



Final Report

MB 1101 Introduction to Business
School of Business and Management
Bandung Institute of Technology
Pick-Nic Company

Inject your Taste, Boost your Appatite

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I. Primary Contents

1. Executive Summary

A. The Company

- About Us

Our Company established on October 21st 2015 with the name 'Pick-Nic'. This company is engaged in a culinary field, which located in Bandung. This company has three superior products, which are The Optimus Bite, Parfait+ and Collagen Float. Our theme is all about medicine; with the theme that we chose, we tried to provide a new sensation of food that combine with medical things, that's also an added value to our product.

- Goals

1. To create a new value on the consumer's eating style
2. To learn how to build a business as a start up.
3. To reach the success together as a team
4. To gain the profits as much as we can
5. To be recognized as the best company.

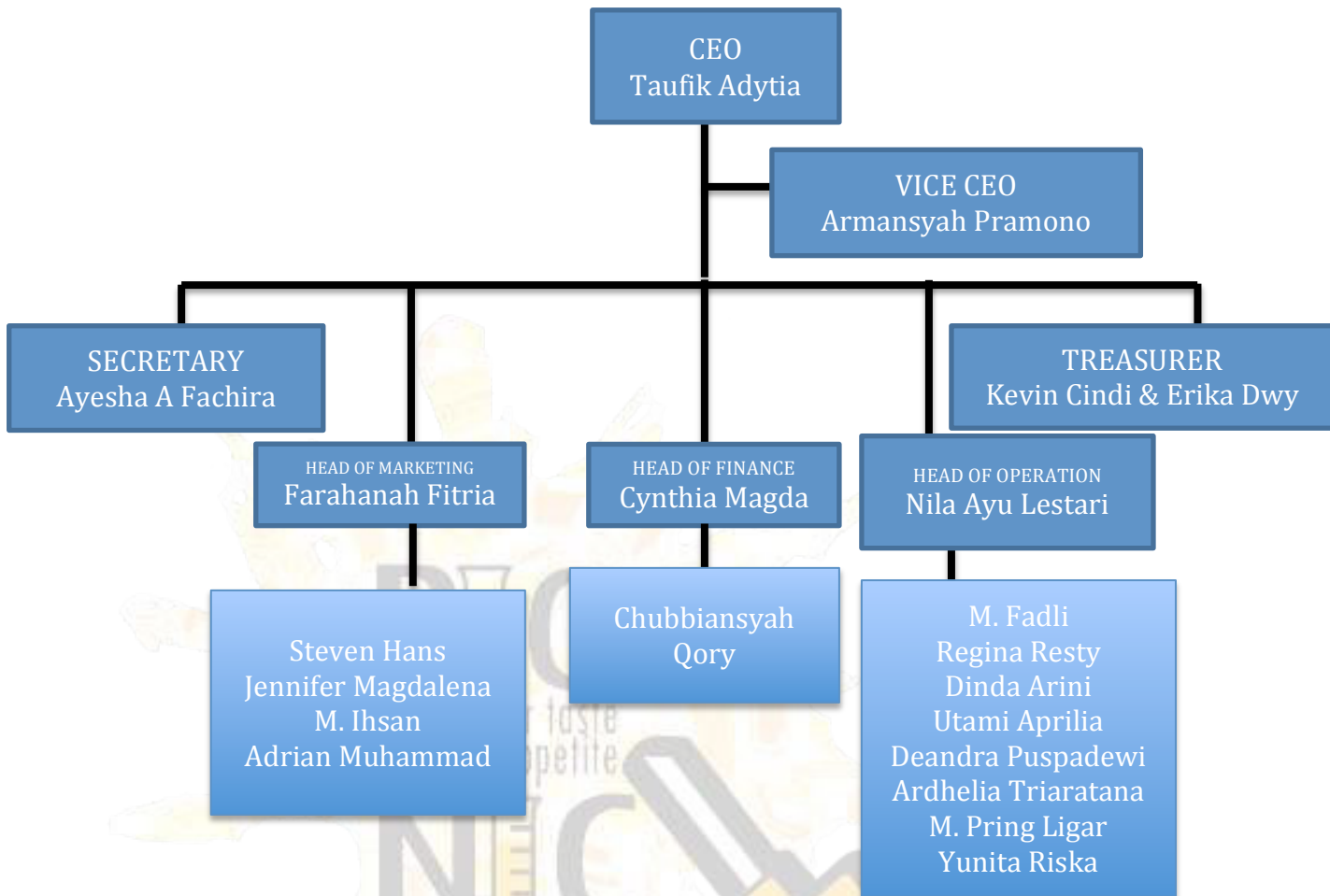
- Discussion of Decision Making Tools

Discussing the solution of every problems that we face together as a team

- Motivation Program

To manage the diversities that we have together as a team

2. Organization Structure



B. Human Resources

- **Work Assignment and Job Descriptions**
 1. **CEO:** lead, plan, direct, manage, supervise, make decisions and as a motivator for employees
 2. **Vice-CEO:** Supporting CEO's works
 3. **Secretary:** make all the reports & Presentations
 4. **Treasurer & Finance:** Cash Flow and will work as a cashier on the simulation day
 5. **Marketing:** Report the marketing target; Design the flyer, logo, menu, tagline; Decorating the booth; Decide any kinds of promotions
 6. **Operation:** preparing productions, doing surveys to decide the production's suppliers, processing the products from the scratch, add more values to the product, controlling and make sure that the production is running well.

3. Products



- The Optimus Pok

Your PRIME needs to optimus your day

#GetOptimized.

Served with Vitamin B, C, and S.



- Parfait+

A cup of tasty mixture for your health.



- Collagen Float

Bring your Healthiness level Floats.

A. The Best Product

According to our customers review, The Optimus Bite is very delicious. The chicken is tasty, the sauce is very unique with the injection. It's proven by the total of The Optimus Bite sold.

B. Values We Propose

1. To create a new style of eating on customer by injecting the sauce to the chicken
2. To create a new sensation of food that combine with medical things
3. To make a medical things which usually sounds scary become fun things

C. Customers Feedback

1. "The foods are delicious, fast service, various sauce provides"
-Silmi
2. "Unique, Interesting Menus, Friendly Service" -Riris
3. "I Just Tried to have a snack at Pick-Nic, I am addicted and I want some more, I am a cheese lover and the Cheese sauce tastes so good" -Agung Azhari
4. "Last day we do city ride in Bandung and find new experience of new kind of food. We talk with the CEO from each company and review the food. It's all recommended" -Official Instagram Account eatandride
5. "Thank you for the Parfait+, I really like it" -Ruth Stephanie

D. Ways to Improve

1. We only use plastic and sticker for the packaging, it should be more well designed.
2. The booth should be more simple but eye-catching
3. The Ingredients Preparation should be more in order
4. We have to develop the promotions to get more customer
5. The Working shift should be more scheduled
6. Focus on the main product

4. Preparation

Our company was built on October 21st 2015 with the name Pick-Nic. Pick stands for "Pick" and Nic stands for "Clinic". To make it simple we call it Pick-Nic. Our company theme is medical because we want to serve our customer different with the medical sensation. We continue building our company structure. We use voting for choosing the CEO and the Chosen CEO is Taufik Adytia Nugraha. The Vice CEO is Armansyah Adhityo Pramono, The Secretary is Ayesha Aulia Fachira, The Treasurers are Erika Dwy and Kevin Cindi Prasetyawan. The Head of Marketing is Farhanah Fitria, with Jennifer Magdalena, Adrian Muhammad, M. Ihsan and Steven Hans as the Marketing Crew. The Head of Operation is Nila Ayu Lestari, with Regina Resty, Deandra Puspawati, Ardhelia Triaratana, M. Fadli, Dinda Arini, Yunita Riska Ismaya, Utami Aprilia, Pring Ligar as the operation crew. The Head of Finance is Cynthia Magda Ekasaputra with Chubbiansyah Qori as the Finance Crew. The total of our team is 21 persons. Right after that, we decide every member job description. Job description use as a guide for the members to work efficiently. We make a Pick-Nic Logo and the tagline based on our theme, which is medical with the tagline "Inject your taste boost your appetite". The meaning of the tagline is related to our main menu, the optimus bite, where the customers have to inject the sauce with an injection. The Logo and the Tagline are based on the team idea, and Jennifer Magdalena, one of the marketing crew designed the Logo.

Research is necessary to decide the menu. So, we do some research to find the right recipe. There are so many things to consider on choosing the right menu and recipe. We really pay most of our attention to this because product is the creativity that we create to sell to the market.

Then, The marketing team started to explore the places for our booth venue. There are three locations provided from the SBM. First is Jalan Dago, Dago is one of a location in Bandung that always passed by everyone who come to Bandung. There is also Car Free Day event at Jalan Dago. But according to our senior experience, People who join car free day at Jalan Dago come for do exercise not for having snacks and the car free day isn't effective for selling. Second is Taman Lansia, The same things happen in here, this location also has a price sensitivity and our product is quite expensive. So we decided to do the business simulation at Jalan Riau. There are so many factory outlets at Jalan Riau, Most of the people who visit Jalan Riau want to shop and they definitely bring so much money. There are so many tourists who visit Jalan Riau on the weekend. We contact several factory outlet managers. Actually, we found some difficulties here. None of them want to give us the place for doing our business simulation. Even one of the most popular factory outlet at Jalan Riau give us a 4.000.000/day rental price. Until we meet the owner of The Summit Factory Outlet to explain our purpose and then he agreed to cooperate with us.

