

# FINAL REPORT

## BOXOBOX



INTRODUCTION TO BUSINESS

MB1011-2015/1016

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## IDENTITY

A. COMPANY NAME : BOXOBOX

B. LOGO :



Logo BoxoBox memakai warna hitam untuk memberikan kesan mewah. Bintang 5 untuk memberikan kesan bahwa produk boxobox high quality. Bentuk gerigi di sepanjang lingkaran menggambarkan bentuk packaging boxobox yang menyerupai bentuk gerigi. Dan pemilihan font yang elegant untuk menambah kesan luxury dari logo tersebut.

C. TAG LINE : “Diobox pisan euy!”

D. SOCIAL MEDIA : 1. IG: boxobox\_

# CODE OF ETHICS

## **A. Be Kind**

Be kind and courteous to others, especially customers and our vendors. Give a good impression wherever we are and have integrity.

## **B. Give the Best Quality**

Quality is the main thing that we provide to customers. We have a commitment to make the best serving quality and the best quality product.

- 1) Best Ingredients
- 2) Provide clean and comfortable place
- 3) Makes sure that our product is safe and healthy for customers
- 4) Zero-trash, all trash and waste managed properly.

## **C. Customer is Our Top Priority**

Customer satisfaction is a measure of our satisfaction.

## **D. Strong and Collaborative Team**

Make a good relationship to all employees. Respect and appreciate each other. Always open to every employees if there is problem and discuss the problem to reach a best solution to solve the problem. Togetherness is the key to reach our success.

## **E. Supportive Competitor**

We do a sweet competitive business, which means that we are supportive competitor. We do not cheat or doing something unethically to other competitors. We respect their rights and we do not interfering other businesses. We also has a principle that we are opened to others, which means that we are pleasure to share what we have in developing this business.

# CONTENT

## A. EXECUTIVE SUMMARY

Boxobox is the company that runs the culinary field. Boxobox want to give flavor and a new sensation for food lovers. Sensation of taste and also the uniqueness of the packaging that we serve in this company will bring people to curious to Boxobox. May the name of the company is not overly describe about the food, but more emphasis in packaging that resembles a box. However boxobox want to give a surprise of a unique box in which there were so tasty refined cuisine in it. With the uniqueness that we have, we want to sell our products in the market to all circle. However our products were designed to be sold to young people because young people today is looking for something unique and eye-catching, or can be called something "Hitz". Boxobox has been operating around the Riau which has a relatively high level of the crowd because the number of factory outlets there.

See the number of people who like to do culinary tour in this time and because boxobox will only be open for 2 days so we chose culinary business because the culinary business is a business that is safest to get a return on capital within a period of 2 days. We chose chicken as a main menu because the chicken is food that is common and almost everyone likes chicken and chicken we sell more like snacks that many people who like to eat snacks. Our company's name was inspired by the situation today where people like something unique and eye-catching. So we create unique packaging that people can have more appeal aside from the taste of our product.

Boxobox sell food and beverage comprising:

1. Chicken litel
2. Dessert Bowl

### 3. Montea

Our menu consists of a wide variety of foods. Hot food, ice cream and ice or hot lemon.

With a variety of menus that we have, we will emphasize good service to customers. Good service will make customers comfortable and satisfied when buying at our booth.

By having a delicious menu and good service we have profit opportunities in this company.

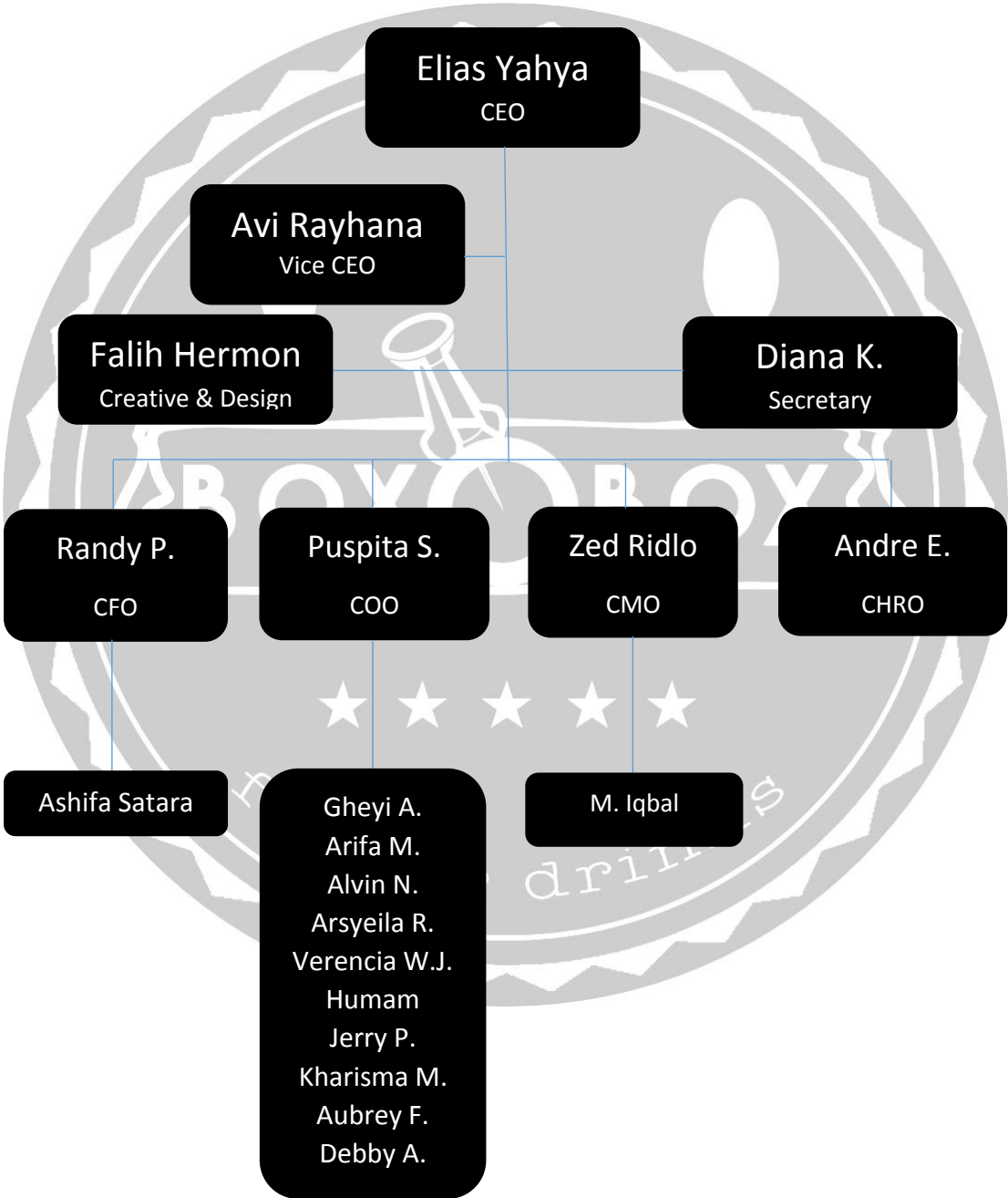
With an existing connection in the Bandung area, we can take a lot of advantages, for example:

1. Getting a place
2. Get a distributor of raw materials
3. Get equipment
4. Extensive marketing activities

With rival among other companies, we do not consider it as a difficulty but an opportunity. Where we can show that the added value of every company can be a differentiator and a means of mutual support between companies with the advantages of each company.

And with the existing capital we will maximize the use of money as good as possible. Dividing people into divisions that have a clear job description so this company will go well with the planning, organizing, actuating, and controlling system.

B. ORGANIZATION STRUCTURE



## C. PRODUCTS

### 1. Materials Purchasing and Supplies

As operation team, first thing we do was market research for our main menu “Chicken Litel” and our signature beverages “Lime-On” and “LeMilk” began on the early of November until November 19<sup>th</sup>, 2015. For “Ice Cream Mochi” we already had a supplier because we were not looking for the cheapest one, but we prioritized the flavor and the quality of the ingredients. Therefore, we contacted any member’s close-relations to be our supplier. As for the places we visited for market-price comparison are: Pasar Simpang Dago, Borma Dago, Superindo Dago, Tbk Kijangmas, and IndoGrosir. We did not buy anything online.

Materials Price (Rp)	Pasar Simpang Dago	Borma Dago	Superindo Dago	Tbk Kijangmas	IndoGrosir
Kecap Asin	5.000	3.300	-	-	3000
Minyak Goreng/2L	-	20.000	19.500	-	18.000
Gula	15.000	13.000	11.000	-	15.000
Tepung Roti	18.000	33.500	-	17.000	-
Merica	1.000	1.300	-	-	-
Tea	-	12.000	16.000	-	-

*\*for other ingredients that are not listed above we already had fixed supplier for those items.*



Here are some of the conclusions and the actions that we made regarding to comparison of market-price that we did:

- a. The fresh raw material in Pasar Simpang Dago is the most inexpensive among other choices. However, other materials that have longer freshness are more expensive so we decided to search in other markets.
- b. The main ingredients such as Kecap Asin and Minyak Goreng Refill were bought at IndoGrosir because the price is cheaper and we needed in a huge amount of it.
- c. All the ingredients were provided in Borma Dago, but there are only Minyak Goreng 5L and Tea that were cheaper than any other markets so we decided to buy it in Borma Dago.
- d. In Tbk Kijangmas, we bought all the four seasoning that were needed to season our Chicken Litel, it was because the seasonings in Kijangmas is highly-qualified and the price was cheaper than any other suppliers in Pasar Simpang Dago. We also buy the bread crumbs here because of the quality of the bread crumbs is also high-qualified.

## **2. The Procedure**

- a. Chicken Litel ★ ★ ★ ★ ★
  - 1) Prepare all ingredients that we need to make a pack of chicken litel.
  - 2) Prepare the chicken breasts, cut them in thin pieces, and pound them with a meat pounder until they're evenly flat.
  - 3) Pour 1kg of chicken breast that has been washed with 2table spoon of lime, to reduce the strong smell of the rare chicken meat.
  - 4) In a large bowl, mix 70 ml of salty soy sauce, minced garlic, one table spoon of lime, one table spoon of white pepper, two tea spoon of sugar, one table spoon of tapioca flour, and also add one egg yolk.
  - 5) Marinate the chicken in that sauce for about 3 minutes.

