

Business Planning and Financial Goals in E-commerce Matrial Order Management Information System (Simpel OM)

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Abstrak

Pesatnya perkembangan teknologi saat ini memerlukan strategi bisnis di bidang penjualan sebagai ujung tombak bisnis yang semakin mengarah pada penguasaan dan pemanfaatan teknologi. Perkembangan teknologi dan digitalisasi di segala sektor memaksa seluruh pelaku industri harus mengikuti jejaknya jika ingin bertahan. Perkembangan e-bisnis dan penggunaan teknologi internet telah meningkatkan cara perusahaan berinteraksi dengan pelanggan dan pemasok secara signifikan. Strategi dan alat e-bisnis yang dikembangkan dan digunakan dengan baik mempunyai dampak positif terhadap bisnis. Perencanaan keuangan sederhana adalah bagian penting dari rencana bisnis secara keseluruhan. Perencanaan keuangan pada bab ini terdiri dari lima bagian utama, yaitu: tujuan dan sasaran keuangan, unsur-unsur perencanaan keuangan, proyeksi keuangan, analisis kelayakan investasi, dan analisis kinerja investasi. Berdasarkan hasil analisis finansial yang dilakukan, rencana bisnis OM Sederhana layak dilakukan. Kelayakan ini diperoleh dari hasil analisis arus kas.

Kata Kunci: Perencanaan Keuangan, Teknologi, OM Sederhana

Abstract

The rapid development of technology today requires a business strategy in sales as the spearhead of business that increasingly leads to the mastery and utilization of technology. The development of technology and digitalization in all sectors forces all industry players to follow suit if they want to survive. The development of e-business and the use of internet technology have significantly improved the way companies interact with customers and suppliers. E-business strategies and tools that are developed and used well have a positive impact on the business. Simple financial planning is an important part of the overall business plan. Financial planning in this chapter consists of five main parts, namely: financial goals and objectives, elements of financial planning, financial projections, investment feasibility analysis, and investment performance analysis. Based on the results of the financial analysis carried out, the Simple OM business plan is feasible. This feasibility is obtained from the results of cash flow analysis.

Keywords: financial planning, technology, Simple OM

INTRODUCTION

Financial statements prepared by a company can be used as a tool for making internal managerial decisions as well as for external parties of the company. The company's financial statements can be analyzed using several financial ratios, with the analysis of these financial statements can be known the state and development of the company that has been achieved by the company in the past and in the ongoing time, both private enterprises and state-owned enterprises. The analyzed financial statements can be used as auxiliary funds for the company's managerial decision making. Financial statement analysis is basically to find out

and evaluate a company's financial statements to predict the condition of the company's financial performance where the future also aims to provide more consideration for the company with the level of profitability and level of risk. Financial statement analysis is a thoughtful process in order to help evaluate the company's financial position and operating results in the present and past, with the aim of determining the most likely estimates and predictions about the company's condition and performance in the future. Financial statement analysis has forms in making measurements, namely, the method of Liquidity Ratio, Activity Ratio, Solvency Ratio, Profitability Ratio, and Investment Ratio.

In order to know the development of the company, the company really needs to know the company's financial condition. To be able to find out the financial condition must conduct an analysis of the company's financial statements. By analyzing the financial statements, it will obtain information related to the financial position and results that have been achieved by the company as well as other information related to decision making to be carried out by the company.

The performance of a company can be measured from several aspects such as financial aspects and non-financial aspects. Viewed from the financial aspect, the company's performance can be measured through analysis of the company's financial statements which will provide important information for the company regarding the company's financial position, while from the non-financial aspect, the company's performance can be assessed from the quality of work of employees, the level of employee discipline, the accuracy of giving work authority to employees as well as the welfare of employees and the level of productivity.

METHODS

This research was conducted using a qualitative approach method that aims to determine the feasibility of a business marketing plan, the interest in transitioning from file to online, and how much influence the accuracy of delivery becomes a priority for customers. Investment feasibility is also analyzed through marketing plans including in terms of market and demand aspects, as well as by considering aspects of income and other marketing costs through financing in the form of financing analysis.

Financial Goals and Objectives

The purpose of Simpel OM planning is to help customers / communities and micro sector entrepreneurs, especially in the field of materials and construction, Simpel OM must have a good financial plan to support the company's operation plan for various interests such as company operations, marketing, and HR plans so that the company's vision can be achieved effectively and well.

Table 1. Simple Financial Goals & Objectives OM

Purpose	Goal
Short Term (Y-1 s.d Y-2)	
1. Looking for fundraising and making projection of funding/capital of IDR 10,000,000,000 originating from 75% <i>founders</i> and 25% <i>investor</i> ;	1. Working with investors in meeting capital needs 2. Financial distribution in accordance with the budget needed by each division.
2. Manage disbursement of pre-operational costs such as legality and certification, shop rental and room interior.	
Jangka Menengah (Y-3 s.d Y-4)	
1. Increase profitability above 70% of transactions;	1. Maintain the allocation of projected revenues and costs; 2. Maintain the company's financial ratios with a reflection of liquidity ratios and profitability ratios.
2. Improve the company's ability to fulfill its obligations so that it can further convince investors.	

Long Range (> Y-5)					
1.	Increase	profitability	1.	User revenue stream from Simpel OM application;	
	above 90%;				
2.	Improve	company performance.	2.	Other income from the expansion of Simpel OM partners.	

Source: Results processed and author discussion, 2023

RESULTS AND DISCUSSION

Revenue planning is a process in determining revenue estimates that need to be achieved in the future that can be made in monthly, quarterly or annually. Andriana and Fourqoniah (2020) in their research said that there is a high level of competition and many challenges that must be faced by entrepreneurs and prospective entrepreneurs, so interest in entrepreneurship must be accompanied by careful planning and calculation so that the business that is run later can run well. Lewar et al., (2020) wrote in their research that financial planning is a process, a process where individuals try to meet their financial goals by implementing a clear financial plan, the financial plan here is likened to a blueprint that can show how an individual's financial condition is, this can be an evaluation for an individual. Saputro et al., (2015) in their research wrote that all businesses, both large and small, require funds either from their own funds or external debt to finance their operations, so there needs to be planning for businesses to determine the amount of debt, the size of business responsibility or the consequences of paying debt. Revenue planning is influenced by factors such as economic conditions, consumer demographics, competitors and changes in corporate strategy.

The income planning from Simpel OM is in the table below.