The Marketing team also did some promotions. First, using the power of social media. We posted some pictures or videos in order to attract the customer. We were posting twice a day until the execution day. The members of our team also share the posts on their personal account; therefore more people will know our product. Second, we got a chance to promote our product on radio. It was like a talk show and the interviewees are the head of marketing and the CEO. Third, We also visited SMAN 9 Bandung and SMAN 5 Bandung. We came to the class while the break time, showed the students our poster and pin it on the school's wall magazine. We also came to Inten courses because our target market are teenagers. Walking around the campus and told the students that Pick-Nic will open a booth at Jalan Riau. Area Remaja also promoted us on their official line account

While the marketing team was doing promotion, the operations doing their job by finding the ingredients that we need to make our product. Our products are The Optimus Bite, Parfait+, and The Collagen Float. The Optimus Bite is chicken popcorn that can be injected with various sauce (cheese, seaweed, and barbeque). Parfait+ is a dessert, which made of sweet and tasty layers. Collagen Float is a regular cola with ice cream on the top, we add an astor to make it more interesting. Our operation team are searching for all ingredients that needed. We search the ingredients with low price but in quality based is health guaranteed.

Supplier that we used are borma, indomaret, Mrs. Dewi Utari's vegetable, nasay plastic, took sejati, and ice cube at jalan pesantren. That can be said that our supplier is not many, it's because the ingredient itself is not many. In one supplier we can get view ingredients at once. For example, in nasay plastic we can get many things such as, plastic cup, satay stick, straw, parfait spoon, etc. For the chicken ingredients we use supplier only Mrs. Dewi Utari Vegetables as Vegetables supplier. To contact all of our supplier, we order the ingredients in widely time range before the executions. For examples for ordering the main ingredients for the optimus bite like chicken and the seasoning, we directly come to Mrs. Dewi's house to order all the needs and order it first. So is for ordering the plastic cup, straw, etc. We also directly come to nasay plastic to order the needs first. The distance between location of nasay plastic and Mrs. Dewi is close and that's makes us easier to contact the supplier. For buying the ice cube, we are directly come to the company of the ice cube and order it incase the execution day the ice cube is melting, and so is the ice cream, we order it first. Our operation team directly come to the store and buys the ingredients. The point is, for the things that are not fragile, we buy it first and for the fragile one we use the order system.

Other activity that we do before the execution day is that our operation team do experiments to cook and make our product. We do the experiment several times, to be exact is 3 times. We do the experiments to perfecting our product in taste and packaging until it is really ready to launch to the market. In 5 November we get our capital for 2,4 million. At that time we directly allocation the money for many needs of which our company needed where it's managed before that by our financial budgeting team. Our team is working together well for operation, marketing, finance, and others. CEO's role in our team is as controller of our activity that happened in our company. A CEO has to be motivated all his members so they always have their spirit when they are working.

In managing our entire member in the company, all of us really work together as a team. All of our member work really well together and do their job as its job desk. Every member in pick nick enjoy their steps in doing their job because since the beginning we have one purpose to makes our company the best among other in SBM. All member of pick nic is rather easy to manage. When a CEO gives them a task to the members, they will done it and try so that the task is done effectively and efficiently. For examples is the marketing team. The marketing team works really well in promoting our product. They have done several ways, which are roadshow to schools in Bandung, effective radio promotions. Talk show, etc. It is an effective way to promote. In managing all members, CEO have to understand the character, which are different. If not, it can lead to conflict in our company. After we are able to understand the character and behavior of the members then all the works we have done as team will work well because we already understand each other character. The point is all members in the company work really well and have the spirit to do their job.

5. Execution

Our company did the business simulation in front of The Summit Factory Outlet. Right on the execution day, we already collected all the things that we need in a one place to make it easier to find. Half of the members were gathering at Farhanah's house sleepover so that we can come to The Summit Factory Outlet together and no one will come late.

Beside that, Taufik, Adrian and Ligar preparing everything that should be brought to Farhanah's house to be proceeding there. They finally arrived at 01.00am at Farhanah's house and the ingredients directly proceed by the operation team. We needed 5 hours to process the menus, that's because the quantity of product that we sell. In order to maximize the time management, while the operations processing out products, the marketing team preparing everything on the venue, such as make the tent, decorating etc. The preparation was finally done at 6.00am.

All of the members were enjoying the day, the teamwork fast and efficient. The first thing that we do after we open the booth is flash mob in order to attract the customer. We consider flash mob as an ice breaking and as a morning exercise to the team.

From 8-10am there wasn't lot of customer came to our booth. But since 10am there were lots customers who are curious with our products. We welcome the customer in a unique way. One of the member shout "Customer is coming" then everyone answers "Halo sayang". It's purposed to make the customer feel the warm welcome from us. There was a picnic carpet for our customer to stay. We felt so happy because so many customers told that our chicken is very delicious. We also provide photo booth for the customers.

We divided each member responsible to sell 5 optimus bite, 3 parfait and 2 collagen, even though he or she is marketing or not. But for the marketing staff, we give them a job to sell the product by approach the people one by one. We do a shift when do this job. So there is some people who approach the customers and also there is some people who stay in the booth. But in the execution day, not only the marketing staff that do the marketing but also the other staff.

The Operation did cooking as the shift divided. Unfortunately the shift wasn't working well on the first day. Marketing activity in execution day is we devide some job to our marketing staff. But, the member still can help other staff as long as they already do their own job. The distribution job based on:

1.CMO: Controlling the mechanism in selling process and make sure that the customers satisfied with our service.

2.Steven Hans: Responsible in selling the product around Riau street with the method approach the customers one by one.

3.Adrian: Responsible in documentation that will be post in social media and approach the customers one by one to promote our product.

4.Ichsan: as a mascot that stay in the booth and being the leader in flash mob.

5.Jennifer: Responsible to capture all the moment in execution day (photos and videos). Not only that, we also create clean and tidy atmosphere in the booth and make sure the booth always in crowded condition. Finance and Treasurers collaborate as cashiers.

On 2.30pm suddenly the rain came, but we can solve this problem. The first thing that we did was moving the inventory to be covered below the tent. We also cover every side of the tent with a plastic cover. We consider that condition as something that we have to face together. Actually, this is a blessing for us because many people take a shelter to The Summit Factory Outlet, and it made on of our

strategy, which called 'Grebek Summit' effective. At the end, we stop every selling activity and closed at 5pm.

Overall, the same things happened on day two. But everything seemed to be well managed because we already learnt from the first day. We also reach the target by sold more products.

6. Issues and Challenges

There are so many issues and challenges that we face during the Business Simulation. Among all the challenges there is one of the biggest problem that made us almost lose our chance to do our Business Simulation on the Summit Parking Area. There was a miss communication between us, and the owner of The Summit. But we already clear all the information which was missed, and still get the chance to do our Business Simulation in front of The Summit Factory Outlet.

Two of our menus are frozen menus, which are The Collagen Float and Parfait+. Frozen menus need freezer to keep it cool. But until the Execution of Business simulation, we haven't got the Freezer. We only utilize mini refrigerator from The Head of Operation (Nila Ayu). The refrigerator only keep our Parfait and it makes the ice cream easier to melt. That's why we serve the Parfait with half melt ice cream. On the first day the stove that we use was difficult to turned. But Fortunately, Fadli solve the problem directly.

Indonesia is facing the rainy weather now. As the business simulation execution begin, several rains happened. Fortunately, we can solve this problem by using a plastic cover in the every sides of our tent to keep our booth dry.

Our main menu is The Optimus Bites that use chicken as the main ingredients. The chicken was coming late to the operations. So the cooking process on The Optimus Bites also late. The operations only use the chicken that already covered by breadcrumbs and left the seasoned chicken without breadcrumb on the car. Several hours later we realized that the chicken is stale, and we have to dispose the stale chicken.

Due to the tiredness from the preparation until the execution day, most of the members were coming late on the second day. We opened the Booth at 9.30am when actually we scheduled to open at 7.00am.

All these issues and challenge we evaluate as a lesson to learn. We consider this business simulation as a practice to be a professional in the future.

7. Lessons Learned

There are few things that we learn in this simulation business. First, We learn about teamwork. It may sound cliché, and maybe it is. But cliché doesn't mean it doesn't matter. It does, like a lot. The one we learn about teamwork is that communication is essentials. We have to have a good communication in team, or else it can lead to miscommunication. Now, if anything we learn about our 2 days business simulation is that miscommunication can be fatal. So, yes, communication is essentials in business, or in any team.

In team, we are divided into finance, marketing, and operation. Inside of those 3 divisions, there will be their own subdivision. It will continue to divide so everyone has his or her own job desk. We already known that job desk function is to manage to no one have over job or no job than he or she capable of. What we have not discovered yet at the beginning is that divide a job desk is easier than keeping the job

desk. Through preparation and execution we find that many people do things that is not in their job desk. There is someone work harder than some who don't do their job. So, for that, we think that working at your own job desk is essentials. It is your job desk it is your responsibility.

Other than that, we learn about discipline. We know that we should be discipline in pretty much everything we do. But for us, at the beginning it seems like something that doesn't matter, since we are on our own. But, as time goes, we find that lack of discipline can be irritating. It makes us work harder, and still the outcomes won't be maximal. So, for us, if we could turn back times with possibilities of what ifs and could haves, we would like to apply some more discipline into our team.