- 6) On a plate, mix tapioca flour and bread crumbs, also put 1teaspoon of fried chicken First flour.
- 7) Place the marinated chicken breasts on the plate one by one and coat it completely. Let it sit for about 2 minutes before frying so that the starch and bread crumbs has time to stick onto the chicken.
- 8) Heat a pot of frying oil under medium heat. Make sure the oil is not bubbling or else it will cook the meat too fast.
- 9) Let the chicken deep fried in to the hot oil for about 10 seconds to give it crispiness.
- 10) Place it on a metal rack to drain out the excess oil, then cut it up to serve.

b. Ice Cream Mochi

- 1) Prepare a slice of bread.
- 2) Put one scoop of ice cream on the bread.
- 3) Put an ice cream cone on the top of ice cream with a tilted position
- 4) Then, sprinkle some topping such as choco chips, oreo crump, ceres, fruit loops, etc.
- 5) Pour the milk on the top of ice cream as a spread.
- 6) The ice cream is ready to serve! ★ ★ ★

c. Lime-On

- 1) Prepare all ingredients that we need to make Lime-On.
- 2) Boil the water.
- 3) After the water boiled, add some bags of tea.
- 4) Wait until the color is black-brownish and the temperature gets cooler.
- 5) Drop a few tablespoon of lime extract.
- 6) Add some ice or boil some water if needed.

d. LeMilk

- 1) Prepare all ingredients that we need to make LeMilk.
- 2) Boil the water.
- 3) After the water boiled, add some bags of tea.
- 4) Wait until the color is black-brownish and the temperature gets cooler.
- 5) Give some milk in every serving cup.
- 6) Add some ice or boil some water if needed.

### 3. Expectation, Feedback, and Improvement

#### 1. Expectation

##### 1.1. Chicken Litel

- Chicken Litel served faster.
- The flavor is not too salty.
- The seasoning is given much more on every Chicken Litel.

##### 1.2. Ice Cream Mochi

- Ice cream mochi could be served in huge amount.
- The toppings could be more diverse and colorful.

##### 1.3. Lime-On and LeMilk

- Boiled water always ready for any orders.

#### 2. Feedback

##### 2.1. Chicken Litel

Sometimes, the flavor was too salty. Therefore, many of our customer satisfied with our Chicken Litel flavor even though they had to wait for a longer time than we expected (up to 15 minutes in the worst case). Many

of them also said that the portion that was given is too big for that price (Rp. 15.000,00). Overall, most of them satisfied with our Chicken Litel.

## 2.2. Ice Cream Mochi

Most of our customer who bought our Ice Cream Mochi were kids who went along with their parents to STAMP FO for shopping. There were no complaints for this sweet menu and almost all of the customers satisfied with the portion and the price of our Ice Cream Sandwich.

## 2.3. Lime-On and LeMilk

Most of our customers who bought our Lime-On and LeMilk are those who wanted to neutralize the flavor of our Chicken Litel. Many of them said that the price was really affordable for the portion and the taste was good. The only problem that we got on these menus was the inconsistent flavor of it when we gave too many ice in a cup, because the flavor of the tea itself would vanish. Therefore, for the hot ones, we did still provide consistent flavor.

## 3. Improvement ★ ★ ★ ★ ★

### 3.1. Chicken Litel

The improvement that we made when the flavor is too salty was we clean up all the wet seasoning that already mixed with the chicken with fresh water. After we clean up all the chicken, we remade the wet seasoning and tasted it before we dip the chicken into the seasoning. If the flavor was already set-up, we dipped the chicken for about 1 minute to avoid salty flavor and we continued the normal procedure. As quality control, we always tried to eat a small part of the chicken to make sure that the flavor was good.

We also made an improvement for the speed of Chicken Litel operation. On the second day, we used two stoves and already cover some parts of the stoves to avoid windy weather. After we made those improvements, we could work better and faster.

On the other hand, we had some extra hands to help the Chicken Litel officers to fillet the chicken breast. It really improved our time to make the chicken fillet. On the second day, we did a restock for Chicken Litel and we could work fast because the workers were added into this section.

### 3.2. Ice Cream Sandwich

The main problems in this section were mostly about technical problems, such as the electricity went off, rain, etc. After the problems were given in the first day, we made a neat back-up plan to overcome all those problems in case it happened again in the next day. Also, in the back-up plan for technical problems, all the boys were in charge to help avoiding this problems, so the girls focused on the operation problems.

### 3.3 Lime-On and LeMilk ★ ★ ★ ★

The work of this section is good. Therefore, we did not make any significant improvement on this operation.

## D. PREPARATION

### 1. Operation

As for preparation, we already split the team into three division of our products. Person in Charge on Chicken Litel were Puspita Seruni and Aubrey Fadliila Akbar, on Ice Cream Mochi we had Verencia Winona, Debby Aulia, and

Arifa Maulida, the third division–Lime-On and LeMilk were Diana Kusumawardani and Novira Aulia. The steps that we did in our preparation were:

1. Do a market-price survey.
2. Find a supplier/vendor for each ingredients.
3. Try to make the most suitable recipe for the menu.
4. Cook the first recipe.
5. Food testing. (As for Chicken Litel, we did a food testing in ITB with students and other people who were ITB as testers.)
6. Improving the recipe based on the suggestions that were given when food testing.
7. Cook the revised recipe.
8. If the flavor is “ready to serve”, then we calculate all the ingredients needed to make the portion targets in D-Day.
9. Prepare all the equipment needed on D-Day.
10. Buy the ingredients.
11. Prepare all the seasonings and chicken fillet.

Those things were done from the early of November until D-1 of the execution day.

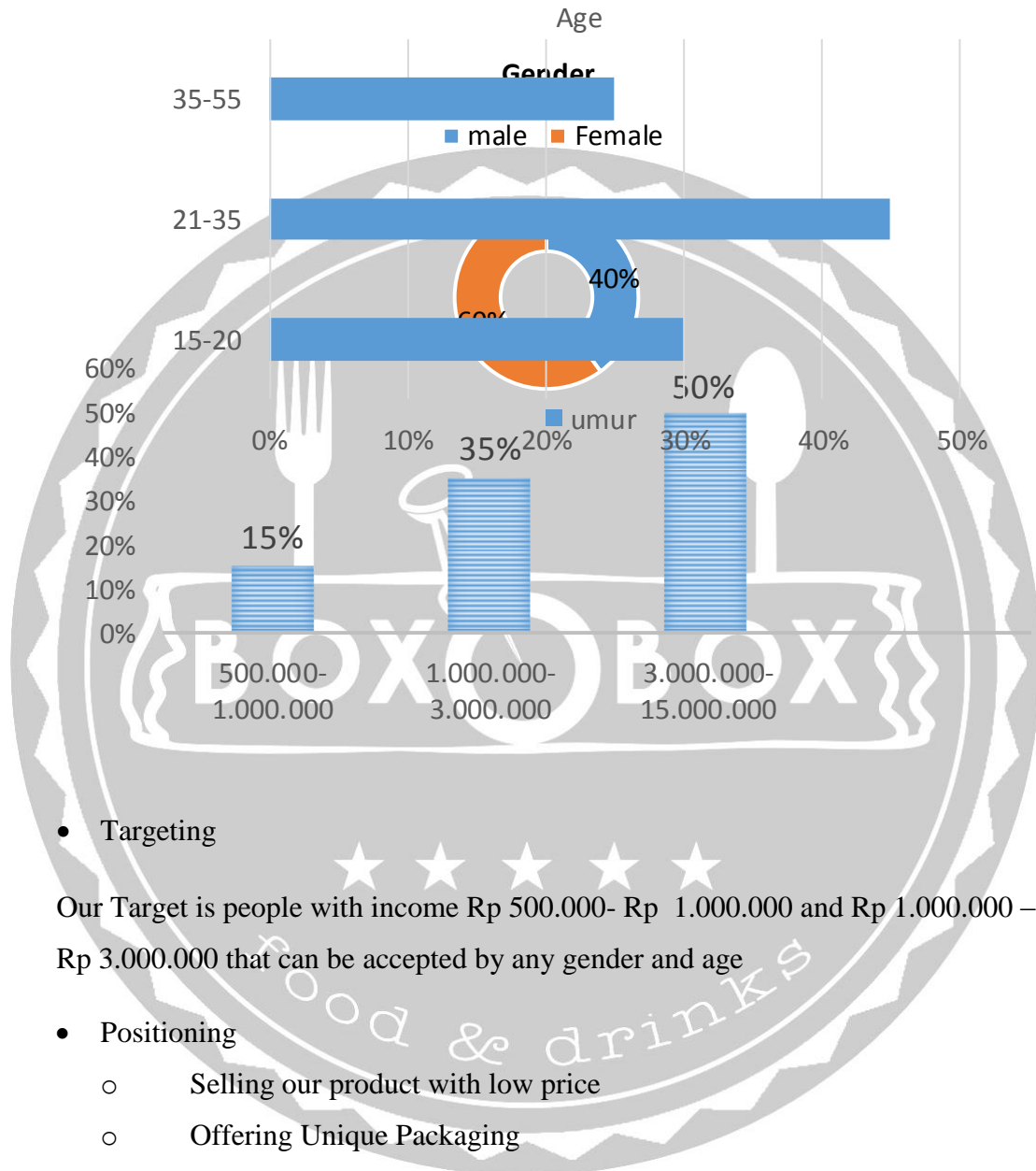
## 2. MARKETING

### a. Market Research

We do our Market Research by Observation method, we got information from our Bandung friends then we decide to choose Riau as our place and decide the STP too.

- Segmenting

Our “segmenting” is based on gender, age, and income



- Targeting

Our Target is people with income Rp 500.000- Rp 1.000.000 and Rp 1.000.000 – Rp 3.000.000 that can be accepted by any gender and age

- Positioning

- Selling our product with low price
- Offering Unique Packaging

b. Marketing Mix

- Place

We build our stand in front of STAMP FO. STAMP FO is part of Pos Indonesia Building at Riau Street.

