

**ROI (RETURN on INVESTMENT)****Franchise Product Herbal Seduh Sekar Sari (H3S)****KOMPONEN BIAYA****1. Biaya Investasi - PAKET SEPEDA**

| No | Deskripsi                    | Satuan            | Total            |
|----|------------------------------|-------------------|------------------|
| I  | <b>Biaya Investasi</b>       |                   |                  |
| a  | Gerai Mobile (sepeda)        |                   | 3,250,000        |
| b  | Starter Kit                  |                   |                  |
|    | - Herbal Seduh 10 Pack       | 10 pcs x Rp 10000 | 100,000          |
|    | - Gelas + Sedotan 200 pieces | 200 Pcs x Rp 800  | 160,000          |
|    | - Spanduk 1 (banner)         | 70000             | 70,000           |
| c  | Seragam ( 4 unit)            | 4 x 75000         | 300,000          |
| d  | Administrasi                 |                   | 500,000          |
|    | <b>TOTAL</b>                 |                   | <b>4,380,000</b> |

**2. Biaya Investasi - PAKET OUTLET**

| No | Deskripsi                    | Satuan            | Total            |
|----|------------------------------|-------------------|------------------|
| I  | <b>Biaya Investasi</b>       |                   |                  |
| a  | Gerai (statis- rack)         |                   | 1,750,000        |
| b  | Starter Kit                  |                   |                  |
|    | - Herbal Seduh 10 Pack       | 10 pcs x Rp 10000 | 100,000          |
|    | - Gelas + Sedotan 200 pieces | 200 Pcs x Rp 800  | 160,000          |
|    | - Spanduk 1 (banner)         | 70000             | 70,000           |
| c  | Seragam ( 4 unit)            | 4 x 75000         | 300,000          |
| d  | Administrasi                 |                   | 500,000          |
|    | <b>TOTAL</b>                 |                   | <b>2,880,000</b> |

**a. ROI UNTUK MODEL OUTLET BERJALAN**

| <b>Kalkulasi ROI PAKET SEPEDA</b>                               |  |                  |           |
|---|--|------------------|-----------|
| <b>Komponen Biaya</b>   |  |                  |           |
| <b>Biaya Investasi</b>  |  |                  |           |
| No  | Deskripsi                                    | Debit            | Kredit    |
| I   | <b>Biaya Investasi</b>                       |                  |           |
|   | a Gerai (mobile ) sepeda                     |                  | 4,380,000 |
|   | <b>TOTAL</b>                                 |                  | 4,380,000 |
| <b>Biaya Operasional</b>  |  |                  |           |
| No  | Deskripsi                                    | Debit            | Kredit    |
| I   | <b>Biaya Operasional (25 hari kerja)</b>     |                  |           |
|   | a Biaya Tenaga kerja (100 cup x 25 x Rp 700) |                  | 1,500,000 |
|   | b Biaya Perlengkapan                         |                  |           |
|   | - Gelas (100 cup x 25 x Rp 650)              |                  | 1,625,000 |
|   | - Cup Sealer (100 cup x 25 x Rp 75)          |                  | 187,500   |
|   | - Sedotan (100 cup x 25 x Rp 150)            |                  | 375,000   |
|   | c Biaya Perawatan Gerai                      |                  | 150,000   |
|   | d Biaya Produksi                             |                  |           |
|   | - Bahan Baku H3S (100 cup x 25 x Rp 500)     |                  | 1,250,000 |
|   | - Air Mineral (100 cup x 25 x Rp 150)        |                  | 375,000   |
|   | - Es (100 cup x 25 x Rp 150)                 |                  | 375,000   |
|   | - Biaya Transportasi (100 cup x 25 x Rp 100) |                  | 250,000   |
|   | e Biaya Lain Lain                            |                  |           |
|   | <b>TOTAL</b>                                 |                  | 6,087,500 |
| * Estimasi Harga Jual H3S adalah 10000                          |  |                  |           |
| <b>Komponen Pendapatan</b>                                      |  |                  |           |
| No  | Deskripsi                                    | Debit            | Kredit    |
| I   | <b>Hasil Penjualan</b>                       |                  |           |
|   | a Penjualan (100 cup x 25 x Rp 3000)         | 7,500,000        |           |
|   | <b>TOTAL</b>                                 | 7,500,000        |           |
| * Harga jual per gelas Rp. 3000 (dingin /panas)                 |  |                  |           |
| * Tambahan jeruk menjadi income penjual - Harga Rp3.500,-/gelas |  |                  |           |
| <b>Rugi Laba</b>  |  |                  |           |
|   | Total Penjualan                              | 7,500,000        |           |
|   | Total Biaya                                  |                  | 6,087,500 |
|   | <b>Laba</b>                                  | <b>1,412,500</b> |           |
| <b>ROI Investasi</b>  |  |                  |           |
|   | Investasi Awal                               | 4,380,000        |           |
|   | Laba   | 1,412,500        |           |
|   | <b>ROI Investasi</b>                         | <b>3.10</b>      |           |