When we talk about discipline, most of us will think about time. Time is one of the things in the world that we could not get back, yet we took for granted most. In our two days of execution, and month of preparation, we feel like time is the most valuable thing that we have. How we are constantly racing with deadline, or finding that time even for half an hour to have a meeting is extremely hard, or how annoying it is for someone to come late. Time is important, it always have been and we learn about that in our business simulation.

But discipline doesn't cover our entire problem. We find that we could be discipline as the army and yet we still find critical moment that we can't avoid by being discipline. That's when we learn about working under pressure. Pressure can done many things to many people. Some of them cry, some of them raise their tone, some of them stoned, some of them stormed out. At critical times like that, instead of searching for solutions, most people will blame. It is always about other people's fault. But we learn that blaming doesn't do any good. We learn that when we're under pressure, when we feel like drowning in the sea of problems, the thing we should do is find that tiny bit of light and find a solution. We are a team after all, we are never alone, there will always going to be a solution.

In our business simulation, not all of us are the bosses. Sometimes, none of us is. When we open our booth, for examples. Everyone minds are set to how are we going to sell our product to customer, how to serve them well. At that time, even our CEO learns to serve. So, yes, it may sound like something people under estimate, but we find it useful. We learn that people that come to our booth are different, every single one of them. They have their own style of speaking, their own needs, their own behavior, and the way we manage to serve them feels like it does matter. We learn to serve people, in a way that we also learn about people's behavior.

Through our preparation, our marketing team has many ways to make our product well known. We use social media, radio, roadshow, and relations. Above all of that, we find the most effective ways is relations. Relations help you find place, find utilities, and customers too. Not that it's the only things that matter, but sometimes it gives us the upper hand to have relations.

In times we do our simulation business, we find that we couldn't make those 2 executions day happen, if we don't do our 1 month of preparations. At first when we look at the timeline, we thought that 1-month is a very long time and preparation is nothing about we bluffing our way though it. But turns out we were wrong. We underestimate our time given and the bluffing preparation, there for our preparation is not maximal. We realize that after our first presentation. We nearly get anything done, and by that time it feels like it's just too late to do many things that we bluff at first to do. So yes, for us, we think we could do our preparation better before it opened at 21st-22nd of November.

We already mention about that limited time before, and we know everyone is aware of it. In that limited time we learn to be creative in every limitations. In that case, it's not just about time. It's also about money, supply, and our own energy. To come up with the idea itself, we learn that we don't have skies at the limit. But that doesn't mean that our creativity is limited. In fact, we learn that the more the limitations, the more creative we should be. Those limitation that we have and our teacher gives, makes us learn to be more creative.

Last, but definitely not least, we learn about having our own strategy. We thought that strategy is something you can learn from books, or copy from other people. It's not wrong, actually. But it's not that simple. To make a strategy, we don't just copy from book; we have to develop and built it ourselves. Strategic building is complicated and fun and we just learn about it in our simulation business.

Most of us will think of this as selling things, even when we already warned that it's not just about that. But we never know until we try it ourselves. In this case, we find that it's true. It's never just about selling things. We learn that along the times we become attach to the things we sell, to the team we worked with. Even if it just about one month.



8. Code of Ethics

1. Employee:

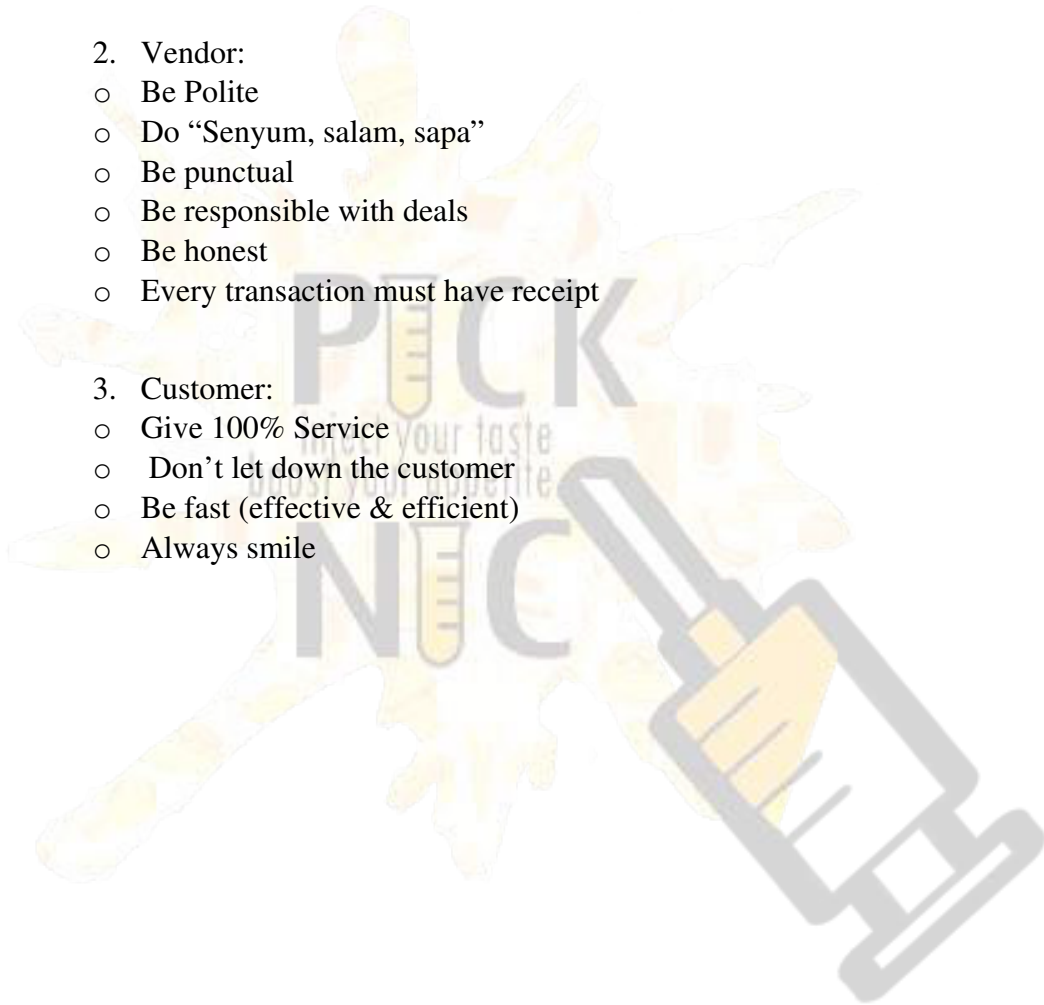
- Start everything with prayer
- Raise your hand before speaking
- Be punctual
- Allow Permission for religious activity
- Meeting schedule be informed at least 1 day before
- Don't do anything when meeting is held (Be focus)
- Respect others opinion equally
- No gadget at meeting

2. Vendor:

- Be Polite
- Do "Senyum, salam, sapa"
- Be punctual
- Be responsible with deals
- Be honest
- Every transaction must have receipt

3. Customer:

- Give 100% Service
- Don't let down the customer
- Be fast (effective & efficient)
- Always smile



9. Social Media Links



Pickclinic



@uqa6164p



Pick Nic



@pickclinic

II. Appendices

1. List of Partnerships

- The Summit (The cooperation letter will follow later)
- Ibu Dewi Utari
- Ibu Lian Ing
- Ibu Rina

PERSETUJUAN KERJASAMA

Kerjasama akan dituangkan dalam suatu MOU, yaitu:

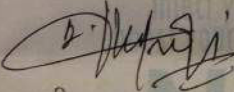
- Peminjaman Alat-Alat Dapur
- Peminjaman Kursi

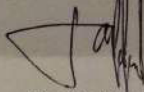
Harga dapat disesuaikan berdasarkan persetujuan kedua pihak

Saya yang bertanda tangan dibawah ini:

Nama : Dewi Utari
Alamat : Jalan Gunung Rahayu Rt 03/11 Nomor 15
No. Telp/HP : 027 2006457

Dengan ini telah menerima proposal perihal kerjasama dengan Pick-Nic Company.

Partner

(Dewi Utari)

CEO Pick-Nic Company

Taufik Adytia Nugraha

PICK-NIC
Pick your taste
Nourish your appetite

PERSETUJUAN KERJASAMA

Kerjasama akan dituangkan dalam suatu MOU, yaitu:

- Peminjaman Cooler Box
- Penyewaan Tenda

Harga dapat disesuaikan berdasarkan persetujuan kedua pihak

Saya yang bertanda tangan dibawah ini:

Nama : YAP LIAN ING
Alamat : JL. SALUYU INDAH II 14
No. Telp/HP : 08164870475

Dengan ini telah menerima proposal perihal kerjasama dengan Pick-Nic Company.

Partner

(LIAN ING)

CEO Pick-Nic Company

Taufik Adytia Nugraha

PERSETUJUAN KERJASAMA

Kerjasama akan dituangkan dalam suatu MOU, yaitu:

- Peminjaman Microphone & Speaker
- Peminjaman Meja


Harga dapat disesuaikan berdasarkan persetujuan kedua pihak

Saya yang bertanda tangan dibawah ini:

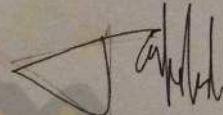
Nama : Rina Hermastuti
Alamat : Jalan Tubagus Ismail 6 No. 12
No. Telp/HP : (022) 2500741

Dengan ini telah menerima proposal perihal kerjasama dengan Pick-Nic Company.