- Product
  - Chicken Litel
  - Dessert Bowl
  - LeMilk
  - Lime'on

- Price

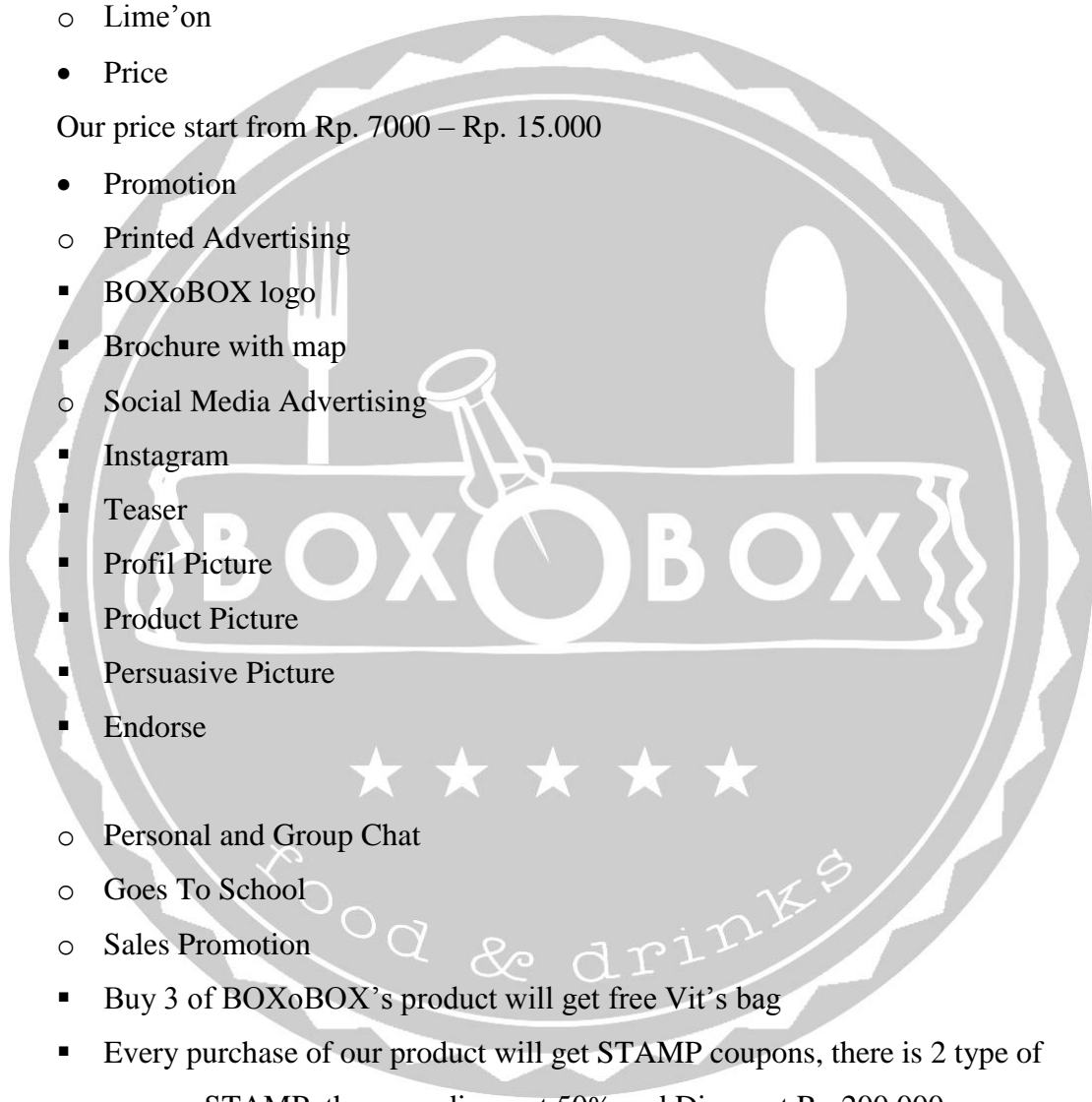
Our price start from Rp. 7000 – Rp. 15.000

- Promotion

- Printed Advertising
  - BOXoBOX logo
  - Brochure with map
- Social Media Advertising
  - Instagram
  - Teaser
  - Profil Picture
  - Product Picture
  - Persuasive Picture
  - Endorse
- Personal and Group Chat
- Goes To School
- Sales Promotion
  - Buy 3 of BOXoBOX's product will get free Vit's bag
  - Every purchase of our product will get STAMP coupons, there is 2 type of coupon STAMP, there are discount 50% and Discount Rp 200.000

- Direct Selling

c. Differentiation Strategy





	Box o Box	Cipoque	Breadpitt
Menu	Food and beverages Include dessert	Just food and beverages	Just food and beverages
Packaging	Unique shape and design	Usual shape with custom design	Usual shape with custom design
Attraction	Live music	-	-

### 3. FINANCE

Budgeting for division

#### Marketing

No	Utilities	Quantity	Cost
1	Spanduk	1	IDR 187,000
2	Stiker	1	IDR 92,000
<b>Total Marketing</b>			<b>IDR 279,000</b>

#### Operation - Rent Place & Utilities

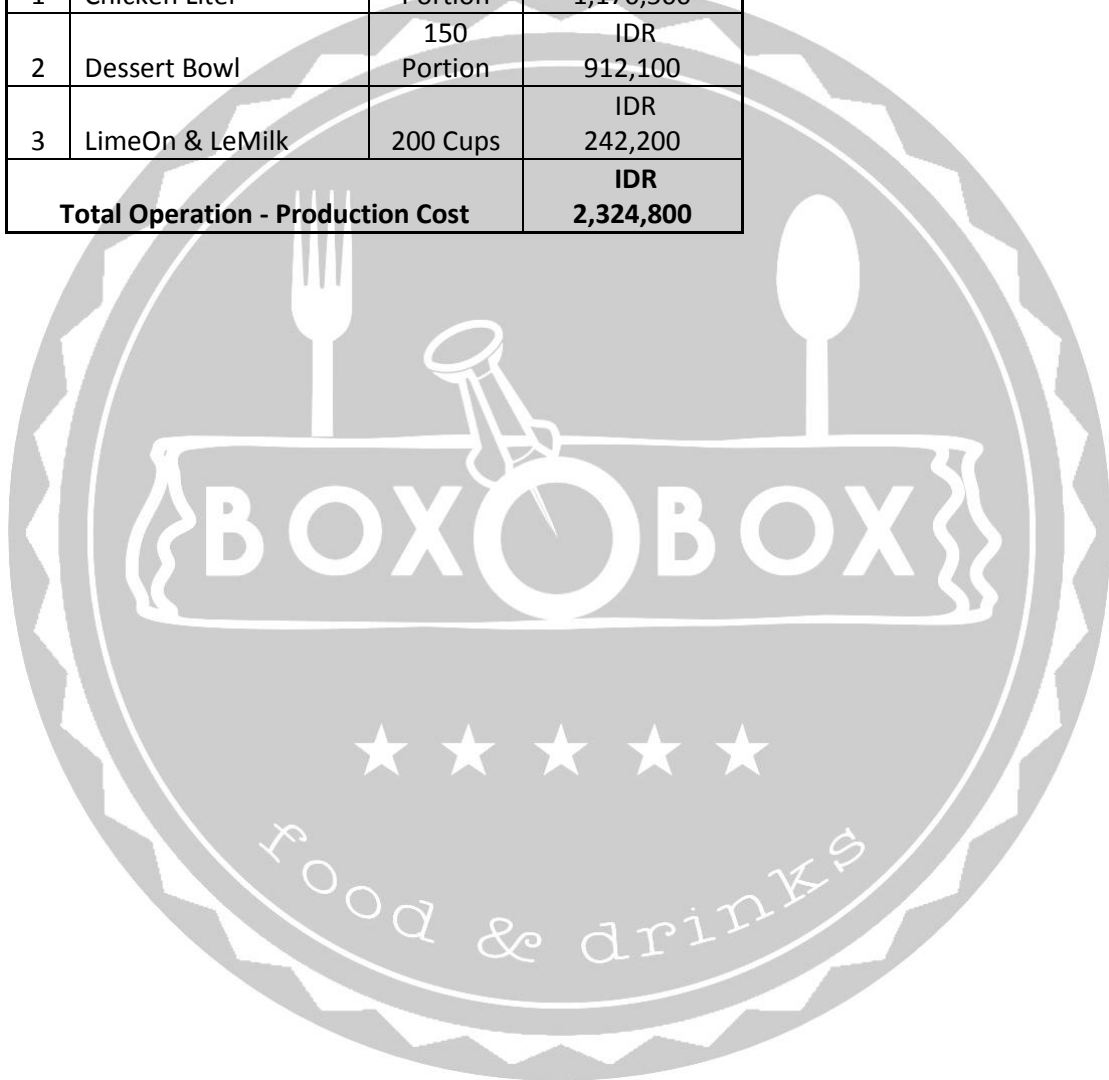
No	Utilities	Quantity	Cost
1	Rent Place (Pos Indonesia Riau)	2 days	IDR 750,000
2	Sarung tangan Plastik	1	IDR 12,500
3	Freezer	1	IDR -
4	Meja	4	IDR -
5	Kursi	6	IDR -
6	Saringan	2	IDR -
7	Talenan	2	IDR -
8	Pisau	2	IDR -
9	Coolbox	1	IDR

			-
10	Kulkas	1	IDR -
11	Tenda	2	IDR -
12	Payung	1	IDR -
13	Kompor	2	IDR -
14	Tabung Gas	2	IDR -
15	Pompa & Air	1	IDR -
16	Rol	1	IDR -
17	Box Ayam	5	IDR -
18	Rol	1	IDR -
19	Toples	2	IDR -
20	Galon	2	IDR -
21	Water Heater	1	IDR -
22	Botol	2	IDR -
23	Pisau	1	IDR -
24	Wajan	2	IDR -
25	Dispenser	1	IDR -
26	Nampan	1	IDR -
27	Panci	1	IDR -
28	Spatula	2	IDR -
29	Sendok	5	IDR -
30	Garpu	4	IDR -

<b>Total Operation - Rent Place &amp; Utilities</b>	<b>IDR 762,500</b>
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**Operation - Production**

<b>No</b>	<b>Materials</b>	<b>Quantity</b>	<b>Cost</b>
1	Chicken Litel	200 Portion	IDR 1,170,500
2	Dessert Bowl	150 Portion	IDR 912,100
3	LimeOn & LeMilk	200 Cups	IDR 242,200
<b>Total Operation - Production Cost</b>			<b>IDR 2,324,800</b>



## E. EXECUTION

### 1. Operation

On the execution day, the team was re-arranged and added extra workers because the effort needed was bigger on Chicken Litel section. So, here are the list of name who were in charge on D-Day:

Chicken Litel	Ice Cream Mochi	Lime-On & LeMilk
Puspita Seruni	Verencia Winona	Arifa Maulida
Aubrey F. Akbar	Debby Aulia	
Diana Kusumawardani		
Novira Aulia		
Arsyeila Rahmahzaisi (packaging experts)		
Gheyi Amanatunnisa		
Avi Rayhana		

- As for Chicken Litel, we split up into several small division, there are preparing, frying, cutting, seasoning, and packaging.
  - a. Preparing division had responsibility to prepare the Chicken Litel into ready-to-fry one, this division also must have skill to ensure that the flavor is perfect.
  - b. Frying division had responsibility to fry the Chicken Litel and make sure that the Chicken Litel was not raw.
  - c. Cutting division had responsibility to cut the Chicken Litel into small pieces and on the right portion to eat.
  - d. Seasoning division had responsibility to measure the right portion for each Chicken Litel and give the dry seasoning as listed on the order list.

