

---

## CUPCAKE BAKESOLUTELY BUSINESS PLAN

**Mega Wangsa**

Bakrie University, Indonesia  
megawangsaawidjaja@gmail.com

---

### ABSTRACT

#### KEYWORDS

*Cupcakes, Natural Colors, Business Plan, Jakarta, Special Days*

#### ARTICLE INFO

Accepted:

**April, 26<sup>th</sup> 2022**

Revised:

**May, 7<sup>th</sup> 2022**

Approved:

**May, 12<sup>nd</sup> 2022**

Bakesolutely Cupcake business plan is the author's new plan in the food sector that offers various types of Cupcakes that are processed using natural colors and flavors. In general, colors are divided into two types, natural colors, and synthetic colors. Several factors support the use of synthetic colors, some are using it to reduce production costs. Like a cupcake in general, Bakesolutely Cupcakes can be part of various kinds of celebrations. This business plan was chosen to see the many opportunities that can be taken where every time around us, there is always a special day, support for a healthy lifestyle, and supported by the hobby of the writer. This research uses a qualitative method with an ethnographic approach and a case study. Netnography is a research method that is carried out online to collect digital artifacts in the form of available records regarding a matter. Based on the results from various perspectives that have been designed, Bakesolutely's cupcake business plan is feasible to run.

---

### INTRODUCTION

Every day we are surrounded by people who celebrate special moments (Biermann & Rau, 2020). Such as birthday celebrations, calendar celebrations of major holidays to commemorate something, graduations, job promotions, new business openings, weddings, births, and many more (Lee & Goldblatt, 2020). In this case, it is not far from the existence of the food that is presented, as part of the celebration symbol, one of which is sweet cakes that can be served in the form of Cupcakes.

In the process of making cakes/cupcakes, generally, there are food additives to support the visuals of the cupcakes so that they attract the attention of consumers, especially in terms of color (Kumar et al., 2021).

According to Purba (2009), food additives are compounds that are intentionally added to food and beverages, not the main ingredient. One of the food additives can be in the form of dyes (Thakur, Sharma, & Verma, 2020).

According to the Regulation of the Minister of Health of the Republic of Indonesia in 2012, it is stated that dyes as one of the food additives can be in the form of natural and synthetic dyes.

Unfortunately, there are still a lot of beautiful cakes with bright colors and increasing taste that is processed using food coloring instead of natural ingredients, so it is possible to have a risk in the future if consumed in excess, continuously, then accumulates in the body which can damage the function of body organs such as the liver. and the kidneys must work hard to process these substances. If the liver and kidneys do not manage to process them to be excreted, these substances can be the origin of cancer (Boussios, Pentheroudakis, Katsanos, & Pavlidis, 2012).

According to dietitian Julia Zumpano of the Cleveland Clinic, foods with artificial coloring have risks to health such as hives, asthma, tumor growth, and behavioral changes such as irritability, and depression.

The author chose to build a Cupcake business based on his hobbies and interests in the world of cakes (Nguyen, 2020). Starting from curiosity and trying to make Cupcakes to be eaten at home, brought as snacks to where the author works until someone wants to order (Rousseau, 2013). The author also enjoys the process of decorating the cupcake, it can be decorated in such a way that it has meaning and the theme behind the cupcakes that are served (Wu, Samper, Morales, & Fitzsimons, 2017). In addition, the author also enjoys and learns about a healthier lifestyle.

This research aims to provide the right and organized business process, find out the right strategy/steps to face the competition, and help customers find Cupcakes with natural dyes when they want to buy either for their consumption or as gifts to give to relatives and make it easier for customers to get Cupcakes. with natural dyes with the desired theme.

## RESEARCH METHOD

This research uses a qualitative method with a ethnographic approach and a case study (Reid & Duffy, 2018). Netnography is a research method that is carried out online to collect digital artifacts in the form of available records regarding a matter (Addeo, Paoli, Esposito, & Bolcato, 2019). A case study is an approach that looks at the case from the phenomenon that occurs, how the case process occurs, what influences the case, and why the case becomes interesting to be material for further study (Khadaffi et al., 2017).

## RESULTS AND DISCUSSION

### A. Data Analysis

#### 1. Market Analysis

The data used is divided into 2 types, namely primary data and secondary data. Primary data is obtained from the author's direct observation of the competitors' environment and interviews with the target market. Both to get a picture of the real conditions (Buhalis & Sinarta, 2019). Secondary data is obtained from literature studies of books, journals, and statistical data from BPS, newspapers, magazines, and the internet field (Harahap, 2020). Secondary data is used as a support in processing primary data. To find out the strengths, and weaknesses, take opportunities, and minimize the weaknesses that exist in Bakesolutely, the author uses a SWOT analysis.