Partner

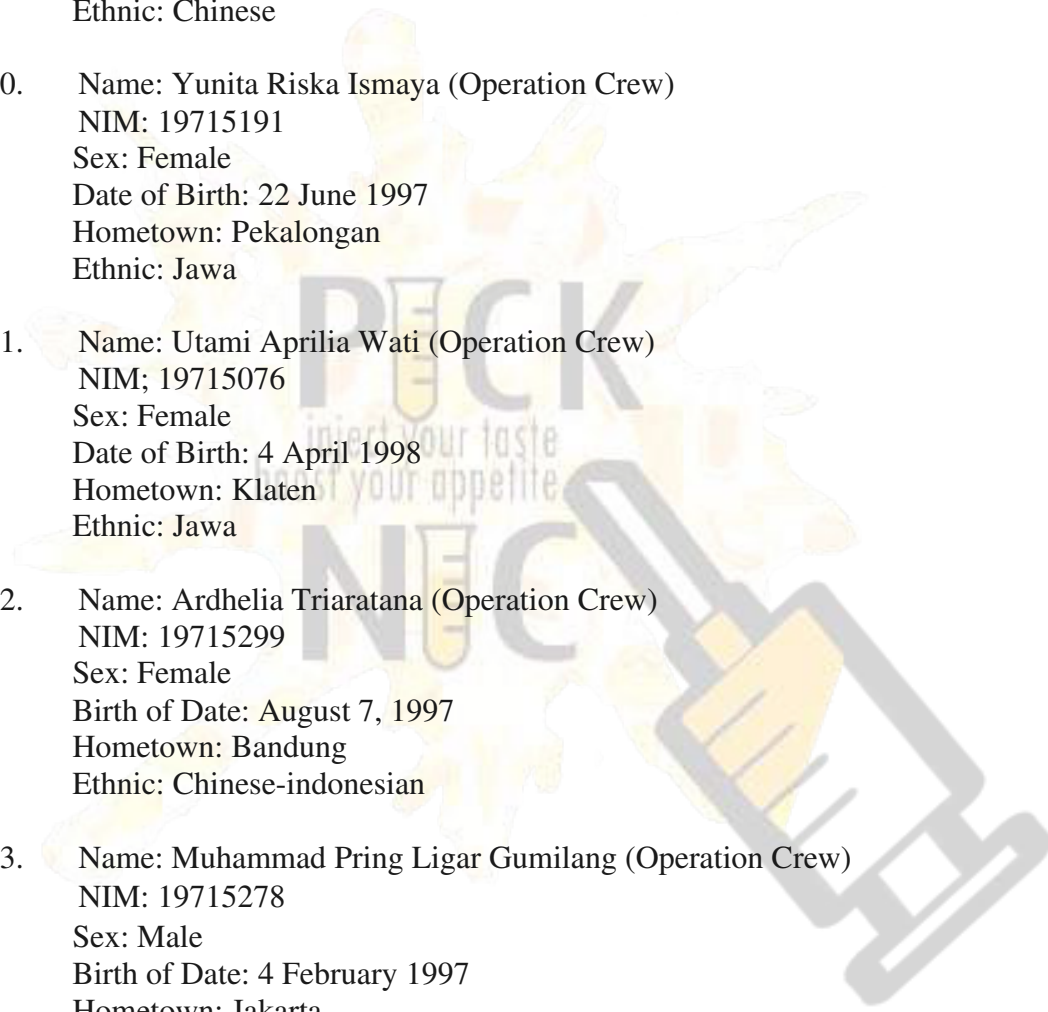

(Rina H.)

CEO Pick-Nic Company


Taufik Adytia Nugraha

2. Member Profiles

1. Name: Taufik Adytia Nugraha (CEO)
NIM: 19715309
Sex: Male
Birth of Date: 14 May 1997
Hometown: Bandung
Ethnic: Sunda
2. Name: Armansyah Adhityo Pramono (Vice CEO)
NIM: 19715284
Sex: Male
Birth of Date: February 17th 1997
Hometown: Jakarta
Ethnic: Javanese
3. Name: Ayesha Aulia Fachira (Secretary)
NIM: 19715040
Sex: Female
Birth of Date: 22 February 1997
Hometown: Tangerang
Ethnic: Sundanese
4. Name: Kevin Cindi Prasetyawan (Treasurer I)
NIM: 19715266
Sex: Male
Date of Birth: 11 Oktober 1996
Hometown: Blitar – North Java
Ethnic: Jawa
5. Name: Erika Dwy Septya Ningrum (Treasurer II)
NIM: 19715261
Sex: female
Birth of Date: 20 september 1997
Hometown: Banyuwangi, East Java
Ethnic: Jawa & Osing
6. Name : Cynthia Magda Ekasaputra (Head Of Finance)
NIM: 19715187
Sex : Female
Birth of date: 15 September 1996
Hometown : Bandung
Ethnic : Chinese
7. Name: Farhanah Fitria Mustari (Head of Marketing)
NIM: 19715047
Sex: Female
Birth of Date: 31, Januari 1998
Hometown: Bandung
Ethnic: Sunda
8. Name: Nila Ayu Lestari (Head of Operation)

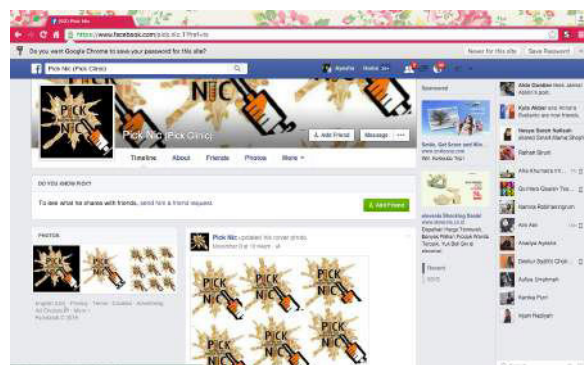
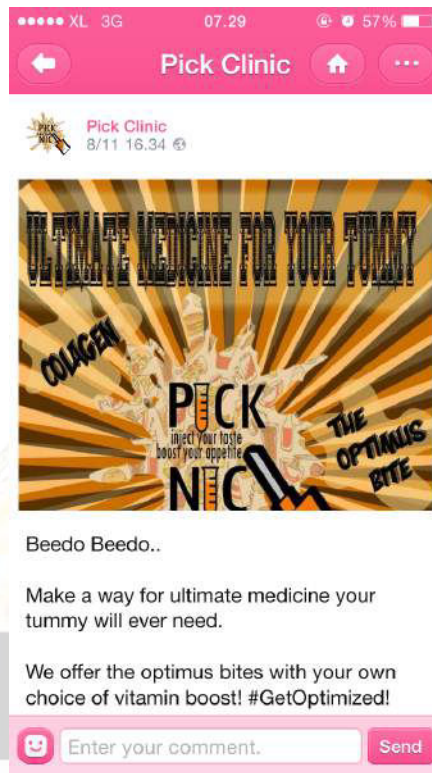
- NIM: 19715047
Sex: Female
Date of Birth: 7 July 1997
Hometown: Depok
Ethnic: Jawa
9. Name: Steven Hans (Marketing Crew)
NIM: 19715181
Sex: male
Birth of date: 7 april 1995
Hometown: Bandung
Ethnic: Chinese
10. Name: Yunita Riska Ismaya (Operation Crew)
NIM: 19715191
Sex: Female
Date of Birth: 22 June 1997
Hometown: Pekalongan
Ethnic: Jawa
11. Name: Utami Aprilia Wati (Operation Crew)
NIM; 19715076
Sex: Female
Date of Birth: 4 April 1998
Hometown: Klaten
Ethnic: Jawa
12. Name: Ardhelia Triaratana (Operation Crew)
NIM: 19715299
Sex: Female
Birth of Date: August 7, 1997
Hometown: Bandung
Ethnic: Chinese-indonesian
13. Name: Muhammad Pring Ligar Gumilang (Operation Crew)
NIM: 19715278
Sex: Male
Birth of Date: 4 February 1997
Hometown: Jakarta
Ethnic: Javanese
14. Name: Muhammad Ihsan (Marketing Crew)
NIM: 19715078
Sex: Male
Birth of Date: September 26, 1997
Hometown: Padang, West Sumatra
Ethnic: Minang
- 

15. Name: Muhammad Fadli Rahmat (Marketing Crew)
NIM: 19715101
Sex: Male
Birth of Date: 22 Mei 1996
Hometown: Tasikmalaya
Ethnic: Sunda
16. Name: Dinda Arini (Operation Crew)
NIM:19715291
Sex: Female
Birth of Date: August, 10th 1997
Hometown: Pematangsiantar, Sumatera Utara
Ethnic: Java
17. Name : Jennifer Magdalena (Marketing Crew)
NIM: 19715026
Sex : Female
Birth of Date : 29 April 1997
Hometown : Jakarta
Ethnic : Bataknese
18. Name: Chubbiansyah Qory (Finance Crew)
NIM: 19715013
Sex: Male
Birth of Date: 18 November 1996
Hometown: Sidoarjo
Ethnic: Javanese
19. Name: Deandra Puspawati (Operation Crew)
NIM: 19715182
Sex: Female
Birth of Date: 2 July 1997
Hometown: Bandung
Ethnic: Sundanese
20. Name : Adrian Muhammad Nur Fallah (Marketing Crew)
NIM: 19715244
Sex : Male
Birth of Date: August 11, 1997
Hometown : Bandung
Ethnic : Sunda
21. Name: Regina Resty Nabila (Operation Crew)
NIM: 19715201
Sex: Female
Birth of Date: 6 June 1997
Hometown: Bandar Lampung
Ethnic: Jawa