- e. Packaging division had responsibility to wrap up the Chicken Litel into our signature packaging and give a code on every Chicken Litel based on the dry seasoning.

The seasoning and packaging divisions were never changed because if the PIC was changed, it would change the operation standard to serve a portion of Chicken Litel.

- o As for the Ice Cream Mochi, there are only divided into two divisions. There are ice cream division and artistic division.
    - a. Ice cream division had responsibility to put the ice cream into packaging based on the order list.
    - b. Artistic division had responsibility to give some toppings based on the order list.
- As for the Lime-On and LeMilk, we did not split it into divisions. We keep our speed and quality of the beverages from the beginning until the end.

## 2. Marketing

- a. Decorating stand

We just simply decorate our stand because Vit tent was colourful, we just add banner to our stand, and we also decorate our stand with Boxobox logo.

- b. Bring food to another place and offer it to people

We prepare our products especially our drink and then we offer it to people around Riau. We also make walking menu to attract more people.

- c. Offering on sidewalk

Our marketing team are ready around STAMP sidewalk, shouting and offering to all people who pass the road.

- d. Taunting BoxObox Supporting song

To increase morale of team and to attract people marketing team create a song.

- e. Giving bonus : vit bag and Stamp discount coupon
- f. Delivery order

We deliver food to people who order but cannot wait so long and want to be delivered to their places.

### 3. FINANCE

Budgeting day 1

#### Forecast Income Statement (Based on Average) Day 1

##### Income

Sales of Products	Quantity	Price	Revenue
Chicken Litel	150	IDR 15,000	IDR 2,250,000
Dessert Bowl	100	IDR 12,000	IDR 1,200,000
Lime On	75	IDR 7,000	IDR 525,000
Lime Milk	75	IDR 8,000	IDR 600,000
<b>Total Revenue</b>	★★★★	★★★★	
<b>Forecasted Net Profit</b>			

Expenses		
Chicken Litel	IDR 1,170,500	
Dessert Bowl	IDR 912,100	
LimeOn & LeMilk	IDR 242,200	
Operation (Rent Cost & Others)	IDR 762,500	
Marketing	IDR 279,000	
<b>Total Expenses</b>		<b>IDR 3,366,300</b>

### Forecast Income Statement (Based on Average) Day 2

#### Income

Sales of Products	Quantity	Price	Revenue	
Chicken Litel	200	IDR 15,000	IDR 3,000,000	
Dessert Bowl	125	IDR 12,000	IDR 1,500,000	
Lime On	100	IDR 7,000	IDR 700,000	
Lime Milk	100	IDR 8,000	IDR 800,000	
<b>Total Revenue</b>				<b>IDR 6,000,000</b>
<b>Forecasted Net Profit</b>				<b>IDR 4,891,000</b>

<b>Forecasted Net Profit for 2 days</b>	<b>IDR 6,099,700</b>
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Expenses		
Chicken Litel	IDR 737,500	
Dessert Bowl	IDR 267,500	★ ★ ★ ★
LimeOn & LeMilk	IDR 104,000	
Operation (Rent Cost & Others)	IDR -	
Marketing	IDR -	
<b>Total Expenses</b>		<b>IDR 1,109,000</b>

## F. ISSUES AND CHALLENGES

CHALLENGE	CONDITION	HOW TO SOLVE
1. Decide way to manage	Because my team member come from their own background so we must decide the right way to deal with them, I took that everybody in my team has their own ability.	Decided to open the forum and mutual brainstorming ideas and take a collective agreement to be regulated as possible with some deadline.
2. Job Distribution	So many of the activities of each person which can interfere with activities of business simulation	A clear division of job desc and made a deal that scale business simulation priority over other activities
3. Carelessness	Carelessness in preparing the preparation of the day so there is a miss	Immediately took the purposes behind and evaluated so that it does not reoccur
4. Personal member relation	So many different backgrounds among us, so there are many incompatibilities between personal	We evaluate and understand each other so that a relationship can work better
5. Tentatif on place deciding	So many places that can be used as a selling but many rejection when applying for licenses	We decided to look elsewhere and when H-1 we get a place in the Stamp Riau
6. Lack of controlling	State and more and more problems that occur among our various divisions	General management remains set and keep everything coordinated and assisted by HR
7. Preparing equipment	So much equipment and supplies are hard to come at a bargain price	Using the power of connection to others so that we can get our needs at a low price and even free



## G. LESSONS LEARNED

In this business simulation Boxobox get a lot of things to learn. This activity makes us to know what our strengths and weaknesses in doing business. Here are a few lessons learned that we can through various divisions:

**CEO :** Things that can be learned when becoming CEO is how to get a good leadership so that the employees feel comfortable and spirit in doing the business. Build a good structure and management so that all divisions can run smoothly without unnecessary hindrance. And how to be a role model for others.

**Secretary :** Things that can be learned when becoming Secretary is :

1. Record all activity to detail with a clear date order

**Operation :** Things that can be learned when becoming Operation is :

1. how to prepare everything carefully without missing point.
2. Initiatives do something that is necessary in the absence of orders.
3. Do not panic when a difficult situation occurs, we must remain calm so that problems can be resolved properly,
4. Skillful in doing something and not to procrastinate is the key to successful operation.

**Marketing :** Things that can be learned from how important marketing is to have:

1. The importance of creativity to attract consumers
2. The importance of having a broad relationship

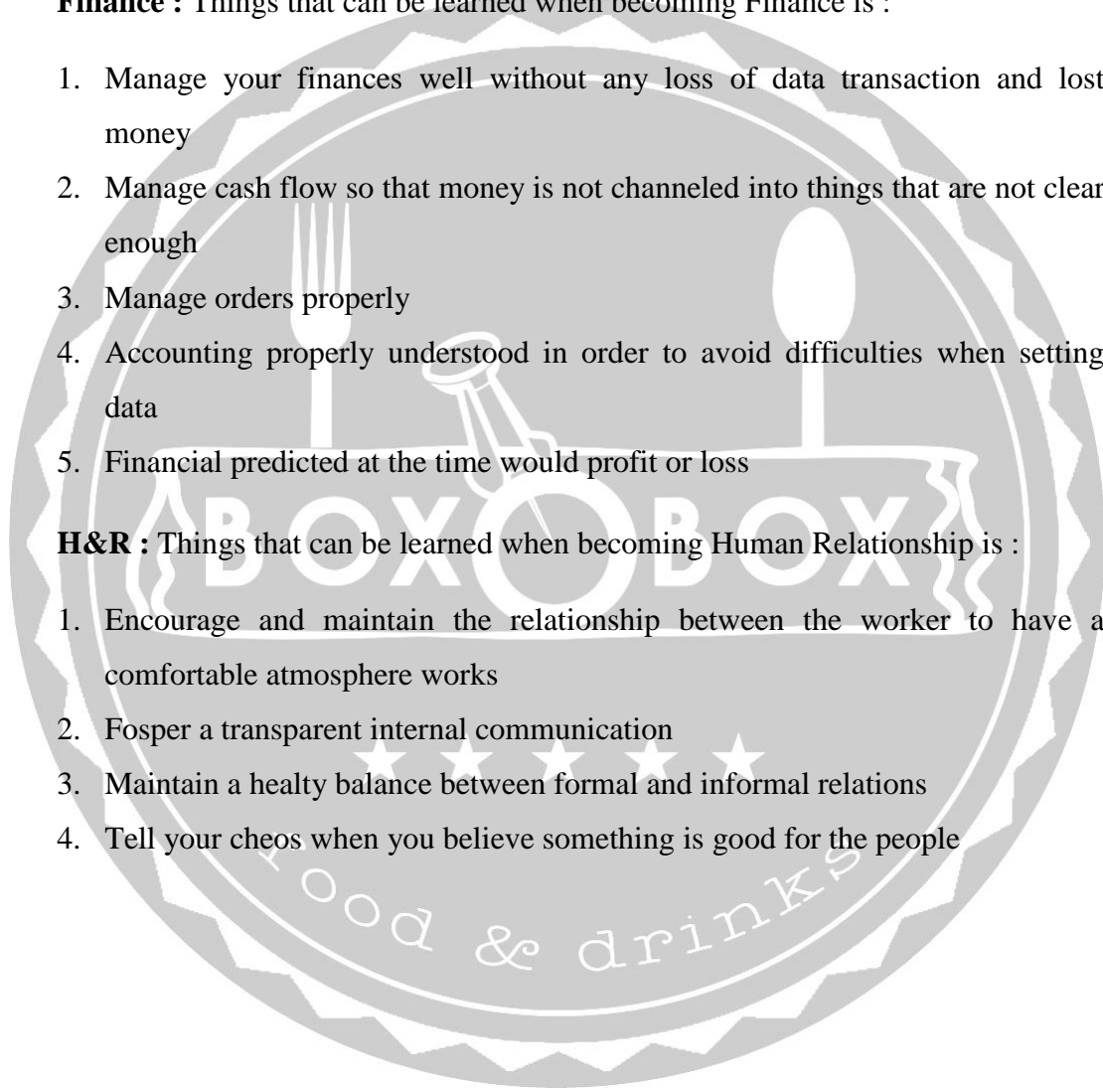
3. The importance of determining the target market
4. The importance of having a good attitude with everyone
5. Never give up in every situation to attract consumers

**Finance :** Things that can be learned when becoming Finance is :

1. Manage your finances well without any loss of data transaction and lost money
2. Manage cash flow so that money is not channeled into things that are not clear enough
3. Manage orders properly
4. Accounting properly understood in order to avoid difficulties when setting data
5. Financial predicted at the time would profit or loss