##### a. Strength

- The product itself is processed from basic ingredients so it has a fairly good price advantage.
- Provides many variants.
- Provides an attractive Cupcake appearance.
- Cupcake flavors that have been accepted by family and friends make the flavors offered will also suit new consumers.
- There is a special offer for the purchase of a certain amount.
- Can serve orders according to the theme.
- Can serve delivery orders with minimum and reasonable costs.
- The owner can be and understand all the work of the employees. If at any time there is a problem, the owner can quickly solve the problem.
- Parking is available for consumers who want to see or pick up cakes in person.
- The location of the raw material provider is not far.
- Having a product with its characteristics. Generally, certain hands produce certain works, which are commonly referred to as characteristics.

- Having its driver to answer consumer desires, reason only shipping costs.
- b. Weaknesses
  - Bulk orders are made several days in advance.
  - Have no place to eat on the spot.
  - Do not have complete documents to build a business.
- c. Opportunities
  - We are surrounded by consumers who have precious moments to celebrate.
  - Not many Cupcake shops use and mention the use of natural ingredients.
  - Having a physical store so that can increase awathe reness of passers-by.
  - The existence of the organizer is a supporter to expand the connection.
  - Win price competition from similar competitors.
  - New stores have a chance to get 100% new customers who try first.
  - The availability of storage space in the vehicle can overcome the problem of cake cream which softens during hot weather.
- d. Threat (Threat)
  - Challenges in terms of creativity.
  - Similar competitors.
  - Not every day people consume cupcakes.

Filling out the questionnaire with the target market is done to find out what consumers want. The total sample of respondents is 47 people with criteria according to the target market.

1. The majority of respondents had bought cupcakes.

Apakah kamu pernah membeli Cupcake di Jakarta?  
47 responses

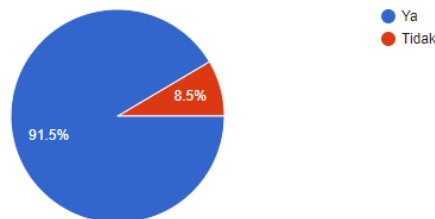
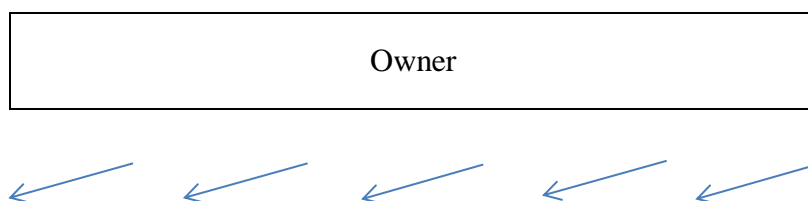


Figure 1 Diagram of the Number of Questionnaire Respondents

2. Respondents know the existence of the store from seeing the store directly, social media Instagram and friend recommendations.
3. Respondents buy Cupcakes for consumption and birthday events. There are still few who answered for certain celebrations.
4. The majority of respondents 80% 9 out of 47 people chose to buy boxes of 6 or 12 instead of buying units because the price was getting cheaper.
5. 46 respondents out of 47 agreed with the idea of making Cupcakes as souvenirs in a celebration.
6. All respondents chose to agree with the promotion in the form of discounts, 30% of all respondents also agreed with the alternative promotion.

**2. AnalysisOperational**

Each employee will report directly to the owner



Baker processing materials	Bake part of the roast	Baker decoration and packaging	Cashier and order taker	Driver
----------------------------	------------------------	--------------------------------	-------------------------	--------

Figure 2 Operational Structure

### 3. Legal Analysis and Management Team

Starting from individual and home-based businesses. So it takes time to take care of some business legalities.

### 4. Business Model Canvas

The framework that discusses the business model is presented in a visual form in the form of a canvas.










<b>Key Partners</b>  <ul style="list-style-type: none"> <li>. Supplier bahan</li> <li>. Supplier peralatan</li> <li>. Event Organizer</li> </ul>	<b>Key Activities</b>  <ul style="list-style-type: none"> <li>. Menyediakan Cupcake yang menggunakan pewarna alami. Dapat beli langsung / custom.</li> </ul>	<b>Value Proposition</b>  <ul style="list-style-type: none"> <li>. Cupcake pewarna alami.</li> <li>. Mendukung pola hidup sehat.</li> <li>. Banyak pilihan rasa dan tampilan.</li> <li>. Kualitas baik.</li> <li>. Tersedia online &amp; offline.</li> <li>. Bisa custom sesuai tema.</li> </ul>	<b>Customer Relationships</b>  <ul style="list-style-type: none"> <li>. Delivery service.</li> <li>. Pelayanan baik &amp; ramah.</li> </ul>	<b>Customer Segments</b>  <ul style="list-style-type: none"> <li>1. Perempuan (pelajar, mahasiswa, ibu) Jakarta, senang mempersiapkan perayaan, care terhadap sesama, familiar dengan sosial media.</li> </ul>	
<b>Key Resources</b>  <ul style="list-style-type: none"> <li>1. SDM bidang olah bahan, panggang, hias</li> <li>2. SDM kemas, kasir, penerima order &amp; driver</li> </ul>		<b>Channels</b>  <ul style="list-style-type: none"> <li>. Online (sosial media, market place).</li> <li>. Toko offline.</li> <li>. Via orang ke orang.</li> <li>. Masyarakat sekitar.</li> </ul>		<b>Cost Structure</b>  <ul style="list-style-type: none"> <li>. Biaya operasional</li> <li>. Biaya Investasi</li> </ul>	<b>Revenue Streams</b>  <ul style="list-style-type: none"> <li>. Menjual Cupcake via online / offline, tersedia pengemasan satuan, kotak isi 6, 12 dan atau sesuai pemesanan.</li> </ul>

