developed 2022

4.1.2.3 Promotional Activities

1. Social media

- a. is currently the main attraction for online sales, especially for the food and beverage business. Social media can also build awareness through product photos and videos uploaded on social media accounts such as Facebook, Instagram, Tiktok and other types of social media accounts. In addition, social media can now support businesses through advertisements on Instagram, Tik Tok and Facebook accounts. Owners will use Ads on social media to promote according to their budget and specific market about food the owner uses various social media such as using story ads on Instagram, tiktok video content and post ads on Instagram. It is also a program that is used to provide stimulation, education and information.
- b. In addition to marketing our products by using advertisements on social media platforms, Asta Bakery will also use influencers to support the promotion of our products. It takes an endorsement account that has more than 10,000 followers on social media accounts and also has a good influence.

2. Banners and Flayers

In addition to online marketing on social media, Asta Bakery also promotes offline by placing banners and banners in front of our shop so that people who pass in front of our shop will know that there is a new cake shop opening in the area. We'll put up a banner big enough for others to notice. The banner stands that are placed in front of the store will be constantly replaced if there is a discount event or to commemorate national days and promote new products from us.

3. Events and Bazaars

Apart from promoting online through social media, and offline through banners and banners, Asta Bakery also participates in food bazaars which are usually held in certain areas. So that people know the uniqueness of the cake and the taste of the cake we make. In bazaar activities, we can also get new experiences and acquaintances from fellow food entrepreneurs, and gain more knowledge for the future.

4.1.2.4 Place

Asta Bakery is located in a quite strategic location to open a cake shop in the area. Asta Bakery's location is in the middle of a busy residential area. In the area near the Asta Bakery location, there are also only a few competitors who have the same business, namely a cake shop. For its location, Asta Bakery is close to a residential area which is quite busy and this area has also experienced considerable development for a residential area. For our shop the parking lot is very wide and the road is also very wide.

4.1.3 Annual Marketing Budget

Promotion Tools	Qty	Price/Pcs	Total Price
Packaging	5000	IDR 1,500	IDR 7,500,000
Uniform	10	IDR 80,000	<u>IDR 800,000</u>
Promotional Activity (discount, Give away, Menu Package)	-	-	IDR 5,000,000
Delivery Bag	2	IDR 300,000	IDR 600,000
Stikers	5000	IDR 500	IDR 2,500,000
Social Media Ads	-	-	IDR 6,000,000
Brochure	5000	IDR 700	IDR 3,500,000
Standing Banner	2	IDR 200,000	IDR 400,000
Grand Total			IDR 26,300,000

Table 4.2 Annual Marketing Budget

Source: Self Developed (2022)

4.1.4 Estimation of Annual Sales

Product	Price/Pcs	May		June		July		Agust		Sept		Oct	
		Qty	Total	Qty	Total	Qty	Total	Qty	Total	Qty	Total	Qty	Total
Birthday Cake													
Birthday Cake Medium	IDR 145,000	30	IDR 4,350,000	33	IDR 4,785,000	35	IDR 5,075,000	37	IDR 5,365,000	34	IDR 4,930,000	35	IDR 5,075,000
Birthday Cake Small	IDR 115,000	29	IDR 3,335,000	35	IDR 4,025,000	36	IDR 4,140,000	38	IDR 4,370,000	35	IDR 4,025,000	38	IDR 4,370,000
Paket Birthday Full	IDR 500,000	25	IDR 12,500,000	23	IDR 11,500,000	23	IDR 11,500,000	30	IDR 15,000,000	38	IDR 19,000,000	31	IDR 15,500,000
Paket Birthday Full Custom	IDR 750,000	13	IDR 9,000,000	14	IDR 10,500,000	16	IDR 12,000,000	18	IDR 13,500,000	16	IDR 12,000,000	21	IDR 15,750,000
Birthday Cake Large	IDR 185,000	38	IDR 7,030,000	45	IDR 8,325,000	30	IDR 5,550,000	45	IDR 8,325,000	28	IDR 5,180,000	38	IDR 7,030,000
Wedding Cake													
Wedding Cake Small Custom Design	IDR 340,000	12	IDR 4,080,000	15	IDR 5,100,000	16	IDR 5,440,000	16	IDR 5,440,000	17	IDR 5,780,000	14	IDR 4,760,000
Wedding Cake Medium	IDR 315,000	16	IDR 4,725,000	17	IDR 5,355,000	20	IDR 6,300,000	21	IDR 6,615,000	18	IDR 5,670,000	19	IDR 5,985,000
Full Wedding Cake Package	IDR 2,000,000	12	IDR 24,000,000	13	IDR 26,000,000	14	IDR 28,000,000	18	IDR 36,000,000	17	IDR 34,000,000	21	IDR 42,000,000
Wedding Cake Large Custom Design	IDR 950,000	12	IDR 11,400,000	14	IDR 13,300,000	13	IDR 12,350,000	17	IDR 16,150,000	19	IDR 18,050,000	16	IDR 15,200,000
Cake													
Cup Cake	IDR 25,000	225	IDR 5,625,000	232	IDR 5,800,000	241	IDR 6,025,000	243	IDR 6,075,000	242	IDR 6,050,000	235	IDR 5,875,000
Brownies	IDR 45,000	156	IDR 7,020,000	187	IDR 8,415,000	184	IDR 8,280,000	188	IDR 8,370,000	179	IDR 8,055,000	187	IDR 8,415,000
Spons Cake	IDR 75,000	91	IDR 6,750,000	120	IDR 9,000,000	122	IDR 9,150,000	120	IDR 9,000,000	114	IDR 8,550,000	118	IDR 8,850,000
Rainbow Cake	IDR 90,000	97	IDR 8,730,000	125	IDR 11,250,000	131	IDR 11,790,000	122	IDR 10,980,000	112	IDR 10,080,000	147	IDR 13,230,000
Nastar	IDR 40,000	225	IDR 9,000,000	215	IDR 8,600,000	259	IDR 10,360,000	182	IDR 7,280,000	176	IDR 7,040,000	158	IDR 6,320,000
Roti Isi	IDR 6,000	335	IDR 2,010,000	367	IDR 2,202,000	388	IDR 2,328,000	375	IDR 2,250,000	389	IDR 2,334,000	373	IDR 2,238,000
Roti Tawar	IDR 15,000	315	IDR 4,725,000	345	IDR 5,175,000	367	IDR 5,505,000	387	IDR 5,805,000	358	IDR 5,370,000	363	IDR 5,445,000
Mini Cake	IDR 35,000	95	IDR 3,325,000	138	IDR 4,830,000	153	IDR 5,355,000	145	IDR 5,075,000	132	IDR 4,620,000	142	IDR 4,970,000
Total		1723	IDR 127,695,000	1938	IDR 144,162,000	2052	IDR 149,346,000	1999	IDR 165,260,000	1916	IDR 162,234,000	1964	IDR 171,115,000