Table 2. Revenue Planning

Types of Earnings	1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
Service fee for sellers	Rp. -	180.000.00	2.340.000.00	5.265.000.00	11.340.000.00
Transaction Fee - For Buyers	Rp. 64.800.00	Rp. 648.000.00	Rp. 4.212.000.00	Rp. 6.318.000.00	Rp. 13.608.000.00
Advertising Fee (ads)	Rp. 12.960.00	Rp. 64.800.000	Rp. 140.400.000	Rp. 210.600.000	Rp. 302.400.000
Total Revenue	Rp. 77.760.000	Rp. 892.800.000	Rp. 6.692.400.000	Rp.11.793.600.000	Rp. 25.250.400.000

Source: Results processed and author discussion, 2023

Table 3. Revenue Planning

No.	Fees	1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
I	Advertising Costs					
	-Website	12.500.000	17.500.000	20.000.000	20.000.000	20.000.000
	-Video Branding	20.000.000	25.000.000	30.000.000	30.000.000	30.000.000
	-YouTube Ads.	27.000.000	92.400.000	92.400.000	92.400.000	92.400.000
	-Google Ads.	16.000.000	24.000.000	36.000.000	36.000.000	36.000.000
	-Instagram Ads.	6.300.000	10.800.000	14.400.000	18.000.000	18.000.000
	-Email marketing	2.000.000	2.000.000	2.000.000	2.000.000	2.000.000

Total Advertising Cost	83.800.000	171.700.000	194.800.000	198.400.000	198.400.000
II Influencer & Endorsement Fees			Advertising Costs		
			-Website		
			-Video Branding		
			-YouTube Ads.		
			-Google Ads.		
			-Instagram Ads.		
			-Email marketing		
-Influencer	-	-	300.000.000	400.000.000	450.000.000
-Endorsment (Toutube, IG, Tiktok)	12.000.000	18.000.000	48.000.000	78.000.000	105.000.000
Total Influencer Cost & Endorsement	12.000.000	18.000.000	348.000.000	478.000.000	555.000.000
III Event Fees					
-Workshop	35.000.000	50.000.000	150.000.000	250.000.000	300.000.000
-Exhibition	-	50.000.000	175.000.000	250.000.000	200.000.000
Total Event Cost	35.000.000	100.000.000	325.000.000	500.000.000	500.000.000
IV Promotion Costs					
-New user voucher	10.000.000	40.000.000	80.000.000	-	-
-Referrals	10.000.000	40.000.000	260.000.000	240.000.000	120.000.000
-Campaign	8.000.000	18.000.000	24.000.000	36.000.000	42.000.000
Total Promotion	28.000.000	98.000.000	364.000.000	276.000.000	162.000.000
V Administration charge Marketing					
-Operating costs	180.000.000	230.000.000	270.000.000	270.000.000	275.000.000
Total Administration charge Marketing	180.000.000	230.000.000	270.000.000	270.000.000	275.000.000
TOTAL MARKETING COSTS	338.800.000	617.700.000	1.501.800.000	1.722.400.000	1.690.400.000

Source: Results processed and author discussion, 2023

Planning Related Costs

Related cost planning is the costs needed to run the company. Cost planning is the amount of costs needed for the project to be carried out. The cost in question is the cost of carrying out work in the form of technical and administrative. The cost of a construction project is the amount spent to build a building that meets feasibility standards and according to the wishes of the client (Briones, 2021). These costs are carefully and meticulously planned and calculated. The cost required of each project will differ depending on the size, time, and region of the project to be carried out. This difference occurs due to differences in the price of building materials and workers' wages (Loosemore, 2000).

The planning of the costs of the Simple OM company include the following: marketing costs, operational costs, HR costs, and risk management costs.

Marketing Cost

Marketing costs for Sempel OM consist of various marketing activities that the marketing team will carry out.

Table 4. Marketing Costs

No.	Cost – Cost	1st Year	2nd Year	3rd Year	4th Year	5th Year
I Advertising Costs						
-Website		12.500.000	17.500.000	20.000.000	20.000.000	20.000.000
-Video Branding		20.000.000	25.000.000	30.000.000	30.000.000	30.000.000
-YouTube Ads.		27.000.000	92.400.000	92.400.000	92.400.000	92.400.000
-Google Ads.		16.000.000	24.000.000	36.000.000	36.000.000	36.000.000
-Instagram Ads.		6.300.000	10.800.000	14.400.000	18.000.000	18.000.000
-Email marketing		2.000.000	2.000.000	2.000.000	2.000.000	2.000.000
Total Advertising Cost		83.800.000	171.700.000	194.800.000	198.400.000	198.400.000
II Influencer & Endorsement Fees						
-Influence		-	-	300.000.000	400.000.000	450.000.000
-Endorsment (Toutube, IG, Tiktok)		12.000.000	18.000.000	48.000.000	78.000.000	105.000.000
Total Influencer Cost & Endorsement		12.000.000	18.000.000	348.000.000	478.000.000	555.000.000
III Event Fee						
-Workshop		35.000.000	50.000.000	150.000.000	250.000.000	300.000.000
-Exhibition		-	50.000.000	175.000.000	250.000.000	200.000.000
Total Event Cost		35.000.000	100.000.000	325.000.000	500.000.000	500.000.000
IV Promotional Fees						
-New user voucher		10.000.000	40.000.000	80.000.000	-	-
-Refferal		10.000.000	40.000.000	260.000.000	240.000.000	120.000.000
-Campaign		8.000.000	18.000.000	24.000.000	36.000.000	42.000.000
Total Promotion		28.000.000	98.000.000	364.000.000	276.000.000	162.000.000
V Biaya Adm. Marketing						
-Operating Costs		180.000.000	230.000.000	270.000.000	270.000.000	275.000.000
Total Biaya Adm. Marketing		180.000.000	230.000.000	270.000.000	270.000.000	275.000.000
TOTAL BIAYA MARKETING		338.800.000	617.700.000	1.501.800.000	1.722.400.000	1.690.400.000

Source: Results processed and author discussion, 2023

Operating Costs

Operating costs consist of pre-operation, asset acquisition costs and operational costs. Projections of costs related to Sempel OM operations.

Table 5. Pre-Operational Costs

No.	Preoperative Costs	Total
1	Legality and Certification	Rp 8.000.000
2	Shop Rental / year	Rp125.000.000
3	Room Interior	Rp 30.000.000
	Total Cost	Rp163.000.000

Source: Results processed and author discussion, 2023

Table 6. Cost of Asset Acquisition

No.	Item Name	Acquisition Price		
		Sum	Unit	Price
1	Laptop	15	Unit	IDR 6,500,000
2	Printer	2	Unit	IDR 2,500,000
3	Router TP Link	3	Unit	IDR 1,000,000
4	Swich aruba	3	Unit	IDR 7,500,000
5	Cloud Computing	15	Unit	IDR 120,000
6	AI (Artificial Intelligence)	1	Set	IDR 375,000,000
7	Fingerspot	1	Unit	IDR 2,950,000
8	CCTV	3	Unit	IDR 2,025,000
9	Front desk	1	Unit	IDR 2,250,000
10	Guest Sofa	1	Unit	IDR 900,000
11	Meja & Kursi Meeting Room	1	Set	IDR 7,500,000
12	Tables and Chairs (work team)	15	set	IDR 4,000,000
13	Work Chair (workspace)	30	Unit	IDR 1,200,000
14	Workbench (worspace)	8	Unit	IDR 3,500,000
15	Lemari File	2	Unit	IDR 2,000,000
16	Refrigerator	1	Unit	IDR 3,350,000
17	Dispenser	1	Unit	IDR 1,600,000
18	Papan Tulis	1	Unit	IDR 500,000
19	Motor Vehicles	3	Unit	IDR 10,000,000
Total		IDR 687,925,000		

