

Kane. Co



Kane You Toast It?

Final Report



KANE CO'S CODE OF ETHICS

1. Kane.co is committed to create an environment where all the employees are treated with respect. This environment can bring out the full potential from each of us. Everyone should feel comfortable to speak their mind.
2. Kane.co will maintain the good name and company confidentially.
3. All of Kane.co's employees must take responsibility of their own job.
4. Kane.co's employees must maintain a good communication between each other to avoid misunderstanding.
5. Kane.co is committed to obey the rules that were set by SBM ITB regarding to the business simulation project.
6. Kane.co will sell products with based on their quality and with competitive price. We will make pricing and marketing decisions on our own.
7. Kane.co will maintain a healthy and hygiene environment especially when it comes to produce the product.
8. Kane.co will provide the best service to the customers and willing to accept critics and advice.

EXECUTIVE SUMMARY

In this modern era, teenagers often spend most of their time in Dago. This strategic place is near the school area like SMANSA and ITB. As we discover, most of them really like cheese. Besides, cheese contain a lot of protein, calcium, and healthy fat. But sadly, a lot of teenagers like to spend their money on something that is not good for their body like junk food and other unhealthy foods.

With retro concept as our theme, Kane.Co was initiated in order to introduce bliss a dish with cheese as the main ingredients. We want to tell people from all circle about the bliss of a cheese. That is why we sell this product with affordable price. This product is made from a piece of healthy mozzarella cheese and chunky corned beef wrapped in a fresh and crunchy toast. We are not just only have one product, we also have another product which is a drink that can complete the sensational delight when you eat the toast, this drink is a combination between sweet and sour from lychee syrup and yakult, serve in cold condition.

COMPANY PROFILE

Company's Name

KANE.CO

KANE came from the word "ENAK" and spelled backwards. The word 'Enak' has the same meaning with 'Delicious' in English. .CO has double meaning, first is as '.CO' in company, second meaning is '.CO' in 'KOK', a dialect in Bahasa that is usually used as an addition to a word, and mostly in promotional or persuasive expression. And KANE.CO can be pronounced as KANEKO or KANE KOK! , and both of these pronunciations includes the same meaning which is 'Delicious'.

Logo



The logo of Kane.co consists of:

- The Vinyl
The vinyl represents the retro's vibe because our concept is retro time or you can see it as a plate
- Fork and Spoon
The fork and the spoon symbolize that Kane.co sells a product that you can consume.
- Spiral Background
The red and broken white background was designed to look like a spiral as if you will get hypnotized when you get your first bite from our tasty product.

Tagline

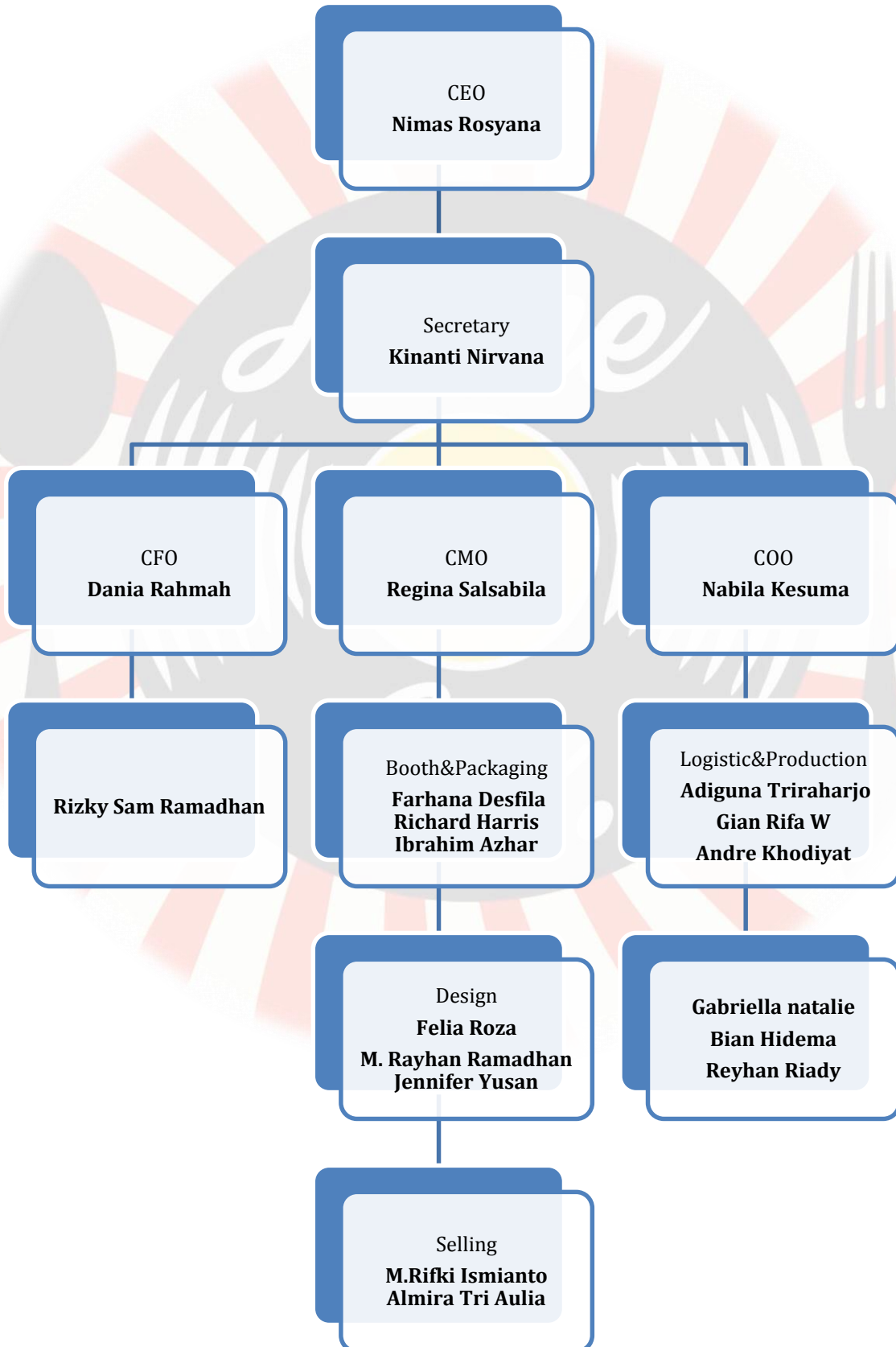
Kane You Toast It?