Table 4.3 Estimated Annual Sales from May – Oct

Source: Self Developed (2022)

Product	Price/Pcs	Nov		Des	
		Qty	Total	Qty	Total
Birthday Cake					
Birthday Cake Medium	IDR 145,000	34	IDR 4,930,000	36	IDR 5,220,000
Birthday Cake Small	IDR 115,000	35	IDR 4,025,000	33	IDR 3,795,000
Paket Birthday Full	IDR 500,000	20	IDR 10,000,000	18	IDR 9,000,000
Paket Birthday Full Custom	IDR 750,000	18	IDR 13,500,000	21	IDR 15,750,000
Birthday Cake Large	IDR 185,000	35	IDR 6,475,000	34	IDR 6,290,000
Wedding Cake					
Wedding Cake Small Custom Design	IDR 340,000	16	IDR 5,440,000	18	IDR 6,120,000
Wedding Cake Medium	IDR 315,000	18	IDR 5,670,000	16	IDR 5,040,000
Full Wedding Cake Package	IDR 2,000,000	18	IDR 36,000,000	22	IDR 44,000,000
Wedding Cake Large Custom Design	IDR 950,000	18	IDR 17,100,000	21	IDR 19,950,000
Cake					
Cup Cake	IDR 25,000	248	IDR 6,200,000	267	IDR 6,675,000
Brownies	IDR 45,000	170	IDR 7,650,000	182	IDR 8,190,000
Spons Cake	IDR 75,000	116	IDR 8,700,000	122	IDR 9,150,000
Rainbow Cake	IDR 90,000	132	IDR 11,880,000	187	IDR 16,830,000
Nastar	IDR 40,000	162	IDR 6,480,000	176	IDR 7,040,000
Roti Isi	IDR 6,000	388	IDR 2,328,000	315	IDR 1,890,000
Roti Tawar	IDR 15,000	363	IDR 5,445,000	396	IDR 5,940,000
Mini Cake	IDR 35,000	146	IDR 5,110,000	157	IDR 5,495,000
Total		1943	IDR 157,023,000	2021	IDR 176,375,000

Table 4.4 Estimated Annual Sales from Nov – Des

Source: Self Developed (2022)

4.1.5 Control

Control is vital in each business including Asta Bakery, to continuously keep a brand picture that gradually assembles and aggregates over time. To execute great control, we guarantee that we generally give the best items and administrations to keep up with our clients' confidence in our business. Our image picture is significant as far as we're concerned. For us, in this manner, we make an honest effort to control each result we give to clients and society which likewise influences consumer loyalty and dependability decidedly to our business later on.

4.2 Operational Model and Procedure

For remarkable functional perfection that is likewise predictable for clients, Asta Bakery has made functional models and systems that should be trailed by all workers. There are significant focuses that contain the rudiments of the worker's primary obligations. Following are the functional models and methodology:

1. Cooking Uniform



Figure 4.2 Asta Bakery Apron

Source: Self Developed (2022)

2. Packaging



Figure 4.3 Asta Bakery Packaging

Source: Self Devolved (2022)

3. Ordering Food

Because this concept is a bakery, customers will place an order via WhatsApp and we will send a new customer format that will be sent to be registered as a member in our cake shop, after that we will send a design reference so that customers can determine which cake design, they want to order and also for customers who want to design their own can send a reference design they want, customers can determine the delivery time of their cakes which will be delivered by our courier. Customers will receive information in the form of design updates and also cake updates available in our store. Our cake shop customers are required to provide a deposit of 30% when ordering cakes at our shop. Payment can be made by cash or bank transfer.

