

FINAL REPORT



M A B O X C O M P A N Y
- Est 2016 -

INTRODUCTION TO BUSINESS

TUTORIAL 1A
SBM ITB 2019



@mabox_co



@uox2785d

CODE OF ETHICS

- Complying with the terms of working hours
- 30 minutes late tolerance
- Carry out the duties/work as well as possible, increasing awareness and responsibility
- Must report to the head of each division if they want a permission
- Maintaining cooperation between members
- Greet all the consumers
- Giving compliments to other members
- Dress up politely
- Using Mabox Co. attribute (T-shirt) at work
- Smoking is not allowed
- Maintaining the quality of products
- Work according to standard procedures
- Always keep the company productivity
- Keeping the kitchen and the booth clean
- Maintaining hygiene of hands and products
- Always wash your hands before doing production things
- Cleaning up the kitchen after completing orders
- Using and maintaining goods as well as possible

CONTENT

EXECUTIVE SUMMARY

Mabox Company was established on the 19th of October 2016 by 20 students of SBM ITB 2019. Our purpose is to get a high amount of profit, be a cooperative team, and produce unique products. Mabox Co. offers an innovation of Martabak Telor by changing the concept. Usually, Martabak Telor tastes salty and is sold from evening to midnight by small enterprise, normally road side vendors. But we decided to make an innovation to change the taste of Martabak Telor that is salty into sweet taste by filling in the Martabak Telor with sweets such as Oreo, Banana, and Mozarella Cheese (which is an exception of sweet taste because cheese is also salty).

We also offer different sorts of dip so that the consumers can enjoy a wider range and variety of tastes which are Nutella, Vanilla Milk, and Skippy. The value of our product is about the new innovation of traditional food in Indonesia that we took and changed into something more hype like young people nowadays. Our customers range from students to elderly, but most of our customers came from students.

What makes this sort of martabak different from other martabaks is, besides the fact of the major taste difference, it will be cut into smaller, bite-sized pieces and put in a box (something like a Chinese takeout) so that people will be able to eat it while walking around or even eat it in the car compared to traditional martabaks where one would have to sit down on a table and eat it using a plate or have to take it away and eat it at home. That's why we named our company "Mabox", because it is martabak in a box so our product is handier.

We opened up a place at Rorompok Hotel to sell our product where we were open from 10 am to 10 pm on Friday, Saturday, and Sunday for two weeks. On weekdays, we opened up a free delivery service and pre order from 8 am until 10 pm. For delivery service, we were able to deliver to close routes (around ITB areas) such as Tamansari, Csitu, Dago Asri, Tubagus Ismail, Ciumbuleuit, Riau. For our pre order system, customers can chat through Mabox LINE@ (Official Account Line) which we will then proceed to deliver the orders directly.

**MABOX
COMPANY**

THE PHILOSOPHY

Martabak-focused Concept

Mabox Co. is a company focused on a sweet version of Martabak Telor. We focused on martabak because Indonesian people mostly love to eat martabak, and martabak is also a dessert so usually people want more.

Innovative Product Idea

Actually, martabak is originally from India but had been modified from the taste itself so Indonesian people can enjoy it. Nowadays, there are so many martabak products; even the sweet one has already a range of varieties of taste so the price also ranges and differs, besides that Indonesian people are always curious for innovation in martabak and that's the reason why we made salty yet sweet martabak.

Creative Packaging

While other martabaks package their products using an ordinary packaging, Mabox offers unique and simple yet classy packaging. We put attention to the packaging because usually people attracted to the packaging first. Our packaging is black and has our logo in front of the box.

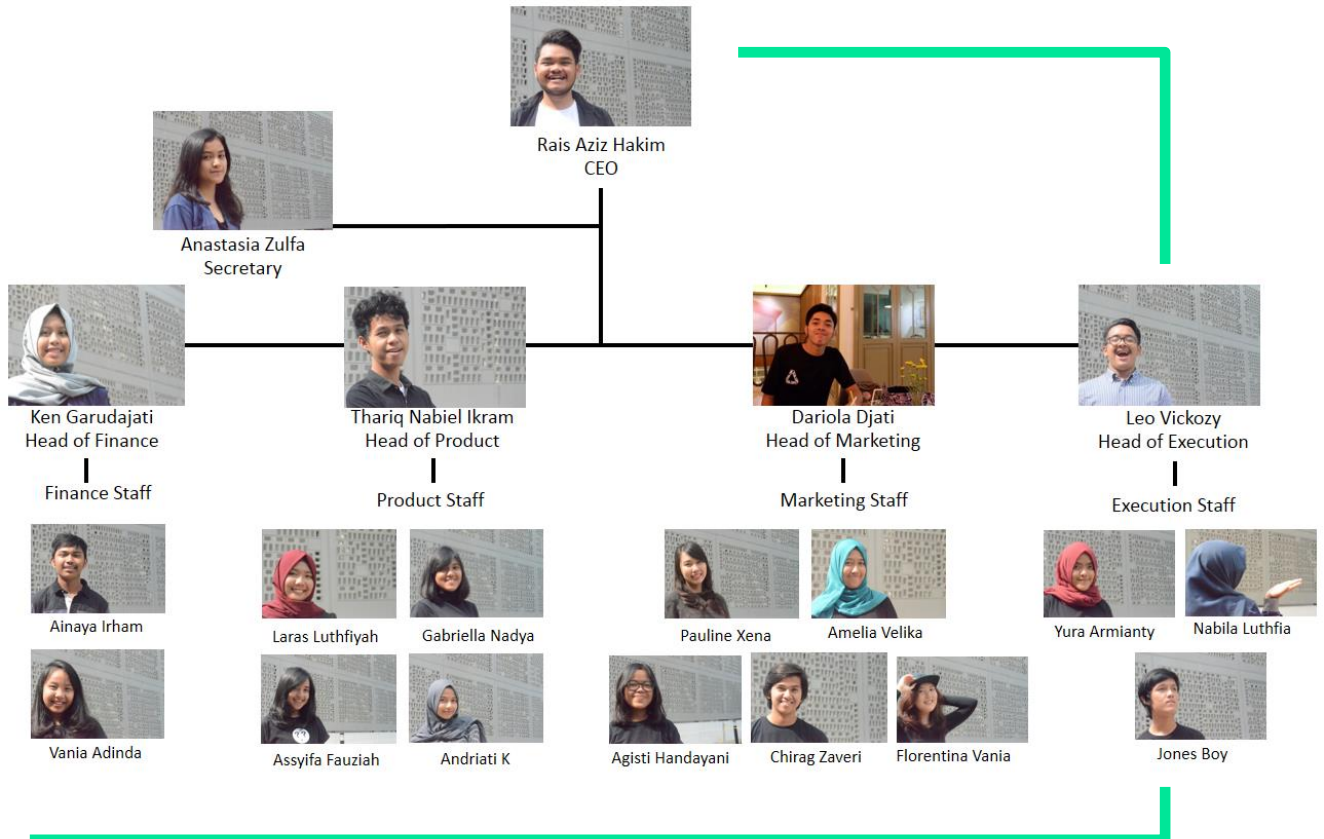
Experience

Usually martabak is served on a plate and eaten using a fork or even by hand. Other than that, if we buy a plate of martabak, we share it with others since one portion can feed up to 5 people. This is such a waste if we want to enjoy a portion alone. Therefore, we serve a proportional portion of martabak for one consumer and while consuming our products, the customer will also enjoy an unusual yet delicious sensation. We serve our bite-sized martabak in a box which can be eaten by using a stick, so consumer will have no difficulties in eating the martabak.



MANAGEMENT

1. Structure Organization



2. Job Description

CEO :

- Controlling all of the divisions
- Responsible for the company
- Decision maker
- Monitoring the job description of every member

Secretary :

- Making the final report
- Helping head divisions on making their reports
- Making deadline for head divisions to collect their reports

Head of Finance :

- Monitoring every income and also the cash flow
- Monitoring the expenses of every division

- Directing all the finance staff to work according to their job description

Finance Staff :

- Organizing every expense from other divisions
- Making an income statement, cash flow, and accounting journal.
- Being a cashier
- Controlling the sales every day
- Controlling the income and the outcome

Head of Product :

- Making sure the product is ready to sell
- Making the packaging
- Concepting the venue and another design needs (Crew T-shirt, Banner, etc)
- Monitoring the process of production and quality control

Product Staff :

- Making the dough
- Filling in the dough according to the order
- Frying the dough

Head of Marketing :

- Monitoring performance
- Making marketing reports
- Devising and presenting ideas and strategies
- Analysing and investigating price, demand, and competition
- Giving the CEO advice about the company

Marketing Staff :

- Promotional activities
- Organizing events and product exhibitions
- Managing campaigns on social media
- Selling the product

Head of Execution :

- Making sure of the place, tools, and other things related to location to be ready

Execution Staff :

- Listing the tools needed
- Making sure the tools are available on execution days
- Preparing the booth

3. Marketing

The Plan

- **Promotion**

We've got a product and a price now it's time to promote it. Promotion includes elements like: advertising, public relations, social media marketing, email marketing, video marketing and more. Our strategy of promoting is to go and visit schools across Bandung and explain to the students about our product and also distribute flyers and brochures to them so that they know what our product looks like and what to expect from us. Hopefully with this sort of promotion, we can reach out easier and get them interested.