Social Media Webpage

<http://www.instagram.com/kane.co>

Line : reginasalsabila

ORGANIZATION STRUCTURE



JOB DESCRIPTION

CEO (Chief Executive Officer)

- Lead the group and keep the group to work as a team
- Motivate the team to achieve team's goals
- Approve budgeting, marketing, and production process
- Ensure the team's performance and manages the team according to their job description
- Ensure that the company succeeded in adding additional value while executing the business
- Evaluated the progress

Secretary

- Helps and guides the CEO
- Keep records and take notes of all meetings and important decisions

CFO (Chief Financial Officer)

- Manage the budgeting and capital of the company
- States company's clear regulation regarding financial sector
- Responsible to the financial flow of the company

CMO (Chief Marketing Officer)

- Handling promotion and marketing progress
- Determines the target market and created logo design of the company
- Design the chalkboard as menu design
- Made the costumes concept for execution day
- Made the banner design
- Collecting materials for promotion

COO (Chief Operation Officer)

- Managed the renting for tent, table, and chairs
- Bought products utility
- Providing cooking equipment
- Providing the transportation

KANE CO'S PRODUCTS

KANETOAST with Carbonara Dip

The meal itself is a crunchy toast filled with melted mozzarella cheese on the edges, a corned beef in the middle, and cheddar cheese on top of the beef. The cheese from the sides and center will burst out of the toast when it is eaten or pulled. This savory toast was chosen because we paid attention to the trend that nowadays most people like cheese, especially when its melted and burst out while eaten.

Cheese also has so many health benefits because it contains calcium, protein, zinc, vitamin A, vitamin B12, vitamin D, phosphorus, etc. (Source: <http://www.healthyeating.org/Milk-Dairy/Nutrients-in-Milk-Cheese-Yogurt/Nutrients-in-Cheese.aspx>) These nutrients, are beneficial for our body. For example, a high-quality cheese with high-quality protein, provides the materials for our body to build strong muscles. The vitamin D and calcium helps our body strengthen our bones. There are more benefits from cheese and this healthy reason is also why we choose cheese as one of our main ingredients

As for meat, it is one of the best sources of protein, that can improve our body's overall health and immune system. It's also rich in iron, zinc, and selenium. Iron helps us with hemoglobins in our bloodstream, zinc helps us in metabolism, and selenium will break down the fat and chemicals our body has. Meat also contains vitamins. Such as vitamin A, B, and D. these vitamins help us with our mental health, our vision, and bones. All of these healthy reason is why we chose meat as our main ingredient,.

(source: <http://www.medicaldaily.com/3-benefits-eating-meat-234798>)

Complete this healthy toast with our own home made carbonara dip sauce, who can resist?

Besides, who doesn't like meat and cheese?

Drink: KANEKULT

Our drink is a homemade refreshing drink. Consisting of jelly, lychee syrup, soda (sprite) and yakult. This kind of drink was chosen as our menu because we wanted to make and bring something fresh, something different from any other drinks that companies in a small scale like us usually sell. The refreshing, sweet but kind of sourish sensation was what we intended for the customer to feel when they drink our Kanekult. Other than that, yakult is also a high probiotic drink that helped us improve digestion and also our immune. The thing that differs Kanekult from the rest of other business-simulation companies' drink is that we use Yakult as our main ingredient.

Values we proposed are the healthiness and the elegance of meat plus cheese, with the grace of real mozzarella cheese that will spread out and burst from the sides while the toast is eaten, this is surely a pleasure for all meat and cheese lovers out there. And for our drink, we proposed a refreshing feeling with high probiotic drink that will help our customer with their digestion while give their throat a new refreshing sensation.

Our expectations so far have been fulfilled with our success at making the toast and creating our own recipe for the carbonara dip and the Kanekult. Surely this required lots of trials and passion and spirits to find and attach our own signature in our products.

This one is the example for one of our customer's testimony on our products:



Ways to improve our products is that we will upgrade the quality of our product. Starting from the cheese, we will use a higher quality of mozzarella and cheddar cheese. As for the meat, we will use home-made roasted beef instead of our usual corned beef. Then for the dip sauce, we will make variations such as barbeque, spicy, and teriyaki dip sauce in addition to our regular carbonara dip. For the toast bread we will make it in different shapes like squared, triangle, rectangular, oval, etc in addition to our regular round toast bread. As for the Kanekult, there wont be any significant changes, but we will add more variations of refreshing and healthy drink like squashes, sodas, fruit punches, etc.

Best product

Our best product is kanekult because statistics showed that our customers bought kanekult more than kanetoast. And their live testimonials are mostly about kanekult. We think that kanekult is best seller because its refreshing, not expensive, and its not a common menu amongst other companies. So this is one of our signature menu and its proven that customers also love this product.

PREPARATION

Trials

We did four times of trials. The first one is to try to make our ideas of our product become an actual product; mainly we were experimenting about the toast and dip sauce. Second one is when we tried making the drink by experimenting a new fusion between yakult, soda, and lychees. Third one is the time that we tried making the dip sauce again, while also retrying and revalidate the recipes we made for the toast and the drink.