4. Delivery Food

Operational hours of delivery at Asta Bakery start from 10 am to 7 pm, Asta Bakery can also deliver customer orders according to customer requests, if the delivery time does not match our delivery operational hours, then customers do not get the free shipping that we provide and shipping costs are paid in full by the customer.

4.2.1 Operational

Hours Asta Bakery's working hour

- Monday – Saturday
10.00 am – 19.00 pm
- Sunday
10.00 am – 17.00 pm
- Delivery Hours
10.00 am – 19.00 pm

4.2.2 General Approach

Customer loyalty and customer satisfaction are the 2 most important aspects for advancing our business, namely Asta Bakery. Because the customer is satisfied, they will place us and will order again. Customer satisfaction will help promote Asta Bakery by word of mouth. Therefore, Asta Bakery must have an operational plan that includes quality products and services, which will be needed in this aspect are:

a. Product Development

There are two aspects of product development that will be carried out by Asta Bakery, namely product maintenance and product innovation. As well as for product innovation, Asta Bakery will develop new menus and new designs that innovate and change every month so that consumers don't get bored with the same look and the same taste. For product maintenance, we will accommodate the feedback from consumers regarding the taste and service we provide, for a better future.

b. Standard Operational Procedure (SOP)

SOPs become norms and benchmarks for quality and strategies that Asta Bakery will give to buyers. SOPs are extremely essential in carrying on with work since, supposing that a business has great SOPs, buyers will give Asta Bakery more worth, like clean propensities, in particular washing hands frequently prior to beginning the cake making process, great client morals.

c. Inventory Control

Item quality is vital in keeping up with the taste and nature of cakes. We check the natural substance for making cakes consistently and we likewise check all providers with the goal that no food fixings are lost. Each time we need to utilize it, we ensure each fixing we use to make cakes is perfect and sterile, at the hour of putting away the cake we additionally put the cake in the fridge so the nature of the cake is kept up with.

d. Clean and Compactable Place

To keep up with the nature of tidiness and client solace, Asta Bakery gives a perfect spot and particularly a spotless kitchen also. Hand washing is the most significant of all parts of cleanliness. Workers are asked to constantly keep the shop clean.

4.2.3 Inventory Management

Asta Bakery views stock administration in a serious way as it is one of the main pieces of the baking system. The stock at Asta Bakery is situated in the kitchen region and will be really looked at day to day in the first part of the day and evening. Stock buy timetable will be done at regular intervals on Monday. In any case, when a few fixings reach 20% before the shopping plan, we will purchase more fixings. The table underneath is Asta Bakery's month to month stock prerequisite for the principal year of activity.

Product	Quantity	Price	Total
Main Ingredients			
Tepung Terigu	120	IDR 18,000	IDR 2,160,000
Telur	35	IDR 25,000	IDR 875,000
Coklat bubuk	35	IDR 45,000	IDR 1,575,000
Coklat Batangan	10	IDR 285,000	IDR 2,850,000
Keju	20	IDR 28,000	IDR 560,000
Tepung Maizena	50	IDR 19,000	IDR 950,000
Pewarna Makanan	16	IDR 13,000	IDR 208,000
Kacang Almond	5	IDR 235,000	IDR 1,175,000
Butter	6	IDR 297,000	IDR 1,782,000
Baking Powder	5	IDR 45,000	IDR 225,000
Ragi	8	IDR 48,000	IDR 384,000
Susu Kental Manis	35	IDR 18,000	IDR 630,000
Gula	65	IDR 17,000	IDR 1,105,000
Margarin	28	IDR 35,000	IDR 980,000
Vanili bubuk	5	IDR 11,000	IDR 55,000
Minyak	8	IDR 25,000	IDR 200,000
Susu Segar	12	IDR 18,000	IDR 216,000
Buah	3	IDR 65,000	IDR 195,000
Choco Chips	3	IDR 253,000	IDR 759,000
Total			IDR 16,884,000

Table 4.5 List of Inventory

Source: Self Developed (2022)

4.2.4 Facilities and Equipment

4.2.4.1 Building Layout



Figure 4.4 Asta Bakery Building Layout

Source: Self Developed (2022)

4.2.4.2 Equipment and Furniture

Product	Price/Unit	Quantity	Total Price
Equipment			
Cashier and Printer Machine	IDR 6,000,000	1	IDR 6,000,000
Small Kitchen Printer	IDR 2,600,000	1	IDR 2,600,000
Tablet	IDR 1,200,000	1	IDR 1,200,000
CCTV	IDR 250,000	4	IDR 1,000,000
Air Conditioner	IDR 2,500,000	4	IDR 10,000,000
Telephone	IDR 250,000	1	IDR 250,000
Router	IDR 350,000	1	IDR 350,000
oven	IDR 9,800,000	2	IDR 19,600,000
Alumunium foil	IDR 30,000	15	IDR 450,000
cake mold	IDR 15,000	50	IDR 750,000
cake pan	IDR 65,000	25	IDR 1,625,000
Freezer	IDR 2,900,000	1	IDR 2,900,000
Refrigerator	IDR 6,500,000	2	IDR 13,000,000
Stove	IDR 7,500,000	1	IDR 7,500,000
stainless basin	IDR 95,000	8	IDR 760,000
Water Purifier	IDR 2,000,000	2	IDR 4,000,000
Mixer	IDR 1,400,000	4	IDR 5,600,000
Cleaning Set	IDR 500,000	1	IDR 500,000
cooking utensil set	IDR 500,000	1	IDR 500,000
Total			IDR 78,585,000
Furniture			
Chair	IDR 800,000	2	IDR 1,600,000
Table Casir	IDR 3,500,000	1	IDR 3,500,000
Storage rack	IDR 1,000,000	4	IDR 4,000,000
Kitchen Set	IDR 12,000,000	1	IDR 12,000,000
Showcase cake	IDR 9,500,000	2	IDR 19,000,000
Working Table	IDR 2,500,000	4	IDR 10,000,000
Total			IDR 50,100,000
Grand Total			IDR 128,685,000