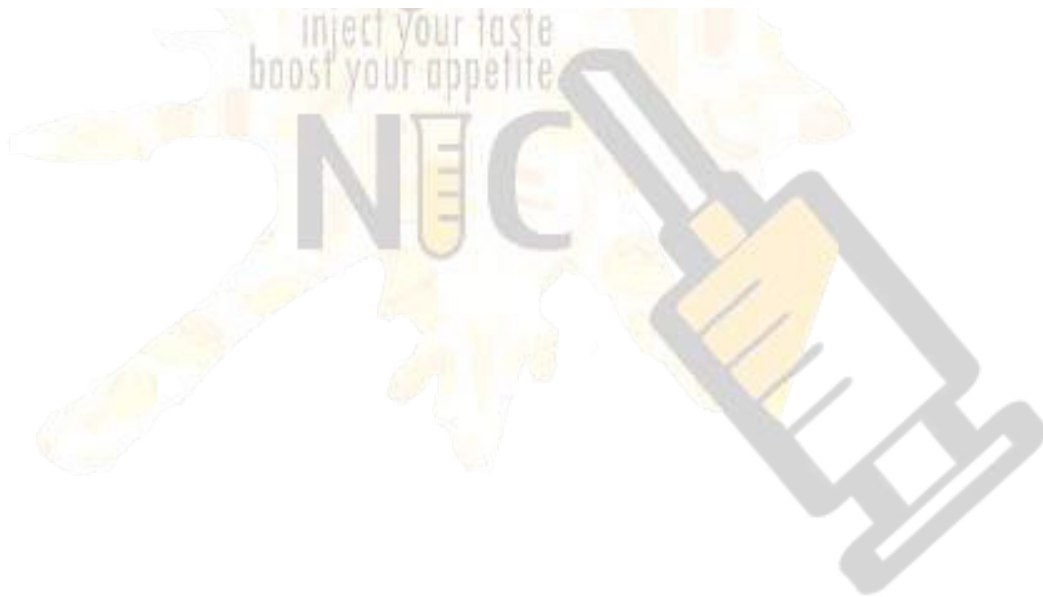
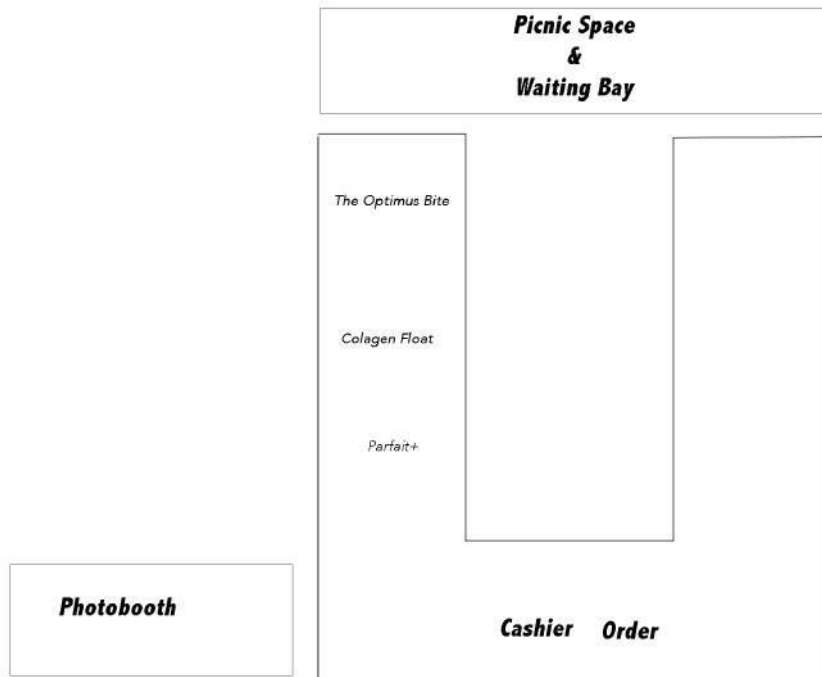
3. Promotional Materials
(Poster)



4. Social Media Activities



5. Booth Layout



6. Cash Flow

Revenue Day-1	Rp4.453.000,00	
Revenue Day-2	Rp5.246.000,00	
Total Income		Rp9.699.000,00
Marketing Expenses	Rp61.000,00	
Administrative Expenses	Rp30.000,00	
Operation Expenses	Rp1.136.600,00	
Production Expenses	Rp3.180.025,00	
Restock Expenses	Rp196.171,00	
Total Expenses		Rp4.603.796,00
Saldo Kas Awal		Rp3.400.000,00
Saldo Kas Akhir		Rp5.095.204,00

A. Finance Report

Before we start this Business Simulation, we were given Rp 2.400.000 from SBM ITB and we add another investment from our member Rp 1.000.000 for funding our company that we used **for day-1**. The table below describe the distribution of the money given.

Allocation of Funds

Capital	Rp 3.400.000
----------------	---------------------

No.	Allocation for	% of Capital	On Currency
1.	Marketing	1.50%	Rp 61.000
2.	Operation	33.00%	Rp 1.136.600
3.	Production	64.00%	Rp2.185.625
4.	Administrative	0.50%	Rp 12.500
	Total	99.00%	Rp 3.395.725

Explanation

Most of our funds (64%) are allocated at the production division because most of our work are focused on the production. And since ingredients cost more than any other expenses so we decided to make production as the biggest allocation. **Any production expenses for day-2, we use our first day revenue for fund it. Total expenses on Business Simulation Day-2 is Rp 1.083.771.** The tables below describe the expenses of Day-2.

Production

THE OPTIMUS BITE

No	Goods	Quantity	Price Per-Unit	Total Price
1	Chicken Filet (kg)	15	42.000	630.000
2	Tepung Kanji	3	5.300	15.900
3	Tepung Tapioka	5	13.000	65.000
4	Telur	3	15.000	45.000
5	Prochiz Cheese	2	16.000 & 15.900	31.900
Total				787800

Parfait+

No	Goods	Quantity	Price Per-Unit	Total Price
1	Nutrijel	4	9.900	39.600
2	Strawberry (kg)	3,5	20.000	90.000
Total				129600

Colagen

No	Goods	Quantity	Price Per-Unit	Total Price
1	Astor Vanilla (kg)	2	19.000	38.000
2	Ice Cube	3	13.000	39.000
Total				77000

Administrative Expenses

No	Goods	Quantity	Price Per-Unit	Total Price
1	Accounting book	7	2.500	17.500
Total				17500

Total Restock for Day -2 76.871

Total Expenses For Day-2 : Rp. 1.083.771

B. Production

THE OPTIMUS BITE

No.	Goods	Quantity	Price Per-Unit	Total Price
1	Sticker 5x5	350	533	186.550
2	Seaweed Powder	1	29.000	29.000
2	Bread Crumbs (kg)	3	18.000	54.000
3	Cup 10 ons	7T	10.000	70.000
4	Cup BSM	2T	10.500	21.000
5	Stick	1	10.000	10.000
7	Chicken Filet (kg)	13	40.000	520.000
8	Salty Soy Sauce	2	11.000	22.000
9	5 Spice Seasoning	1	20.000	20.000
10	Spicy Seasoning	1	12.000	12.000
11	Orange (kg)	1	30.000	30.000
13	Oil	1	20.000	20.000
14	Garlic (kg)	0.26		8.500
14	Eggs	3	28.000	84.000
15	Tomato	15	1.000	15.000
16	Tomato Sauce	1	9.500	9.500
17	Onion (kg)	1/4	20.000	5.000
18	Cornstarch	4	1.000	4.000
19	Nutmeg	2	1.750	3.500
20	Ultra Milk	6	15600 & 14300	88.400
21	Cheese Powder	1	7.000	7.000
22	Chicken Filet (kg)	15	42.000	630.000
23	Starch	3	5.300	15.900
24	Tapioca Flour	5	13.000	65.000
25	Egg	3	15.000	45.000
26	Prochiz Cheese	2	16.000 & 15.900	31.900
Total				2.007.250

Parfait+

No	Goods	Quantity	Price Per-Unit	Total Price
1	Sticker 5x5	175	533	93.275
2	Cup	147	122	18.000
3	Oreo (kg)	2	20.000	40.000
4	Plastic Spoon	100	100	10.000
5	Ice Cream	1	125.000	125.000
6	Chocolate Pudding	4	10.200	40.800
7	Pondan Ice Cream	7	17700 & 16500	120.300
8	Agar Swallow	3	3.600	10.800
9	Nutrijel	4	9.900	39.600
10	Strawberry (kg)	3 1/2	20.000	90.000
Total				587.775

Colagen

No.	Goods	Quantity	Price Per-Unit	Total Price
1	Sticker 5x10	1.040	250	260.000
2	Sedotan	2	9.000	18.000
3	Cup Mega	5T	9.000	45.000
4	Big Cola	4	15.000	60.000
5	Ice Cream	1	125.000	125.000
6	Astor Vanilla (kg)	2	19.000	38.000
7	Ice Cube	3	13.000	39.000
Total				585.000

Total Production Expenses : Rp. 3.180.025

C. Marketing

Marketing got 1.5% from the allocation of funds, totaling Rp.61.000. From the funds provided we divide it into 3 parts, Banner, Poster Laser, and Poster A1. This is the details of funds that we spent;