Figure 3 Business Model Canvas

a. *Key Partners*

As a business process driver, Bakesolutely cooperates with appropriate suppliers and partners.

b. *Key Activities*

The main activity offered is selling cupcake menus that use natural dyes. Can be purchased directly at the store / via online / custom order.

c. *Key Resources*

The main resources are the field of ingredients, baking, and decoration, followed by other supporting resources.

d. *Value Proposition*

In accordance with the business plan, Bakesolutely provides products that can make people happy.

e. *Customer Relationship*

To create good relationships with customers, Bakesolutely provides good and friendly service.

*f. Channels*

Media used to convey information / communicate via online and offline.

*g. Customer Segments*

Bakesolutely's defined customers are specific enough to make it easier to capture the target market.

*h. Cost Structure*

The costs in the business plan are the costs needed to keep the business running.

*i. Revenue Streams*

Revenue is obtained when a cupcake sales transaction occurs.

## 5. Risk Analysis

One of the major risks is the competition in the industry itself. The author uses the analysis of the Five-Force model to help companies identify what steps need to be taken in maintaining the company.

a. Bargaining power of suppliers

- For the raw material for making cupcakes. Bakesolutely buys directly from the main distributor, so in terms of raw material prices, you will get a relatively low price.
- Because the ingredients will be reprocessed later, there is no need to worry about the similarity of raw materials to other cake shops.

b. Bargaining power of customers

Consumers have an important role in the survival of a company. The existence of bargaining from buyers is caused by:

- There are other competitors who offer similar products
- There is competition that offers products at very low prices

Bakesolutely is able to minimize these offers by:

- Providing products with a distinctive taste that other cake shops cannot provide.
- Using dyes from natural ingredients so it is safer for consumption.
- The price offered is in accordance with the quality of the basic ingredients for making cupcakes, so in terms of taste it will also support.

c. Threat from new entrants (Potential entry of new competitors)

New entrants can come anytime and anywhere and can easily make observations again to see the advantages of the ongoing business. Therefore Bakesolutely must have the right strategy such as:

- Improve services by providing delivery services.
- Doing training, especially Baker in the decorative section so that they are more proficient in decorating.
- Keep publishing different key advantages.
- Always looking for new themes.
- The taste that is right for consumers can bind consumers to buy the cakes that Bakesolutely offers again.
- Running promotions to attract consumers.

d. Threat of substitute goods (Potential development of substitute products)

The arrival of substitute goods and materials is unavoidable because many people are competing to create new business products. Changes in materials can cause changes in quality and taste.

Therefore, Bakesolutely can anticipate by having many sources to get the goods and materials used.

e. The level of competition within an industry (Rivalry among competing firms)

Competition in similar industries is also a barrier when developing new businesses. However, to overcome this, Bakesolutely can make appropriate strategies such as:

- Promoting from friends to friends, family and playing in the digital world.
- Cooperate with a special organization that takes care of a celebration.
- Provide good results as desired by consumers.
- Providing delivery services to make it easier for consumers to get the Cupcakes they ordered. Judging from the results of filling out the questionnaire, delivery service is one of the factors that can hinder sales.

## 6. Analysis of financing projections

Cupcake Bakesolutely's business financing is obtained from personal and family capital, it does not rule out the possibility of investment from outside parties.

## B. Business Plan

### 1. Product ideas offered

#### Product

#### a. Regular Cupcakes:

Table 1. Regular Cupcakes

Flavor	Natural Dyes	Stuffing	Buttercream	Natural Dyes	Toppings
Vanilla	Vanilla Powder	n/a	Vanilla	Milk Powder	Grated cheese
Vanilla	Vanilla Powder	n/a	Vanilla	Chocolate Powder	Chocolate
Chocolate	Chocolate Powder	n/a	Vanilla	Vanilla Powder	Grated cheese
Chocolate	Chocolate Powder	n/a	Vanilla	Chocolate Powder	Chocolate
Pandan	Pandan Powder	n/a	Vanilla	Vanilla Powder	Peanut
Mocha	Coffee powder	n/a	Vanilla	Vanilla Powder	Peanut