- **Place**

A strategic place to do business is vital as it determines our sales, whether we make profit or make a loss. That is why we pick our choice of location with utmost care as we are looking for maximum profit from our sales.

- **Target Sales**

We plan to sell our product on Friday, Saturday and Sunday. The selling place of our product differ on Sunday and the quantity of the masses also differ each day so we have different target sales each day.

Day 1, November 11th 2016 100 boxes	Day 4, November 18th 2016 120 boxes
Day 2, November 12th 2016 120 boxes	Day 5, November 19th 2016 150 boxes
Day 3, November 13th 2016 150 boxes	Day 6, November 20th 2016 170 boxes

The Implementation

- **Sales Achievement**

Our target was to sell 1000 boxes of Martabox, oreo or mozzarella. But because of the lack of experience in doing business that is Sales and Production we didn't achieve our target of selling 1000 boxes of Martabox. We sold 812 boxes of Martabox which still made us reach the break even point (BEP). We gain no loss in terms of profit, but we didn't achieve maximality on selling our product. For every product that was assigned to

the marketing team, they were sold. The mistakes that caused us to lose the opportunity to get more money was made by the other division.

Problem that was dealt by the marketing team on execution week:

- Rain. Our target customers could have been stuck at home or at a place the last time before the rain which made them impossible to come to our booth
- Unexpected events. Our target customers have urgent things to do

Those problems led to an unachieved sales target, so the solution for the problems:

- Using free delivery service to reach the customers who can't come to our booth
- Selling the product on the off days of the planned sales schedule

4. Finance

The Plan

Rencana Arus Kas
Ma^Box
Nov-16

Tanggal	0	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Hari ke	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Jumlah Barang yang akan Dijual	0	0	0	130	150	200	0	0	0	0	150	170	220	0	0
Harga	\$ -	\$ -	\$ -	\$ 15.000	\$ 15.000	\$ 15.000	\$ -	\$ -	\$ -	\$ -	\$ 15.000	\$ 15.000	\$ 15.000	\$ -	\$ -
A PENERIMAAN															
Pendapatan	Rp -	Rp -	Rp -	Rp 1.950.000	Rp 2.250.000	Rp 3.000.000	Rp -	Rp -	Rp -	Rp -	Rp 2.250.000	\$ 2.550.000	\$ 3.300.000	Rp -	Rp -
Modal Awal	\$ 2.000.000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sub Total Penerimaan	Rp 2.000.000	Rp -	Rp -	Rp 1.950.000	Rp 2.250.000	Rp 3.000.000	Rp -	Rp -	Rp -	Rp -	Rp 2.250.000	Rp 2.550.000	\$ 3.300.000	Rp -	Rp -
B PENGELUARAN															
Biaya Bahan Baku	Rp -	Rp 376.287	Rp -	-	-	-	Rp -	Rp -	Rp -	Rp -	117.589,29	133.267,86	172.464,29	Rp -	Rp -
Topping	\$ -	\$ -	\$ -	\$ 140.500	\$ 140.500	\$ 140.500	\$ -	\$ -	\$ -	\$ -	\$ 140.500	\$ 140.500	\$ 140.500	\$ -	\$ -
Biaya Kemasan	Rp -	Rp 864.000	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp 270.000	Rp 306.000	Rp 396.000	Rp -	Rp -
Biaya Pemasaran	Rp -	Rp -	Rp -	Rp 12.000	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -
Gas	Rp -	Rp -	Rp -	Rp 16.000	Rp 16.000	Rp 16.000	Rp -	Rp -	Rp -	Rp -	Rp 16.000	Rp 16.000	Rp 16.000	Rp -	Rp -
Sewa Tempat	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -	Rp -
Sub Total Pengeluaran	Rp -	Rp 1.240.287	Rp -	Rp 168.500	Rp 156.500	Rp 156.500	Rp -	Rp -	Rp -	Rp -	Rp 544.089	Rp 595.768	Rp 724.964	Rp -	Rp -
C Selisih Kas	Rp 2.000.000			Rp 1.781.500	Rp 2.093.500	Rp 2.843.500					Rp 1.705.911	\$ 1.954.232	\$ 2.575.036		
D Saldo Kas	Rp 2.000.000			Rp 3.781.500	Rp 5.875.000	Rp 8.718.500					Rp 10.424.411	\$ 12.378.643	\$ 14.953.679		
Profit													\$ 12.953.679		



The Implementation

Laporan Arus Kas				
Arus Kas dari Kegiatan Operasional				
	Penerimaan Penj	Rp 13,487,000.00		
	Bahan Baku		Rp 2,139,440.00	
	Topping		Rp 406,560.00	
	Biaya Kemasan		Rp 1,420,400.00	
	Biaya Pemasaran		Rp 143,500.00	
	Eksekusi		Rp 176,800.00	
	Gas		Rp 170,000.00	
	Sewa Tempat		Rp 15,000.00	
Arus Kas dari keg Pendanaan				
	Modal	Rp 2,000,000.00		
	Pengembalian modal		Rp 2,000,000.00	
		Total	Rp 9,015,300.00	

Problems and solutions that financial had faced:

1. Less assertive in the beginning of the sales to limit the expenditure made by the division of production.
We ended up doing the evaluation to see the cash flow plan that we made to see the suitability of expenditure made by the production division. So on the next day, we can make decisions in the provision of funds for the production division.
2. The difficulty in making the cash flow plan.
It is considered quite a difficult task because we were afraid that our plan was not exactly conducted well. But we keep on trying to make predictions that will be carried out in the execution.
3. The difficulty to track every bit of income and outcome.
Because of the large output, we collected data in the form of receipts based on the purchase date, so we were able to calculate how many revenues on each day.
4. 10% of our total profit would be donated for those in need. The rest will be distributed to our members evenly.

5. Production

The initial plan of the product division is the menu itself, we planned that there would be 3 main menus (Martabox Mozarella, Martabox Banana, and Martabox Oreo) with 3 optional dippings (Nutella, Vanila, and Skippy). But we only made those complete menus on our first day of execution. Meanwhile in the next day we only served 2 of the main menus (Oreo and Mozarella) with two toppings only (Nutella and Vanila). It became a problem when costumers ordered the menu that doesn't exist anymore (Martabox banana). The solution is we had to offer the existing menu and convinced them that it is the best one that we have.

The next is the size of the food box. When we made the design (along with the size, color, detail, etc) and ready to give it to the vendors, we taught it would fit well with the food in it. But when the box was finished, it turned out that it was a little too big for the martabox (which we sliced it into small pieces) to put in it. So, if we look from the top of the box, the food only fills half of the box. The solution toward that problem is that we had to put a food tissue at the bottom of the box before placing the martabox. The tissue was also utilized as the oil absorber so our martabox doesn't taste greasy.

After the basic needs of Mabox Co has finished, now it's time for the additional things. It's more like the artistic needs by the way, such as the Mabox crew T-shirt, the poster design, the menu list design, the social media concept on our instagram (@mabox_co), the booth banner along with its decoration, and other design needs that has to be fulfilled. Those things didn't seem so difficult so it's not a significant problem.

On the execution days, the main problem was that we often ran out of the martabox ingredients. It gave an impact to the production process, sometimes we had to stop the production and wait for the material restock. The solution is we had to ask the additional money from the finance team and buy the new (the cheaper one) ingredients in a big amount of stock and use it wisely.