**H&R :** Things that can be learned when becoming Human Relationship is :

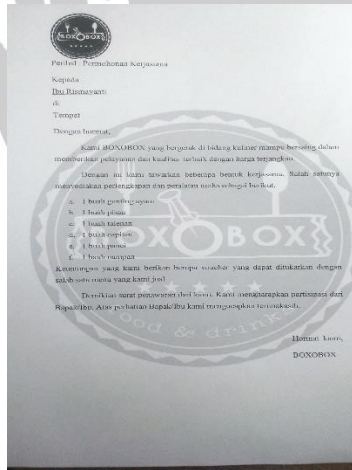
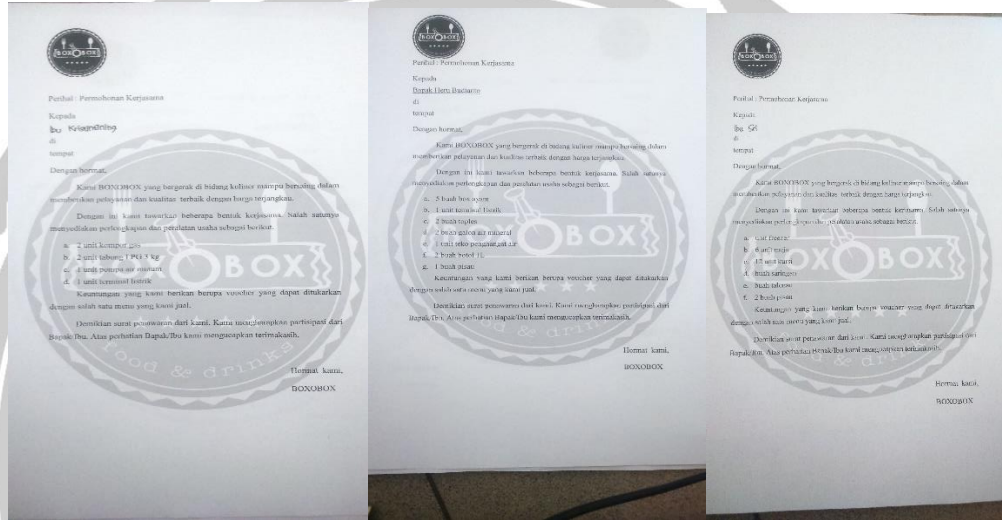
1. Encourage and maintain the relationship between the worker to have a comfortable atmosphere works
2. Foster a transparent internal communication
3. Maintain a healthy balance between formal and informal relations
4. Tell your chiefs when you believe something is good for the people



# APPENDICES

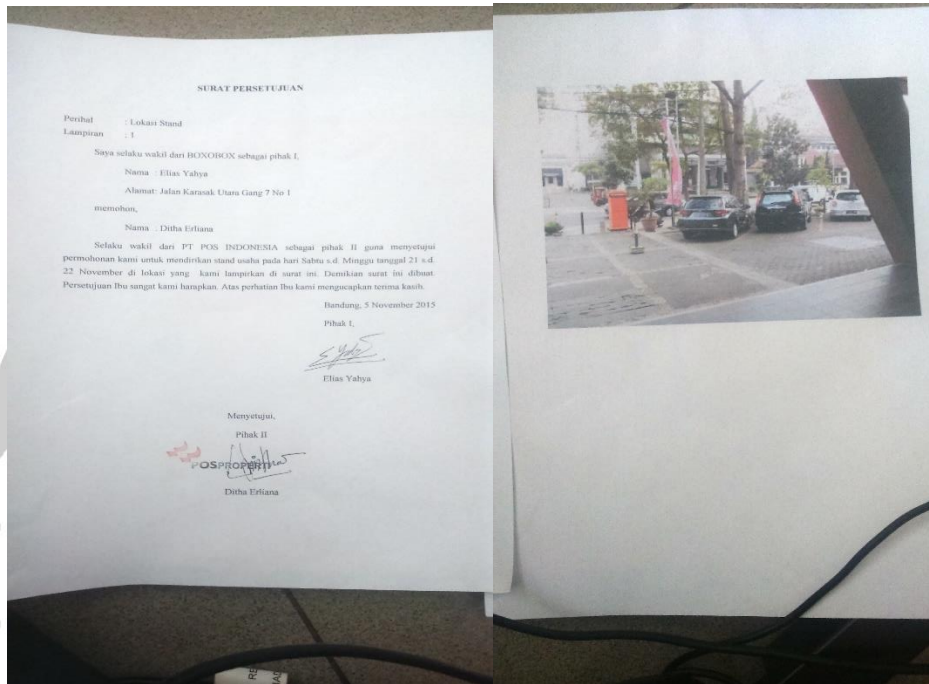
## 1. LIST OF PARTNERSHIPS

### a. Boxobox to personal



b. Boxobox to company

1. PT POS INDONESIA



2. PT TIRTA INVESTAMA

Food & drinks

Perihal : Permohonan Kerjasama

Kepada  
PT. Lita Investama  
di  
tempat

Dengan hormat

Kami BOXOBX yang bergerak di bidang kuliner mampu bersaing dalam memberikan pelayanan dan kualitas terbaik dengan harga terjangkau.

Dengan ini kami tawarkan beberapa bentuk kerjasama. Salah satunya menyediakan perlengkapan dan peralatan usaha sebagai berikut.

- a. 1 unit esobox
- b. 1 unit mesin pendingin
- c. 2 unit lemari
- d. 1 buah payung

Keuntungan yang kami berikan berupa penyertaan nama produk "VIT" dalam penjualan kami serta perusahaan dapat turut menjual produk di stand kami.

Demikian surat penawaran dari kami. Kami mengharapkan partisipasi dari Bapak/Ibu. Atas perhatian Bapak/Ibu kami mengucapkan terimakasih.

Hormat kami,  
BOXOBX

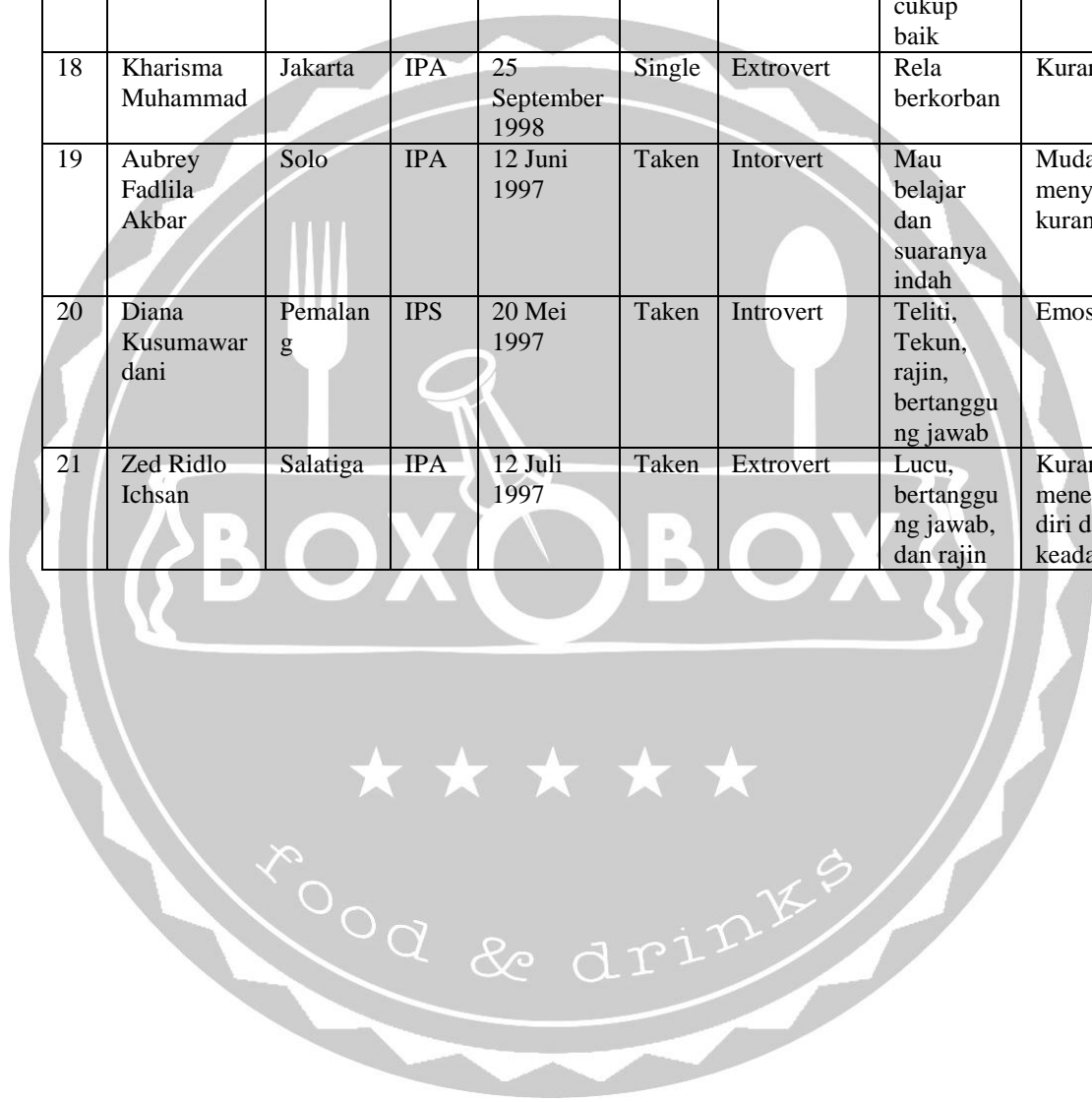


## 2. MEMBER PROFILES

No	Name	Asal Daerah	Jurusan SMA	Tanggal Lahir	Status	Tipe Kepribadian	Kelebihan	Kekurangan
1	Andre Evan	Jakarta	IPS	9 Desember 1996	Single	Extrovert	Suka menolong	Kurang bertanggung jawab
2	Randy Perdana Lawrentius	Medan	IPA	27 Maret 1996	Single	Introvert	Pandai berhitung dan bertanggung jawab	Kurang disiplin
3	Gheyi Amanatunissa	Bandung	IPS	29 September 1997	Single	Extrovert	Menarik dan rajin	Cerewet dan kurang bertanggung jawab
4	Puspita Seruni	Depok	IPS	29 Juli 1997	Single	Extrovert	Rajin, bertanggung jawab, dan jago memasak	Cerewet dan kurang dapat mengendalikan emosi
5	Alvin Nathanael	Bandung	IPS	24 Desember 1996	Single	Intorvert	Bertanggung jawab, inisiatif, dan peka akan adanya masalah	Cuek dan tidak bertele-tele
6	Elias Yahya Honasan	Bandung	IPS	21 Juni 1996	Single	Extrovert	Memiliki jiwa leadership, memiliki beberapa bakat yang unggul, dan tegas	Kurang dapat mengendalikan emosi
7	Jerry Prima Yudha	Padang	IPA	3 September 1996	Single	Extrovert	Dapat menyanyi, menari, dan berakting	Kurang bisa mengendalikan emosi
8	Debby Aulia Saanty	Bandung	IPS	29 Januari 1997	Single	Extrovert	Rajin mengikuti kegiatan pengembangan diri seperti unit di	Sulit menentukn prioritas