The hardest one was the toast and dip sauce. That's why we tried to cook them first. They required such skill and perfect timing. The toast had to be coated thinly with butter so it will be crispy, especially around the edges. After that the corned beef was plated in the center of the bread. Then topped with cheddar cheese. After that, the mozzarella that had been cut to pieces prior to the cooking session had to be put on the bread in four separate locations, the left, right, front, and rear side. This allows the cheese to blend with the corned beef while melting through the sides of the bread. We choose the bread in a round shape to differ ourselves from the rest of the toast sellers who usually use bread in a square form.

For making the dip sauce, first we chopped the garlic, put them in a buttered frying pan. After the garlic is sautéed and smelled delicious, we poured the flour (2 spoons) then mixed it with the butter. Then we poured the milk slowly into the mix, stirred it evenly. After the milk boils, we entered the milk again until it was nearly full, stirred it, add a little food seasoning (Royco), and keep on stirring until the mix thickens. The sauce is ready to be served when it thickens.

As for the Kanekult (our special drink), all we need was yakult, sprite, ice, jelly, and lychee syrup. At first pour a spoonful of jelly to the cup, then filled the cup with a bottle of yakult. After that, add one small cup of lychee syrup to the yakult, and then add some ice to make the drink fresh and cold. For final step, add the sprite until the glass is full, stir it. The Kanekult is ready.

Promoting Company and Products (Advertisements, Photo Product and Video Teasers)

Our marketing method involved photos of our products, and even video teasers. Our marketing crew is the one who directed and made concepts of our advertisements, photos, and video teasers.

For advertisements, we printed flyers and pamphlets, put it on Wall of Fame of SMAN 2, SMAN 3, and SMAN 5 Bandung. Besides that, we also asked the students to post their picture while hold a flyer or pamphlet to their instagram account, with the caption that we determined. The caption is about promoted our company and product.



Our Posters



Our Logo



Several people who use our outline

We also did a photoshoot of our crew in Braga Street wearing retro theme outfit and our members will use the photo as their display picture in their social media accounts.

For video teasers, we uploaded two teasers about our theme, retro, to tell people that our company has a retro theme. Besides that, we also uploaded the products teaser and how the products were made. (can be seen on instagram @kane.co_)

Buying ingredients

We bought our ingredients starting at D-2 at Superindo, Indomaret, Kijangmas and Borma

Preparing appliances

For our cooking equipments, our members lend them to us. Andre and Farhana lent most of our cooking equipments

Decorations

1. Booth

Our booth is a sarnavil tent, which has four sides and with curtains in every side. We decorate the backside of our booth with artificial curtain made of second-hand CDs that was painted black and colorful in the middle then arranged with a string. One string for ten CDs. Then this CD curtains were hung on the backside of our booth to enhance our retro theme. We borrowed a vintage turntable to play music to entertain our customers and boost our spirit. We also bought black cloth and borrowed a retro style red-white checkered cloth from Adiguna. These cloths were used as tablecloth for our cooking and cashier table. We arranged our booth's layout in a square form and divided into 4 sections, the front side is cashier, the right side is for cooking the meal (Kane Toast), the left side is for making the drink (Kane Kult), and the rear side is for stocks and ingredients. And last but not least, we also wrote our menu in a mini blackboard then decorate it to attract people especially those who were passing by.



Our Booth



Our Board Menu

2. Seating for Customers

We arranged the seating for customers in the space beside our booth (in left and right side) and in the front of our booth (near the food truck). We borrowed the seating tables and chairs from our members, Adiguna and Kiki. One of the tables also have an umbrella on top that we use incase rain happened and this helped us protect our customers from rain and gave them convenience.

Managing Members

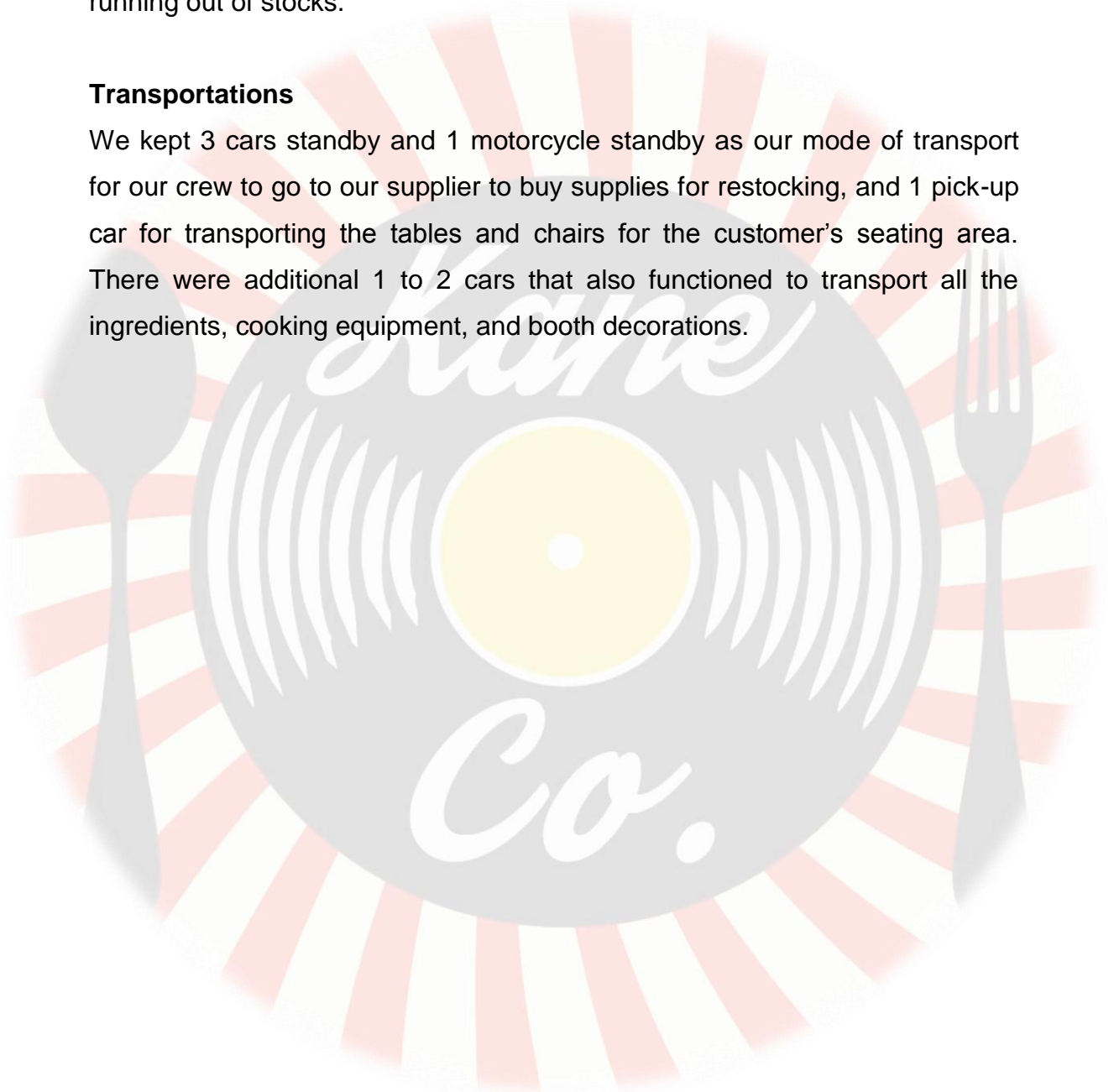
We managed our members by using their strengths and place them in the right position. For example, Farhana is our head chef because she is very good at cooking and she had tried making carbonara dip sauce before. And we placed Sam and Dania (our CFOs) as the cashier because they excelled at finance. We put Regina as the CMO because she is a very sociable person and this skill is needed for marketing. And we also put Adiguna in charge of restocking ingredients and of course our CEO, Nimas in charge of everything.