6. Operational

Execution Plan

- **Dates, Times, Places**

No	Date	Time	Place
1	11 November 2016	13.00-21.00	Rorompok
2	12 November 2016	10.00-21.00	Rorompok
3	13 November 2016	06.30-10.00	CFD Dago
4	18 November 2016	13.00-21.00	Rorompok

5	19 November 2016	10.00-21.00	Rorompok
6	20 November 2016	10.00-21.00	Rorompok

- **Description Activities**

Date	Execution
<u>Minggu</u> , 6 Nov 2016	<ul style="list-style-type: none"> • Trial & Error • List <u>peralatan untuk eksekusi</u>
<u>Senin</u> , 7 Nov 2016	<ul style="list-style-type: none"> • Foto produk • Trial & Error • Survey <u>harga bahan termurah</u>
<u>Selasa</u> , 8 Nov 2016	<ul style="list-style-type: none"> • Trial & Error • Membuat job description <u>untuk eksekusi</u>
<u>Rabu</u> , 9 Nov 2016	<ul style="list-style-type: none"> • <u>Membeli bahan-bahan makanan</u> • <u>Mengumpulkan alat-alat eksekusi</u> • Briefing dan Trial & Error
<u>Kamis</u> , 10 Nov 2016	<ul style="list-style-type: none"> • <u>Mendekorasi stand Mabox</u> • <u>Memindahkan alat-alat ke stand Mabox</u>
<u>Jumat</u> , 11 Nov 2016	<ul style="list-style-type: none"> • <u>Jualan (ROROMPOK HOTEL) 13.00-22.00</u>
<u>Sabtu</u> , 12 Nov 2016	<ul style="list-style-type: none"> • <u>Jualan (ROROMPOK HOTEL)</u>
<u>Minggu</u> , 13 Nov 2016	<ul style="list-style-type: none"> • <u>Jualan (CFD Dago) 06.00-10.00</u> • <u>Jualan (ROROMPOK HOTEL) 13.00-22.00</u>



Execution Implementation

NO	PLACE FOR EXECUTION	DATES
1	<u>Rorompok Hotel</u>	11 November 2016
2	<u>Rorompok Hotel</u>	12 November 2016
3	<u>Rorompok Hotel and Car Free Day</u>	13 November 2016
4	ITB and <u>Rorompok Hotel</u>	14 November 2016
5	ITB	15 November 2016
6	<u>UNPAR, Taruna Bakti, ITB</u>	16 November 2016
7	<u>ITB, Orphanage</u>	17 November 2016
8	<u>Rorompok Hotel and ITB</u>	18 November 2016
9	<u>Rorompok Hotel</u>	19 November 2016
10	<u>Rorompok Hotel</u>	20 November 2016

Production and Execution Reality:

Since the beginning, our target for production was 1000 box in 2 weeks of execution that consist of Martabox Mozzarella and Martabox Oreo. But, our lack of experience makes us cannot meet the target as we produce 812 Box for 2 weeks of execution. Even though we meet the Break Even Point, still we disappointed because we simply can't reach the target. The marketing team was so good on publication and connection but we overwhelmed on the order because make the dough was so hard and only few in my members can produce the dough.

Problem was dealt by Production and Execution division:

-Make the dough

This is major problem that affect our whole selling, because in my division only few that can make the dough properly. From 8 members (including me), only 3 members can make the dough nicely. And the other problems related to this was 1 Kilogram of dough can only make 20 dough that means we must get a lot human resources to make this dough.

Solution: I command all the production and execution members to involved in the process of making the dough. We studied from Risha that can make the dough. And it caused our productivity in selling raised

-Unavailable Tools

In this problems, it's been vital to us because the tools so important for our production and during the first week it doesn't went well because the unavailable tools,

Solution: I make a list for the tools we needed in the execution week and I checked since we started the production



BUSINESS MODEL CANVAS

<p><u>Key Partners</u></p> <p>Traditional Market Riau Junction</p>	<p><u>Key Activities</u></p> <p>Production Marketing Execution Financing</p> <p><u>Key Resources</u></p> <p>Physical: Rorompok Hotel Tent Motorcycle Stove Pan Spatula Knives Spoon & Fork</p> <p>Financial: Loan From SBM Rp 2jt</p> <p>Labour: Mabox crew</p>	<p><u>Value Proposition</u></p> <p>Martabak-focused Concept</p> <p>Innovative Product Idea</p> <p>Experience</p> <p>Creative Packaging</p> 	<p><u>Customer Relationship</u></p> <p>Personal Assistance (Business to Customer)</p> <p><u>Channels</u></p> <p>Direct service Delivery service</p>	<p><u>Customer Segments</u></p> <p>Student Urban people Food enthusiast</p>
<p><u>Cost Structure</u></p> <p>Food material / ingredients Transport</p>		<p><u>Revenue Streams</u></p> <p>Capital from SBM Rp2.000.000 Revenue from sales Rp 15.487.000 Profit Rp 9.015.300</p>		

1. Customer Segment

Our target is mass market because we don't really offer any speciality for a particular group of people. But to be more specific, we chose students as our customer segment because students and urban people tend to buy new products due to their curiosity and also our product is better accustomed to students and urban people's taste.

2. Value Proposition

- Martabak-focused Concept

Mabox Co. is a company focused on a sweet version of Martabak Telor. We focused on martabak because a majority of Indonesian people mostly love to eat martabak which also happens to be a dessert so usually people want more once they've tasted it.

- Innovative Product Idea

Actually, martabak is originally from India but had been modified from the taste itself so Indonesian people can enjoy it. Nowadays, there are so many martabak products; even the sweet one has already a range of varieties of taste so the price also ranges and differs, besides that Indonesian people are always curious for innovation in martabak and that's the reason why we made salty yet sweet martabak.

- Creative Packaging

While other martabaks package their products using an ordinary packaging, Mabox offers a unique and simple yet classy packaging. We put attention to the packaging and its details because usually people are more attracted visually and will rather buy something that catches their eye. Our packaging is a black box, something like a chinese take out box, and has our logo in front of the box.

- Experience

Usually martabak is served on a plate and eaten using a fork or even by hand. Other than that, if we buy a plate of martabak, we share it with others since one portion can feed up to 5 people. This would be such a waste if we want to enjoy a portion alone. Therefore, we serve a proportional portion of martabak for one consumer and while consuming our products, the customer will also enjoy an unusual yet delicious sensation. We serve our bite-sized martabak in a box which can be eaten by using a stick, so consumer will have no difficulties in eating the martabak.

3. Channels

We deliver our product by selling it directly from us. We also distribute our product by ourselves, using motorcycles, for our free delivery service.

4. Customer Relationship

The form of our customer relationship is Personal Assistance. That means an assistance in a form of employee-customer interaction. We serve our customers directly during the sales while applying the B2C (Business to Customer) terms in running our business. For those who want to order, they can simply contact us at our official LINE Account or can go directly to our stand at the Rorompok Hotel in Riau street where we will serve the customers. For product information, we use instagram as the platform so the customers would know detailed information about our product and also our business activities.

5. Revenue Streams

Our funding came from capital that SBM had given to us which was Rp 2.000.000,-. That capital we use to buy our first ingredients and packaging. Besides that, we also get revenue from selling our product, which satu box kita jual dengan harga Rp 13.000,- sampai Rp 15.000,- depends on the dippings. Meanwhile, production cost for one box is Rp 4.500,-. So we get net profit for one box is Rp 8.500,- until Rp10.500,-.

Our last penjualan berhasil menjual 822 porsi. So the revenue is around Rp 16.000.000,- and our profit is around Rp 9.000.000,-.

6. Key Resources

Physical:

- Motorcycle
- Rorompok Hotel
- Tent
- Stove
- Pan
- Spatula
- Cutting Board
- Knives
- Spoon and Fork

Labor / Human

- Marketing Team
- Execution Team
- Production Team (as Chef)

Financial:

- Loan from SBM ITB Rp 2.000.000,-

7. Key Activities

Marketing:

1. Find the target customer
2. Advertise to the target customer
3. Offer our product to the target customer
4. Decide the place for sales

Production & Design:

1. List the ingredients for making the product
2. Find the cheapest place for buying the ingredients
3. Trial and Error
4. Making the dough until become a martabak
5. Menjaga kualitas rasa
6. Design logo
7. Design poster
8. Design booth

Execution:

1. List equipments that needed for execution day
2. Preparing the venue
3. Making the dough until become a martabak
4. Menjaga kualitas rasa

Finance:

1. Make financial plan
2. Being a cashier
3. Control the cash flow
4. Save the money
5. Make accounting journal
6. Menetapkan target sales everyday

8. Key Partnerships

Our buyer-supplier relationship is our primary key partnership and our supplier is from traditional market. Other than that, we also have a partnership with package supplier in Pagarsih.

9. Cost Structure

The fundamental costs derived from our business model are divided into two, fixed cost and variable cost. Our fixed costs are gas, stove, pan, tent, spatula, cutting board, knives, spoon and fork, Rorompok Hotel, motorcycle. The variable costs are egg, flour, margarine, oil, Sago flour, salt, sugar, mineral water, fresh milk, oreo, Mozzarella cheese, nutella, skippy, and sweetened condensed milk.

The key resources that give significant expense to the business are Mozzarella cheese and cooking oil.

The key activity drive our costs is to fry our martabak dough because it took a lot of cooking oil and gas.

Our business refer to cost driven system because we decided our product price from market research which is a far comparation to the cost of our product. We also implemented economic principal, with a minimum outcome can get a maximum income.

EVALUATION of BUSINESS MODEL CANVAS

10. Customer Segments

The segments are on target because the majority of our customers are students and urban people roaming the streets of Riau. Other than students, older citizens also came, stopped by and bought our product. We think that we were spot on with our market target.