Table 4.6 List of Equipment and Furniture

Source: Self Developed (2022)

4.2.5 Government Code and Regulations

Asta Bakery's bakery kitchen must follow official laws in building and creating another pastry shop before Asta Bakery is officially opened. Then, here are the standards and cycles that Asta Bakery must adhere to:

- a. Looking for refreshed data from the workplace's One Stop Integrated Service
- b. Requesting HO authorization from the town office (Ward) and sub-region office (locale), yet beginning July 2019, the Minister of Home Affairs gave a Ministerial

Circular Domestic Affairs No. 503/6491/SJ of 2019, where this grant is as of now not an obligatory grant, along with SITU/SKDU, to start a business.

- c. Asking for a Domicile Permit and a Building Permit (IMB)
- d. After all the above processes, Asta bread kitchen will give the necessary reports and request a Tourism Business Registration
- e. Certificate Healthy.
- f. After getting the TDUP and SLS, Forestry Cookery will request a Business Permit Number (NIB).

4.3 Distributor Plan

Asta bakery conveyance line will be separated into two classes, namely essential line and optional line. First, Asta Bakery will be a cake shop that can be ordered online. For those of you who want to order cakes or buy cakes directly at our store, you can directly contact our store admin number. Our delivery administration is also through its own messenger which is used by Asta bakery kitchen. For the second, Asta's bakery needs to be a cake shop that can handle and cooperate with EOs who usually handle big events such as weddings, corporate events, and so on.

4.4 Manpower Plan

4.4.1 Company Structure

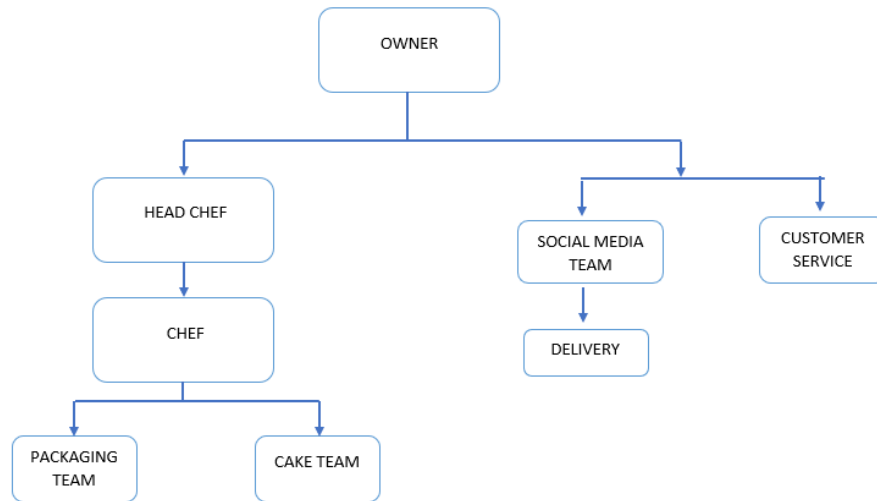


Figure 4.5 Company Structure of Asta Bakery

Source: Self Developed (2022)

4.4.2 Job Description

The following are detailed job descriptions and responsibilities of each position:

1. Owner

- Set Bakery goals and targets
- Set Vision and Mission for Asta Bakery
- Responsible for all employee recruitment
- Establish marketing and promotion strategy
- Monitor employee performance
- Provide evaluation for all employees
- Manage material availability
- Manage employee salary
- Generate monthly reports
- all issues that affect business progress

2. Head Chef

- Responsible for maintaining every kitchen utensil.
- Making cakes to order to the highest quality standards.
- Provide item advancement thoughts and speak with proprietors.
- Act as head culinary expert and instruct Junior Chefs.
- Check fixings every day when working hours and speak with Junior Chef.

3.Chef

- Responsible for dealing with each cooking ware.
- Cook requested food and beverages to the greatest principles.
- Integrate with the proprietor in regards to the requirement for provisions and request a cash to purchase them.
- Purchase the materials required straightforwardly on each Monday.