#### b. Premium Cupcakes

Table 2 Premium Cupcakes

Flavor	Natural Dyes	Stuffing	Buttercream	Natural Dyes	Toppings
green tea	Green Tea Powder	Green Tea Cream	Vanilla	Green Tea Powder	Grated cheese
Red Velvet	Beetroot Powder	Cream cheese	Vanilla	Vanilla Powder	Sprinkle
Rum	Chocolate Powder	Chocolate Cream	Vanilla	Chocolate Powder	Chocolate
Baileys	Bamboo Charcoal	Coffee Cream	Vanilla	Chocolate Powder	Peanut
Vanilla	Strawberry Powder	Strawberry Jam	Vanilla	Strawberry Powder	Strawberry
Vanilla	Vanilla Powder	Peanut butter	Vanilla	Carrot Powder	Peanut



### Price

#### a. Regular Cupcakes:

- Unit price IDR 18.000
- Box of 6 @Rp 16,500 = Rp 99,000
- Box of 12 @Rp 15,000 = Rp 180,000

#### b. Premium Cupcakes:

- Unit Price IDR @23,000
- Box of 6 @21,500 = Rp 129.000
- Box of 12 @ 20,000 = Rp 240,000

#### c. Pre-order custom cupcakes:

Additional fee of IDR 5,000 per cupcake

Additional cost of IDR 5,000 if packaged individually into special packaging

## 2. Marketing strategy

Based on data regarding Bakesolutely's target market, it can be calculated how many target markets can be achieved based on the population of DKI Jakarta province by age group and gender in 2019.

Data from the World Bank (World Bank) obtained the latest research on groups of Indonesian people, especially in terms of their economic level.

- a. Upscale 1.2% (Target Market Bakesolutely)
- b. Middle Class 20.5%. (Target Market Bakesolutely)
- c. Towards Middle Class 44%.
- d. Poor Class 10.7%
- e. Vulnerable 23.6%.

If we assume that by using the 2019 BPS numbers in the data table and combining it with World Bank data for the upper class SES A and middle class SES B according to the Bakesolutely target market, the total target market processing based on age and percentage is 405,083 people.

Table 3 Calculation of the estimated total target market

Kelompok Umur	2019		Persen Kelas A	Persen Kelas B	Total Target Market
	Jumlah Penduduk Provinsi DKI Jakarta Menurut Kelompok				
	Laki-laki	Perempuan			
0-4	453,157	435,687			
5 - 9	478,490	462,403			
10 - 14	404,210	380,844			
15-19	362,525	357,569			
20-24	362,699	393,490	4,722	80,665	
25-29	445,352	483,771	5,805	99,173	
30-34	515,860	507,359	6,088	104,009	
35-39	501,470	482,121	5,785	98,835	
40-44	439,041	422,799			
45-49	371,257	359,079			
50-54	307,256	302,979			
55-59	239,492	246,068			
60-64	175,601	183,612			
65+	228,911	254,708			
Jumlah	5,285,321	5,272,489	22,401	382,682	405,083

## Promotion

### Marketing & Sales

Several ways that can be run to market Bakesolutely as a new business are divided into 2 ways, namely online and offline:

#### Online

1. Through the website, with the aim that new customers who have just found out about Bakesolutely's existence can find out what products are offered. In accordance with the target market which is quite active in using the internet as a source to find information. The strength of the keywords on the website can lead the Bakesolutely website to be seen according to the keywords that customers are looking for. For example, writing the following sentence in the search column for "Cupcake Jakarta", "Birthday gift ideas", "Custom Cake Jakarta", and others.
2. Through social media Facebook and Instagram. Have an interesting account gallery to follow. Run paid ads to help Bakesolutely spread ads. Collaborating with influencers who can represent Bakesolutely as one of the recommendations for where to buy Cupcake.
3. Media placement on digital platforms that match the target market.
4. Collaborating with websites that offer attractive promos where many people are looking for discounted prices.
5. Present in the online motorcycle taxi application to make it easier for customers to buy Cupcakes.

#### Offline

1. Collaborate with the event planner community such as birthday event planners, social gatherings, new product launches, institutional event celebrations, and others. This can be a bridge as a recommendation to get new customers.
2. Media placement in shops related to parties, such as party supply stores, party clothes shops, and others.
3. Providing support for certain events with reciprocity Bakesolutely can put a logo around the event environment to increase Awareness.
4. Create an attractive purchase accumulation reward program.
5. Participate in events such as bazaar / booth.

## Process

### Business operation strategy

#### People

Bakesolutely, organizational structure

1. Owner concurrently finance & purchasing
  - Owner  
As the owner who is directly involved with the company's operations, participates in daily activities, plays a role in determining strategy and planning. Financial control and purchases of goods and materials needed.
2. Baker material processing section
  - Play a role in preparing the dough until it is ready to bake.
  - Ensure the dosage of ingredients is complete and processed according to the steps.
  - Update the condition of the stock of materials to the owner, including checking the expiration date.
  - Can help estimate the amount of material needed on an order with a certain request