Source: Results processed and author discussion, 2023

Table 7. Operating Costs

No	Fee Type	Y-1	Y-2	Y-3	Y-4	Y-5
I	<i>Operational Cost</i>					
	Building Rent Expenses	Rp. 125.000.000	Rp. 125.000.000	Rp. 135.000.000	Rp. 135.000.000	Rp. 135.000.000
	Building Renovation Expenses	Rp. 50.000.000	Rp. -	Rp. -	Rp. -	Rp. -
	Office Supplies Expenses	Rp. 137.585.000	Rp. 206.377.500	Rp. 343.962.500	Rp. -	Rp. -
	Load Google Play	Rp. 7.500.000	Rp. 30.000.000	Rp. 45.000.000	Rp. 67.500.000	Rp. 75.000.000
	Account (0.5 USD / account download)	Rp. 36.000.000	Rp. 39.600.000	Rp. 55.440.000	Rp. 110.880.000	Rp. 116.424.000
	Server Rental Expense (Cloud Host Id)	Rp. 18.000.000	Rp. 18.000.000	Rp. 30.000.000	Rp. 42.000.000	Rp. 54.000.000
	Electrical Load	Rp. 9.000.000	Rp. 13.500.000	Rp. 27.000.000	Rp. 27.000.000	Rp. 27.810.000

Water Load	Rp. 18.000.000	Rp. 36.000.000	Rp. 54.000.000	Rp. 54.000.000	Rp. 72.000.000
Telephone Service Charges	Rp. 10.000.000	Rp. 10.750.000	Rp. 11.500.000	Rp. 12.250.000	Rp. 13.000.000
Internet Load	Rp. 15.000.000	Rp. 15.750.000	Rp. 16.500.000	Rp. 17.250.000	Rp. 18.000.000
ATK load	Rp. 7.500.000	Rp. 7.500.000	Rp. 10.000.000	Rp. 11.904.000	Rp. 13.250.000
Drinking Water Expenses	Rp. 10.800.000	Rp. 10.800.000	Rp. 14.400.000	Rp. 18.000.000	Rp. 28.800.000
Vehicle fuel costs	Rp. 12.000.000	Rp. 12.600.000	Rp. 13.200.000	Rp. 13.800.000	Rp. 14.400.000
Office Maintenance Expenses	Rp. 3.600.000	Rp. 4.500.000	Rp. 5.400.000	Rp. 5.400.000	Rp. 6.750.000
Total Operational Cost	Rp. 459.985.000	Rp. 530.377.500	Rp. 761.402.500	Rp. 514.984.000	Rp. 574.434.000

Source: Results processed and author discussion, 2023

Human Resource Cost

Human Resource (HR) costs consist of salary costs, benefits, recruitment, and training and development costs.

Table 8. Human Resource Costs

Position	Year				
	Y1	Y2	Y3	Y4	Y5
Commissioner	60,000,000	66,000,000	72,600,000	79,860,000	87,846,000
CEO/ Director	120,000,000	132,000,000	145,200,000	159,720,000	175,692,000
Manager Finance	90,000,000	99,000,000	108,900,000	119,790,000	131,769,000
Manager Marketing	90,000,000	99,000,000	108,900,000	119,790,000	131,769,000
Manager Oprasional	90,000,000	99,000,000	108,900,000	119,790,000	131,769,000
Manager HC/GA	90,000,000	99,000,000	108,900,000	119,790,000	131,769,000
Tax Staff		50,000,000	55,000,000	60,500,000	66,550,000
Accounting Staff	50,000,000	55,000,000	60,500,000	66,550,000	73,205,000
Staf Marketing Communication	50,000,000	55,000,000	60,500,000	66,550,000	73,205,000
Staf Marketing Digital	50,000,000	55,000,000	60,500,000	66,550,000	73,205,000
Staf IT Development	50,000,000	55,000,000	60,500,000	66,550,000	73,205,000
Staf IT Support	50,000,000	55,000,000	60,500,000	66,550,000	73,205,000
Staf Data Analyst	50,000,000	55,000,000	60,500,000	66,550,000	73,205,000
Staf Recruitment	50,000,000	55,000,000	60,500,000	66,550,000	73,205,000
Staf Training & Development		50,000,000	55,000,000	60,500,000	66,550,000
Total Other Costs	890,000,000	1,079,000,000	1,186,900,000	1,305,590,000	1,436,149,000
BENEFIT					
THR	42,500,000	46,750,000	51,425,000	56,567,500	62,224,250
Bonus					

<i>BPJS Healthcare</i>	49,500,000	54,450,000	59,895,000	65,884,500	72,472,950
<i>BPJS Employment</i>	59,400,000	65,340,000	71,874,000	79,061,400	86,967,540
<i>Family Gathering</i>					
<i>Rekrutment</i>	15,000,000	16,500,000	18,150,000	19,965,000	21,961,500
Other (Turn Over Karyawan)					
Benefit/Balan	166,400,000	183,040,000	201,344,000	221,478,400	243,626,240
<i>Corporate Culture (Artifacts, etc.)</i>	25,000,000	27,500,000	30,250,000	33,275,000	36,602,500
<i>Training and Development</i>	10,000,000	11,000,000	12,100,000	13,310,000	14,641,000
HR Cost/Ba+B31:G31lan	1,091,400,000	1,300,540,000	1,430,594,000	1,573,653,400	1,731,018,740

Source: Results processed and author discussion, 2023

Risk Management Costs

Costs related to risk management to anticipate losses due to work errors and natural disasters such as floods, earthquakes and others for the maintenance of company assets Projected risk management costs Simple OM.

Table 9. Risk Management Fees

N o	Types of Fees	Y-1	Y-2	Y-3	Y-4	Y-5
1	Training	Rp 30.000.000	Rp 32.500.000	Rp 35.000.000	Rp 37.500.000	Rp 40.000.000
2	Meeting	Rp 10.000.000	Rp 15.000.000	Rp 20.000.000	Rp 25.000.000	Rp 30.000.000
3	Server Procurement	Rp -	Rp -	Rp 25.000.000	Rp -	Rp 35.000.000
4	UPS	Rp 6.000.000	Rp -	Rp -	Rp -	Rp 8.000.000
5	Generator Set	Rp -	Rp 15.000.000	Rp -	Rp -	Rp 20.000.000
6	Pengadaan Security Internet	Rp -	Rp 15.000.000	Rp -	Rp -	Rp 25.000.000
7	BPJS Healthcare	Rp 49.500.000	Rp 54.450.000	Rp 59.895.000	Rp 65.884.500	Rp 72.472.950
8	BPJS Employment	Rp 59.400.000	Rp 65.340.000	Rp 71.874.000	Rp 79.061.400	Rp 86.967.540
9	CCTV	Rp -	Rp 7.500.000	Rp -	Rp -	Rp 10.000.000
10	Insurance Cost	Rp 50.000.000	Rp 60.000.000	Rp 70.000.000	Rp 80.000.000	Rp 90.000.000
11	Other costs (Maintenance, etc.)	Rp 10.000.000	Rp 15.000.000	Rp 20.000.000	Rp 25.000.000	Rp 30.000.000
	Total Risk Management Cost	Rp 214.900.000	Rp 279.790.000	Rp 301.769.000	Rp 312.445.900	Rp 447.440.490

Source: Results processed and author discussion, 2023

Depreciation Cost

Simple depreciation cost OM using the straight-line method consists of office equipment, motors and so on. The depreciation period for office equipment, furniture, servers

and licenses is depreciated for 4 years with a depreciation rate of 25%, office motors are depreciated for 8 years with a depreciation rate of 12.5%.