Contacting Suppliers

We contact all of our suppliers especially the toast by phone, then we go there by car. We estimated to keep 2 to 3 cars and a motorcycle (in case of the traffic jam) to stand by and go to our suppliers to buy stocks when we were running out of stocks.

Transportations

We kept 3 cars standby and 1 motorcycle standby as our mode of transport for our crew to go to our supplier to buy supplies for restocking, and 1 pick-up car for transporting the tables and chairs for the customer's seating area. There were additional 1 to 2 cars that also functioned to transport all the ingredients, cooking equipment, and booth decorations.



EXECUTION DAY

DAY 01

DATE	TIME	ACTIVITIES	EXPLANATION
20/11/15	23.00 – 23.30	Set up the tent	Meet with the vendor at Cheap Outlet and waiting them to set up the tent.
21/11/15	04.00 – 06.00	Decorating tent, put materials, and briefing	All members.
21/11/15	06.00 - 07.00	Breakfast and wore the dress	All members wear the dresscode that has been determined.
21/11/15	07.00	KANE.CO IS OPEN	We were ready to serve the customers
21/11/15	07.00 – 12.30	Selling products	There are several members offered the product on roadside. Several members also went to ITB area to offer the product. Several members stand by at the booth waiting and serving the customers.
21/11/15	12.30 – 13.00	BREAK (Shift Changing) and restock the ingredients	Shift change in accordance with a predetermined shift division by operational section. Members had meal and prayed.
21/11/15	13.00 – 15.00	Selling product and live music	There are several members offered the product on roadside. Several members also went to ITB area to offer the product. Several members stand by at the booth waiting and serving the customers. Live music was held between KANE.CO and KURUYUK booth using sound system.
21/11/15	15.00 – 17.00	Selling products	All members stand by at the booth waiting and serving the customers.
21/11/15	17.00	KANE.CO IS CLOSE	We did not serve any order anymore.

21/11/15	17.00 – 18.00	Cleaning up	Move the materials to Cheap Outlet's storage and took the ingredients to one of our member's house to refrigerate it.
21/11/15	18.00 – 19.00	BREAK	Members had meal and prayed.
21/11/15	19.00 – 20.00	Restock the ingredients	The operational division bought the ingredients that already out of amount.



DAY 02

DATE	TIME	ACTIVITIES	EXPLANATION
22/11/15	04.00 – 06.00	Decorating tent, put materials, and briefing	All members.
22/11/15	06.00 - 07.00	Breakfast and wore the dress	All members wear the dresscode that has been determined.
22/11/15	07.00	KANE.CO IS OPEN	We were ready to serve the customers
22/11/15	07.00 – 12.30	Selling products	There are several members offered the product on roadside. Several members also went to CFD area to offer the product. Several members stand by at the booth waiting and serving the customers.
22/11/15	12.30 – 13.00	BREAK (Shift Changing) and restock the ingredients	Shift change in accordance with a predetermined shift division by operational section. Members had meal and prayed.
22/11/15	13.00 – 15.00	Selling product and live music	There are several members offered the product on roadside. Several members stand by at the booth waiting and serving the customers. Live music was held between KANE.CO and KURUYUK booth using sound system.
22/11/15	15.00 – 17.00	Selling products	All members stand by at the booth waiting and serving the customers.
22/11/15	17.00	KANE.CO IS CLOSE	We did not serve any order anymore.
22/11/15	17.00 – 19.00	Cleaning up	We turned all the materials that had been borrowed by our company to its owner and vendor

Job Distribution

Cashier

Dania Rahmah A
Rizky Sam Ramadhan

Chef

Farhana Desfila
Kinanti Nirvana
Ibrahim Azhar

Drink Maker

Almira Tri Aulia
Gian Rifa Wahyudi

Waiters

Jennifer Yusan C
M Rayhan Ramadhan
Felia Roza B
Andre Khodiyat

Walkers and Promoters

Regina Salsabila
Bian Hidema Zuhrihan S
Gabriella Natalie
Rayhan Riady

Documentation

Richard Harris

Standby

Adiguna Triraharjo
Nimas Rosyana

Selling

Rifki Ismianto
Nabila Kesuma

Promotion on the D-DAY

- We stood on roadside, offer our products to road users.
- The walkers walked to ITB area, brought the products, and offer the products to ITB students.
- We shared the information to every ITB faculties through our friends from each faculties, that we had a special promo to every ITB student that bought our products.
- We asked our friends and family to come to our booth.
- We had a live music to attract the attention from people.
- We walked to CFD area brought the products, and offer the products to CFD visitors.
- We shared our activities and visitors via KANE.CO instagram account.