3. Bake part of the roast
  - Play a role in the fire protection process.
  - Make sure the grill is in good condition.
  - Update to the owner if the roasting process has problems.
  - Responsible for Cupcake maturity level.
  - Ensure the roasting process at the specified time.
4. Decorative part baker
  - Play a role in decorating the Cupcake
  - Continuing the Cupcake filling process after the Cupcake has cooled.
  - Processing buttercream and fondant until ready to be applied.
  - Help estimate the number of decorations required on an order with a particular request.
5. The packaging department is also looking after the shop
  - Pack the cupcakes into packaging when they are finished decorating.
  - Packaging Cupcakes according to the orders that consumers want to buy.
  - Ensure sufficient packaging stock for a certain period.
  - Help estimate the number of packaging required on an order with a specific request.
6. The cashier and the recipient of the order
  - Receive transactions from consumers.
  - Record financial transactions along with daily financial reports.
  - Recording and receiving orders via online and offline
7. Courier
  - Helping the Cupcake delivery process until it reaches the consumer.
  - Responsible for the vehicle used.

### Capacity planning

The number of employees is 6 people outside the owner consisting of:

- 1 Owner concurrently finance & purchasing
- 1 Baker material processing section
- 1 Baker part roast
- 2 Baker decorative part and also packaging
- 1 Cashier and order taker
- 2 Couriers

Working days = 7 days

Working hours = 8 hours

Amount that can be served

Cupcakes that can be produced per 2 hours = 72 Cupcakes

Shop opening hours Monday to Sunday = 10.00 – 17.00

### Recruitment Process

Publication of the employee search process at this time can be said to be quite efficient with several media that we can use.

- Publication via friends / family / people we know.
- Publication via website that specifically provides information job vacancy.
- Publication via social media owned Bakesolutely.



### Employee training and development

The time after the employee search process is complete is to provide training or an overview of activities at the work location and their relationship with other employees. To ensure that employees are ready to serve consumers, a role play will be carried out.

### Financial Plan

#### a. Pay Structure

Wages and benefits are factors that act as employee motivation to work optimally.

##### a. Basic salary

In determining the basic salary wages can be determined from a salary survey in accordance with job benchmarks and job evaluations (Sudiardhita, Mukhtar, Hartono, Sariwulan, & Nikensari, 2018). The greater the responsibility to eat will get a higher salary.

##### b. Holiday allowance

Given once per year equal to one time base salary.

#### b. Place & Physical Evidence

Locations with an active community environment can support the sales process. The road can be traversed by motorized vehicles both from motorbikes to cars. A clean environment also supports it so it looks more beautiful and attractive.

### 4. Strategies for dealing with risks

In dealing with risks, Bakesolutely uses a strategy based on the Five-Force model analysis. Where risks can be minimized so that they do not interfere with the running of the business.

### 5. Capital Requirements and Financial Projections

#### Initial Investment

To start this cupcake business there are some basic equipment needed. Initial investment as follows

Table 4 Initial Investment

Start-up Requirements	
Start-up Expenses	
Equipment	7,120,000
<b>Total Expenses</b>	<b>7,120,000</b>
Start-up Assets	
Vehicle	10,000,000
Building & Decoration	35,000,000
<b>Total Asset</b>	<b>45,000,000</b>
<b>Total Requirements</b>	<b>52.120,000</b>

The initial investment required is IDR 52,120,000 in the form of equipment, vehicles, buildings and records, which are described as follows:

Table 5 Machinery and Equipment Investment

Machinery and Equipment			
Information	Unit	Price	Total
Mixer	2	2,000,000	4,000,000
Oven	2	850,000	1,700,000
Scales	3	60,000	180,000
Big bowl	6	25,000	150,000
Medium bowl	6	15,000	90,000

Small bowl	24	7,500	180,000
Baking tray	6	100,000	600,000
Big Spatulas	2	20,000	40,000
Small Spatulas	12	15,000	180,000
			<b>7,120,000</b>

Table 6 Vehicle Asset Investment

Vehicle Assets			
Information	Unit	Price	Total
Motorcycle	2	5,000,000	10,000,000

Table 7 Building and Decoration Assets

Building and Decoration Assets			
Information	Unit	Price	Total
Renovation	1	35,000,000	35,000,000

**Sources of funding**

Table 8 Funding Sources

Start-up Funding	
Start-up Expense to Fund	7,120,000
Start-up Asset to Fund	45,000,000
<b>Total Funding Required</b>	<b>52.120,000</b>
<b>assets</b>	
Vehicle	10,000,000
Building & Decoration	35,000,000
<b>Total Asset</b>	<b>45,000,000</b>
<b>Liabilities &amp; Equity</b>	
Liabilities	0
<b>Total Liabilities</b>	<b>0</b>
equity	
Planned Investment	
Owner / Investor	52.120,000
Additional Investment Requirements	52.120,000
Loss at Start-up (Expenses)	7,120,000
<b>Total Equity</b>	<b>45,000,000</b>
<b>Total Liabilities &amp; Equity</b>	<b>45,000,000</b>