Table 10. Depreciation Cost

No	Assets	Year of Acquisition	S U n i t	Acquisition Price	Acquisition Price	Treasure Group	Y-1	Y-2	Y-3	Y-4	Y-5
1	Commissioner's Laptop	I	1	UR 6.500.000	Rp. 6.500.000	I	R 1.625.000	R 1.625.000	R 1.625.000	R 1.625.000	R -
2	CEO's Laptop	I	1	UR 6.500.000	Rp. 6.500.000	I	R 1.625.000	R 1.625.000	R 1.625.000	R 1.625.000	R -
3	Manager Finance's Laptop	I	1	UR 6.500.000	Rp. 6.500.000	I	R 1.625.000	R 1.625.000	R 1.625.000	R 1.625.000	R -
4	Manager marketing's Laptop	I	1	UR 6.500.000	Rp. 6.500.000	I	R 1.625.000	R 1.625.000	R 1.625.000	R 1.625.000	R -
5	Manager Operasional's Laptop	I	1	UR 6.500.000	Rp. 6.500.000	I	R 1.625.000	R 1.625.000	R 1.625.000	R 1.625.000	R -
6	Manager HC's Laptop	I	1	UR 6.500.000	Rp. 6.500.000	I	R 1.625.000	R 1.625.000	R 1.625.000	R 1.625.000	R -
7	Tax Staff Laptop	I	2	UR 6.500.000	Rp 13.000.000	I	R 3.250.000	R 3.250.000	R 3.250.000	R 3.250.000	R -
8	Accounting Staff Laptop	II	3	UR 6.500.000	Rp 19.500.000	I	R -	R 4.875.000	R 4.875.000	R 4.875.000	R 4.875.000
9	Ko Marketing Staff Laptop	III	3	UR 6.500.000	Rp 19.500.000	I	R -	R 4.875.000	R 4.875.000	R 4.875.000	R 4.875.000
10	Digital Marketing Laptops	IV	3	UR 6.500.000	Rp 19.500.000	I	R -	R 4.875.000	R 4.875.000	R 4.875.000	R 4.875.000
11	IT Development Staff Laptop	V	4	UR 6.500.000	Rp 26.000.000	I	R -	R 6.500.000	R 6.500.000	R 6.500.000	R 6.500.000
12	IT Support Staff Laptop	I	4	UR 6.500.000	Rp 26.000.000	I	R 5.200.000	R 5.200.000	R 5.200.000	R 5.200.000	R 5.200.000
13	Data Analyst Staff	I	2	UR 6.500.000	Rp 13.000.000	I	R 2.600.000	R 2.600.000	R 2.600.000	R 2.600.000	R 2.600.000

No	Assets	Year of Acquisition	Acquisition Price		Treasure Group	Y-1	Y-2	Y-3	Y-4	Y-5
			S U	Total Acquisition Price						
Laptop										
14	Staff Recruitment	I	2	UR 6.500.000	Rp 13.000.000	R 2.600.000	R 2.600.000	R 2.600.000	R 2.600.000	R 2.600.000
Laptop										
15	Training staff laptop	I&II	4	UR 6.500.000	Rp 26.000.000	R 6.500.000	R 6.500.000	R 6.500.000	R 6.500.000	R -
16	Epson L3250 printer	III	2	UR 2.500.000	Rp. 5.000.000	R -	R -	R 1.666.667	R 1.666.667	R 1.666.667
17	TP Link Routers	IV	3	UR 1.000.000	Rp. 3.000.000	R -	R -	R 1.000.000	R 1.000.000	R 1.000.000
18	Aruba Switch 2530	V	3	UR 7.500.000	Rp 22.500.000	R -	R -	R 7.500.000	R 7.500.000	R 7.500.000
Cloud										
19	computing ms. Office	I	1	UR 120.000	Rp 120.000	R 24.000	R 24.000	R 24.000	R 24.000	R 24.000
20	Cloud computing ms. Office	I	1	UR 120.000	Rp 120.000	R 24.000	R 24.000	R 24.000	R 24.000	R 24.000
21	Cloud computing ms. Office	I	4	UR 120.000	Rp 480.000	R 96.000	R 96.000	R 96.000	R 96.000	R 96.000
22	Cloud computing ms. Office	I	27	UR 120.000	Rp. 3.240.000	R 648.000	R 648.000	R 648.000	R 648.000	R 648.000
23	Fingerspot	I	1	UR 2.950.000	Rp. 2.950.000	R 590.000	R 590.000	R 590.000	R 590.000	R 590.000
24	CCTV office	I	3	UR 2.025.000	Rp. 6.075.000	R 1.518.750	R 1.518.750	R 1.518.750	R 1.518.750	R -
25	Reception desk	I	1	UR 2.250.000	Rp. 2.250.000	R 562.500	R 562.500	R 562.500	R 562.500	R -
26	Guest sofa	I	1	UR 900.000	Rp 900.000	R 225.000	R 225.000	R 225.000	R 225.000	R -
27	Meeting Room Tables &	I	1	UR 15.000.000	Rp 15.000.000	R 3.750.000	R 3.750.000	R 3.750.000	R 3.750.000	R -

No	Assets	Year of Acquisition	Acquisition Price		Treasure Group	Y-1	Y-2	Y-3	Y-4	Y-5	
			S U	Price							Total Acquisition Price
Chairs											
28	Commissioner's Table and Chairs	II	1	UR 8.000.000	Rp. 8.000.000	I	R p -	R 2.000. p 000	R 2.000. p 000	R 2.000. p 000	R 2.000. p 000
29	CEO Table and Chairs	III	1	UR 7.500.000	Rp. 7.500.000	I	R p -	R p -	R 2.500. p 000	R 2.500. p 000	R 2.500. p 000
30	Manager's Table and Chairs	IV	4	UR 5.000.000	Rp 20.000.000	I	R p -	R p -	R 6.666. p 667	R 6.666. p 667	R 6.666. p 667
31	Staff Tables and Chairs	V	27	UR 3.000.000	Rp 81.000.000	I	R p -	R p -	R 27.000. p .000	R 27.000. p .000	R 27.000. p .000
32	File cabinet	I	2	UR 2.000.000	Rp. 4.000.000	I	R 800.00 p 0	R 800.00 p 0	R 800.00 p 0	R 800.00 p 0	R 800.00 p 0
33	Sanken refrigerator	I	1	UR 3.350.000	Rp. 3.350.000	I	R 670.00 p 0	R 670.00 p 0	R 670.00 p 0	R 670.00 p 0	R 670.00 p 0
34	Water dispensers	I	1	UR 1.600.000	Rp. 1.600.000	I	R 320.00 p 0	R 320.00 p 0	R 320.00 p 0	R 320.00 p 0	R 320.00 p 0
35	Whiteboard	I	1	UR 500.000	Rp 500.000	I	R 100.00 p 0	R 100.00 p 0	R 100.00 p 0	R 100.00 p 0	R 100.00 p 0
36	AI (Artificial Intelligence)	I	1	S Rp 375.000	Rp 375.000	I	R 75.000 p .000	R 75.000 p .000	R 75.000 p .000	R 75.000 p .000	R 75.000 p .000
37	Motorcycle	I	3	UR 10.000.000	Rp 30.000.000	II	R 6.000. p 000	R 6.000. p 000	R 6.000. p 000	R 6.000. p 000	R 6.000. p 000
Total Depreciation of Fixed Assets					Rp 807.085.000		R 120.22 p 8.250	R 143.35 p 3.250	R 189.68 p 6.583	R 189.68 p 6.583	R 164.13 p 0.333
Intangible Assets											
4	Legality and 0 certifications						R 2.000.00 p 00	R 2.000.00 p 00	R 2.000.00 p 00	R 2.000.00 p 00	R -
41	Cost of creating						R 3.125.00 p 00	R 4.375.00 p 00	R 5.500.00 p 00	R 5.500.00 p 00	R -

No	Assets	Year of Acquisition	Acquisition Price		Treasure Group	Y-1	Y-2	Y-3	Y-4	Y-5
			S U	Price						
a website						R 5.125. p 000	R 6.375. p 000	R 7.500. p 000	R 7.500. p 000	R - p
Total Amortization						125.353.250	149.728.250	197.186.583	197.186.583	164.130.333
Total Depreciation and Amortization						125.353.250	149.728.250	197.186.583	197.186.583	164.130.333

Source: Results processed and author discussion, 2023

Investment Planning

Planning for investment is planning for the expenditure of money used for the purchase of goods used for a long period of time (Capital Expenditure).