How to Manage Order

All of the customer will order the menu through the cashier and then pay at the same time, this method use to avoid if there are several consumers who forgot to pay the bill. The cashier will write down the menu, the name of the person whose order, and the queue number. After paying the bill, the waiters will help and show the customer a place for waiting (chair and table behind the customer tent). After that the cashier will give the order to the person who is in charge with the kitchen. Then the chef will make the food/product based on the queue numbers. If the product has been ready to serve, then the chef will give the order to the cashier. After that the waiter will take the product from the cashier and then serve it to the customers. The customer can enjoy their food at the table that we provide or they can bring it to home, or enjoy it on their way to home.

OBSTACLES THAT WE FACED

On the execution days, we stood by on a roadway, offered our products by saying “toast grilled cheesanya, kaak!” and brought our board menu to pedestrians and to car or motorcycle driver, and most of them were not attracted. We felt exhausted and thought that strategy was not really worked. To make our products still sold, we walked to ITB area, brought many cups of Kane Kult, and collegians bought many of or Kane Kult. it is a hard part when it comes to make sure to them that our Kane Kult is delicious. We have to good at speaking and persuade them to like it because our Kane Kult is not a mainstream drink. The second challenge is when it was rainy. We had to protect our customers by umbrella and ready to get wet. To solve tha problem, we have to unite our opinion that service quality must be considered. The third challenge is on hectic hours, when many customers came in the same time. We had to make sure that every customers get their food or drink appropriate to their queue. To solve that problem, we had to focus on recording sequence orders. The fourth challenge is we could not be a moody person on that execution days. We had to always friendly and cheerful in every situation. To solve that problem, we had to unite our opinion that service quality must be considered. The fifth challenge is we thought that at CFD area, we could get many customers. The fact was nt. To solve that, we walked to CFD area and offered our products directly while brought our products. The sixth challenge is when we offered our products to CFD visitors, many of them were not interested and refuse to buy our products. To solve that, we had to patient, did not show our disappointment and keep being friendly.

Lesson Learned


Sitting inside the classroom and listening to the lecture is a usual way to transfer knowledge to students. But, by conducting real business such as what we have done on 21st-22nd November 2015, was absolutely more effective way to learn deeper about business.

First, we learn that earning profit on business is not only about buying raw materials, and sell it somewhere with higher price, or give value to the raw materials and simply sell it. That simple mindset is totally wrong, and that is the reason why small businesses remain small, because they don't plan their businesses well. We learn that business really needs a good planning. Simply, to earn profit, people usually skim their final product's price after Calculating several raw materials costs to make the final product. Big no! Earning profit is not that simple. Earning profit is about good collaboration between divisions. Operations, marketing, and human resources should maintain their costs well, because the final product that we sell needs to cover all the costs, not only raw material costs. How does the collaboration work? All divisions should discuss the budget needed, and stick to it. Finance division should be strict about maintaining capital. So, each division should work hard to find the cheapest things that they need. Second, we learnt that marketing is extremely important. Why? Because it is useless to produce good products but you can't sell it! We learnt several effective way to promote our products, such as persuasive line and pictures through social Medias and asking for endorsement from some famous people. We assumed that the method is the most effective way to introduce our product, considering the low-cost and booming of social medias. We also learnt how maintain our brand well, such as choosing *classic* as our theme, maintaining logo and several branding outlines. We try our best to make people easily remember our company. Third, and the most important, we learnt how important teamwork is. Conducting real business with target to be achieved is not an easy thing to do. If only one or two person that are thinking about it, it would be difficult and stressful for them. But, fortunately, we, Kane.co, has 21 people on it and we have been through this phase together.

LIST OF PARTNERSHIP

No.	Partnership	Realitation from Partnership	Realitation from Our Company
1	Cheap Outlet	Place	Rental Cost
2	H! Company	Live music	Table and chair for customer
3	Abadi Snack	Logistic	Sell their snack at our booth

MoU With H! Company

 **H! Corp.**
Jalan Ganesha 10, Gedung Sekolah Bisnis dan Manajemen, Bandung 40132
e-mail: khrzyah@gmail.com
www.abadi.co.id

SURAT PERJANJIAN KERJASAMA

H! Company
dengan
Kane Co

Pada hari Selasa, 17 November 2015, bertempat di Jalan Ganesha nomor 10 Bandung, kami masing-masing yaitu:

H! Company (Karyawak), diwakili oleh:
Nama : M. Bima Lughika
Jabatan : CEO
Alamat : Jalan Ganesha nomor 10 Bandung
Untuk selanjutnya disebut **PIHAK PERTAMA**.

KANE.CO, diwakili oleh:
Nama : Nisma Rizyana
Jabatan : CEO
Alamat : Jalan Ganesha nomor 10 Bandung
Untuk selanjutnya disebut sebagai **PIHAK KEDUA**.

Kedua belah pihak telah sepakat mengadakan kerja sama untuk mempromosikan terlaksananya kegiatan Business Simulation SIM ITB angkatan 2015 dengan kesepakatan yang secara detail akan dipaparkan pada pasal di bawah ini.

PASAL 1
KETENTUAN UMUM


PIHAK PERTAMA dan PIHAK KEDUA sebagai company yang bekerja sama menyetujui kesepakatan sebagai berikut:

Nama kegiatan : Business Simulation
Pihaknya kegiatan : SIM ITB
Booth : H! Company dan Kane Co

PASAL 2
FASILITAS DAN BIAYA

PIHAK PERTAMA berhak mempromosikan booth kerja sama dari **PIHAK KEDUA** sesuai perjanjian yang telah disetujui.