No.	Goods	Quantity	Price Per-Unit	Total Price
1.	Banner	1	Rp 30.000	Rp 30.000
2.	Poster Laser	4	Rp 1.000	Rp 4.000
3.	Poster A1	1	Rp 15.000	Rp 15.000
Total				Rp 61.000

Total Marketing Expenses : Rp. 61.000

D. Administrative

Administrative got 0.5 % from the allocation of funds, totaling Rp.30.000 from the funds provided for Accounting book. This is the details of funds that we spent

No.	Goods	Quantity	Price Per-Unit	Total Price
1.	Accounting book	12	Rp 2.500	Rp 30.000
Total				Rp 30.000

Total Administrative Expenses : Rp 30.000

E. Operation

Operation got 33% from the allocation of funds, totaling Rp.1.136.000. From the funds provided for a several things. This is the details of funds that we spent

Total Operational Expenses : Rp 1.136.600

Product	Price	Quantity	Total
Place	250,000	1	250,000
Tent	175,000	1	175,000
Decoration:			
Kertas Lipat		1 15000	15000
Busa Hati		1 15000	15000
Kawat 5m		1 5000	5000
Balon		2 8800	17600
Table		4	
Speaker		1	
Pot		8	
Total cost for decoration			152,600
Kitchen Set:			
Stove		1	
Wok		2	
Cup		1	
Oil filter		1	
Pincher		2	
Knife		2	
Cutting pad		2	
Bottle of gas		2	
Total cost for kitchen set			100,000
Cooler:			
Cool Box		1	
Refrigerator		1	
Total cost for cooler			50,000
Syringe	1,000	350	350,000
Onion Skin (kertas miny	500	26	13000
Gases	2	20000	40000
Trash Bag	3	2000	6000
TOTAL			1,136,600

F. Restock

These are the list of goods that we are restocking when doing our business simulation, complete with the quantity, goods, time, who did the restock, price per unit, total price, and from.

RESTOCK Day-1

Quantity	Goods	Time	Restocker	Price Per-Unit	Total Price	From
2	Ultra Milk	12.24	Pring Ligar	16.500	33.000	Indomaret (Pasir Kaliki)
10	Egg	11.17	Pring Ligar	1.800	18.000	Indomaret (Taman Sari)
1	Margarine	11.17	Pring Ligar	7.400	7.400	Indomaret (Taman Sari)
2	Oil	10.34	Pring Ligar	23.200	46.400	Indomaret (Riau)
1	Prochiz Cheese	10.52	Pring Ligar	19.500	19.500	Alfamart (Dago)
		Total			124.300	

RESTOCK Day-2

Quantity	Goods	Time	Restocker	Price Per-Unit	Total Price	From
3	Big Cola	08.28	Adrian	11.500	34.500	Indomaret (Gunung Batu)
3	Tapioca Flour	08.28	Adrian	6.700	20.100	Indomaret (Gunung Batu)
1	Bread Crumbs	10.20	Adrian	6.500	6.500	Toserba Yogya (Riau)
0.528 kg	Egg	10.20	Adrian	24.000	10.771	Toserba Yogya (Riau)
		Total			71.871	

Total Restock Expenses : Rp. 196.171

G. Revenue from Each Product

To make our finance report more detailed about our revenue, this are the list of revenue that we got from each sales of our product;

- Revenue On Saturday

No.	Product	Sales	Price Per-Unit	Revenue
1	The Optimus Bite BBQ	37	20.000	740.000
2	The Optimus Bite Cheese	67	20.000	1.340.000
3	The Optimus Bite Seaweed	49	20.000	980.000
4	Parfait+	70	9.000	630.000
5	Colagen	109	7.000	763.000
Total				4.453.000

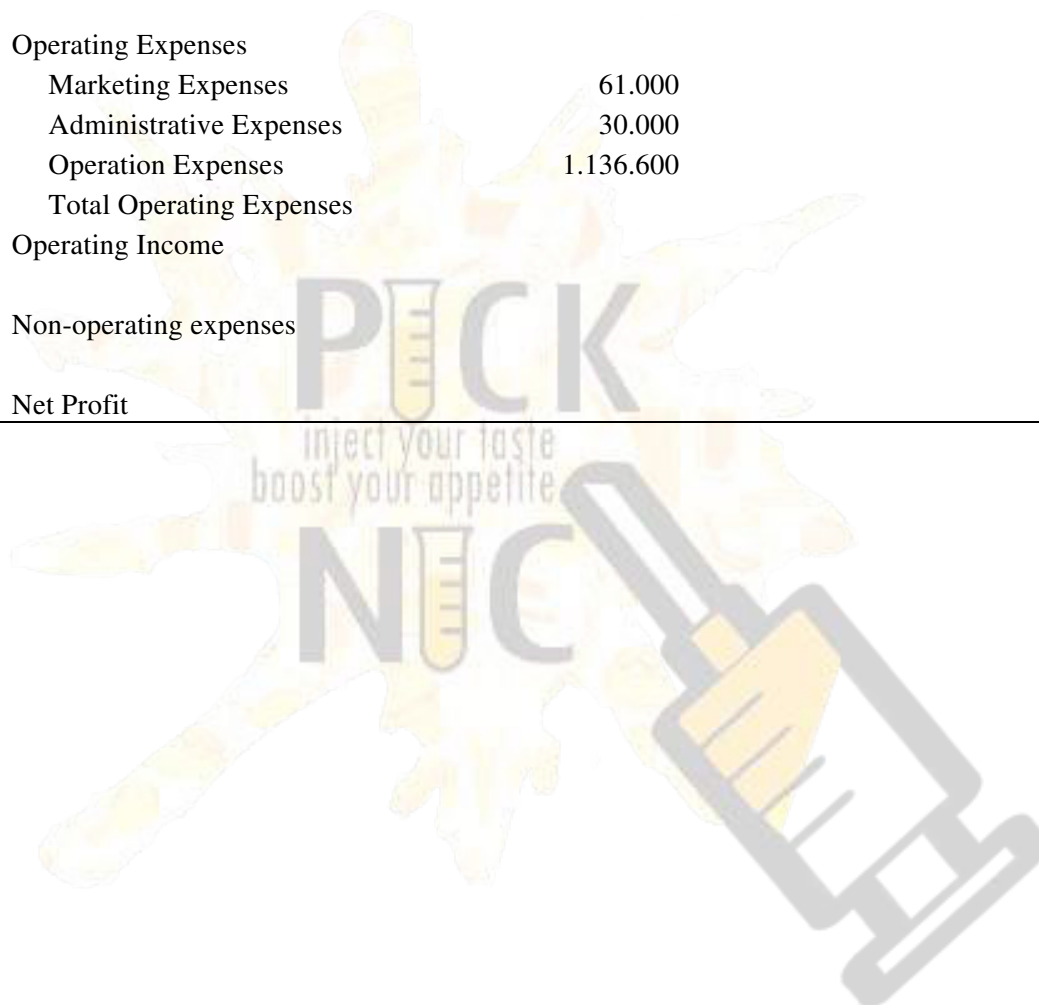
- Revenue On Sunday

No.	Product	Sales	Price Per-Unit	Revenue
1	The Optimus Bite BBQ	64	20.000	1.280.000
2	The Optimus Bite Cheese	89	20.000	1.780.000
3	The Optimus Bite Seaweed	40	20.000	800.000
4	Parfait+	70	9.000	630.000
5	Colagen	108	7.000	756.000
Total				5.246.000