Table 11. Investment Cost Planning

No	Assets	Price Unit	Quantity					Total Quantity	Unit	Total Expenditure
			Y-1	Y-2	Y-3	Y-4	Y-5			
1	Commissioner's Laptop	Rp 6.500.000	1	0	0	0	0	1	Unit	Rp 6.500.000
2	CEO's Laptop	Rp 6.500.000	1	0	0	0	0	1	Unit	Rp 6.500.000
3	Manager Finance's Laptop	Rp 6.500.000	1	0	0	0	0	1	Unit	Rp 6.500.000
4	Manager marketing's Laptop	Rp 6.500.000	1	0	0	0	0	1	Unit	Rp 6.500.000
5	Manager Operasional's Laptop	Rp 6.500.000	1	0	0	0	0	1	Unit	Rp 6.500.000
6	Manager HC's Laptop	Rp 6.500.000	1	0	0	0	0	1	Unit	Rp 6.500.000
7	Tax Staff Laptop	Rp 6.500.000		1	0	1	0	2	Unit	Rp 13.000.000
8	Accounting Staff Laptop	Rp 6.500.000	1	1	0	0	1	3	Unit	Rp 19.500.000
9	Ko Marketing Staff Laptop	Rp 6.500.000	2	0	0	0	1	3	Unit	Rp 19.500.000
10	Digital Marketing Laptops	Rp 6.500.000	1	1	0	0	1	3	Unit	Rp 19.500.000
11	IT Development Staff Laptop	Rp 6.500.000	2	0	0	1	1	4	Unit	Rp 26.000.000
12	IT Support Staff Laptop	Rp 6.500.000	1	1	0	1	1	4	Unit	Rp 26.000.000
13	Data Analyst Staff Laptop	Rp 6.500.000	1	0	1	0	0	2	Unit	Rp 13.000.000
14	Staff Recruitment Laptop	Rp 6.500.000	1	0	1	0	0	2	Unit	Rp 13.000.000
15	Training staff laptop	Rp 6.500.000	0	1	1	0	2	4	Unit	Rp 26.000.000
16	Epson L3250 printer	Rp 2.500.000	2	0	0	0	0	2	Unit	Rp 5.000.000
17	TP Link Routers	Rp 1.000.000	3	0	0	0	0	3	Unit	Rp 3.000.000
18	Aruba Switch 2530	Rp 7.500.000	3	0	0	0	0	3	Unit	Rp 22.500.000
19	Cloud computing ms. Office	Rp 120.000	1	0	0	0	0	1	Unit	Rp 120.000
20	Cloud computing ms. Office	Rp 120.000	1	0	0	0	0	1	Unit	Rp 120.000
21	Cloud computing ms.	Rp 120.000	4	0	0	0	0	4	Unit	Rp 480.000

Office												
22	Cloud computing ms. Office	Rp	120.000	9	4	3	3	8	27	Unit	Rp	3.240.000
23	Fingerspot	Rp	2.950.000	1	0	0	0	0	1	Unit	Rp	2.950.000
24	CCTV office	Rp	2.025.000	3	0	0	0	0	3	Unit	Rp	6.075.000
25	Reception desk	Rp	2.250.000	1	0	0	0	0	1	Unit	Rp	2.250.000
26	Guest sofa	Rp	900.000	1	0	0	0	0	1	Unit	Rp	900.000
27	Meeting Room Tables & Chairs	Rp	15.000.000	1	0	0	0	0	1	Unit	Rp	15.000.000
28	Commissioner's Table and Chairs	Rp	8.000.000	1	0	0	0	0	1	Unit	Rp	8.000.000
29	CEO Table and Chairs	Rp	7.500.000	1	0	0	0	0	1	Unit	Rp	7.500.000
30	Manager's Table and Chairs	Rp	5.000.000	4	0	0	0	0	4	Unit	Rp	20.000.000
31	Staff Tables and Chairs	Rp	3.000.000	9	4	3	3	8	27	Unit	Rp	81.000.000
32	File cabinet	Rp	2.000.000	2	0	0	0	0	2	Unit	Rp	4.000.000
33	Sanken refrigerator	Rp	3.350.000	1	0	0	0	0	1	Unit	Rp	3.350.000
34	Water dispensers	Rp	1.600.000	1	0	0	0	0	1	Unit	Rp	1.600.000
35	Whiteboard	Rp	500.000	1	0	0	0	0	1	Unit	Rp	500.000
36	AI (Artificial Intelligence)	Rp	375.000.000	1	0	0	0	0	1	Set	Rp	375.000.000
37	Motorcycle	Rp	10.000.000	3	0	0	0	0	3	Unit	Rp	30.000.000
Total											Rp	807.085.000

Source: Results processed and author discussion, 2023

Table 12. Human resource costs

No	Capital Expenditure	Unit Price	Quantity							
			Y-1	Y-2	Y-3	Y-4	Y-5			
1	Commissioner's Laptop	6.500.000	Rp 6.500.000	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	
2	CEO's Laptop	6.500.000	Rp 6.500.000	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	
3	Manager Finance's Laptop	6.500.000	Rp 6.500.000	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	
4	Manager marketing's Laptop	6.500.000	Rp 6.500.000	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	
5	Manager Operasional's Laptop	6.500.000	Rp 6.500.000	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	
6	Manager HC's Laptop	6.500.000	Rp 6.500.000	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	
7	Tax Staff Laptop	6.500.000	Rp -	Rp 6.500.000	Rp -	Rp 6.500.000	Rp -	Rp 6.500.000	Rp -	
8	Accounting Staff Laptop	6.500.000	Rp 6.500.000	Rp 6.500.000	Rp -	Rp -	Rp -	Rp 6.500.000	Rp 6.500.000	
9	Ko Marketing Staff Laptop	6.500.000	Rp 13.000.000	Rp -	Rp -	Rp -	Rp -	Rp 6.500.000	Rp 6.500.000	
10	Digital Marketing Laptops	6.500.000	Rp 6.500.000	Rp 6.500.000	Rp -	Rp -	Rp -	Rp 6.500.000	Rp 6.500.000	
11	IT	6.500.000	Rp 13.000.000	Rp -	Rp -	Rp -	Rp 6.500.000	Rp 6.500.000	Rp 6.500.000	