4.Social Media Specialist

- Responsible for managing all of Asta Bakery's social media
- Create content in the form of videos 1 week 4 videos of content created
- Posting photos of cakes every day with interesting captions
- Handle sales on social media
- Providing ideas and creations in managing social media and communicating directly with the owner

5. Cake Team

- Responsible for cake design
- Making attractive designs
- In cake arrangement it must be neat and hygienic
- Always give ideas in every cake design that will be made and updated

6.Packaging Team

- Cake packages
- Responsible for the amount of cake to be sent
- Responsible for data orders
- Make a monthly report on the number of orders

- Report if there is a problem with insufficient amount of Cake
7. Customer Service (Administration and Cashier)
- Responsible for receiving customer orders via WhatsApp business that has been prepared
 - Responsible for managing incoming and outgoing money
 - Responsible for receiving customer orders through e-commerce
 - Responsible for receiving customer complaints and providing solutions to resolve them
8. Delivery
- Fully responsible for customer orders according to address
 - Fully responsible for orders sent
 - Ensure cake orders are delivered to the customer
 - Report if there is a problem during delivery

4.4.3 Salary and Compensation System

Representatives of Asta Bakery are paid in view of their situation because of a few reasons great position Different g brings about various compensation guidelines. Nonetheless, bosses apply a compensation that is basically equivalent to or higher than the Jakarta the lowest pay permitted by law of IDR 4,641,854. Notwithstanding the month-to-month compensation, there will likewise be a yearly reward that will be given to representatives once per year in light of the representatives' persistent effort and incredible commitment to Asta Bakery

Position	Number of Employee	Wage	Total	Total per Year
Head Chef	1	IDR 8,000,000	IDR 8,000,000	IDR 72,000,000
Chef	1	IDR 8,000,000	IDR 8,000,000	IDR 72,000,000
Cake Team	1	IDR 4,641,854	IDR 4,641,854	IDR 41,776,686
Social media team	1	IDR 4,641,854	IDR 4,641,854	IDR 41,776,686
Pakaging Team	1	IDR 4,641,854	IDR 4,641,854	IDR 41,776,686
Customer Service	1	IDR 4,641,854	IDR 4,641,854	IDR 41,776,686
Delivery (Kurir)	1	IDR 4,641,854	IDR 4,641,854	IDR 41,776,686
Grand Total			IDR 39,209,270	IDR 352,883,430

Table 4.7 Employee Salary

Source: Self Developed (2022)

4.4.4 Rules and Regulations

In order to follow the results of a successful and proficient execution and maintain a decent workplace, there are certain guidelines and guidelines that every representative must adhere to. To be more specific:

- a. Work with honesty and trust.
- b. Arrive no less than 15 minutes before opening hours.
- c. Use worker legality consistently.
- d. Do not take part in any kind of crime, inappropriate behavior, or disruptive behavior.
- e. Be strong and help each other.
- f. Always put the client first.

4.5 Source and Fund Statement

Sources	Amount
Owner Investment	IDR 1,000,000,000
Total	IDR 1,000,000,000

Cost	Amount
Marketing and Promotion	IDR 26,300,000
Inventory	IDR 270,144,000
Equipment	IDR 78,585,000
Furniture	IDR 50,100,000
Employee Salary	IDR 352,883,430
Building Renovation	IDR 50,000,000
Cash (Working Capital)	IDR 171,987,570
Total	IDR 1,000,000,000

Table 4.8 Souce of Fund Statement

Souce : Self Developed (2022)

4.5.1 Assumption Sheet

4.5.1.1 General Assumption

1. Food and refreshment industry improvement is developing and settling the score greater later on.
2. The hardware and innovation connected with the business continue as before

4.5.1.2 Financial Statement (Assumption)

1. The deals estimate depends on the deals and item cost presumptions in the past section.
2. There is a 15% yearly expansion in deals of Asta Bakery.
3. Cost of Goods Sold or COGS is 30% of absolute deals.
4. Annual advertising costs depend on the yearly promoting spending plan in the past section and are supposed to increment by 10% yearly
5. The devaluation pace of furniture and gear is assessed at 10% every year.
6. The devaluation pace of the structure is assessed at 5% consistently
7. There is an expansion in representative compensations by 10% consistently.
8. Other costs, for example, water, power, web and sales register will increment by 10% each year.
9. There is an assessment of 0.5% of the absolute deals of Asta Bakery to the public authority in light of Government Regulation Number 23 of 2018 concerning Small and Medium Business Taxes with yearly gross deals underneath Rp.4,800,000,000.
10. Each Financial Report will be arranged yearly.

4.5.2 Income Statement

	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Sale	IDR 1,253,120,000	IDR 1,907,331,000	IDR 2,193,430,650	IDR 2,522,445,248	IDR 2,900,812,035
COGS (30%)	IDR 375,936,000	IDR 572,199,300	IDR 658,029,195	IDR 756,733,574	IDR 870,243,610
Gross Profit	IDR 877,184,000	IDR 1,335,131,700	IDR 1,535,401,455	IDR 1,765,711,673	IDR 2,030,568,424
Expense					
Marketing and Promotion	IDR 26,300,000	IDR 27,615,000	IDR 28,995,750	IDR 30,445,538	IDR 31,967,814
Salaries	IDR 352,883,430	IDR 509,720,510	IDR 560,692,561	IDR 616,761,817	IDR 678,437,999
Electricity and Water	IDR 16,000,000	IDR 24,000,000	IDR 25,200,000	IDR 26,460,000	IDR 27,783,000
Internet	IDR 4,400,000	IDR 6,600,000	IDR 6,930,000	IDR 7,276,500	IDR 7,640,325
Building Renovation	IDR 50,000,000	IDR -	IDR -	IDR -	IDR -
Total Expense	IDR 449,583,430	IDR 567,935,510	IDR 621,818,311	IDR 680,943,855	IDR 745,829,138
Net Income Before tax	IDR 427,600,570	IDR 767,196,190	IDR 913,583,144	IDR 1,084,767,819	IDR 1,284,739,286
Tax (0.5%)	IDR 2,138,003	IDR 3,835,981	IDR 4,567,916	IDR 5,423,839	IDR 6,423,696
Net Income	IDR 425,462,567	IDR 763,360,209	IDR 909,015,228	IDR 1,079,343,980	IDR 1,278,315,590
Monthly Net Income	IDR 53,182,821	IDR 63,613,351	IDR 75,751,269	IDR 89,945,332	IDR 106,526,299