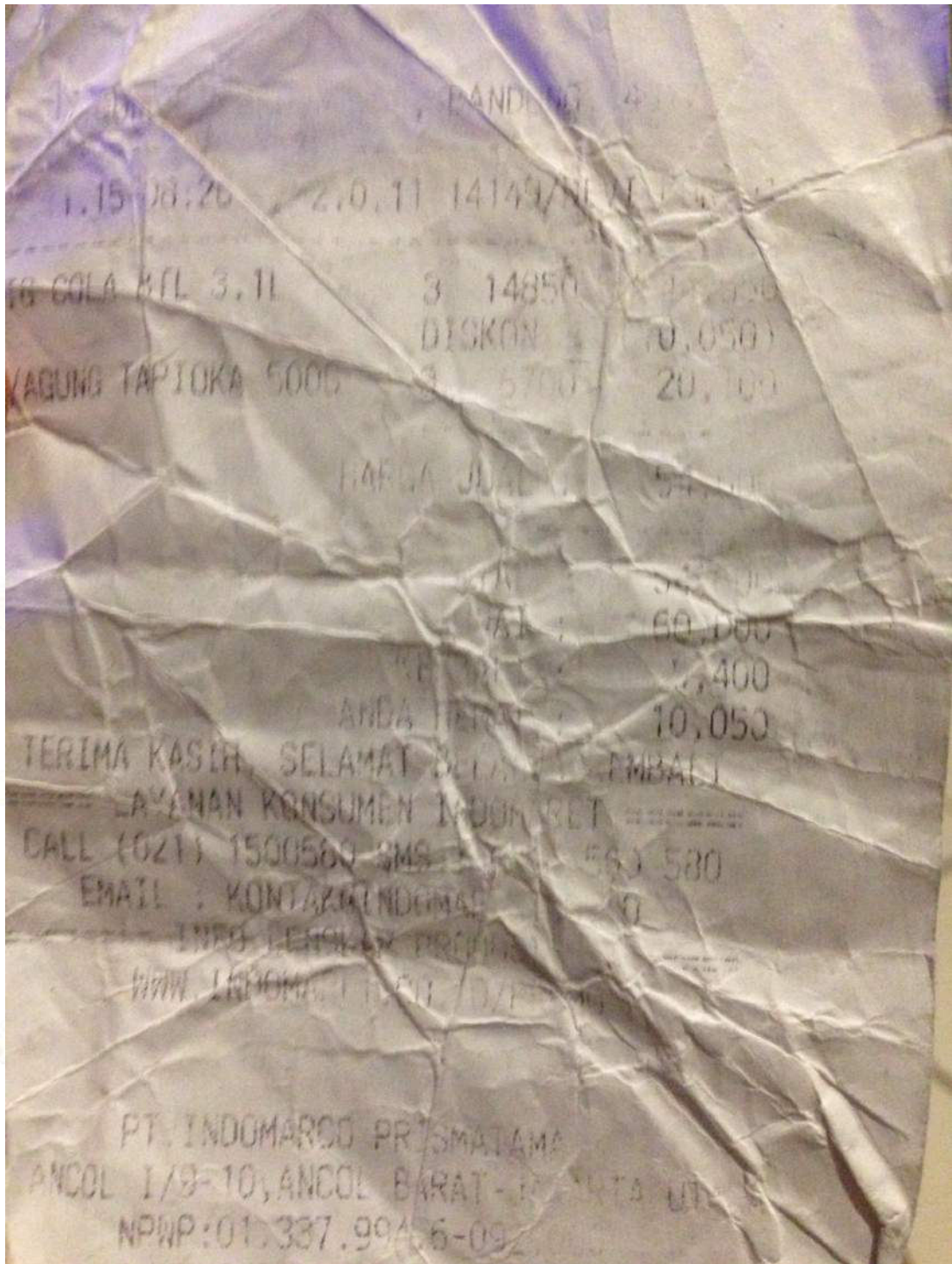
Total Revenue : Rp. 9.699.000

7. Income Statement

PICK-NIC COMPANY		
INCOME STATEMENT		
4 November 2015		
Revenue	9.699.000	
Cost of Goods Sold	3.376.196	
Gross Profit		6.322.804
Operating Expenses		
Marketing Expenses	61.000	
Administrative Expenses	30.000	
Operation Expenses	1.136.600	
Total Operating Expenses		1.227.600
Operating Income		
Non-operating expenses		0
Net Profit		5.095.204



8. Financial Transaction Records





**PRINT-COPY-COPY COLOUR-SCAN-BLUE PRINT
LAMINASI-OUTDOOR-INDOOR-KARTU NAMA**

Jl. Tubagus Ismail Raya No. 1 Bandung 40132 (PASAR SIMPANG DAGO)
Telp. (022) 2502340 HP. 082121080809 e-mail : rindu_digitalprinting@yahoo.com
No. rek : 777-093-4588 (BCA) No. Rek : 1300-0-0992-873-3 (MANDIRI)

SEBUAH HATI
NOTA NO. 16/11 201

Kepada Yth.

Singkatan	Jenis Jasa	Harga Satuan	Jumlah
	Print Laser/Copy Warna	4000	1600
	A4/F4/A3/A3+(Copy/Print)		
	Perbesar/perkecil		
	Kartu Nama		
	A2 Kalkir/HVS/Glossy		
HATI	A1 Kalkir/HVS/Glossy		1500
	A0 Kalkir/HVS/Glossy		
	Lichtdruck		
	Jilid Lakban		
	Jilid Ring(Kawat/Plastik)		
	Soft Cover (BW/Warna)		
	Hard Cover (BW/Warna)		
	Hard Cover Baut		
	Laminasi F4,A3,A2,A1,A0		
	Scan		
	Outdoor/Indoor		

Perhatian :
Sesuatu barang yang dikerjakan dalam tempo 1 (satu) minggu tidak diambil hilang atau tertukar tidak menjadi tanggung jawab kami

Jumlah 3100
U. Muka
Sisa

Hormat kami,

22-11-15

Tuan
Toko

NOTA NO.

BANYAKNYA	NAMA BARANG	HARGA	JUMLAH
1 1/2	Tepung ketan	18000	27000
2 kg	oreo	20000	40000
1 1/2	teping ketan	18000	27000

Jumlah Rp. 94000.

Tanda Terima

Hormat kami,

PT. SUMBER ALFARIA TRIJAYA, TBK
DAGO 301 / 081510009275

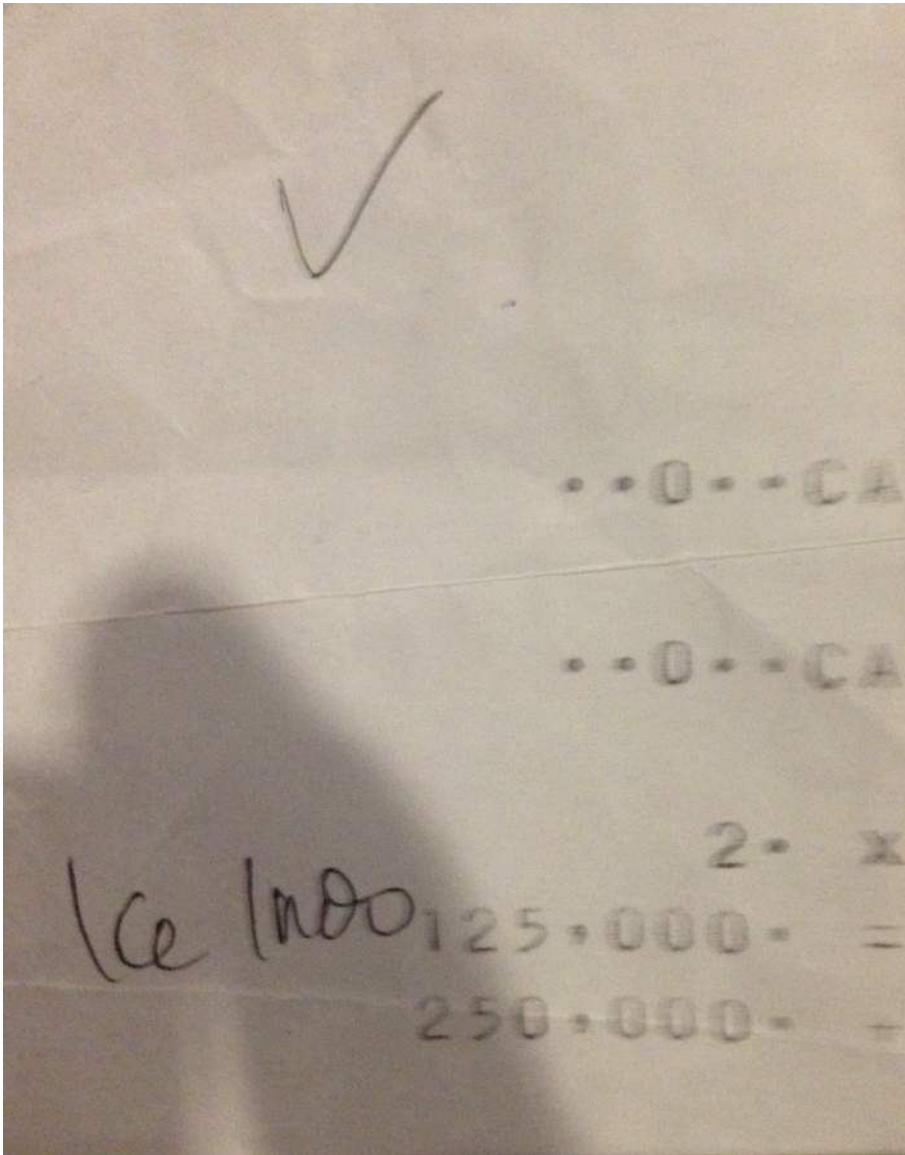
JL. MH. THAMRIN NO. 9, CIKOKOL, TANGERANG
NPWP : 01.336.238.9-054.000
Jl. Ir. H. Juanda No 301 RT 0 COBLONG

Bon B550-777-21118547 Kasir : MELINDA

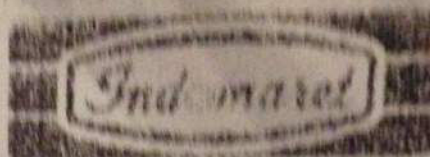
ROSE/B TEP KANJ	3	5,300	15,900
Total Item			15,900
Tunai			20,300
Kembalian			4,100
PPN (1,445)			

Tgl. 21-11-2015 07:45:17 V.2015.10.1

WWW.ALFAMARTKI.COM



PT INDOMARET CO. PRIBADI
JL. ADI SOEPO NO. 100
KAWASAN INDUSTRI
BOJONG BANGKALAN
BOJONEgara 60132



RIAU 27 - BANDUNG/009
JL. LAKSAMANA RE. MARTADINATA NO. 27 - BANDUNG
40115

21. 11. 15-10:34 2. 0. 11 49114/RIFTI SI/01

IDM M/GORENG 2L	2	23200	46.400
PLASTIK BSR	1	1	1
DISKON :			(1)

HARGA JUAL : 46.400

TOTAL : 46.400

TUNAI : 50.000

KEMBALI : 3.600

PPN : DPP= 42.182 PPN= 4.218

TERIMA KASIH. SELAMAT BELANJA KEMBALI

===== LAYANAN KONSUMEN INDOMARET =====

CALL (021) 1500580 SMS : 0816 500 580

EMAIL : KONTAK@INDOMARET.CO.ID

===== INFO LENGKAP PROMOSI =====

BANDUNG,

17/11-15

TUAN

TOKO

OTA

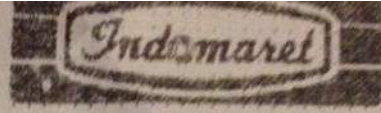
Jumlah	Nama Barang	Harga Satuan	Jumlah
1	RAM DS putih		26500
			13.000

LUNAS
17 NOV 2015

PERHATIAN :
Barang-barang yang sudah dibeli

Total Rp.