PIHAK KEDUA berhak mempromosikan booth kerja sama dari **PIHAK PERTAMA** sesuai perjanjian yang telah disetujui. Booth kerja sama nya tertera di bawah ini.

 **H! Corp.**
Jalan Ganesha 10, Gedung Sekolah Bisnis dan Manajemen, Bandung 40132
e-mail: khrzyah@gmail.com
www.abadi.co.id

1. Promosi meja dan kursi bersama untuk customer
2. Promosi melalui live music
3. Promosi melalui banner antara H! Company dan Kane Co (contohnya: foto, video, dan e-brochure)
4. Fasilitas penggunaan meja penyempitan barang di Cheap Outlet

PASAL 3
KESIMPULAN

PIHAK KEDUA berhak mempromosikan booth kerja sama sesuai kesepakatan ini dan berhak pilih dan berhak mempromosikan **PIHAK PERTAMA** apabila **PIHAK PERTAMA** tidak mempromosikan **PASAL 2**.

PIHAK PERTAMA berhak mempromosikan booth kerja sama yang akan diberikan kepada **PIHAK KEDUA** dan mempromosikan **PIHAK KEDUA** apabila **PIHAK KEDUA** tidak mempromosikan **PASAL 2**.

Bandung, 17 November 2015

PIHAK PERTAMA	PIHAK KEDUA
M. Bima Lughika CEO H! Company	Nisma Rizyana CEO Kane Co

MEMBERS PROFILE

CEO



First Name : Nimas Rosyana
Last Name : Pratiwi
Date of birth : Bekasi, 28 January 1997
Gender : Female
Address : Jl. Dago Asri III no.J-7
Phone : 081519871335

Secretary



First Name : Kinanti
Last Name : Nirvana
Date of birth : Jakarta, 26 August 1997
Gender : Female
Address : Jl. Dago Asri V no.5
Phone : 082123281482

CFO



First Name : Dania Rahmah
Last Name : Aisyah
Date of Birth : 27 November 1997
Gender : Female
Address : Jalan Rambutan No.11, Bandung
Phone : 081220095828



First Name : Rizky Sam
Last Name : Ramadhan
Date of Birth : 26 January 1997
Gender : Male
Address : Jalan Sukarajin 2 No.14, Bandung
Phone : 08562415148

COO



First Name : Nabila Kesuma
Last Name : Putri
Date of birth : Jakarta, 05 August 1997
Gender : Female
Address : Jl. Dago Asri III no. J-7, Bandung
Phone : 087886090985

Head of Production



First Name : Gian Rifa
Last Name : Wahyudi
Date of Birth : 23 September 1997
Gender : Male
Address : Jl. Sangkuriang S7, Bandung
Phone : 081221192577

Head of Logistic

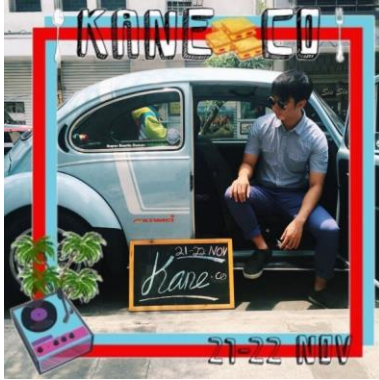


First Name : Adiguna
Last Name : Triraharjo
Date of Birth : 06 April 1997
Gender : Male
Address : Jl. Batununggal Abadi I No.65
Phone : 08572100187

Logistic and Production



First Name : Reyhan
Last Name : Riady
Date of birth : 20 May 1996
Gender : Male
Address : Jl. Babakan Jeruk IV no. 48
Phone : 081802030308



First Name : Andre
Last Name : Khodiyat
Date of birth : 2 maret 1997
Gender : Male
Address : Sumber Endah 1 no. 26
Phone : 081573716602



First Name : Gabriella
Last Name : Natalie
Date of birth : 23 December 1997
Gender : Female
Address : Jl. Batik Kumeli no.66
Phone : 082231840202



First Name : Bian Hidema Zuhrihan
Last Name : Siregar
Date of birth : 20 July 1998
Gender : Male
Address : Dago Asri
Phone : 082199689888

CMO



First Name : Regina
Last Name : Salsabila
Date of birth : March, 5th 1997
Gender : Female
Address : Jl. Giri Mande no 16 Bandung
Phone : 085391956945

Head of Design Creative



First Name : Felia Roza
Last Name : Baskoro
Date of Birth : 14 November 1997
Gender : Female
Address : Pasirlayung Utara V No 9,
Padasuka
Phone : 081220179576

Design Creative

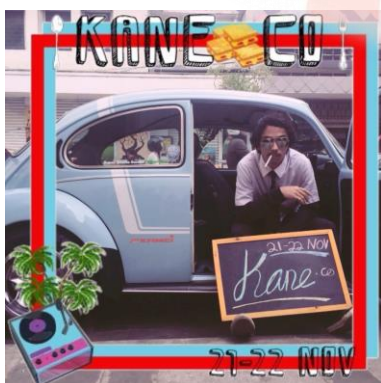


First Name : Muhammad Rayhan
Last Name : Ramadhan
Date of Birth : 23 January 1997
Gender : Male
Address : Dago Suites Unit 1512, Bandung
Phone : 087825510745



First Name : Jennifer Yusan
Last Name : Changifer
Date of Birth : 28 May 1997
Gender : Female
Address : Jl Tubagus Ismail IX/5
Phone : 087883969296

Booth and Packaging



First Name : Ibrahim
Last Name : Azhar
Date of Birth : 18 October 1996
Gender : Male
Address : Jl Sumur Bandung no 3-4
Phone : 087771237575



First Name : Richard
Last Name : Harris
Date of birth : 14 March 1997
Gender : Male
Address : Tubagus Ismail V/17
Phone : 081944941861