Table 9 Material Needs per Day

Supplies per day			
Information	Unit	Price	Total
Regular Cupcakes	144	8,583	1,236,000
Premium Cupcakes	144	11,583	1,668,000
Cupcakes	288	100	28,800
Standard unit box (20%)	58	2,500	144,000
Box of 6 (40%)	19	5,000	96,000

Box of 12 (40%)	10	7,500	72,000
Small paper bags	58	1,500	86,400
Medium paper bag	19	2,500	48,000
Big paper bag	10	5,000	48,000
			3,427,200

Table 10 Production Capital 1 pan of 12 Standard Cupcakes

<b>Production capital 1 tray contains 12 standard cupcakes</b>			
Information	Unit	Price	Total
Butter	200	50	10,000
Egg	2	1,000	2,000
Flour	500	10	5,000
Sugar	100	20	2,000
Flavor / Color	12	2,000	24,000
Cupcake Topping	12	2,500	30,000
Buttercream	12	2,500	30,000
			103,000
Capital 1 Cupcake			8,583

Table 11 Production Capital 1 pan contains 12 Premium Cupcakes

<b>Production capital 1 tray contains 12 Premium Cupcakes</b>			
Information	Unit	Price	Total
Butter	200	50	10,000
Egg	2	1,000	2,000
Flour	500	10	5,000
Sugar	100	20	2,000
Flavor / Color	12	2,000	24,000
Cupcake Filling (50%)	6	5,000	30,000
Cupcake Topping	12	3,000	36,000
Buttercream	12	2,500	30,000
			139,000
Capital 1 Cupcake			11,583

Table 12 Cost of Electricity, Water, Gas and Gasoline

<b>Utilities 30 days</b>	
Electricity	1,000,000
Water	300,000
Gas	200,000
Gasoline IDR 200,000 per motorbike	400,000
Total	1,900,000





Table 13 30 Day Salary Calculation

30 days salary			
Baker material processing section	1	3,000,000	3,000,000
Bake part of the roast	1	3,000,000	3,000,000
Decorative part baker	2	3,750,000	7,500,000
Packaging & shop keeping	1	3,000,000	3,000,000
Cashier	1	3,000,000	3,000,000
Courier	2	2,750,000	5,500,000
			25,000,000

Sales in one day can be generated 288 Cupcakes with a total income of IDR 5,385,600

Table 14 Sales per Day

Penjualan Cupcake 1 hari (pcs)		288										
		Qty jual satuan 20%	Harga jual satuan	Total	Qty jual isi 6 (40%)	Harga jual isi 6	Total	Qty jual isi 12 (40%)	Harga jual isi 12	Total	Grand Total	
Cupcake Regular 50%	144	29	18,000	518,400	58	16,500	950,400	58	15,000	864,000		
Cupcake Premium 50%	144	29	23,000	662,400	58	21,500	1,238,400	58	20,000	1,152,000		
				1,180,800			2,188,800			2,016,000	5,385,600	

The total of cupcakes that Bakesolutely can serve is divided into several target markets in terms of selling out cupcakes, as follows:

- 30% ring 1 around the offline store area, the surrounding community includes schools, kindergartens, elementary schools, churches, other activities.
- 25% of the North Jakarta area which still has the affordability to come directly to buy, can also place an online order/delivery service.
- 20% of other parts of Jakarta who place orders using delivery services.
- 25% relationship with the right partner in terms of event organizers.

### Financial Projections

In this calculation, COGS costs are assumed to be a 10% increase due to inflation, and a 5% increase in sales.

Table 15 Financial Projections

	2021	2022	2023
Sales	1,965,744,000	2,064,031,200	2,167,232,760
COGS	1,250,928,000	1,376,020,800	1,513,622,880
Gross Margin	714,816,000	688,010,400	653,609,880
<b>Expenses</b>			
Marketing Promotion 30%	214,444,800	206,403,120	196,082,964
Utilities	22,800,000	22,800,000	22,800,000
Salary	300,000,000	300,000,000	300,000,000
THR	25,000,000	25,000,000	25,000,000
Total Operating Expenses	562,244,800	554,203,120	543,882,964
EBITDA	152,571,200	133,807,280	109,726,916
Tax 15% (pph 21)	22,885,680	20,071,092	16,459,037
<b>Net Income</b>	<b>129,685,520</b>	<b>113,736,188</b>	<b>93,267,879</b>

EBITDA stands for Earning Before Interest, Taxes, Depreciation, and Amortization.

### BEP (Break Even Points)

A condition in which the company's sales are sufficient to cover business expenses (Kisman & Krisandi, 2019). Usually compares the amount of revenue or the number of units that must be sold to be able to cover the fixed costs and related variable costs in generating a sale. The break-even point is the point at which a business neither suffers a loss nor makes a profit.

The amount of fixed costs is obtained from the cost of utilities plus salary. Meanwhile, the variable cost per unit is obtained from production capital.

Table 16 BEP in units

Types of products	Fixed cost	Selling price	Variable Cost Per Unit	Contribution Margin Per Unit	BEP (Units)
Regular Cupcakes	13,450,000	18,000	8,583	9,417	<b>1,428</b>
Premium Cupcakes	13,450,000	23,000	11,583	11,417	<b>1,178</b>
Total					<b>2,606</b>

Bakesolutely has BEP in units totaling 2,606 units.