			p	0	p	p	p	0	p	0
	Development Staff Laptop									
12	IT Support Staff Laptop	6.500.000	R p	6.500.000	R p	6.500.000	R p	-	R p	6.500.000
13	Data Analyst Staff Laptop	6.500.000	R p	6.500.000	R p	-	R p	6.500.000	R p	-
14	Staff Recruitment Laptop	6.500.000	R p	6.500.000	R p	-	R p	6.500.000	R p	-
15	Training staff laptop	6.500.000	R p	-	R p	6.500.000	R p	6.500.000	R p	-
16	Epson L3250 printer	2.500.000	R p	5.000.000	R p	-	R p	-	R p	-
17	TP Link Routers	1.000.000	R p	3.000.000	R p	-	R p	-	R p	-
18	Aruba Switch 2530	7.500.000	R p	22.500.000	R p	-	R p	-	R p	-
19	Cloud computing ms. Office	120.000	R p	120.000	R p	-	R p	-	R p	-
20	Cloud computing ms. Office	120.000	R p	120.000	R p	-	R p	-	R p	-
21	Cloud computing ms. Office	120.000	R p	480.000	R p	-	R p	-	R p	-
22	Cloud computing ms. Office	120.000	R p	1.080.000	R p	480.000	R p	360.000	R p	360.000
23	Fingerspot	2.950.000	R p	2.950.000	R p	-	R p	-	R p	-
24	CCTV office	2.025.000	R p	6.075.000	R p	-	R p	-	R p	-
25	Reception desk	2.250.000	R p	2.250.000	R p	-	R p	-	R p	-
26	Guest sofa	900.000	R p	900.000	R p	-	R p	-	R p	-
27	Meeting Room Tables & Chairs	15.000.000	R p	15.000.000	R p	-	R p	-	R p	-
28	Commissioner's Table and Chairs	8.000.000	R p	8.000.000	R p	-	R p	-	R p	-
29	CEO Table and Chairs	7.500.000	R p	7.500.000	R p	-	R p	-	R p	-
30	Manager's Table and Chairs	5.000.000	R p	20.000.000	R p	-	R p	-	R p	-
31	Staff Tables and Chairs	3.000.000	R p	27.000.000	R p	12.000.000	R p	9.000.000	R p	9.000.000
32	File cabinet	2.000.000	R p	4.000.000	R p	-	R p	-	R p	-
33	Sanken	3.350.000	R p	3.350.000	R p	-	R p	-	R p	-

	refrigerator		p	p	p	p	p	p	p	p
34	Water dispensers	1.600.000	R p	1.600.000	R p	-	R p	-	R p	-
35	Whiteboard	500.000	R p	500.000	R p	-	R p	-	R p	-
36	AI (Artificial Intelligence)	375.000.000	R p	375.000.000	R p	-	R p	-	R p	-
37	Motorcycle	10.000.000	R p	30.000.000	R p	-	R p	-	R p	-
	Total Capital Expenditure		R p	633.925.000	R p	44.980.000	R p	28.860.000	R p	28.860.000
			R p	70.460.000	R p		R p		R p	

Source: Results processed and author discussion, 2023

Capital Requirements Planning

Simpel OM needs to make Capital Requirements Planning is useful to find out the amount of initial capital needed in building Simpel OM. This capital consists of *capital expenditure* and *operating expenditure*. *Capital expenditure* is capital expenditure that has long-term benefits. While operating expenditure is capital that is periodic and is used to finance business operational activities such as advertising, human resources and operational costs.

Table 13. Capital Requirements Planning

No	Cost	0th Year	1st Year	Sum
1	Pre Operational	IDR 163,000,000		Rp 163.000.000
2	Fixed Assets		Rp 687.925.000	Rp 687.925.000
3	Marketing		Rp 338.800.000	Rp 338.800.000
4	Operational		Rp 459.985.000	Rp 459.985.000
5	TBSP		Rp 1.091.400.000	Rp 1.091.400.000
6	Risk Management		Rp 214.900.000	Rp 214.900.000
	Total	Rp 163.000.000	Rp 2.793.010.000	Rp 2.956.010.000

Source: Results processed and author discussion, 2023

Financing Planning

The authorized capital of Simpel OM is Rp. 10,000,000,000 (Ten Billion Rupiah) divided into 10,000 (ten thousand) shares at a price per share of IDR 1,000,000 (one million rupiah). The composition of shareholders is 75% shares controlled by four founders and 25% from external parties such as business relations, family, venture capital, or investors.

Table 14. Capital Requirements Planning

No	Shareholder	Sheet	%	Share Value/Share	Total
1	Cahyono	10000	15%	Rp 1.000.000	Rp 1.500.000.000
2	Yayan	10000	15%	Rp 1.000.000	Rp 1.500.000.000
3	It's already been	10000	15%	Rp 1.000.000	Rp 1.500.000.000
4	Mega	10000	15%	Rp 1.000.000	Rp 1.500.000.000
5	St. Rogaya	10000	15%	Rp 1.000.000	Rp 1.500.000.000
6	Investor	10000	25%	Rp 1.000.000	Rp 2.500.000.000
	Grand Total Saham	60000	100%		IDR 10,000,000,000

Source: Results processed and author discussion, 2023

Financial Projections

Simple OM financial statements provide an overview of the general condition of the wealth, liabilities, and capital of a company. The balance sheet is a company's financial statements that inform the company's financial condition at the end of the period. This report

consists of *assets* or wealth, *liabilities* or liabilities and *equity* or capital. *Assets* are assets owned by a company, while liabilities are the company's obligations to other parties and *equity* is the owner's or stockholder's *ownership* of the company consisting of capital and retained earnings.

Profit and Loss Projections

The income statement is a report that measures the performance or success of the company's operational activities in a certain period within a certain period of time. The income statement is used to determine a company's ability to earn profits, investment value, and fair credit value. The report also provides information that helps investors and creditors in estimating the amount, timing and uncertainty of future cash flows. Simpel OM's income statement for five years is adjusted to the projected revenue target for five years, so it can be seen in the profit and loss table below:

Table 15. Profit and Loss Projections (Simpel OM 2024-2028)

Profit and loss	2024	2025	2026	2027	2028
INCOME					
Total income	Rp. 77.760.000	Rp. 892.800.000	Rp. 6.692.400.000	Rp. 11.793.600.000	Rp. 25.250.400.000
COSTS					
Total Advertising Costs	Rp. 83.800.000	Rp. 171.700.000	Rp. 194.800.000	Rp. 198.400.000	Rp. 198.400.000
Total Influencer & Endorsement Fees	Rp. 12.000.000	Rp. 18.000.000	Rp. 348.000.000	Rp. 478.000.000	Rp. 555.000.000
Total Event Cost	Rp. 35.000.000	Rp. 100.000.000	Rp. 325.000.000	Rp. 500.000.000	Rp. 500.000.000
Total Promotion Costs	Rp. 28.000.000	Rp. 98.000.000	Rp. 364.000.000	Rp. 276.000.000	Rp. 162.000.000
Total Admin Marketing Costs	Rp. 180.000.000	Rp. 230.000.000	Rp. 270.000.000	Rp. 270.000.000	Rp. 275.000.000
Total Marketing Costs	Rp. 338.800.000	Rp. 617.700.000	Rp. 1.501.800.000	Rp. 1.722.400.000	Rp. 1.690.400.000
PREOPERATIONAL COSTS					
Total Pre-operational Costs	Rp. 163.000.000	Rp. -	Rp. -	Rp. -	Rp. -
OPERATING COSTS					
Total Operational Cost	Rp. 459.985.000	Rp. 530.377.500	Rp. 761.402.500	Rp. 514.984.000	Rp. 574.434.000
HUMAN RESOURCE COSTS					
Total Salary Costs	Rp. 890.000.000	Rp. 1.079.000.000	Rp. 1.186.900.000	Rp. 1.305.590.000	Rp. 1.436.149.000
Total Benefit Costs	Rp. 166.400.000	Rp. 183.040.000	Rp. 201.344.000	Rp. 221.478.400	Rp. 243.626.240
Total Training & Development Costs	Rp. 35.000.000	Rp. 38.500.000	Rp. 42.350.000	Rp. 46.585.000	Rp. 51.243.500