First Name : Farhana
Last Name : Desfila
Date of birth : 5 December 1996
Gender : Female
Address : Jl. Sinom Raya no 9
Phone : 081809634220

Selling

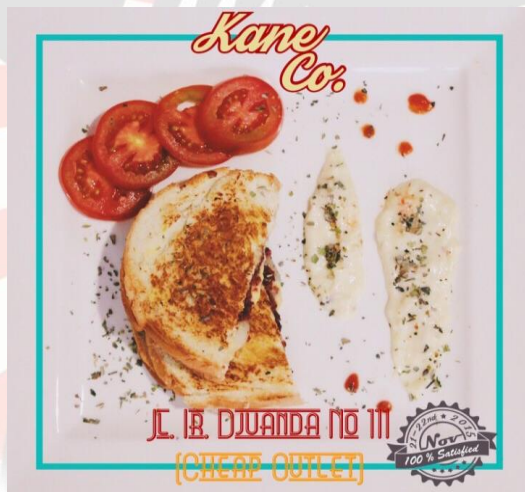
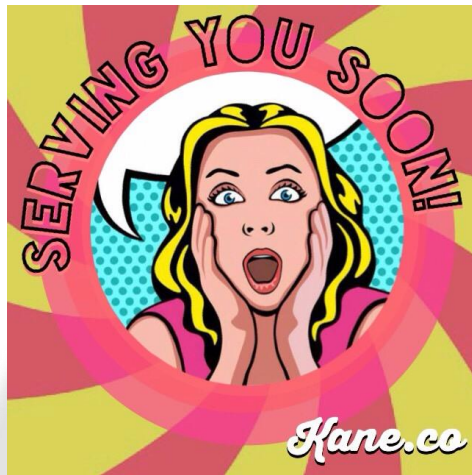


First Name : Almira Tri
Last Name : Aulia
Date of birth : 31 October 1997
Gender : Female
Address : Komplek Pejaten Indah 2 no. C7
Phone : 085693888910

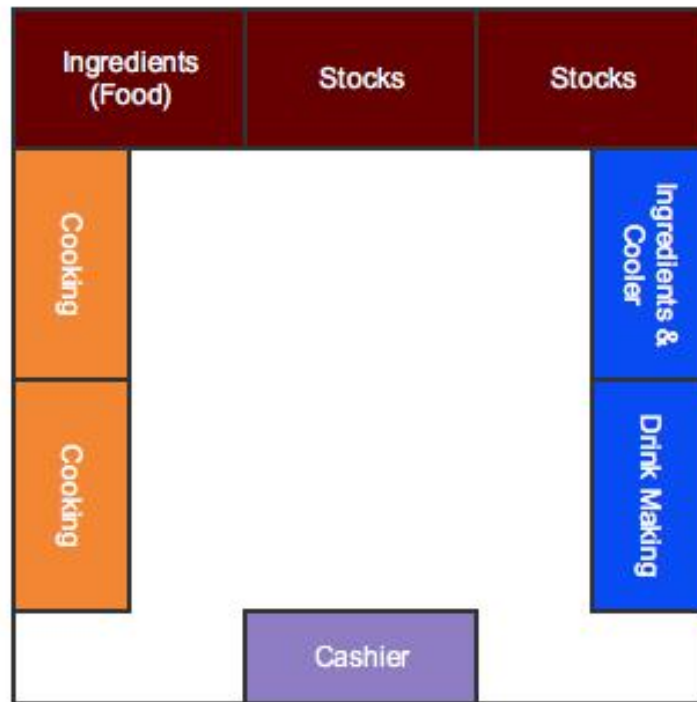


First Name : Muhammad Rifki
Last Name : Ismianto
Date of birth : 4 December 1997
Gender : Male
Address : Apartment Dago Suites
Phone : 0217989226

Promotional Materials & Social Media Activities



BOOTH LAYOUT



Our Booth Layout

1. Customer will order the menu through the cashier and then pay at the same time.
2. The cashier will write down the menu, the name of the person whose order, and the queue number.
3. After paying the bill, the waiters will help and show the customer a place for waiting (chair and table behind the customer tent).
4. After that the cashier will give the order to the person who is in charge with the kitchen.
5. The chef will make the food/product based on the queue numbers.
6. If the product has been ready to serve, then the chef will give the order to the cashier.
7. After that the waiter will take the product from the cashier and then serve it to the customers.
8. The customer can enjoy their food at the table that we provide or they can eat it in their way home.

FINANCIAL REPORT

KANE. CO	
Income Statement Forecast	
1 December 2015	
Revenue	Rp 5.361.000
Cost of Goods Sold	Rp 1.983.900
Gross Profit	Rp 3.377.100
Operating Expenses	
Marketing expenses	Rp 180.000
Administrative expenses	Rp 1.192.000
Total operating expenses	Rp 1.372.000
Operating Income	-
Non-operating expenses	-
Net Profit	Rp 2.005.100

Cash Flow

No	Keterangan	Debit	Kredit	Saldo
1.	Modal Awal	3.400.000		3.400.000
2	Packaging		247.000	3.153.000
3.	Belanja Hari 1		1.136.900	2.016.100
4	Dekorasi		50.000	1.966.100
5.	Sticker		120.000	1.846.100
6.	Sewa Lahan		500.000	1.346.100
7.	Logo		50.000	1.296.100
8.	Pamflet		40.000	1.256.100
9.	Banner		40.000	1.216.100
10.	Belanja Hari 2		807.000	409.100
11.	Booth		200.000	209.100
12.	Meja Kursi		100.000	109.100
13.	Sedotan		25.000	84.100
14.	Es Batu Balok		40.000	44.100
	Sisa		44.100	