Table 4.9 Income Statement

Source: Self Developed (2022)

4.5.3 Cash Flow

	Year 1	Year 2	Year 3	Year 4	Year 5
Beginning Balance	IDR 1,000,000,000	IDR 1,026,644,257	IDR 1,384,807,646	IDR 1,868,368,914	IDR 2,500,989,373
Sales Revenue	IDR 1,253,120,000	IDR 1,907,331,000	IDR 2,193,430,650	IDR 2,522,445,248	IDR 2,900,812,035
Sales Disbursements					
COGS (30%)	IDR 375,936,000	IDR 572,199,300	IDR 658,029,195	IDR 756,733,574	IDR 870,243,610
Marketing Expenditures					
Marketing and Promotion	IDR 26,300,000	IDR 27,615,000	IDR 28,995,750	IDR 30,445,538	IDR 31,967,814
Employee Expenditures					
Salaries	IDR 352,883,430	IDR 509,720,510	IDR 560,692,561	IDR 616,761,817	IDR 678,437,999
Utilities Expenses					
Electricity and Water	IDR 16,000,000	IDR 24,000,000	IDR 25,200,000	IDR 26,460,000	IDR 27,783,000
Internet	IDR 4,400,000	IDR 6,600,000	IDR 6,930,000	IDR 7,276,500	IDR 7,640,325
Initial Inventory	IDR 270,144,000	IDR 405,216,000	IDR 425,476,800	IDR 446,750,640	IDR 469,088,172
Capital Expenditures					
Building Renovation	IDR 50,000,000	IDR -	IDR -	IDR -	IDR -
Equipment	IDR 78,585,000	IDR -	IDR -	IDR -	IDR -
Furniture	IDR 50,100,000	IDR -	IDR -	IDR -	IDR -
Tax (0.5%)	IDR 2,127,313	IDR 3,816,801	IDR 4,545,076	IDR 5,396,720	IDR 6,391,578
Total Cash Outflows	IDR 1,226,475,743	IDR 1,549,167,611	IDR 1,709,869,382	IDR 1,889,824,789	IDR 2,091,552,499
Cash Flow	IDR 26,644,257	IDR 358,163,389	IDR 483,561,268	IDR 632,620,459	IDR 809,259,536
Ending Balance	IDR 1,026,644,257	IDR 1,384,807,646	IDR 1,868,368,914	IDR 2,500,989,373	IDR 3,310,248,909

Table 4.10 Cash Flow

Source: Self Developed (2022)

4.5.4 Balance Sheet

	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	IDR 1,026,644,257	IDR 1,384,807,646	IDR 1,868,368,914	IDR 2,500,989,373	IDR 3,310,248,909
Account Receivable	IDR -	IDR -	IDR -	IDR -	IDR -
Inventory	IDR 3,241,728,000	IDR 8,104,320,000	IDR 13,210,041,600	IDR 18,571,049,280	IDR 24,200,107,344
Non Current Assets					
Equipment	IDR 78,585,000	IDR 70,726,500	IDR 61,836,550	IDR 53,835,595	IDR 46,634,736
Equipment Depreciation	IDR (7,858,500)	IDR (8,889,950)	IDR (8,000,955)	IDR (7,200,860)	IDR (6,480,774)
Furniture	IDR 50,100,000	IDR 48,690,000	IDR 43,821,000	IDR 39,438,900	IDR 35,495,010
Furniture Depreciation	IDR (5,010,000)	IDR (4,869,000)	IDR (4,382,100)	IDR (3,943,890)	IDR (3,549,501)
Building	IDR 500,000,000	IDR 475,000,000	IDR 451,250,000	IDR 428,687,500	IDR 407,253,125
Building Depreciation	IDR (25,000,000)	IDR (23,750,000)	IDR (22,562,500)	IDR (21,434,375)	IDR (20,362,656)
Total Assets	IDR 4,859,188,757	IDR 10,046,035,196	IDR 15,600,372,509	IDR 21,561,421,523	IDR 27,969,346,193
Liabilities and Equity					
Owner Fund	IDR 4,433,726,190	IDR 9,282,674,987	IDR 14,691,357,281	IDR 20,482,077,544	IDR 26,691,030,603
Retained Earning	IDR 425,462,567	IDR 763,360,209	IDR 909,015,228	IDR 1,079,343,980	IDR 1,278,315,590
Total Liabilities & Equity	IDR 4,859,188,757	IDR 10,046,035,196	IDR 15,600,372,509	IDR 21,561,421,523	IDR 27,969,346,193

Table 4.11 Balance Sheet

Source: Self Development (2022)

4.5.5 Break-Even Analysis

The payback period is the time it takes to recover the amount invested in the asset from the net cash flow. This is an easy way to assess the risks associated with a proposed project. Payback period is a technique for evaluating the investment period of a project or business. Below is the formula that is used to calculate the (Sonny & Santhi, 2020), BUSINESS FEASIBILITY STUDY OF GAPURA RESTAURANTIN NUSA DUA – BALI, 2020) payback period if it has different amount of cash flow for each year (Sonny & Santhi, 2020).