Profit and loss	2024	2025	2026	2027	2028
Total Human Capital Cost	Rp. 1.091.400.000	Rp. 1.300.540.000	Rp. 1.430.594.000	Rp. 1.573.653.400	Rp. 1.731.018.740
RISK MANAGEMENT COSTS					
Total Risk Management Costs	Rp. 31.500.000	Rp. 69.500.000	Rp. 62.500.000	Rp. 43.000.000	Rp. 146.500.000
DEPRECIATION AND AMORTIZATION EXPENSES					
Total Costs	Rp. 163.000.000	Rp. 3.477.238.250	Rp. 4.586.085.750	#N/A	#N/A
TOTAL NET PROFIT	-Rp. 3.399.478.250	-Rp. 3.693.285.750	#N/A	#N/A	#N/A
Earnings Before Interest Tax	Rp. 77.760.000	Rp. 892.800.000	Rp. 6.692.400.000	Rp. 11.793.600.000	Rp. 25.250.400.000
TAX EXPENSE					
Tax 25%	Rp. 19.440.000	Rp. 223.200.000	Rp. 1.673.100.000	Rp. 2.948.400.000	Rp. 6.312.600.000
(EBITDA)	-Rp. 3.254.685.000	-Rp. 3.320.357.500	#N/A	#N/A	#N/A
Earnings After Tax	Rp. 163.000.000	Rp. 58.320.000	Rp. 669.600.000	Rp. 5.019.300.000	Rp. 8.845.200.000

Source: Results processed and author discussion, 2023

Balance Sheet Projections

Simpel OM's balance sheet projection is calculated over five years. In this balance sheet planning table, details of cash, receivables, work equipment, office inventory, akumulaskan depreciation of work equipment and accumulated depreciation of office inventory compared to accounts payable, interest payable, bank debt, and working capital owned.

Table 16. Balance Sheet Projections

No	Balance	Y-1	Y-2	Y-3	Y-4	Y-5
Current Asset						
1	Cash	Rp 77.760.000	Rp 892.800.000	Rp. 6.692.400.000	Rp 11.793.600.000	Rp 25.250.400.000
2	Receivables	Rp -	Rp -	Rp -	Rp -	Rp -
3	Bank	Rp -	Rp -	Rp -	Rp -	Rp -
	Total Current Assets	Rp 77.760.000	Rp 892.800.000	Rp. 6.692.400.000	Rp. 11.793.600.000	Rp 25.250.400.000
Fixed assets						
1	Fixed assets	Rp 633.925.000	Rp 44.980.000	Rp 28.860.000	Rp 28.860.000	Rp 70.460.000
	Total Current	Rp 633.925.000	Rp 44.980.000	Rp 28.860.000	Rp 28.860.000	Rp 70.460.000

Assets						
Total Tangible Assets						
		Rp 711.685.000	Rp 937.780.000	Rp 6.721.260.000	Rp 11.822.460.000	Rp 25.320.860.000
Intangible Assets						
1	Licensing and Consultant Fees	Rp 2.000.000	Rp 2.000.000	Rp 2.000.000	Rp 2.000.000	Rp -
2	Website making	Rp 3.125.000	Rp 4.375.000	Rp 5.500.000	Rp 5.500.000	Rp -
3	Accumulated Amortization	Rp -	Rp -	Rp -	Rp -	Rp -
Total Intangible Assets						
		Rp 5.125.000	Rp 6.375.000	Rp 7.500.000	Rp 7.500.000	Rp -
Total Assests						
		Rp 716.810.000	Rp 944.155.000	Rp. 6.728.760.000	Rp 11.829.960.000	Rp 25.320.860.000
Short Term Liabilities						
1	Account payable	Rp -	Rp -	Rp -	Rp -	Rp -
Total Short Term Liabilities						
		Rp -	Rp -	Rp -	Rp -	Rp -
Long-term obligation						
1	Long-Term Debt	Rp -	Rp -	Rp -	Rp -	Rp -
	Long-term obligation	Rp -	Rp -	Rp -	Rp -	Rp -
Total Liabilities						
		Rp -	Rp -	Rp -	Rp -	Rp -
Capital						
1	OM Simple Capital	Rp 10.000.000.000	Rp 10.000.000.000	Rp 10.000.000.000	Rp 10.000.000.000	Rp 10.000.000.000
	Profit and loss	Rp 2.365.194.850	Rp 2.271.308.349	Rp. 3.434.962.348	Rp 4.651.205.125	Rp 3.827.112.349
Total Capital						
		Rp 7.634.805.150	Rp 7.728.691.651	Rp. 6.565.037.652	Rp 5.348.794.875	Rp 6.172.887.651
Total Passive						
		Rp 7.634.805.150	Rp 7.728.691.651	Rp. 6.565.037.652	Rp 5.348.794.875	Rp 6.172.887.651

Source: Results processed and author discussion, 2023

Cash Flow Statement Projections

In Simpel's cash flow statement, OM applies the cash method in accordance with the application of working capital. In line with the company's target is also projected for five years. The calculation of the company's cash flow statement projection is made in pessimistic, moderate and optimistic projections.

Table 17. Cash Flow Statement Projections

No	Cash Flow	Y-1	Y-2	Y-3	Y-4	Y-5
Cash Flow of Operating Activities						
1	EAT / NET Income	-Rp 3.399.478.250	-Rp 3.693.285.750	-Rp 193.477.083	Rp 4.446.322.617	Rp 17.522.498.187
2	Asset depreciation	Rp 120.228.250	Rp 143.353.250	Rp 189.686.583	Rp 189.686.583	Rp 164.130.333

3	Amortization	Rp 5.125.000	Rp 6.375.000	Rp 7.500.000	Rp 7.500.000	Rp -
Cash Inflow/Outflow from Operas Activities		-Rp 3.274.125.000	-Rp 3.543.557.500	Rp 3.709.500	Rp 4.643.509.200	Rp 17.686.628.520
Cash Flow of Investment Activities						
1	Pre-operational Costs	Rp 163.000.000	Rp -	Rp -	Rp -	Rp -
2	Fixed purchase expenses (Costs Operational)	Rp 459.985.000	Rp 530.377.500	Rp 761.402.500	Rp 514.984.000	Rp 574.434.000
Cash Inflow/Outflow from Investment Activities		Rp 622.985.000	Rp 530.377.500	Rp 761.402.500	Rp 514.984.000	Rp 574.434.000
Cash Flow of Funding Activities						
1	Accounts Payable	Rp -	Rp -	Rp -	Rp -	Rp -
2	Long-Term Debt	Rp -	Rp -	Rp -	Rp -	Rp -
3	Modal	Rp 10.000.000.000				
Cash Inflow/Outflow from Funding Activities		Rp 10.000.000.000	Rp -	Rp -	Rp -	Rp -

Source: Results processed and author discussion, 2023

Investment Feasibility Analysis

Investment feasibility needs to be done so that the investment spent can produce the expected rate of return. Investment feasibility analysis is taken as an initial action taken to determine the prospects of the investment project that underlies the decision making on whether to accept or reject the investment.