COST OF GOODS			
PRODUCTS			
1. Toast + Dip Carbonara			
INGREDIENTS	PRICE	AMOUNT	TOTAL
Bread	Rp 12.000/Pack	31 Packs	Rp 372.000
Mozarella Cheese	Rp 130.000/Kg	2 Kg	Rp 260.000
Cheddar Cheese	Rp 75.000/Kg	2 Kg	Rp 150.000
Butter	Rp 3.700/Pack	12 Packs	Rp 44.400
Corned Beef	Rp 23.290/Can	10 Can	Rp 232.900
Milk	Rp 13.500/Pack	10 Packs	Rp 135.000
Flour	Rp 8.000/Pack	2 Packs	Rp 16.000
Garlic	Rp 10.000/Kg	1 Kg	Rp 10.000
Royco	Rp 4.000/Pack	4 Packs	Rp 16.000
2. Lychee Yakult			
Lychee Syrup	Rp 10.500/Bottle	10 Bottle	Rp 105.000
Yakult	Rp 8.000/Pack	53 Packs	Rp 424.000
Sprite	Rp 10.500/Bottle	10 Packs	Rp 105.000
Jelly	Rp 9.200/Pack	8 Packs	Rp 73.600
Ice	Rp 8.000/10 Kg	50 Kg	Rp 40.000
TOTAL	Rp 1.983.900		

OPERATING EXPENSES			
MARKETING			
1. Booth			
PROPERTIES	PRICE	AMOUNT	TOTAL
Sarnavil Tent	Rp 100.000/day	2 days	Rp 200.000
Land Rent	Rp 250.000/day	2 days	Rp 500.000
Square Table and Chair	Rp 50.000/day	2 days	Rp 100.000
Decoration	Rp 100.000	2 days	Rp 100.000
Banner	Rp 40.000/piece	2 Pieces	Rp 80.000
2. Packaging			
Paper Bag	Rp 50.000/100 pieces	250 pieces	Rp 125.000
Dip Sauce Container	Rp 10.000/50 pieces	250 pieces	Rp 50.000
Plastic Glass	Rp 18.000/50 pieces	200 pieces	Rp 72.000
Straw	Rp 25.000/800 pieces	800 pieces	Rp 25.000
Sticker	Rp 230/pieces	525 pieces	Rp 120.000
TOTAL	Rp 1.372.000		

TOTAL COST : Rp 3.355.900

TOTAL CAPITAL : Rp. 2.400.000 (Prodi) + Rp 1.000.000 (Company)

TOTAL REVENUE : Rp 5.361.000

NETT PROFIT : Rp 2.005.100

Financial Transactions Record

PD. KIJANG MAS
Bahan Perlengkapan Roti, Kue, & Coklat
Jl. Hariangbanga No.6, Bandung
Telp. 022-4235079, 022-4238779

Tanggal : 16-11-2015

Bola Salju Bungasari / 1kg		
1X 8,000	=	8,000
Mozzarella / 1kg		
0.2X 130,000	=	27,300
Full Cream Indomilk / 1Ltr		
1X 15,000	=	15,000
Qty	2.2 Total	50,300
Tunai	55,000	
Kembali	4,700	

10:43:44/CITRA/01A181115100016
Brg yg sdh dibeli tidak dpt ditukar/dike mbalikan

Terima kasih

SUNRISE COMPUTER
DIGITAL PRINTING & MULTIMEDIA
Indoor/Outdoor Printing - Offset - Baligo - Banner - Sticker - Print & Cut
Cutting & Engraving - Print/Copy/Scan Colour A0 - Projector Rental
Jl. Dipatiukur 49 Bandung Tlp. 022-93541533 / 085100770727 / 08122345621
FAX/Tlp. 022-2509109, e-mail : sunrise.digitalprint@gmail.com
YM : sunrise_digitalprint@yahoo.com, LINE: sunrisedigitalprint

Tgl: 13/11/15
Kepada: BENA
08172350014

Jumlah	Uraian	Harga Satuan	Jumlah (Rp)
1m	Part & cut		120,000

LUNAS
TERIMA KASIH

Tanda Terima: ()
Diambil tgl: ()
Keterangan: ()

Total Rp. 120,000
Uang Muka Rp.
Sisa Rp.

TOKO SARI PLASTIK 1
MENJUAL MACAM-MACAM PLASTIK
HD, PE, PP, OPP, STYROFOAM, DUS KUE
Plaza Mayestik ALB 1 CKS No. 105-106
Kab. Baru - Jakarta Selatan
Toko : 021-8023 9326
HP: 0819 0523 0388, 0813 8740 1979
Pm BB : 536712CE
Whatsapp : 0896 9521 1202
0812 9332 3733

Jakarta 8/11/2015
Tuan:
Toko:

Nota No. BCA Rek. 2191352761
a/n Herman Budiman

Banyaknya	NAMA BARANG	Harga Satuan	Jumlah
250	belor pudins	10000	25000
200	belor Bcm 12 + CamGung	13000	26000
250	Paper box P	100 / 10000	25000

Tanda Terima, JUMLAH Rp. 249000
Perhatian !! Barang-barang yang sudah dibeli tidak dapat dikembalikan/ditukar
Hormat kami,

PD. KIJANG MAS
Bahan Perlengkapan Roti, Kue, & Coklat
Jl. Hariangbanga No.6, Bandung
Telp. 022-4235079, 022-4238779

Tanggal : 19-11-2015

Prochiz / 2kg		
1X 150,000	=	150,000
Mozzarella / 1kg		
1.5X 130,000	=	195,000
Bola Salju Bungasari / 1kg		
2X 8,000	=	16,000

Qty	4.5 Total	361,000
Debet Card	361,000	
Bca		

10:58:13/CITRA/01A191115100026
Brg yg sdh dibeli tidak dpt ditukar/dike mbalikan

Terima kasih

Documentation



Kane.co





REFERENCES

<http://www.medicaldaily.com/3-benefits-eating-meat-234798>

<http://www.healthyeating.org/Milk-Dairy/Nutrients-in-Milk-Cheese-Yogurt/Nutrients-in-Cheese.aspx>