11. Value Propositions

Our value has already been delivered to our costumers, because they can enjoy our product with an unusual experience which is, they can eat the martabak in a different and more practical way. But we have a certain weakness when it comes to the taste of martabak. Sometimes, the martabak is tasteless since the filling is not spread evenly or the martabak's skin is way too thick.

12. Channels

In the beginning, in our distribution of product, we only used our personal vehichles such as our own motorcycles. But because there was such a high amount of demand in far places, we decided to use Gojek to help us where the customers had to pay for the delivery.

13. Customer Relationships

We weren't active on our social media which resulted in a lot of orders had to go through personal chats of the Mabox team members, especially the marketing team.

The instagram account was our best output because it had detailed information about our product and also had an interesting design but unfortunately we had a limited amount of followers.

On field, we were interacting with our consumers and also were effective in selling our products most of the time. We were most effective during dry evenings on Fridays, Saturdays and Sundays.

14. Revenue Streams

Our expenditures swelled on the first 3 days to buy ingredients because we didn't know where to buy the cheapest ingredients yet and to solve this problem, after the first 3 days, we conducted an evaluation and decided to wholesale-buy the ingredients at traditional market and limit the expenses until the business simulation is done.

15. Key Resources

On the first day of execution week, some equipments were left at home such as spatula and gas, therefore we had to find the substitute equipments so our time was wasted and this was the evaluation for us to be more prepared.

From the labours, some felt too tired because the shift for production wasn't planned and wasn't made either. Next, the head of divisions made the shift and positioning of each member as well as they could so every member had an equal amount of work to be done.

16. Key Activities

Marketing

We didn't reach the target sales excluding the last day of execution. This is because we didn't really force our team to reach the target because they were all already exhausted, but on the last day we really forced ourselves to meet the target because of the urgency of the last day.

Production & Design

Our booth wasn't really neat and lacked decoration so our booth was way too simple. This was caused by the size of the venue (small) and lack of tables. We didn't rent for tables because it will cost us much more so we decided to use our personal assets instead.

Because of that, for the next day, we decorated our booth ever so slightly but it made our booth more eye catching and also attracted more customers.

For the first and second day of execution, we didn't make dough, but we bought Lumpia's skin, which caused an excessive expense.

Execution

- **Messed Up Production**

So this is what was seen from the production during the production process, the messed up production was due to an unclear system of job descriptions for each members of Execution and Production division

Solution: A system was created so that the job for each member was clear to strengthen our production

- **Unavailable Tools**

Tools remain an important factor for the smoothness of our business because if we don't have the tools, it would be impossible for us

Solution: A list was made for the tools we needed in the execution week and was continuously checked since we started the production.

- **Ingredients**

The first week was pretty chaotic when it came to the ingredients because they were too expensive as a result of us buying it separately.

Solution: Bought the materials in a large amount on the market in order to get a lower price and reducing the unnecessary cost in the production

Finance

- The financial plan itself is already made with detail calculation .
- Cashier job was done good, every sales recorded properly so there were no any miss on data input.
- On the first three days, the cash flow wasn't in control because of uncertainty data (ingridients) from production and execution team.
- The amount of money in cashier and the cash flow data is karena pendataannya yang bagus.
- The accounting journal was dine and had been handed to SBM.
- We couldn't keep up with the target sales becays the difficulty on the production itself and our product took long time to be made.

17.Key Partnership

During the first few days of execution, we got our supplies from a supermarket, which is more expensive than traditional market which caused the expenses to swell. So we took action by planning to buy ingredients wholesale and in a traditional market so it is cheaper and saves lot more money. For the packaging, the vendor offered high prices, and then we searched for another vendor until we got the cheapest price and they also offered a good quality.

18.Cost Structure

We already planned the financial target but in the impletation we did not meet the target. The first day of execution was chaos, the production lacked control, planning, and sincronization with the finance team so the cashflow was not balanced. We could have minimized the outcome but the product itself was not well-planned yet but in the last 3 days we managed to minimize the production cost by limiting the capital. We targeted to sell 1000 boxes but yet again the product itself took a long time in production so we hardly reached up target. Moreover, the failure in production process wasted our variable cost.

Key Activities

- Selling Martabak
- Preparing the place for our business activity
- Cooking the Martabak
- Preparing the packaging for our martabak
- Make sure the dough is ready
- Preparing the tools for production and cooking process
- Coordinating with another division for the selling of the product
- Delivery for our product
- Record the ingredients for the production process
- Make sure the products is good enough for the costumer
- Give the job description to each member of the Execution and Production division
- Buy the good ingredients for the production

Key Partnership

- Rorompok Hotel (Partnership in place)
- Ingredients Suppliers (not literally partnership, but they very help us in production process)
- Students from other university (Help us in the selling of the product)

Key Resources

Resources was very vital in our business process so there are many resources that we need to explain:

1. People:

All of our members are vital to this, so each members of our Business had many different personal asset and resources to maximize our business into a great business

So from the members of our business we got so many assets that fortunately are correlated to our business and needs such as:

2. Cooking

Tools:

- Spatula
- Gas Stove
- Spoon and Fork
- Pan
- Cutting Board
- Knives

3. Location:

- Rorompok Hotel
- Leo's House
- Gabriella's Apartment

4. Delivery:

- Motorcycle
- Plastic

Execution Plan

- *Dates, Times, Places*

No	Date	Time	Place
1	11 November 2016	13.00-21.00	Rorompok
2	12 November 2016	10.00-21.00	Rorompok
3	13 November 2016	06.30-10.00	CFD Dago
4	18 November 2016	13.00-21.00	Rorompok
5	19 November 2016	10.00-21.00	Rorompok
6	20 November 2016	10.00-21.00	Rorompok

Execution Relaity

- *Dates, Times, Places*

NO	PLACE FOR EXECUTION	DATES
1	<u>Rorompok Hotel</u>	11 November 2016
2	<u>Rorompok Hotel</u>	12 November 2016
3	<u>Rorompok Hotel and Car Free Day</u>	13 November 2016
4	ITB and <u>Rorompok Hotel</u>	14 November 2016
5	ITB	15 November 2016
6	<u>UNPAR, Taruna Bakti, ITB</u>	16 November 2016
7	<u>ITB, Orphanage</u>	17 November 2016
8	<u>Rorompok Hotel and ITB</u>	18 November 2016
9	<u>Rorompok Hotel</u>	19 November 2016
10	<u>Rorompok Hotel</u>	20 November 2016

DIFFERENCES BETWEEN PLAN IMPLEMENTATION

- The place of the production divide into 2 places: Leo's House and Gabriella Apartment
- The system of Production Team
- The target customer for our customer
- Wider range of delivery area

CHALLENGES AND HOW WE OVERCAME

1. The tired members

Basically, this is the fault of the execution and production system because me as a head of this division had not made any clear system to do, so I made the system for the job description of the members. Fortunately, my systems worked well until the end of the selling timeline

2. Lack of Tools

Because the system didn't work well, the production almost got ruined. After we knew about what is not available on our location we collected the tools needed for the production directly.

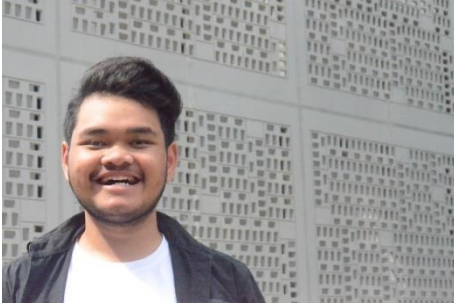
3. The Mixed Emotions Among Our Members

This part is the most interesting part, because it consists a lot of drama and from this part we felt so many values we can get from this Business Simulation. We learned about each other habits, tolerance between members and other relationship things.

APPENDICES

MEMBER PROFILES

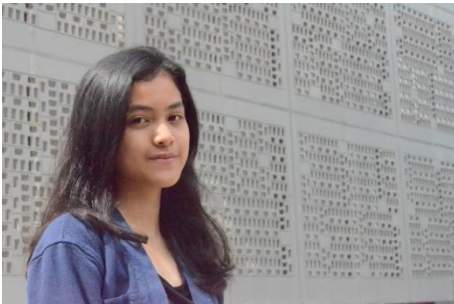
Rais Azis Hakim -19716153 - CEO



I'm so proud to be the CEO of this company and I adore the hardwork of my member team! We have been through our hardtime at the execution days and I'm sure we got so many lessons from this Business Simulation. As a leader, I preferred to give an autonomy right to the divisions head.

On the execution days, My contribution are mostly distributed or help the execution division. Because It's the fact that it division is lack of member and they already tired. Overall, the mabox team work is good and they already did their best. Thanks for your contribution!