INDOMARET BANDUNG
JL. HOS COKROAMINOTO (PASIR KALIKI) NO.65,
KOTA BANDUNG, 40257



PASKAL BARU - BANDUNG/009 022-6076885
JL. HOS COKROAMINOTO (PASIR KALIKI) NO.65,
KOTA BANDUNG, 40257

21.11.15-12:24 2.0.11 4917/ROSSY MU/03

ULTRA SUSU UHT PLN1L	2	16500	33,000
		DISKON :	(2,000)
PLASTIK BSR	1	1	1
		DISKON :	(1)

HARGA JUAL : 31,000

TOTAL : 31,000
TUNAI : 35,000
KEMBALI : 4,000
ANDA HEMAT : 2,000

PPN : DPP= 30,000 PPN= 3,000

TERIMA KASIH. SELAMAT BELANJA KEMBALI
===== LAYANAN KONSUMEN INDOMARET =====
CALL (021) 1500580 SMS : 0816 500 580
EMAIL : KONTAK@INDOMARET.CO.ID

No. 11 / 2015
Tuan
Toko

NOTA NO.

BANYAKNYA	NAMA BARANG	HARGA	JUMLAH
1	Busa hats		15000

Jumlah Rp. 15000

Toserba Borma Dago
Jl. Ir. H. Juanda 348, Bandung (2504601)

BIG COLA 3.1 LTR (6)	
4 X 15,000.00	60,000.00
PONDAN ICE-C MAGIC KOPYOR 150	
4 X 17,700.00	70,800.00
AGAR SWALLOW GLOBE 7 GR/PUTIH	
3 X 3,600.00	10,800.00
PUDDING SUSU COKLAT 130GR	
4 X 10,200.00	40,800.00
ULTRA SLIM 1 LITER/PLAIN	
2 X 15,600.00	31,200.00

Total beli: 213,600.00

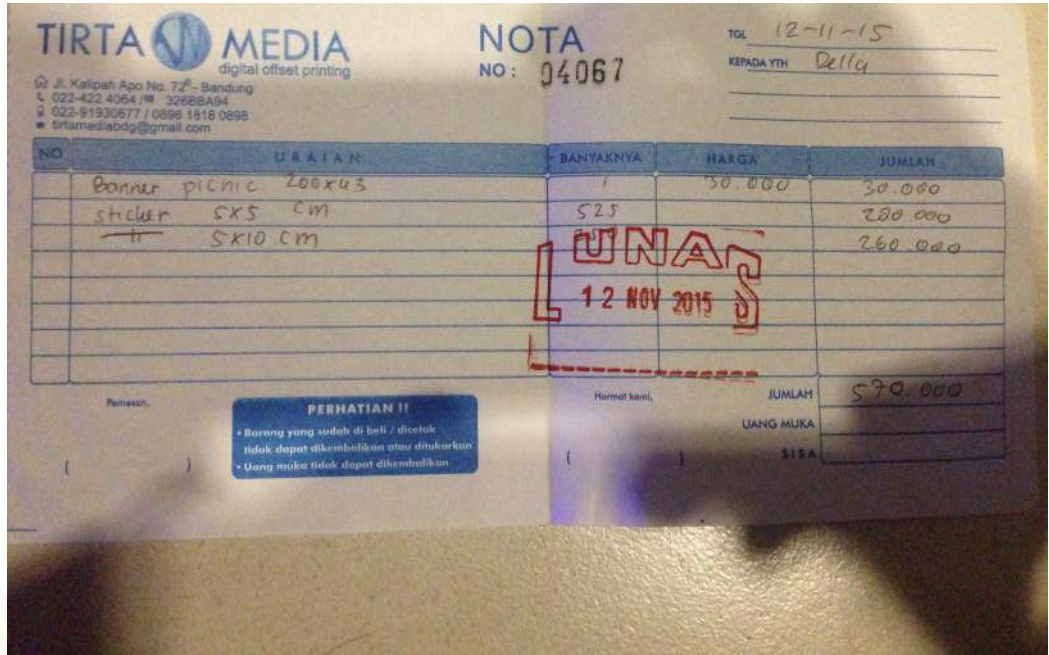
Cash 250,000.00

Total bayar: 250,000.00

Kembalian: 36,400.00

SA197613590 / SOFIYAH (Kasir 4)
20 Nov 2015, 13:50:32

PT. HARJA GUNATAMA LESTARI
Komp. Setrasari Mall II Kav.A-7 Bandung
NPWP: 02.244.696.7-441.000
Terima kasih atas kunjungan Anda.



Tuan
Toko

20/10
11

NOTA NO.

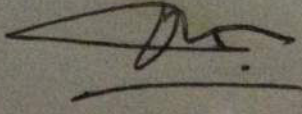
BANYAKNYA	NAMA BARANG	HARGA	JUMLAH
15 kg	Ayam pilet	40.	520.000
2.	Kecep. ASIN 11.		22.000
1	* Bumbu. s. Rempah.	20.000	20.000
1	Bumbu. pedes.	12.000	12.000
1 kg	jeruk nipis.	30.	30.000
2.	gas.	20.	40.000
1	mingy ak.	20.	20.000
1	Keju bubuk	1	7.000

Jumlah Rp.

679.000

Tanda Terima

Hormat kami,



Tuan
Toko

20/15
11

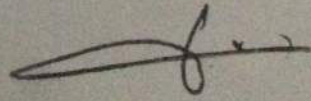
NOTA NO.

BANYAKNYA	NAMA BARANG	HARGA	JUMLAH
3 kg.	Telur.	22000	66000

Jumlah Rp. 66000

Tanda Terima

Hormat kami,



Tuan
Toko 21/11/11

NOTA NO.

BANYAKNYA	NAMA BARANG	HARGA	JUMLAH
1	Tomat	1500	1500
1	Susu tomat	900	900
1
1	Mentol	150	150

Jumlah Rp. 31.500

Tanda Terima

Hormat kami,



TK

19/11/15

Tuan
Toko

NOTA NO.

BANYAKNYA	NAMA BARANG	HARGA	JUMLAH
5T	Cup mega	8000	40.000
2T	Cup 10 ons	10.000	20.000
100	STB Bening		10.000
1	Tusok		10.000
2kg	Oreo	20.000	40.000
4 1/2	Tepung roti	18.000	81.000
2T	Cup BSM	10.500	21.000
2	Sedotan	9.000	18.000
3 pcs	P. Sampah	20.000	6.000

Jumlah Rp. 306.000

Tanda Terima

Hormat kami,

TK

21/11/15

Tuan
Toko

NOTA NO.

BANYAKNYA	NAMA BARANG	HARGA	JUMLAH
15kg	ayam fillet	42.000	630.000
	Straberi	20.000	20.000
3kg	Telur	15.000	45.000
	Keju Provis	16.000	16.000

S

Jumlah Rp. 711.000

Tanda Terima

Hormat kami,

Tuan
 Toko

NOTA NO.

BANYAKNYA	NAMA BARANG	HARGA	JUMLAH
2	Pondor 16-6	16.500	33.000
4	Ultramilk	14.300	57.200
5	Tepung Tapioka	13.000	65.000
1	Pondor 16-6	16.500	16.500
4	Nutrijel	9.900	39.600
	Prochiz		15.900

Jumlah Rp. 227.200

Tanda Terima

Hormat kami,



21 / 11 2015

Tuan
Toko

NOTA NO.

BANYAKNYA	NAMA BARANG	HARGA	JUMLAH
12	ACCOUNTING BOOK	2500	30.000

Tanda Terima

Jumlah Rp. 30.000
Hormat kami,

TOSERBA
Jl. L.L.R.E Martadinata No. 17
PT. AKUR PRATAMA
NPWP: 01.555.189.8-007.000
Jl. P. Revolusi 15 Jaktim
<http://www.toserbayogya.com>

	Rp
KURNIA TEPUNGROTI300	6.500
0.528X 20.400	
TELUR SA NEGERI TBG	10.771
SUBTOTAL	17.271
=====	
TOTAL	17.271
CASH	100.000
CHANGE DUE	82.729

** TERIMA KASIH ATAS KUNJUNGAN ANDA **
Utk barang kena pajak harga termasuk PPN
No:13 65165 171508 22/11/15 10:20

9. Several Documentation













III. References

EatBud Final Report(SBM 2016)
intro2business-sbmitb.weebly.com

LAMPIRAN PERSETUJUAN KERJASAMA

Kerjasama akan dituangkan dalam suatu MOU, yaitu:

- Peminjaman Tempat
- Peminjaman Fasilitas berupa Listrik dan air

Saya yang bertanda tangan dibawah ini:

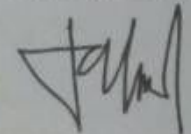
Nama : Lntan
Jabatan : Sekretaris
Perusahaan : FO Summit / TBPC Group
Alamat Perusahaan : Jalan Upaganti NO. 16B

Dengan ini telah menyetujui kerjasama dengan Pick-Nic Company.

Perusahaan/Instansi

()

CEO Pick-Nic Company


Taufik Adytia Nugraha