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

Where:

n = Year when the total cumulative of cash flow have not covered initial investment

a = Initial investment

b = Cumulative cash flow at year n

c = Cumulative cash flow at year n + 1

$$= 3 + (1,000,000,000 - 841,724,657) / (1,116,181,727 - 841,724,657) \times 1 \text{ Year}$$

$$= 3 \text{ year 5 month}$$

Initial Investment	1,000,000,000				
Cash Flow	26,644,257	358,163,389	483,561,268	632,620,459	809,259,536
Cumulative Cash Flow	26,644,257	384,807,646	841,724,657	1,116,181,727	1,441,879,995

Table 4.12 Break Even Analysis

Source: Self Developed (2022)

4.5.6 Ratio Analysis

	Year 1	Year 2	Year 3	Year 4	Year 5
Return on Asset (ROA) Net Income / Total Asset	9%	8%	6%	5%	5%
Return on Sales (ROS) Net Income / Net Sales	34%	40%	41%	43%	44%
Return on Investment (ROI) Net Income / Cost of Investment	43%	76%	91%	108%	128%

Table 4.13 Ratio Analysis

Source: Self Developed (2022)

CHAPTER V

MILESTONES

5.1 List of Milestones

There are a few achievements that should be accomplished along the way of making and creating Asta Bakery. In this section, the creator has recorded the accomplishments that Asta Bakery needs to accomplish in a specific timeframe. Every achievement has a significant part as they are altogether fundamental stages in making a future fruitful business. Coming up next is a rundown of Asta Bakery's accomplishments:

1. **Finalizing Business Plan**

Before starting a business, we must know what we need to create. Then, at that time, we made careful business arrangements. We have to find out who our target market is, what they need, how we can deliver what is expected for the progress of our business. As money managers, we must have a good and solid mindset. The matter of benefit and calamity is a natural thing, so we need to work hard to manage it.

2. **Finalization of Capital Budget and Preparation of Funds**

Subsequent to gathering all the Asta Bakery marketable strategies, the business visionary should then guarantee a capital financial plan to fabricate the business. The financial plan is made to match the assets expected to forestall issues while building the business. Since there is a great deal of costs while building a business.

3. **Renovation and Preparation**

For the redesign, the proprietor gauges it will be finished in 90 days since we need to set it up cautiously as per the it been made to exist plan that has. When gotten done, cooking wares and different things will be perfectly organized by their place. For a total investigation and cleaning, we will do it at regular intervals, to keep the spot perfect and deliberate, on the grounds that neatness improves food quality.

4. **Searching for the best providers**

Since the nature of unrefined components essentially influences the nature of completed food sources, it is vital to search for the best providers who sell the best

fixings. Aside from that, getting these materials at the best costs is likewise worthwhile for each business. Hence, the proprietor will guarantee that this progression will be completed in the most ideal manner.

5. Hiring and Training

Recruiting the best workers to maintain the business will eventually influence the presentation of the actual business. Asta Bakery trusts that this particular enlistment interaction will give great outcomes and at last produce the best workers. The chose worker will then require more customized preparing to guarantee that the occupation is true to form. In this manner, an instructive instructional meeting will be held to additionally work on the abilities and information on representatives about Asta Bakery.

6. Marketing

exercises After everything is all together, advertising and limited time exercises will be completed to plan for the kickoff of Asta Baky. In this progression, there are a few limited time exercises that will be completed, for example, making and getting ready virtual entertainment pages, setting up the idea of content to be made, investigating and planning future help and promotions, and making bundling and regalia.

7. Opening

after all arrangements have been accomplished, the last accomplishment is the kickoff of Asta Bakery. After the opening, Asta Bakery held an initial advancement, which is a one-day rebate for clients who request a wide range of cakes and can arrange plans as indicated by client wishes on the first day of the season. Asta Bakery has at long last really gotten started and workers should work effectively of obtain results that will fulfill clients.

8. Monthly Evaluation

Assessment is completed consistently so we get to know client reactions, worker execution, and the items we sell. With this assessment, the proprietor will know what the client protests are, the help given by the representatives, whether something is off about the taste and terrible food fixings. So that later on issues like this can be stayed

away from and improved to improve things. Furthermore, the proprietor can likewise extend his business.