### Business Feasibility Analysis

Business feasibility analysis is calculated using the Pay Back Period, NPV, and IRR parameters. The cash flow projections used are as follows:

Table 17 Cash Flow

Cash Flow	Present	2021	2022	2023
Initial capital	52.120,000			
EBITDA		152,571,200	133,807,280	109,726,916

#### a. Payback Period

Based on the calculation, the payback period occurs in the first year of 2021. (EBITDA > Initial Capital. Using this parameter, Bakesolutely's cupcake business plan is feasible to run. The capital will return in the 4th month.

$$52.120.000 / 152.571.200$$

---

0.34 Year

---

4.10 Month

---

#### b. Net Present Value

$$NPV = \frac{R_t}{(1 + i)^t}$$

NPV = net present value

$R_t$  = net cash flow at time t

$i$  = discount rate

$t$  = time of the cash flow

Using the assumption of 10% Social Opportunity Cost and Capital, then:

Table 18 Calculation of Net Present Value

Year	C0	Ct	SOCC	1+SOCC
2021	52.120,000	152,571,200	10%	1.1
2022	52.120,000	133,807,280	10%	1.1
2023	52.120,000	109,726,916	10%	1.1

$$\begin{aligned}
 NPV &= (152,571,200/1,1) + (133,807,280/(1,1)^2) + (109,726,916/(1,1)^3) - 52.120,000 \\
 &= (152,571,200/1,1) + (133,807,280/(1,21)) + (109,726,916/(1,331)) - 52.120,000 \\
 &= 279,605,076
 \end{aligned}$$

By calculating using the NPV parameter which has a positive NPV result or > 0, then the Bakesolutely cupcake business is feasible to run.

Nilai NPV < 0	akun meudqatsudkan keulidisan pndi beulzajmasu Maks julzestasi lansu akun qilzajmasu' qibroleksjkan	qilekomeudqajkan nuuk qilzajmasu' rukajmas julzestasi' Zemuudis Bolek weulidjkan maks maj teulerni julzestasi bszj weudnuudkan' jkz
Nilai NPV = 0	beulzajmasu' idqk meudqatsudkan keulidisan wsnbn keulidisan pndi Maks julzestasi lansu akun qilzajmasu' qibroleksjkan	qilzajmasu' qidqbjkan jkz julzestasi teulz weudnuud keulidisan jnu lansu akun Beln qidqkajkan jern jnuj
Nilai NPV > 0	akun meudqatsudkan keulidisan pndi beulzajmasu' Maks julzestasi lansu akun qilzajmasu' qibroleksjkan	qilzajmasu Bolek qilekomeudqajkan nuuk
<b>JKZ</b>	<b>Beulzaj</b>	<b>Maks</b>

c . IRR

$$IRR = i_1 + \frac{NPV_1}{(NPV_1 - NPV_2)} (i_2 - i_1)$$

rumus irr

**Keterangannya :**

IRR = Internal Rate of Return

i1 = Tingkat Diskonto yang akan menghasilkan NPV bernilai (+)

i2 = Tingkat Diskonto yang akan menghasilkan NPV bernilai (-)

NPV1=Net Present Value yaitu bernilai positif

NPV2= Net Present Value yaitu bernilai negatif

IRR memiliki tiga buah nilai dimana pada masing-masing nilai tersebut memiliki makna tersendiri terhadap suatu kriteria investasi. Berikut ini untuk lebih jelasnya:

IRR < SOCC, maksudnya bahwa usaha atau proyek tersebut tidak layak secara finansial.

IRR = SOCC, maksudnya suatu usaha atau proyek tersebut berada dalam keadaan break even point.

IRR > SOCC, maksudnya yaitu suatu usaha atau proyek tersebut layak secara finansial.

Using percentages of 18% and 30% to get positive values and negative.

Table 19 Calculation of IRR

Year	Net Cash Flow	Discounted Cash Flow	
		18%	30%
	- 52.120,000	- 52.120,000	- 52.120,000.0
2021	152,571,200	129,297,627	117,362,461.5
2022	133,807,280	96,098,305	79,175,905.3

2023	109,726,916	66,783,189	49,943.976
Total		240,059,121	194,362,343

If it is determined that the SOCC is 20%

$$\text{IRR} = 18\% + \left( \frac{240.059.121}{(240.059.121 - 194.362.343)} \times (30\% - 18\%) \right)$$

$$= (0.18 + 5.25) \times 12\% = 0.65 = 65\%$$

That is, IRR (65%) > SOCC 20%

Table 20 Summary of Feasibility Analysis

Parameter	The calculation results	Conclusion
Payback period	First year	Worthy
NPV	Positive	Worthy
IRR	> SOCC	Worthy

### Pre-Operation Activities and Implementation Schedule

To have a good process, an implementation schedule is needed to control the course of preparation.