The investment feasibility analysis used consists of *Return on Investment (ROI)*, *Net Present Value (NPV)*, *Payback Period*, and *Internal Rate of Return (IRR)* analysis.

Return On Investment (RoI)

Return On Investment (ROI) is a company's ability to generate profits that are used to recoup investments that have been issued. ROI is also a measure of management's effectiveness in managing its investments. The formula for calculating investment feasibility by the ROI method is as follows:

$$ROI = \frac{\text{Total Sales} - \text{Investment}}{\text{Investment}} \times 100\%$$

From the results of the ROI calculation in Simpel OM companies, at the end of the 4th year it can cover investment costs, which is 44% of investment costs.

Table 18. ROI

Year	1	2	3	4	5
EAT	-IDR 3,399,478,250	-IDR 3,693,285,750	-IDR 193,477,083	IDR 4,446,322,617	IDR 17,522,498,187
Initial Investment	IDR 10,000,000,000	IDR 10,000,000,000	IDR 10,000,000,000	IDR 10,000,000,000	IDR 10,000,000,000
ROI	-34%	-37%	-2%	44%	175%

Source: Results processed and author discussion, 2023

Net Present Value (NPV)

Net Present Value (NPV) adalah penilaian keuangan bersih yang dimiliki oleh perusahaan setelah dikurangi oleh biaya lainnya sehingga nilai pertambahan atau kekurangan uang perusahaan yang ada ini dapat dijadikan acuan untuk menilai layak atau tidaknya keuangan perusahaan. Dengan kata lain, penilaian yang dilakukan NPV ini bersifat aliran kas keuangan yang bersih. Simpel OM melakukan penilaian kelayakan investasi dengan

pendekatan NPV dengan menghitung selisih nilai investasi sekarang dengan aliran kas bersih yang diharapkan dari proyek atau investasi di masa yang akan datang atau pada periode tertentu.

1. If: NPV value > 0, meaning that the investment to be carried out, is projected to bring profits to the company, then the project is recommended to run.
2. If: NPV value = 0, means that the investment to be carried out, is projected to bring no profit or loss to the company, then it is necessary to discuss further about other benefits that will be obtained if the investment continues.
3. If: NPV value < 0, meaning that the investment to be carried out, is projected to bring losses to the company, then it is not an investment so the project is recommended to be canceled.

Payback Period (PP)

Payback Period (PP) is a period needed to be able to cover investment expenses using net cash flow. This method is very often used by investors in determining decisions for investment.

The Payback Period (PP) formula is as follows:

$$\text{Payback Period (PP)} = \frac{\text{Investment Value}}{\text{Net Cash Incoming}}$$

Based on the calculations made, it is known that the period required for capital return is for three (3) years.

Internal Rate of Return (IRR)

The *Internal Rate of Return* (IRR) method is used to calculate the interest rate that can equate between the present value of all cash inflows and cash outflows from a project investment. If the result of the IRR calculation > the capital issued, the investment is good, and if it is less the investment should be avoided.

The formula used to calculate IRR is as follows:

$$\text{IRR} = i_1 + \frac{\text{NPV}_1}{\text{NPV}_1 - \text{NPV}_2} (i_2 - i_1)$$

Information:

- i_1 = Discount Rate yielding
- i_2 = Discount Rate yielding
- NPV_1 = *Positive Net Present Value*
- NPV_2 = *Net Present Value Negatif*

Financial Performance Analysis

Based on the calculation results, it shows that the IRR for Sempel OM companies is 26%. From the results obtained, the investment can be run.

Financial Performance is a picture of the company's financial condition in a certain period both regarding aspects of raising funds and distributing funds, which are usually measured by indicators of capital adequacy, liquidity, and profitability. Measurement of financial performance in a company is very important to improve the company's operational activities in order to achieve effective and efficient operations.

Liquidity Ratio

Liquidity Ratio is defined as a ratio that is the company's capability to cover its short-term obligations. Liquidity Ratio is also known as a ratio used to measure the extent to which the level of capability of the company in paying off its short-term obligations that will mature.

There are 3 types of Liquidity Ratios commonly used to measure a company's ability to meet short-term obligations as follows:

1. Rasio Lancar (*Current Ratio*)

Here is the formula used to calculate the Current Ratio:

$$\text{Current Assets}$$

$$\text{Current Ratio} = \frac{\quad}{\text{Current Debt}} \times 100\%$$

2. Very Current Ratio (*Quick Ratio*)

Here is the formula used to calculate the Very Current Ratio:

$$\text{Quick Ratio} = \frac{\text{Current Activities} - \text{Inventory}}{\text{Current liabilities}} \times 100\%$$

3. Rasio Kas (*Cash Ratio*)

Here is the formula used to calculate the Cash Ratio:

$$\text{Cash Ratio} = \frac{\text{Cash} + \text{Cash equivalent}}{\text{Current liabilities}} \times 100\%$$

From the calculation results, it can be seen that the analysis using the Current Ratio, *Quick Ratio*, and Cash Ratio from the first year (1) to the fifth year (5) shows that Simpel OM companies have the ability to pay off their short-term debts. The *Current Ratio and Quick Ratio are the same because Simpel OM is a service company so it has no supply.*

Solvency Ratio

Solvency ratio is a ratio used to measure how much debt burden must be borne by the company in order to fulfill assets. This ratio measures the company's ability to meet its long-term obligations.

The types of Solvency Ratios are grouped as follows:

1. *Debt to Assets Ratio*

Here is the formula used to calculate the *Debt to Assets Ratio* :

$$\text{Debt to Assets Ratio} = \frac{\text{Total Debt}}{\text{Total Assets}} \times 100\%$$

2. *Debt to Equity Ratio*

Here is the formula used to calculate the *Debt to Equity Ratio* :

$$\text{Debt to Equity Ratio} = \frac{\text{Total Debt}}{\text{Equity}} \times 100\%$$

From the calculation results using *the Debt to Assets Ratio and Debt to Equity Ratio shows that Simpel OM companies are able to pay off long-term debts from the first year (1) to the fifth year (5) with the results of the Debt to Assets Ratio ranging from 16% - 33% and Debt to Equity Ratio ranging from 19% - 49%.*

Profitability Ratio

Profitability Ratio is a ratio to assess the company's ability to seek profit (profit).

The types of Profitability Ratios are grouped as follows:

1. *Profit Margin on Sales*

Here is the formula used to calculate *Profit Margin on Sales* :

$$\text{Profit Margin on Sales} = \frac{\text{Net Profit}}{\text{Total Revenue}} \times 100\%$$

2. *Earning Per Share*

Here is the formula used to calculate *Earnings Per Share* :

$$\text{Earnings Per Share} = \frac{\text{Laba bersih} - \text{Dividen Preferen}}{\text{Number of shares outstanding at the end of the period}}$$

From the calculation results using *Profit Margin on Sales* shows that Simpel OM company is able to make a profit from the third year (3) by 5% with results that continue to

show improvement from year to year. While the calculation uses *Earnings Per Share* in the third year (3) the company Simpel OM produces 459.

CONCLUSION

Financial statement analysis is basically to find out and evaluate a company's financial statements to predict the condition of the company's financial performance where the future also aims to provide more consideration for the company with the level of profitability and level of risk. Financial statement analysis has forms in making measurements, namely, the method of Liquidity Ratio, Activity Ratio, Solvency Ratio, Profitability Ratio, and Investment Ratio.

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