5.2 Timeline 2022 - 2023

	Sep	Okt	Nov	Des	Jan	Feb	Mar	Apr	Mei	Jun
Finalizing Business Plan										
Finalization of Capital Budget										
Renovating and Preparation										
Searching for the best suppliers										
Hiring and training										
Marketing Activities										
Opening										
Monthly Evaluation										

Figure 5.1 Timeline of Milestones

Source: Self-developed (2022)

CHAPTER VI

ASSESSMENT OF RISK

6.1 Business Risk

In a business, there will constantly be issues, impediments and dangers that will come to be looked by Asta Bakery. Not with standing, in the event that we can move beyond all that, it will put forth the attempt more critical and significant. Since as a business person, you should be prepared to confront this multitude of difficulties to keep your business running. The accompanying elements can be considered in maintaining this business:

1. Suppliers do not send all raw materials
because suppliers of raw materials are usually purchased at cake supply stores, so sometimes there is one ingredient that is not available at the store because the material has not been produced or is still in delivery. This also greatly affects the availability of raw materials and also the operational ordering of cakes because there are some cakes that cannot be made or ordered.
2. Sales that are not achieved
The problem that will then arise is sales that do not reach the specified target, this is a challenge for Asta Bakery how to deal with sales problems, there may be a lack of promotion factors and rarely create promotional content on social media so that people are less familiar Asta bakery.
3. Loss of Important People
every employee and also includes assets in running the Asta Bakery business, therefore someone who quits his job or is a big loss for the company because the company has to find new people to hire and teach him to start all over again. Such a situation can diminish the presentation of others and may not have the option to proceed with the same old thing.
4. Competitiveness and Marketing Failure

This risk is also one of the things that often happens in a business is increased competitiveness which makes it difficult to get sales. This can be caused by the increasing number of people who open cake businesses such as Asta Bakery and can even provide a much cheaper price with the same design.

5. Rising Material Prices

Rising material costs are additionally a gamble to our business as they can change our productivity and make it more challenging for the business to work. Cost changes are conceivable during the Christmas season or then again assuming that there are major financial changes in the country.

6.2 Contingency Plan

Backup plan is an important thing that must be prepared in case of risk to the business, the backup plan is:

1. If there is a deficiency of property that requires huge amount of cash to purchase hardware, the proprietor will attempt to acquire assets from a few family members, and even permit them to search for financial backers, since it is considerably less hazardous than getting cash from the Bank.
2. When a representative intends to leave Asta Bakery, they are expected to tell the proprietor ahead of time for instance a month ahead of time with the goal that the proprietor has more opportunity to track down another swap for the job.
3. To expect for all representatives and furthermore to lessen the gamble of human mistake, workers will be taught that at whatever point there is a gamble of fire, major electrical disappointment, or dangerous injury, everybody ought to have a fast drive to look for help and furthermore perform emergency treatment first. Previously
4. If this supply is hazardous, Asta Bakery will attempt to observe items from different providers despite the fact that the cost might be more costly. On the off chance that still unrealistic, we will attempt to track down a substitution material. In the event that there is an expansion in the cost of materials, we will keep the cost something similar at a

specific level, however assuming the cost change is enormous, the proposition plan is to build the cost of our items to keep up with functional equilibrium and be reasonable for the future.

5. If there is an expansion in seriousness and an insufficient advertising procedure, Asta Bakery will be adaptable to change this showcasing methodology and make more advancements in light of future business conditions and market information.
6. If later on there is a major change in market patterns, Asta Bakery will attempt to cause a more appealing plan and will to likewise follow what is happening, the most recent states of market interest to keep on working on our business and deals.

CHAPTER VII

EXIT STRATEGY/GROWTH

7.1 Growth Strategy

Patterns and advancements in the food and refreshment industry are continually changing and to stay aware of these changes, Asta Bakery needs to foster a business to improve to keep up with and become a drawn out practical and maintainable business to rival different contenders. Therefore, the following strategies will be applied by Asta Bakery to grow, including:

1. **Market Penetration**

Asta Bakery realizes that not everyone who buys a cake prepares a design and thinks of ordering in advance, so Asta Bakery provides cakes that already exist and are already available. designed so that if a customer wants to buy a cake suddenly, they don't have time to order in advance. Asta Bakery has already prepared an existing cake.

2. **Market developer**

Asta Bakery needs to extend its business by opening new cake shops in different regions, to arrive at new business sectors. Asta Bakery needs to complete advertising and special exercises to draw in new clients and increment client interest in purchasing cakes at Asta Bakery.

3. **Product Development and Menu**

Advancement is expected to forestall circumstances where clients get exhausted with a similar cake idea given by Asta Bakery. Therefore, Asta Bakery must innovate and present new concepts and provide recommendations for cake designs so that they are liked by customers. This will also prevent the customer from looking elsewhere to fulfill his cake dreams.

7.2 Exit Strategy

Asta Bakery will continuously make an honest effort to make due and keep up with business congruity, offer support and quality for clients. As financial specialists, we

need to find from now on, what will happen in the future and we have to have other plans. This is an exit strategy that has been prepared

1. The owner of Asta Bakery will provide for the needs in the event of a loss. This fund is obtained from a profit of 15 percent every month. If this method cannot cover the loss, it will be sold to other reliable entrepreneurs in this field.
2. Asta Bakery will attempt to observe other cake shops or comparable who need to join or collaborate with Asta Bakery. If not, Asta Bakery will likewise observe a cake shop or organization keen on making a securing. This arrangement can be a mutually beneficial answer for consolidations and acquisitions. whenever consolidated, this cake shop can decrease shopping costs, join two unique ideas and save stock as these two organizations join their stock. In the event that the securing, bigger organizations will track down a quicker way.
3. The framework made by Asta Bakery will open collaboration with an organization framework. This is done so when one branch encounters a downfall, we actually have extra assets to help finance. Asta Bakery will attempt to band together with different caterers, to save as far as stock since it will be joined with other cake shops. Thusly assuming there is a decay on one side might benefit from some intervention by the opposite side. So, it can push up the side that is encountering a decay.

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