Anastasia Zulfa -19716302 - Secretary



On preparation week, I helped marketing division and execution division on making the report. I also made the marketing timeline with the marketing division.

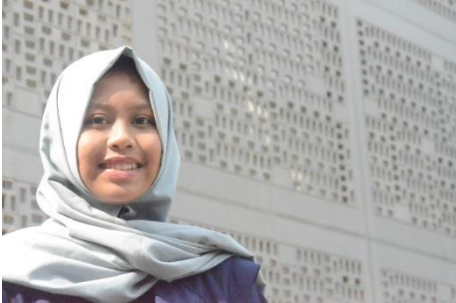
On execution week, my job as secretary is not really necessary that's why I was being a part of execution division where I made the martabak. But unfortunately on the first week of execution, Friday, I can't attend to Rorompok because I was a talent for Wahana Trapped for two days from Friday to Saturday. But on Saturday, I attended Rorompok to help the production team and marketing team from the morning until afternoon because I had to go back to SBM to be Trapped talent. Technically, I worked behind the kitchen when execution, and when I'm tired I went out to delivery martabak and promote the ready stock martabak to people that walk across the road. On Sunday, we sold our product in CFD and through delivery. I helped the production team again in making the dough and filling it.

On weekdays, I also helped the production team. But not as intense as production team. Unfortunately I was sick, so I can't help the production team on Friday and Saturday. I haven't recovered yet from the illness on Sunday but I insisted to go to Rorompok around 6 pm. Through the day, I promoted Mabox to relatives and friends and they want it to be delivered, but unfortunately the production went chaos where the gas went empty, and all the orders wasn't fully made so some of my friends canceled their order since they already waited for too long.

By what I have done for these 3 weeks, I knew that our market is young people. Because when I offered to older people like parents, most of them declined. But there are also young mother that bought our products. I also knew how to make Martabak's dough and day by day I have progress on how fast I make one Martabak. From marketing, actually it wasn't that hard to persuade your own friends to buy Mabox, even stranger would be a lot easier if the stranger is a friend of friend. But it is very challenging when it comes to promoting to stranger. Like what I did on Riau street, I walked from Rorompok Hotel to Grand Serela Hotel with two people

from marketing division but none of stranger want to buy Mabox. That's why promoting from our closest friends (word of mouth) is the most effective way. They can tell they family and friends about our product and so on.

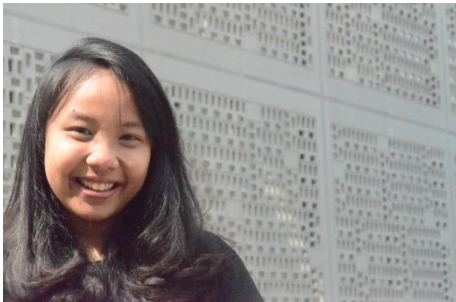
Ken Garudajati Pertiwi – 19716089 - Head Of Finance



The first time gather with my group, I feel uncomfortable with my group at the time. However, after I'm trying to adapt to them and try to get out of my comfort zone, finally I can adapt with them. When the first day, I was also appointed as Head Of Finance. It was feel happy but also I feel a little confused. I feel happy because I was given trust held the position of that, but I'm also worried about not being able to work well, because this is my first experience to engage directly with

the business. At first, in my division there are only two people, they are Me and Vania Adinda. However, I suddenly received a new member on my division, he is Ainaya Irham. At first, I felt confused, because he was in another division. But, I received Ainaya Irham as a new member on division of finance. When I first get a job as Head Of Finance, I try to first understand the character of each my member. Understand their character, I think is important. Then, finally I started to think about the division of task to be done by us. However, first task at division of finance I'd do it myself without their help. But, after the first task is over I began to discuss with them about the result of the cash flow plan (report) that I'm working on. At the time I accepted the suggestion and criticism in a report that I made myself. But, after the first task over, our division have the clearly job and uneven job. I divide the main job in my division. First, the responsibility for the cash flow of Production Division. Second, to hand the cash flow of Marketing Division. Last, a job to make accounting in every activity and cash flow for every day activity. Although I was on the Division Of Finance, I also contribute in the production and execution. I'm making a material production of main company. I also help marketing to sell and introduce of our product to other people. I think, help the job of another division is the job together to ensure the success of our business. And finally, we finish this task with the best part of me.

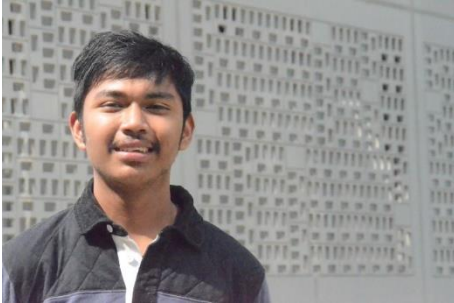
Vania Adinda – 19716188 - Finance Staff



I am member of finance division in the mabox company. My task was to arrange cash flow and decided how many boxes that we would sell and also decided the profit target for our company. At the first week, Me with Ken and vania adinda already created our cash flow in the beginning preparation day. My job is to count HPP of our product. For trial and error, we did it at my house. Also i took a part for brainstorm our product. At my opinion, our product and HPP is very suitable to gain a big

profit so then we came up with Ma Box idea. For finance proposal, our team has been accepted earlier than many other team! I really happy for that.

Ainaya Irham – 19716257 - Finance Staff



I am member of finance division in the mabox company. My task was to arrange cash flow and decided how many boxes that we would sell and also decided the profit target for our company. At the first week, Me with Ken and vania adinda already created our cash flow in the beginning preparation day. My job is to count HPP of our product. For trial and error, we did it at my house. Also i took a part for brainstorm our product. At my opinion, our product and HPP is very suitable to gain a big profit so then we

came up with Ma Box idea. For finance proposal, our team has been accepted earlier than many other team! So then we go forward to execution day. In the execution day, i also involve to production and executing team. I provide most of fixed cost that needed for the team. And for the financial job, i am in charge for make sure that production was not overprice. At the execution day, there was a chaos in the production, so then the finance become overprice. So for the rest of execution day, i decided to give a minimal ammount of money that already plant. Then after that, the finance began to balance and we gain profit for the rest of the day. In the end of the execution day, we count the profit and we got almost 9 million. It was not meet the target but i got so many priceless lesson. Those days thought me to be responsible with your job desc, and also understand that every person have their own strength and weekness. So we can maximize the strength and be patient for their weekness but still responsible. From this simulation business i also learned that finance team have to be strict and careful about money.

Thariq Nabel Ikram – 19716243 – Head of Product and Design

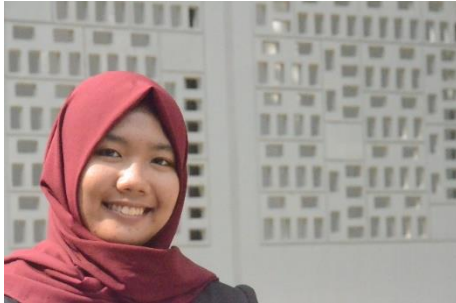


As the head of product and design in the preparation week, my job description is to plan the menu list which I did in a collaboration with the execution division. The next step is the packaging, I design it with the concept of chinese food box. The color of the packaging is black with the “Mabox” symbol at the center of the box so it really looks symbolic. I also design the whole needs of Mabox Company, such as the logo, poster, crew t-shirt, social media promotional content, venue concept and its

banner. Those things I did with a discussion and agreement with the company member. And at the end of preparation week, The Product and Design division conduct a photoshoot for the whole company member, so we can post it on our social media as one of marketing strategy.

On the execution week my job desc is as a documenter (which took photos of the costumer and the execution itself) and quality or product control, such as checking if is it the right order or not, preparing its packaging, etc. And with the marketing division, I made some promotional posts for instagram (@mabox_co) and Line to attract more costumer. I'm more like the content maker or editor and the marketing staff as the caption maker or suggester that gonna post it on their social medias. What i've learned from this Business Simulation is on how to work under pressure and timeline, how to get your jobdesc done, and how to face real life business with real costumer. It's all new experience for me and it means a lot! Best regard, Thariq.