							ITB	
9	Falih Hermon Putra	Tangerang	IPS	1 November 1997	Taken	Extrovert	Dapat mendesain dan bertanggung jawab	Terlalu santai
10	Muhamad Humam	Padang	IPS	21 Juni 1996	Single	Introvert	Rajin dan taat beribadah	Sulit menentukan prioritas
11	Arifa Maulida	Bandung	IPA	11 Juli 1997	Taken	Intorvert	Patuh terhadap komando yang diberikan	Sering pacaran, cerewet, dan mudah tersinggung
12	Novira Aulia Salsabila	Bandung	IPS	15 November 1997	Taken	Extrovert	Jago masak, memiliki banyak koneksi dan referensi serta pemberani	Sulit mengendalikan emosi
13	Avi Rayhana Rasyidah	Bandung	IPA	20 Oktober 1997	Single	Introvert	Memiliki banyak koneksi	Kurang bertanggung jawab
14	Arsyeila Rahmahzaisi	Jakarta	IPS	14 November 1997	Single	Introvert	Kreatif, bertanggung jawab, tekun, dan rajin	Sensitif dan terlalu pendiam
15	Verencia Winona Janice	Jakarta	IPA	5 Oktober 1997	Single	Introvert	Ceria dan memiliki keinginan untu belajar	Individual
16	Muhammad Iqbal Nuralim	Padang	IPA	20 Januari 1996	Single	Introvert	Ambisius	Ambisius, tidak peka, kurang bertanggung jawab, dan terlalu sibuk dengan gawai

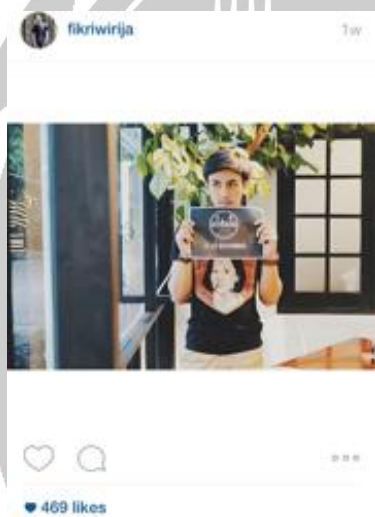
17	Ashifa Satara	Jakarta	IPA	8 Februari 1997	Single	Introvert	Tekun dan memiliki kemampuan berbahasa inggris dengan cukup baik	Lemot, Teledor, Kurang bertanggung jawab
18	Kharisma Muhammad	Jakarta	IPA	25 September 1998	Single	Extrovert	Rela berkorban	Kurang dewasa
19	Aubrey Fadlila Akbar	Solo	IPA	12 Juni 1997	Taken	Intorvert	Mau belajar dan suaranya indah	Mudah menyerah dan kurang disiplin
20	Diana Kusumawar dani	Pemalan g	IPS	20 Mei 1997	Taken	Introvert	Teliti, Tekun, rajin, bertanggung jawab	Emosional
21	Zed Ridlo Ichsan	Salatiga	IPA	12 Juli 1997	Taken	Extrovert	Lucu, bertanggung jawab, dan rajin	Kurang bisa menempatkan diri dalam keadaan serius





### 3. PROMOTIONAL MATERIALS

#### a. Endorse



#### b. Instagram Account



c. Brochure



d. photoshoot



4. CAPTIONS

a. Line Promotion Caption



 **Elias Yahya**  
21/11 11.55



Ayo datang ke stand kami di Pos Indonesia! Buka sampai jam 5 sore! We are waiting for you guys! Salam BOXOBOX

 **Elias Yahya**  
22/11 06.32



 Total 4

Ditunggu ya teman-teman datang ke stand kami dan nyemil-nyemil di depan Pos Indonesia! Last day! Buka sampai jam 5!  
See you there!

 Share 1



b. Instagram Promotional Caption

**Post 1 (Top Left):** boxobox\_ 2w  
 WITH OUR LITEL CHICKEN  
 13 likes  
 jerryprimayudha, kharis\_mhmd, flihh, ghayyi, aubreyfad, gheyia, dianakwdani, andrevan96, zedasyhari, verencia\_hahaha  
 boxobox\_ 3 days left from boxobox's extra joy and happines. Let us introduce our chicken litel. Are you curios ?

**Post 2 (Top Middle):** boxobox\_ 2w  
 GOOD FOOD  
 annissapun  
 13 likes  
 boxobox\_ #Repost @annissapun with @repostapp.  
 Hello! I'm An'nissa and i'll come to the hippiest food stand in town this week, BOXOBX! But such a pity, it will only open at Saturday&Sunday, 21&22 November 2015 at Pos Indonesia parking lot, Riau Bandung 07.00-17.00.  
 They serve 'Chicken Litel' and 'Dessert Bowl'. So don't miss BOXOBX! Make you sure you join me to BOXOBX!

**Post 3 (Top Right):** boxobox\_ 2w  
 Graha Pos Indonesia - Jl. Banda Ban...  
 avirayhana, jerryprimayudha, kharis\_mhmd, qr\_aina, flihh, ghayyi, gheyia, dianakwdani, zedasyhari  
 boxobox\_ Hello everyone! Fira will come to our food stand, BOXOBX! at Saturday&Sunday, 21&22 November 2015 at Pos Indonesia parking lot, Riau Bandung 07.00-17.00.  
 Fira will join us to taste 'Chicken Litel' and 'Dessert Bowl'. So don't miss BOXOBX! Make you sure you join Fira to BOXOBX! We hope to see you soon

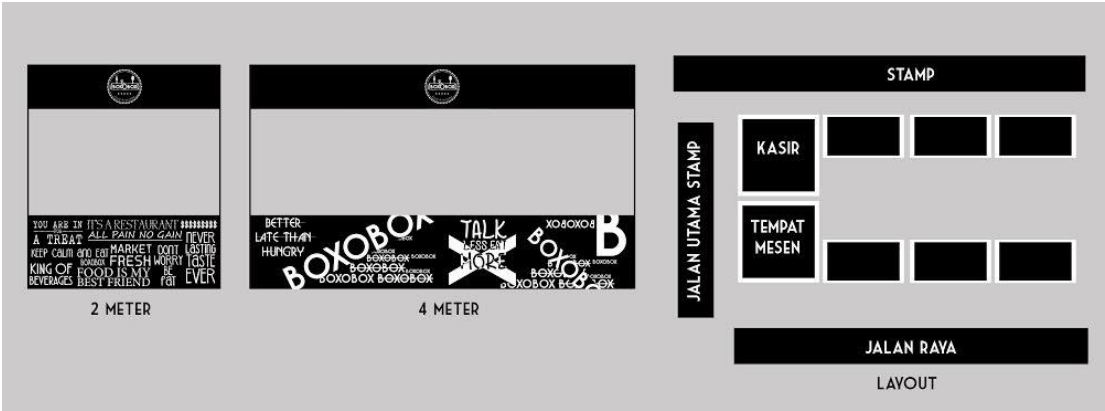
**Post 4 (Middle Left):** boxobox\_ 3w  
 CO MING SO ON  
 15 likes  
 boxobox\_ DONT FORGET!!! 10 days to go!! Mark your calendar 21-22 November @riau, stamp factory outlet! See you!

**Post 5 (Middle Middle):** boxobox\_ 1w  
 15 likes  
 boxobox\_ Terima kasih yang udah datang,GOOD JOB untuk semuanya!!!! Luv luv luv #waweyya

**Post 6 (Middle Right):** boxobox\_ 2w  
 16 likes  
 boxobox\_ Finally one hundred percent,BOXoBOX is ready to serve you with fantastic packaging, top quality and LOVE. Wait for us at STAMP/POS INDONESIA, jl Riau . 21-22/11/15

**Post 7 (Bottom):** boxobox\_ 3w  
 THE FINEST TASTE FOR YOU 25%  
 13 likes  
 boxobox\_ Are you ready ? For BOXoBOX joy and happines . Wait for Us at Stamp, jalan Riau. 21-22/11/15

4. BOOTH LAYOUT



## 5. INCOME STATEMENT

		21th	22th	Total
Revenue :				
Sales		IDR 3,759,000.00	IDR 3,897,000.00	IDR 7,656,000.00
Total Revenue		IDR 3,759,000.00	IDR 3,897,000.00	IDR 7,656,000.00
Cost of Good Sold :				
Raw Material		-	IDR -	
Overhead		-	IDR -	
Total Cogs		IDR 2,324,800.00	IDR 1,087,000.00	IDR 3,411,800.00
Gross Margin		IDR 1,434,200.00	IDR 2,810,000.00	IDR 4,244,200.00
Other Cost:				
Marketing Cost		IDR 279,000.00	-	
Administration Cost		-	-	
Utilities & Rent Cost		IDR 762,500.00		
Total Other Cost		IDR 1,041,500.00	IDR -	IDR 1,041,500.00
Total Cost		IDR 3,366,300.00	IDR 1,087,000.00	IDR 4,453,300.00
<b>Net Income/Operating Income</b>		<b>IDR 392,700.00</b>	<b>IDR 2,810,000.00</b>	<b>IDR 3,202,700.00</b>

## 6. CASH FLOW

### Cash Flow Statement

Date	Transaction Type	Item	Receipt Code	Debit	Credit	Balance
<b>Operation - Production Cost</b>						
/11/2015	Operation - Production	Packaging	B1		IDR 85,000	
/15/2015	Operation - Production	ABC Salty Soyce	X6		IDR 42,000	
/15/2015	Operation - Rent & Utilities	Riau - Stamp Factory Outlet	O12		IDR 750,000	
/16/2015	Operation - Production	Cups	B2		IDR 54,000	
/16/2015	Operation - Production	Plastic Bowls	B2		IDR 54,000	
/16/2015	Operation - Production	Plastic spoons	B2		IDR 10,000	
/16/2015	Operation - Production	Chopsticks	B2		IDR 9,000	
/16/2015	Operation - Production	Meces Mix	X1		IDR 20,000	
/16/2015	Operation - Production	Cookies Crumb	X1		IDR 35,000	
/16/2015	Operation - Production	Choco Chips	X1		IDR 20,000	
/16/2015	Operation - Production	Susu Kental Manis	X1		IDR 19,200	
/17/2015	Operation - Production	Honey Star	O7		IDR 19,700	
/18/2015	Operation - Production	Rainbow hoops	O8		IDR 19,200	
/20/2015	Operation - Production	Mochi	X2		IDR 300,000	
/20/2015	Operation - Production	Ice Cream	O10		IDR 145,000	
/20/2015	Operation - Production	Ice Cream	X3		IDR 145,000	
/20/2015	Operation - Production	Cone	X3		IDR 15,000	
/20/2015	Operation -	Sania	B3		IDR	