**B. ROI UNTUK MODEL OUTLET STATIS**

| Kalkulasi untuk PAKET STATIS           |  |           |           |
|--|--|-----------|-----------|
| <b>Komponen Biaya</b>                  |  |           |           |
| <b>Biaya Investasi</b>                 |  |           |           |
| No                                     | Deskripsi                                    | Debit     | Kredit    |
| I                                      | <b>Biaya Investasi</b>                       |           |           |
|  | a Gerai (Outlet - statis)                    |           | 2,880,000 |
| <b>TOTAL</b>                           |  |           | 2,880,000 |
| <b>Biaya Operasional</b>               |  |           |           |
| No                                     | Deskripsi                                    | Debit     | Kredit    |
| I                                      | <b>Biaya Operasional (25 hari kerja)</b>     |           |           |
|  | a Biaya Tenaga kerja (100 cup x 25 x Rp 700) |           | 1,500,000 |
|  | b Biaya Perlengkapan                         |           |           |
|  | - Gelas (100 cup x 25 x Rp 650)              |           | 1,625,000 |
|  | - Cup Sealer (100 cup x 25 x Rp 75)          |           | 187,500   |
|  | - Sedotan (100 cup x 25 x Rp 150)            |           | 375,000   |
|  | c Biaya Perawatan Gerai                      |           | 150,000   |
|  | d Biaya Produksi                             |           |           |
|  | - Bahan Baku H3S (100 cup x 25 x Rp 500)     |           | 1,250,000 |
|  | - Air Mineral (100 cup x 25 x Rp 150)        |           | 375,000   |
|  | - Es (100 cup x 25 x Rp 150)                 |           | 375,000   |
|  | - Biaya Transportasi (100 cup x 25 x Rp 100) |           | 250,000   |
|  | e Biaya Lain Lain                            |           |           |
| <b>TOTAL</b>                           |  |           | 6,087,500 |
| * Estimasi Harga Jual H3S adalah 10000 |  |           |           |
| <b>Komponen Pendapatan</b>             |  |           |           |
| No                                     | Deskripsi                                    | Debit     | Kredit    |
| I                                      | <b>Hasil Penjualan</b>                       |           |           |
|  | a Penjualan (100 cup x 25 x Rp 3000)         | 7,500,000 |           |
| <b>TOTAL</b>                           |  | 7,500,000 |           |
| <b>Rugi Laba</b>                       |  |           |           |
|  | Total Penjualan                              | 7,500,000 |           |
|  | Total Biaya                                  |           | 6,087,500 |
|  | <b>Laba</b>                                  |           | 1,412,500 |
| <b>ROI Investasi</b>                   |  |           |           |
|  | Investasi Awal                               | 2,880,000 |           |
|  | Laba   | 1,412,500 |           |
|  | <b>ROI Investasi</b>                         |           | 2.04      |