Table 21 Preparatory Activities and Implementation Schedule

Activity	Implementation Schedule											
	month 1				month 2				month 3			
	1	2	3	4	1	2	3	4	1	2	3	4
1. Observation												
2. Making a Business Plan												
3. Renovation												
4. Purchase of goods and materials												
5. Employee recruitment												
6. Employee training												
7. Promotion												
8. Operation and opening												

Source: Processed by the author

## CONCLUSION

With proper business process planning and organization, Bakesolutely's cupcake sales process can run smoothly.

1. The right strategies and steps contained in one of the marketing and offering strategies can be a reference in designing strategies and in taking the right steps to face the competition.
2. One of Bakesolutely's goals is to help customers find cupcakes with natural dyes when they want to buy either for their own consumption or as gifts to give to relatives. Special orders are also available to get the desired theme.
3. The nature of the Cupcake business whose products are flexible for any moment is very suitable to be developed, supported by Cupcakes that support a better lifestyle and have added value.
4. In terms of financial analysis, Bakesolutely's cupcake business plan has a good rate of return with a payback period of 4 months and 10 days, a positive NPV and an IRR of 65%.

Based on the results from various perspectives that have been designed, Bakesolutely's cupcake business plan is feasible to run.

## REFERENCES

- Addeo, Felice, Paoli, A. Delli, Esposito, Maria, & Bolcato, Maria Ylenia. (2019). Doing social research on online communities: The benefits of netnography. *Athens Journal of Social Sciences*, 7(1), 9–38.
- Biermann, Gesa, & Rau, Henrike. (2020). The meaning of meat:(Un) sustainable eating practices at home and out of home. *Appetite*, 153, 104730.
- Boussios, Stergios, Pentheroudakis, George, Katsanos, Konstantinos, & Pavlidis, Nicholas. (2012). Systemic treatment-induced gastrointestinal toxicity: incidence, clinical presentation and management. *Annals of Gastroenterology*, 25(2), 106.
- Buhalis, Dimitrios, & Sinarta, Yeyen. (2019). Real-time co-creation and nowness service: lessons from tourism and hospitality. *Journal of Travel & Tourism Marketing*, 36(5), 563–582.
- Harahap, Nursapiah. (2020). Strategy For Chinese Ethnic Minority (Social, Economic And Political) In Medan City. *International Journal Of Innovative Research And Advances Studies (IJIRAS)*, 7(3).
- Khadaffi, Muammar, Siregar, Saparuddin, Noch, Muhamad Yamin, Nurlaila, Nurlaila, Harmain, Hendra, & Sumartono, Sumartono. (2017). *Akuntansi Syariah*.
- Kisman, Zainul, & Krisandi, Dian. (2019). How to predict financial distress in the wholesale sector: Lesson from Indonesian Stock Exchange. *Journal of Economics and Business*, 2(3), 569–585.
- Kumar, Lekshmi R. G., Sanath Kumar, H., Tejpal, C. S., Anas, K. K., Nayak, B. B., Sarika, K., Greeshma, S. S., Chatterjee, N. S., Mathew, Suseela, & Ravishankar, C. N. (2021). Exploring the physical and quality attributes of muffins incorporated with microencapsulated squalene as a functional food additive. *Journal of Food Science and Technology*, 58(12), 4674–4684.
- Lee, Seungwon, & Goldblatt, Joe. (2020). *Special Events: The Brave New World for Bolder and Better Live Events*. John Wiley & Sons.
- Nguyen, Dung. (2020). *Relationship marketing as a tool to improve business activities at Helsinki Bakery*.
- Reid, Emma, & Duffy, Katherine. (2018). A netnographic sensibility: Developing the netnographic/social listening boundaries. *Journal of Marketing Management*, 34(3–4), 263–286.
- Rousseau, Signe. (2013). *Food media: Celebrity chefs and the politics of everyday interference*. Berg.
- Sudiardhita, Ketut I. R., Mukhtar, Saparuddin, Hartono, Budi, Sariwulan, Tuty, & Nikensari, Sri Indah. (2018). The effect of compensation, motivation of employee and work satisfaction to employee performance Pt. Bank Xyz (Persero) Tbk. *Academy of Strategic Management Journal*, 17(4), 1–14.
- Thakur, Meenu, Sharma, Krishan D., & Verma, Madan L. (2020). An Overview of Potential Toxicity of Food Adulterants and Food Adulteration Act. *Biotechnological Approaches in Food Adulterants*, 26–48.
- Wu, Freeman, Samper, Adriana, Morales, Andrea C., & Fitzsimons, Gavan J. (2017). It's too pretty to use! When and how enhanced product aesthetics discourage usage and lower consumption enjoyment. *Journal of Consumer Research*, 44(3), 651–672.





Copyright holders:  
Mega Wangsa (2022)

First publication right:  
Devotion - Journal of Research and Community Service



This article is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International](https://creativecommons.org/licenses/by-sa/4.0/)