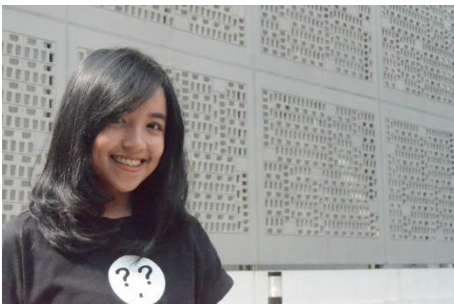
Laras Luthfiyah – 19716009 - Product and Design Staff



I am pleased to reflect on my experience this semester in Simulation Business. I feel that it was a successful class which taught me a lot of insight regarding how to function in a team and as an individual. Personally, I do enjoy cooking and designing so this course is like an oasis in this hectic year of a first year student like me. Growth of our company, Mabox, in this simulation very interesting and gave us many valuable

lessons. We learn about the Management Process (Planning, Organizing, Directing, Controlling) and also Management Function (Strategy, Marketing, Operation, Finance). The Product and design team performance was a huge success in my mind. In D-Day, we join the Execution team to make the Martabak all by our hand. We work hard every day for producing the finest product as we can. We grow this company with our blood, sweat and (literally) tears. We even have to get back home very late to clear up the location and also to prepare the dough we use for the next day. I myself was never home before midnight riding the motorcycle while fight against the fear of *begal* who could have been in operation. However, I feel that our roles were pretty much evened out. With some things happened back then such as arguing each other because everyone felt tired, I think it was a pleasant change and offered some excitement to the team while working on the business. Although I feel that our performance could have been better if we working on it more thoroughly, in the end I think it exceeded our expectations and I'm glad I had this experience of working with the team I was in.

Assyifa Fauziah Nanda Putri – 19716253 – Product and Design Staff

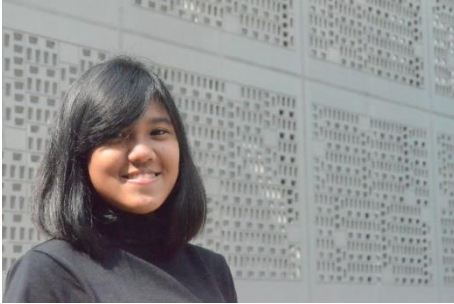


I'm Assyifa Fauziah Nanda Putri 19716253. I'm a member of Production Division in MABOX Company. On the preparation week I did some trial and errors for the product, I made the dough which is the hardest part in production. I did the trial and errors with 2 others production partner who are Risha and Yura but we also get help from Agisti and Xena from marketing division. In the execution week I have a responsibilities to produce the dough everyday and make it

ready to be fry because my CEO told me, risha, and yura to do that because no one else can make the dough except us. I also have to bought the ingredients to make dough.

We always have a target each day so we produced the dough based from the target and if we don't reach the target on that day, we are all discuss to find a solution so we decided to sell the product on Monday-Thursday to cover the target before and we did reach our goal because we all have the same goals for this company and we tried our best to reach it. I've learned so many lessons from this simulation business because behind all of the problems we faced there are the best lessons we could have.

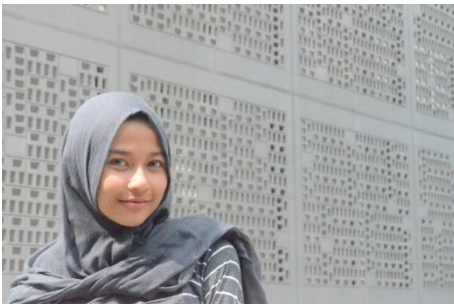
Gabriella Nadya Larasati – 19716004 – Product and Design Staff



This whole time during the preparation weeks until the execution weeks, I realized that my group alone has been through a lot of things. We discussed on what we were going to do for this business simulation, we debated, we arranged the organigram, and we finally decided on what we were going to do, which is creating 'Martabak in Box' or called 'Mabox'. As a member of the production team, I think I've contributed a lot for my group. During the preparation weeks, my friends and I in the production team, we did trial and error of our product. We tried 4 varieties of martabak that we thought will taste good which are banana, fish meatball, oreo, and mozzarella. But at the end we decided to only sell oreo and mozzarella as the fillings. Beside doing trial and error, I also helped the execution team to find a proper packaging for our

'Mabox'. I lent my car and accompanied them to find a cheap but great packaging for 'Mabox'. After we're done with preparations week, we entered the execution weeks. During the execution weeks, of course everyone was feeling super hectic including the production team. We need to make the ingredients for martabak that we were going to sell but because we didn't really have enough people in our team, the members from the other team helped us produced the product. We were helped a lot and because of their helped, we succeeded in creating 'Mabox'. For me personally, these past two weeks were one of the hardest weeks ever since it was my first time doing 'real' business like this but I couldn't deny that I got a lot to learn from this business simulation.

Andriaty Kusumaningrum – 19716008 – Product and Design Staff



I'm one of the member in Production team. My contributions in MABOX CO on preparation week are first contributed for the idea of the type of food we wanted to sell and then i tried to make martabak's dough and trying so hard to make it thin but unfortunately me and my team couldn't achieve that. Then I helped trial and error such as shopping, making dough and make it thin enough, try several toppings that for me all of them tastes really good. And i also helped the execution team searching and surveying the vendor for the packaging. I'm the one who negotiate the price and make the price become lower because of my experience in bargaining prices. On the first execution week i actually didnt helped much because i already have a job deal in jakarta that i cant cancel. that situation made me have to ask for a permission to my CEO for not attending on Saturday and Sunday. But in exchange, i helped to prepare and cook for a whole day in Friday (before i went to jakarta). When we tried to sell on weekdays i helped to make dough at night and also make it thin at day, put the topping in and then cooked it. I thanked the Bussiness simulation so much because though i know that working is hard, working is tiring, i finally know how hard it is working together with lots of people (i'm a freelancer makeup artist so i work alone) and i also know the "real" people character and their mindset. It makes me more aware of picking out a partner. I hope for the next project it'll be more fun and also less stressfull

Dariola Djati – 19716081 - Head of Marketing



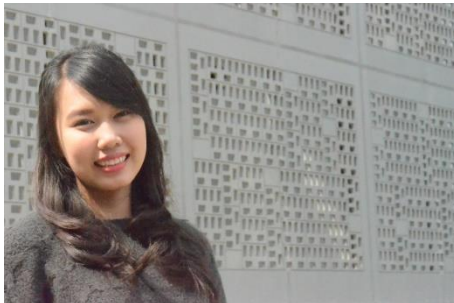
I've learn a lot from this business simulation.

First, being a Head of a division in a company is really hard, because that i need to supervise the work of my subordinate, make the system of the division and hear what they thought about the work of the system

Second, Professionalism is really needed when it comes to work with a friend, because business is about making money and that means there's no making fun of it, i meant that

we can enjoy doing business but we can't make fun of the system. Also we need to be strict whether they are your friend or not. If they lack contribution then the company wouldn't ran well

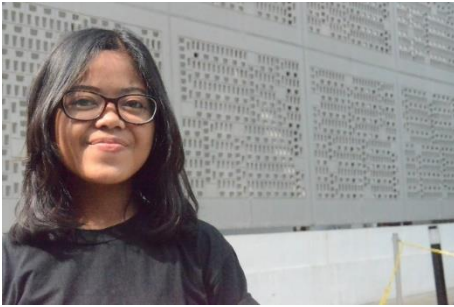
Pauline Xena – 19716316 – Marketing staff



I am a member of Marketing Division in Mabox Company. My first week to do this simulation business is to help production division and execution division to make Trial and Error "adonan martabak". We do this many times to make a good and crispy martabak and at the end we can do that! At second week, marketing division has a job desk to publicate mabox at high school, itb, other university, etc. We introduce mabox by asking them to help us by taking picture with mabox logo and share that

photo to their instagram. Me and Vania as a marketing division members have a jobdesk to publicate mabox at ITB area and ask other faculty to help us. In execution week, me and other member in marketing division have a job to make people come to our stand. we also sell mabox at ITB, Unpar, Riau street and many school at Bandung. We have a free delivery service order for people who buy mabox minimum 3 box. We also have a pre-order for people who are in ITB area. At execution week, marketing division also help production division and execution division to fulfill our selling target. Even I am tired because almost everyday selling mabox, but I feel so happy to do that because I can know more people, I can reunited with my Highschool fiends and also I can have so many lesson from this business simulation project. Most of all I want to say thankyou to all of mabox crew! And also to SBM because of this project, I can learn so many things and I can have a experience to do real business.

Agisti Handayani Mahmudah – 19716161 – Marketing Staff



I'm a member of Marketing Division in MABOX Company. I remember the first week of simulation business, each division should make a report about RAB and jobdesk. Our team make this. After that, me as member of marketing division help production and execution division to Trial and Error to make adonan martabak. We spent a lot of time to make martabak with the best quality and of course the taste must good. And hamdallah we can do that! In the second week, the marketing division has a job to publish mabox to all young people, especially in high school, ITB, etc. Me and my friend, Amel assigned by Dario as the head of the marketing division to publish it to SMAN 3 Bandung. We introduce mabox by asking them to help us by taking picture with mabox logo and share that photo to their instagram with an interesting caption. In execution week, me as a marketing division member required to attract customers to come to stand mabox. if visitors at our stand is quiet, we are required to selling around at Riau street. And in Mabox company we have a free delivery order for people who buy mabox minimum 3 box. But marketing division also help production and execution division to fulfill our selling target. Ya I know that my job as a marketing could make me feel so tired but im happy because from here I got so many lesson like I can see that all the job was not easy, I know a lot of people from here, I can meet my old friends, I can see that solidarity is the main thing in working together, I can have experience to do real business. And last, I want to say a big thanks to all the crew mabox company that has been willing to cooperate and sacrifice a lot of energy!