	Production				55,500	
/20/2015	Operation - Production	Bread Crumb White/500gr	B4		IDR 9,500	
/20/2015	Operation - Production	Bread Crumb White/1kg	B4		IDR 68,000	
/20/2015	Operation - Production	Seas Powder Chicken Garlic/100gr	B4		IDR 37,500	
/20/2015	Operation - Production	Seas Powder Seaweed/100gr	B4		IDR 37,500	
/20/2015	Operation - Production	Seas Powder Cheese/100gr	B4		IDR 30,000	
/20/2015	Operation - Production	Seas Powder Barbeque/100gr	B4		IDR 37,500	
/20/2015	Operation - Production	Sovia Oil	B5		IDR 37,000	
/20/2015	Operation - Production	Boncabe level 10	B5		IDR 30,000	
/20/2015	Operation - Production	Fillet Chicken	B6		IDR 533,000	
/20/2015	Operation - Production	Kanji Flour	B7		IDR 65,000	
/20/2015	Operation - Production	Pepper	B7		IDR 9,000	
/20/2015	Operation - Production	Garlic	B7		IDR 11,000	
/20/2015	Operation - Production	Lime	B8		IDR 30,000	
/20/2015	Operation - Production	White Sugar	B9		IDR 6,000	
/20/2015	Operation - Production	Eggs	B8		IDR 20,000	
/20/2015	Operation - Production	Teh Tongjie	B10		IDR 50,000	
/20/2015	Operation - Production	Sugar	B11		IDR 23,900	
/20/2015	Operation - Production	Teh Poci Vanilla	O1		IDR 11,800	
/20/2015	Operation - Production	Water		1/0/1900	IDR -	
/20/2015	Operation - Production	Indomilk Vanilla	O1		IDR 35,800	
/20/2015	Operation - Production	Jelly	O1		IDR 9,700	



/20/2015	Operation - Production	Lime	B8		IDR 30,000	
/20/2015	Operation - Production	Bread	B12		IDR 110,000	
/21/2015	Operation - Production	Ice box	X8		IDR 15,000	
/21/2015	Operation - Production	Lettuce	O2		IDR 18,000	
/21/2015	Operation - Production	Packaging	O11		IDR 10,000	
/21/2015	Operation - Production	Mochi	X4		IDR 200,000	
/21/2015	Operation - Production	Cone	X5		IDR 15,000	
/21/2015	Operation - Production	Lime	O3		IDR 30,000	
/21/2015	Operation - Production	Lime	O3		IDR 30,000	
/21/2015	Operation - Production	Fillet Chicken	X7		IDR 533,000	
/21/2015	Operation - Production	Packaging	X12		IDR 85,000	
/21/2015	Operation - Production	Plastic Bowls	O4		IDR 54,000	
/21/2015	Operation - Production	Plastic spoons	O4		IDR 5,000	
/21/2015	Operation - Production	Ice box	X8		IDR 15,000	
/21/2015	Operation - Production	Cups	O4		IDR 54,000	
/21/2015	Operation - Production	Straws	O4		IDR 12,000	
/21/2015	Operation - Production	Eggs	O5		IDR 20,000	
/22/2015	Operation - Production	Lettuce	O6		IDR 24,000	
<b>Total Operation - Production Cost</b>						<b>IDR (4,149,800)</b>

**Operation - Rent Place & Utilites**

/16/2015	Operation - Production	Straws	B2		IDR 12,000	
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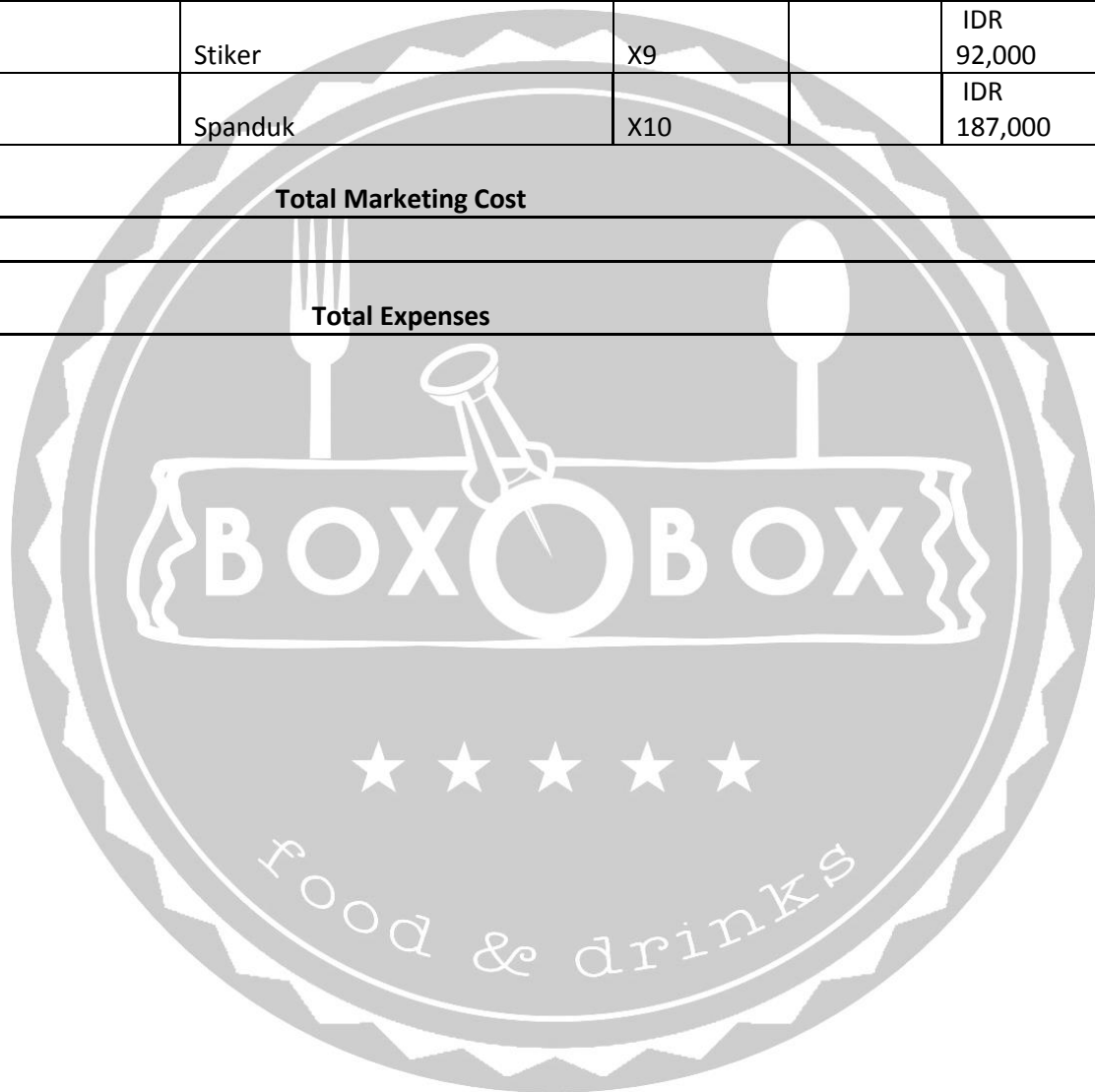
1/9/2015	Operation - Rent & Utilities	Sarung tangan Plastik	X11	IDR 12,500	
<b>Total Operation - Rent &amp; Utilites Cost</b>					<b>IDR (24,500)</b>

**Marketing**

1/9/2015	Marketing	Stiker	X9	IDR 92,000	
1/9/2015	Marketing	Spanduk	X10	IDR 187,000	
<b>Total Marketing Cost</b>					<b>IDR (279,000)</b>

**Total Expenses**

**IDR  
(4,453,300)**



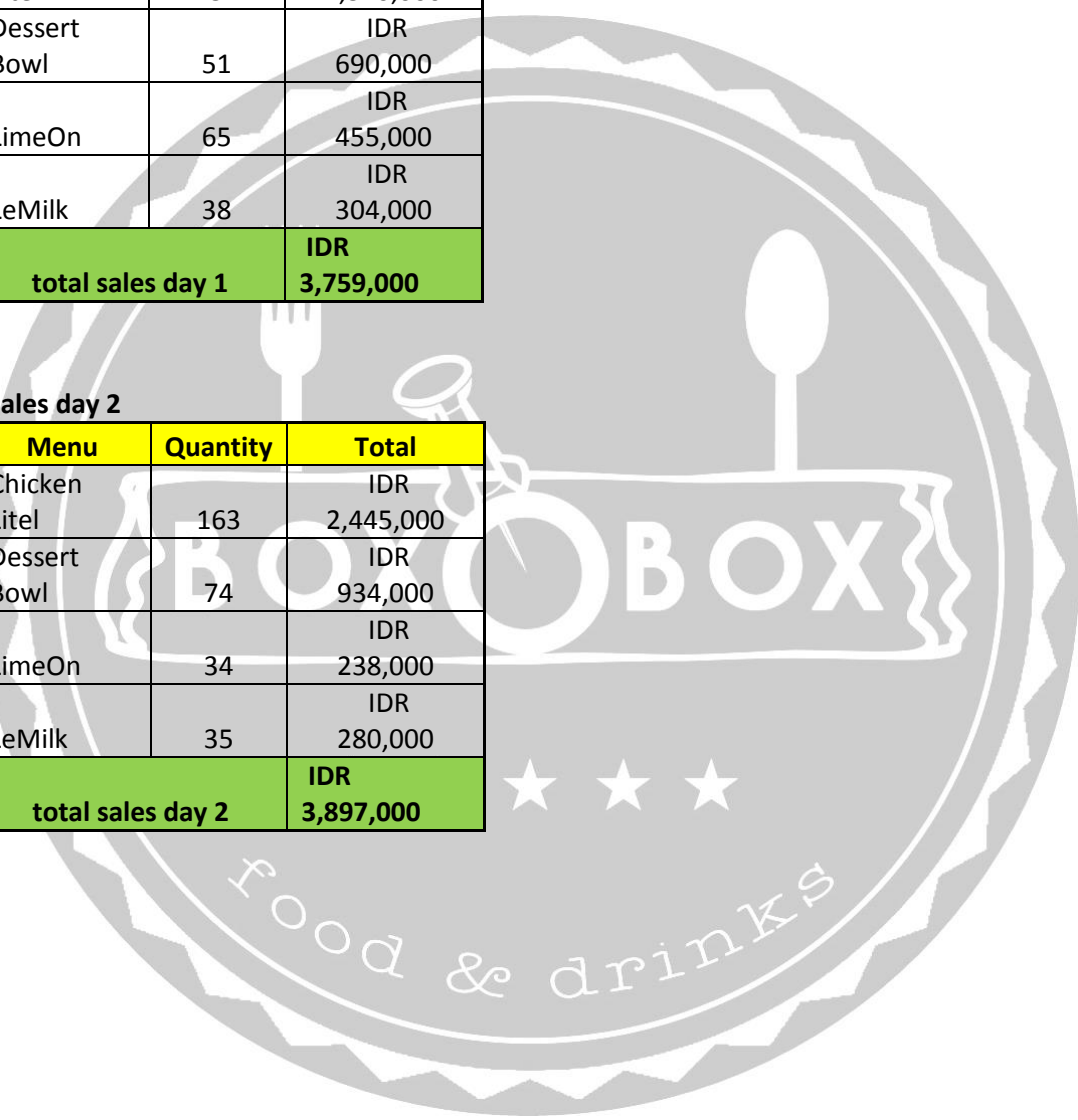
## 7. FINANCIAL TRANSACTION RECORD

### sales day 1

Menu	Quantity	Total
Chicken Litel	154	IDR 2,310,000
Dessert Bowl	51	IDR 690,000
LimeOn	65	IDR 455,000
LeMilk	38	IDR 304,000
<b>total sales day 1</b>		<b>IDR 3,759,000</b>