Amelia Velika – 19716156 - Marketing Staff



In preparation week, I got a job from head of marketing to do costumer survey. I found out their name, age, job, what their food needs, what they want about food, how they response about our future product and ask their suggestion for our future product. Each member of marketing must interview 2 different person. Me and all of my company member posted Mabox photo to promotion in our own instagram. Me and marketing team made bubble text together for promotion with "Mabox Kuy" and "Duh pengen Mabox" bubble text. Me and marketing team also did promotion in ITB, Parahyangan University, SMA 3 and SMA 5 Bandung. I got a job to did promotion in SMA 3 and SMA 5 Bandung with Agi, Chirag, Tasya and Dario. We told them what product we will sell, where and when we will sell. We also asked them to take a picture with our bubble text that we made before and post in their instagram and tag @mabox_co. In execution week, I offered all of my friends in Bandung via chat to come to Rorompok Hotel and buy Mabox. I also tell them that Mabox can free delivery so they don't need to come to Rorompok Hotel and stay home if they are lazy to come but want to taste Mabox. I made broadcast to all of my group in line to promote Mabox and suggest them to buy Mabox. I hold line@ of Mabox too. I replied chat of people who want to order Mabox via line. I came to Martetown in Husein Sastranegara International Airport to offer Mabox. I also helped Execution and Product team to make Mabox's order because Mabox's order is excessive and customer requested to quickly ready. I helped Execution and Product team to prepare Mabox for sell in CFD and Rorompok Hotel too.

Florentina Vania – 19716070 - Marketing Staff



My roles in Mabox company from Marketing division in a preparation week is first I promote and introduce our brand “MABOX” to my close friends, and then we (Marketing Division) expand it to ITB students from other faculty, we divide marketing members into 3 places ,first in ITB, second in SMA 3 and third in SMA 5. We promote and try to get people attention to our brand by explain about what will be our product in the execution days and also invite them to our execution day, we also promote MABOX in social media, you can check in instagram

#YXGmabox. For the execution week there're a lot of works I did, but the main job for me is sell our products and get a customer as much as possible. There're two kind of approach to customer I did back in the execution week. First, by promote directly to customer, for example I speak to them about mabox and how delicious it was. Other example that I did is by offering mabox to people in CFD, ITB, Parahyangan University, and in Riau Street. The second approach I did was by social media, I promote Mabox in Line by sharing the Mabox product images and delivery service through SBM group, etc. Turns out this kind of approach is kind of effective because people tend to buy our products by delivery. In marketing we also have target to achieve in one day, for example each of us have to sell Mabox 17 boxes. Honestly it sounds hard at the first time but after I work as hard as I could, I always reach the target we established. I also help my friends from production division for making the ingredients of our martabak since in the first week execution there were a lot of Production member that were not able to do their task because they didn't come(they have an urgency). Even I did a lot of works and spend much energy also times, I'm glad I have such a supportive team, I believe together we could reach our mission.

Chirag Zaveri – 19716215 - Marketing Staff



I am a member of the marketing division in the Mabox Company. The first week on the job, my task was to find potential targets and do a survey wether they were interested in our product or not. Besides that, i also helped a bit in the trial and error of making the martabak. The second week the task got a tougher, we had to promote our product to high schools and also other campuses. What we did was ask them to hold a "bubble" and we took a photo of them with the bubble, which was later

published on our instagram feed. The third and final week was our execution week and boy was it tough! Everyday we were busy selling, selling and selling! It was really tiring but also really fun and exciting as well. We were set up in rorompok hotel in jalan riau but we also were open to pre order and free delivery anywhere in Bandung as long as the minimal order was 3 boxes. Our final day was the most tiring and challenging because the marketing team had to sell at least 17 boxes in one day! Firstly i felt like it was impossible but i then pushed myself and by the end of the final day, i managed to sell 20 boxes! It was an amazing experience and i enjoyed every day of it. I also learned how to approach people better and help my other friends when they're in difficulty as well

Leo Vickozy – 19716054 - Head of Execution



I am so happy to be part of this company because i got so many values that i can get in theory. So in this company my role was Head of Execution and Production. I take this role because my interest in Operation Management.

In the preparation week, we do some brainstorm to make sure this product was good and customer will like it. Even though there is a little drama and clash during the execution phase, fortunately we still doing well during this time.

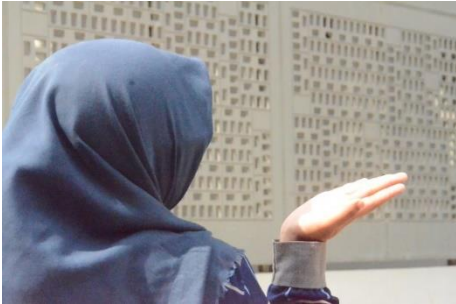
Yura Armianty – Execution Staff



Nama saya Yura Armianty yunior sebagai anggota divisi eksekusi, ketika saya melakukan tugas ada beberapa kendala yang saya alami selama menjalankan bisnis ini. Pertama ketika awal saya menjadi divisi eksekusi belum memahami apa itu eksekusi yang sesungguhnya, ternyata eksekusi itu adalah pengatur berjalannya bisnis. Awal awal saya mengikuti proses/tugas yang diberikan ketua divisi saya tetapi sempat terjadi miss communication antara ketua dan anggota tersebut, saya merasa pada awalnya ketua divisi saya memang kurang tegas dalam memberikan tugas dan melempar tugas tugas yang seharusnya untuk dia kepada anggota atau divisi lain (contohnya kepada kadiv product) dan ketika eksekusi berlangsung 3 hari pertama kadiv eksekusi berhalangan hadir karena kadiv sedang pergi ke luar kota. Kelompok kami tidak mengadakan simulasi bisnis pertama karena persiapan alat yang kurang, mengapa? Saya diberi tugas oleh kadiv supaya membuat list alat dan mendata siapa saja yang mempunyai alat tetapi anggota anggota lain tidak merespon dengan cepat dan ketika saya tagih malah menjawab iya tetapi baru dibawanya ketika hari h.

Komentar saya terhadap CEO saya, dia kurang tegas dan saklek dalam menegur maupun memerintah semua divisi divisinya, seharusnya dia mengumpulkan semua kadiv lalu melakukan briefing tetapi malah semua anggota divisi termasuk kadivnya briefing bersama hal itu tidak efektif karena masing masing anggota divisi tidak akan terbuka dengan keluhan atau pendapat yang akan disampaikan. Kesan dalam mengikuti simbis ini campur aduk sekali dan masih harus banyak belajar dan berlatih kembali. Terutama harus memilih anggota divisi sesuai asset yang mereka punya dan keinginannya kalau tidak anggota anggotanya akan kerja kurang maksimal.

Nabila Luthfia –19716202 - Execution Staff



From this business simulation, I learned so many things for 2 hectic weeks. Because our product is not usual product that already available before because its rare to find. We have difficulties to find the best recipe for our Mabox. I try 3 times with martabak maker and try to make the dough with our team. If we cooperate with martabak maker its impacts with the production cost. So we decided to make our dough and produce it by ourself. The way we make Mabox, we need a long time to make dough, turn it into layer and filled it with mozzarella, oreo or banana. And fried it again. Honestly it needs a longer production then other products. As an execution I have to be ready for preparing all the things that we need for production and places for selling. We list all that we need, clean up all the thing before and after execution. Its such a tired things because we work from the afternoon into the night aroun 23.00 . But actually I enjoy it so much because I can learn how to be a real hardworker. If we have misscom we should be patient and understand each other, that's how we can continue our work and repair it together. Actually the mistake that we usually repeated is not on time when execution. The impact is we get more tired because we should to be hurry for preparing all the things. In this business simulation not teached me how to get higher profit but teached me how to get the value from the mistaken. This business simulation make me to be on time person and ready for all condition that possibly to be happens, especially in production activity.

Jone Boy Simbolon – 19716264 - Execution Staff



I am a member of Execution Division in Mabox Company. My first week i do with my company in this simulation business is helping Production Division to make Trial and Error "Adonan Martabak". While doing Trial and Error, we almost always fail. We always try and keep trying to make a good and crispy martabak and at the end we can make a very good Martabak. At second week, we(Execution Division) and Production Division prepare all the tools and materials we need in Execution week. We also looking for our location in our stand in Riau Street. Our stand located in front of Rorompok Hotel and plan how we will compile our stand. At the execution week, Production and Execution Division and also Marketing Division cooperate to fullfill our selling target. Execution and Product Division make Martabak and Marketing Division sell it, but actually all of us cooperate to help every division. We are so happy because we can fullfill our target. After this Simulation Business, i feel so tired because almost every day we make Martabak and sell it too, but i feel so happy because by this Simulation Business i am getting know all my friend in our company. We also work, tired, go home late together and we are happy to do this. And the highest level of my happiness is THE RESULT DON'T BETRAY OUR EFFORT.

PROMOTIONAL MATERIALS

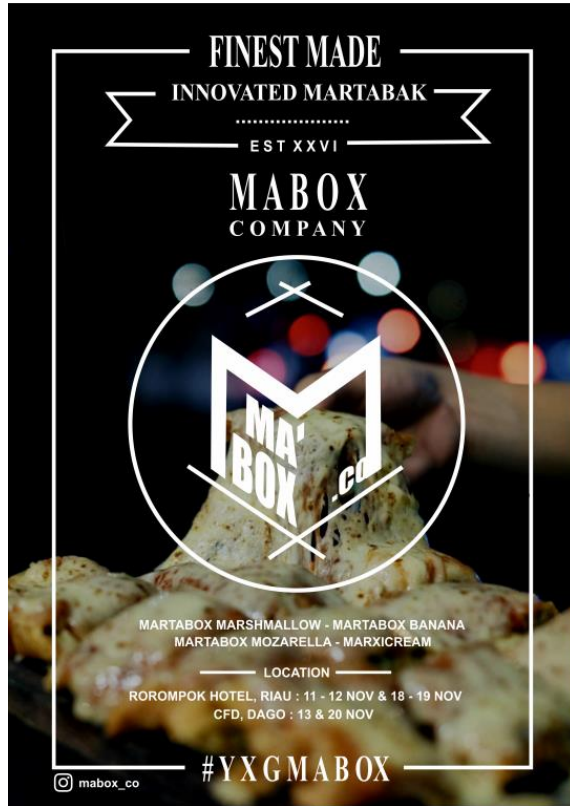
1.1 Instagram

We did a promotional strategy through instagram : [mabox_co](https://www.instagram.com/mabox_co) ([instagram.com/mabox_co](https://www.instagram.com/mabox_co)).

Here's some of our posts:



1.2 Poster Spreading



1.3 Line Broadcasting



CAPTION OF SOCIAL MEDIA ACTIVITIES

2. Caption of Social Media Activities 2.1 Instagram Promotional Posts



“ FREE DELIVERY for minimal purchase of 3 Mabox!
For order and contact our official Line account: @uox2785d “
#YXGMABOX



“ Today is our last day! So don't miss the chance!!
Come taste the MABOX sensation at Rorompok Hotel Jl.RE Martadinata no.25, Bandung “
#YXGMabox



“ Mereka aja kuy, masa lo ngga?”
X X X
Spot us today at Rorompok Hotel Jl.RE Martadinata no.25, Bandung “
#YXGMabox

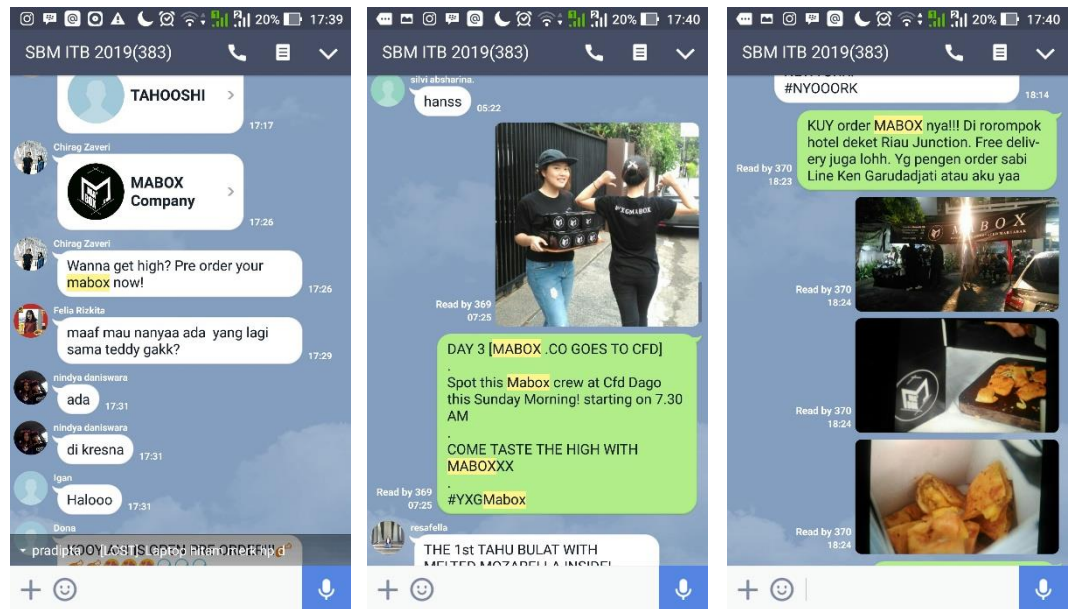


“ Satisfied costumer on our first day!
X X X
Spot us today at Rorompok Hotel Jl.RE Martadinata no.25, Bandung “
#YXGMabox



“ [BESOK BANGET !] Mabox Kuyy!
Boxing out this Friday until Sunday, also next week. Find us at Rorompok Hotel! “
#YXGMabox

2.2 Line broadcasting post



BOOTH LAYOUT

Booth Layout





MISCELLANEOUS

MABOX last day of execution



Cash Flow

- Execution

Laporan Arus Kas			
Arus Kas dari Kegiatan Operasional			
	Penerimaan Penj	Rp 13,260,000.00	
	Bahan Baku		Rp 1,865,750.00
	Topping		Rp 843,000.00
	Biaya Kemasan		Rp 1,836,000.00
	Biaya Pemasaran		Rp 12,000.00
	Gas		Rp 96,000.00
Arus Kas dari keg Pendanaan			
	Modal	Rp 2,000,000.00	
	Pengembalian modal		Rp 2,000,000.00
		Total	Rp 8,607,250.00

- Plan

Modal		Rp2,000,000.00				
Jumlah yg terjual	Tgl	Pendapatan Hari Ke-	Total			
103	11/11/2016	1	Rp 1.383.000,00		Pendapatan	Rp 15.487.000,00
136	11/12/2016	2	Rp 1.788.000,00		Pengeluaran	Rp 6.471.700,00
68	13/11/2016	3	Rp 884.000,00		Profit	Rp 9.015.300,00
50	14/11/2016	4	Rp 674.000,00			
26	15/11/2016	5	Rp 352.000,00			
72	16/11/2016	6	Rp 966.000,00			
63	17/11/2016	7	Rp 823.000,00			
94	18/11/2016	8	Rp 1.292.000,00			
124	19/11/2016	9	Rp 1.600.000,00			
200	20/11/2016	10	Rp 3.000.000,00			
37	21/11/2016	11	Rp 725.000,00			
973			Rp 13.487.000,00			

- Reality

Modal	Rp2,000,000.00					
Jumlah yg terjual	Tgl	Pendapatann Hari Ke-	Total			
103	11/11/2016	1	Rp 1,383,000.00		Pendapatan	Rp 15,487,000.00
136	11/12/2016	2	Rp 1,788,000.00		Pengeluaran	Rp 6,471,700.00
68	13/11/2016	3	Rp 884,000.00		Profit	Rp 9,015,300.00
50	14/11/2016	4	Rp 674,000.00			
26	15/11/2016	5	Rp 352,000.00			
72	16/11/2016	6	Rp 966,000.00			
63	17/11/2016	7	Rp 823,000.00			
94	18/11/2016	8	Rp 1,292,000.00			
124	19/11/2016	9	Rp 1,600,000.00			
200	20/11/2016	10	Rp 3,000,000.00			
37	21/11/2016	11	Rp 725,000.00			
973			Rp 13,487,000.00			

- Income Statement

Laporan Laba Rugi			
Penjualan			Rp 13,322,000.00
Beban Penjualan			
	Biaya Bahan Baku	Rp 2,139,440.00	
	Topping	Rp 406,560.00	
			2,546,000.00
Biaya Operasional			
	Biaya Kemasan	Rp 1,420,400.00	
	Biaya Pemasaran	Rp 143,500.00	
	Eksekusi	Rp 176,800.00	
	Gas	Rp 170,000.00	
	Sewa Tempat	Rp 15,000.00	
			Rp 1,925,700.00
			4,471,700.00
	Laba Bersih		8,850,300.00

What was originally planned and what actually happened was different. The difference occurred in the pricing of the raw materials, marketing budget and the price of gas as well which experienced over pricing. Although that happened, we were still able to cover it off by receiving extra demands.