### sales day 2

Menu	Quantity	Total
Chicken Litel	163	IDR 2,445,000
Dessert Bowl	74	IDR 934,000
LimeOn	34	IDR 238,000
LeMilk	35	IDR 280,000
<b>total sales day 2</b>		<b>IDR 3,897,000</b>





**SAKIRA MEDICAL**  
 CENTRAL LABORATORIA FOR HUMAN CLINICAL  
 ANALYSIS  
 Jl. Sukaraja No. 117  
 Kecamatan Kemuning  
 Kabupaten Sukoharjo  
 Jawa Tengah 57111  
 Telp. (0271) 2210111  
 Fax. (0271) 2210111  
 E-mail: info@sakiramc.com

**FAKTUR**

KEMUDAHAN:  
 ALAMAT:

Revisi: 1

KETERANGAN:  
 1. 12.900  
 2. 12.900  
 3. 12.900

**LUNAS**  
 SAKIRA MEDICAL

KETERANGAN	KODE	QTY	HARGA	Jumlah
1. 12.900	12.900	1	12.900	12.900
2. 12.900				
3. 12.900				

SUB TOTAL 12.900  
 DISKON 0  
 TOTAL 12.900

PERANGKAT SAHIB

NO. METER: 020300

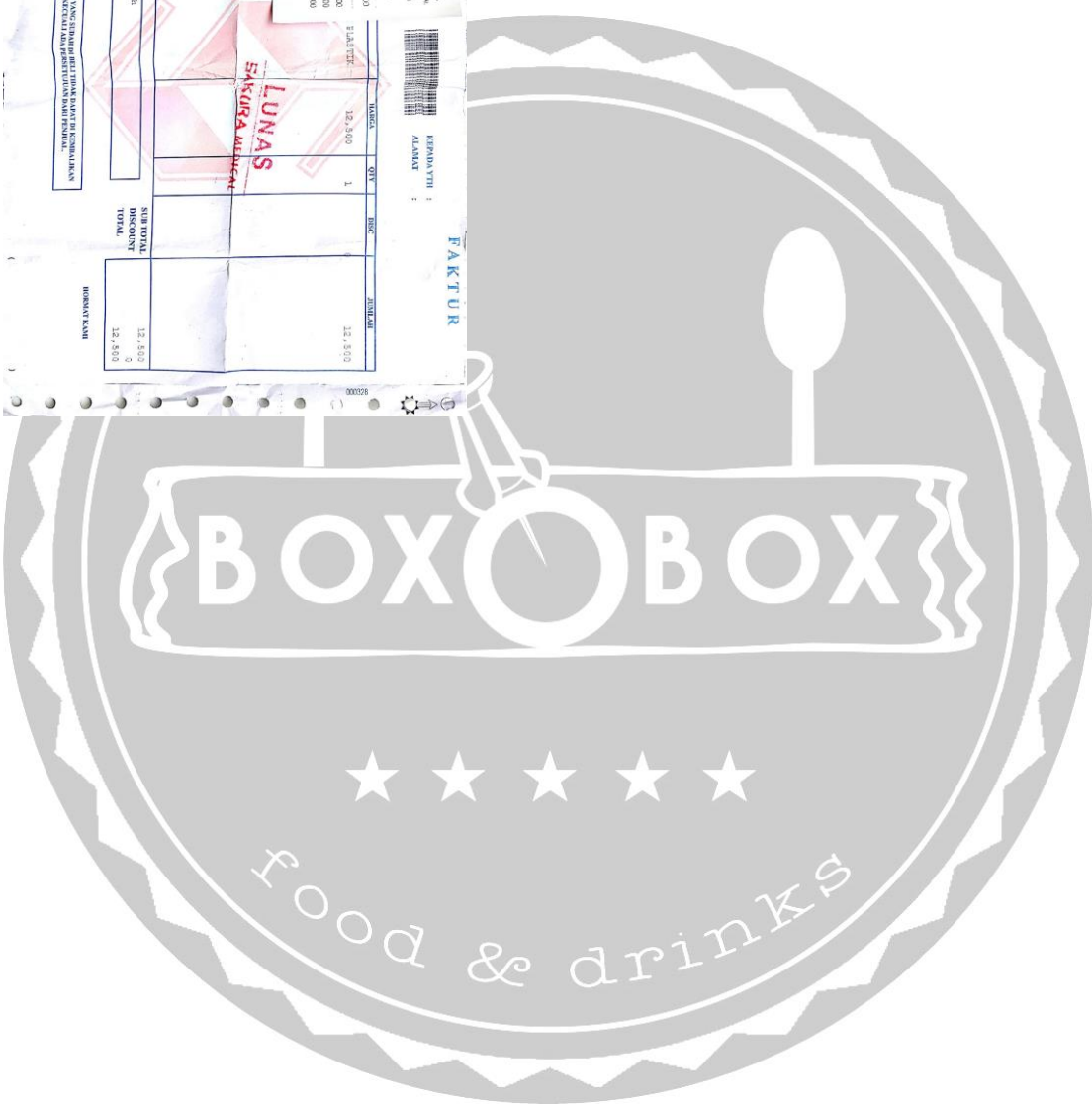
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TAMBAHAN: 0

Daftar Salinan Buku dan Biaya Bayar: 0

NAVS SUNBERIDA

PERANGKAT YANG SUDAH DI BAYAR TERIMA BUKTI PERKAWALIAN  
 MENCANTUMKAN PERITIKAN DAN PERMINTA.





X 8



**PT. AGRONESIA**

**Saripetojo**® DEPARTEMEN INDUSTRI ES

Jl. Kebon Sirih No.18 Tlp. 022-4204086-4202548, Fax.022-4204086 Bandung 40117

*Es Batu*

**REKAPAN SURAT PENGIRIMAN BARANG**

Tgl. 21 / 11 / 15

**050824**

CRISTAL	
SERUT	TUBE
	1

Kepada Yth, .....

No.Kend. .... Pengemudi ..... Kernet .....

Catatan.  
Dikembalikan dengan :

1. SPB No..... Depot ..... Jumlah ..... blk/cnv/bok
2. SPB No..... Depot ..... Jumlah ..... blk/cnv/bok
3. SPB No..... Depot ..... Jumlah ..... blk/cnv/bok
4. SPB No..... Depot ..... Jumlah ..... blk/cnv/bok
5. SPB No..... Depot ..... Jumlah ..... blk/cnv/bok
6. SPB No..... Depot ..... Jumlah ..... blk/cnv/bok
7. SPB No..... Depot ..... Jumlah ..... blk/cnv/bok
8. SPB No..... Depot ..... Jumlah ..... blk/cnv/bok
9. SPB No..... Depot ..... Jumlah ..... blk/cnv/bok
10. SPB No..... Depot ..... Jumlah ..... blk/cnv/box

Yang menyerahkan	Bagian	Penerima
<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
Spv. Distribusi	Penjualan	

**CATATAN**

**Putih** : Penjualan    **Biru** : Gudang    **Kuning**: Satpam











X 10

**MaXPrint**  
Indoor & Outdoor Printing

*Pagarsih 14*

**PUSAT SPANDUK MURAH**

Spanduk | Banner Kain | Baligho | Sticker  
One way | Stiker Outdoor | Backlite  
X-Banner | Roll Banner | Pin | ID Card

Jl. Pagarsih No.14 Bandung  
Telp : 022 - 601 25 82  
Hunting : 0899 2345 444/0851 0078 9889  
Email : maxprint.p14@gmail.com

Nota No. **011343**  
Bandung : *19/11/15.*  
Kepada Yth : *Alvin*  
TELP : *082112304024*

No	Judul	Ukuran	Qty	Harga Satuan	Jumlah
	<i>Fx 280gr</i>	<i>200 X 100</i>	<i>1</i>		<i>34.000</i>
		<i>400 X 100</i>	<i>2.</i>		<i>136.000</i>
		<i>100 X 100</i>	<i>1</i>		<i>17.000</i>

Pemesan

Hormat Kami

*Alvin*

Total	<i>187.000.</i>
Uang Muka	<i>100.000</i>
Sisa	<i>87.000.</i>







NPWP: 02.244.696.7-441.000

Terima kasih atas kunjungan Anda.

B3

Toserba Borma Dago

Jl. Ir. H. Juanda 348, Bandung (2504601)

~~MERICA AYAM KALKUN 33 GR/HIJAU~~

~~2 X 3,000.00~~

~~6,000.00~~

SANIA 5 LITER

1 X 55,500.00

55,500.00

Total beli:

55.500

~~61,500.00~~

Cash

61,500.00

Total bayar:

61,500.00

Kembalian:

0.00

SA197725749 / ULFA (Kasir 3)

20 Nov 2015, 19:55:13

PT. HARJA GUNATAMA LESTARI

X4

Tuan  
Toko

Anes

Nota No.

20-11-15

Banyaknya	Nama Barang	Harga	Jumlah
150	Mochi yoghurt -	2.000	300.000

Yang terima,



JUMLAH Rp.

Hormat kami,



X5

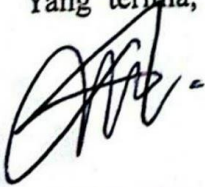
Tuan Toko El Dorado  
21 NOV 2015

Nota No.

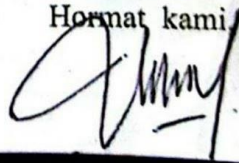
Banyaknya	Nama Barang	Harga	Jumlah
100	Cone Eskrim	150	15000

Yang terima,

JUMLAH Rp.



Hormat kami,



El Dorado



X3  
Nota No.

Tuan El. Darrido  
Toko  
20 Nov 2015

Banyaknya	Nama Barang	Harga	Jumlah
1	Eskrim Diamond 3 rasa/ neapolitan 8L	145,000	
100	Cone eskrim	150.	15.000

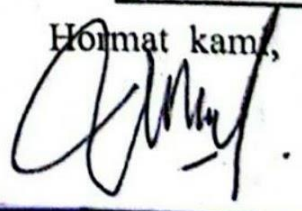
Yang terima,



JUMLAH Rp.

160.000

Hormat kami,





## 8. DOCUMENTATION

