

INTRODUCTION TO PLANNING

A business plan
- by Marsha Harya

Index

INDEX ACKNOWLEDGEMENT

Chapter I COMPANY PROFILE

Brand Philosophy
Vision & Mission
Organizational Chart
Keys to Success

Chapter II MARKETING ANALYSIS

Target Market SWOT Analysis Competitor Analysis Brand Positioning

Chapter III PRODUCT

Product Breakdown

Competitive Advantage

Theme & Inspiration

Chapter IV PRICE

Pricing Strategy
Price Range

Chapter V PLACE

Store Location
Store Theme & Design
Kiosk Layout

Chapter VI PROMOTION

Marketing Activity
Promotion Schedule & Plan

Chapter VII FINANCIAL PLAN

Production Plan
Assets & Expenses
Sales & Merchandise Plan

Company Profile

Brand Philosophy

Vision & Mission

Organizational Chart

Keys to Success

Designed to bring you essential accessories to accentuate your lifestyle.



Accentials combines unique designs, unique manufacturing processes and unique jewelry influences to create fashion forward electronic accessories for the modern day people.

The contemporary collection of fashion electronic accessories defines itself by taking inspiration from the craftsmanship of jewelry, employing advanced techniques to produce a distinctive range of electronic accessories that tell a story.

Brand Philosophy

Accentials

Accentials prides itself on creating pieces that not only produce the highest quality fashion electronics and functionality, but are versatile enough to accessorize any outfit.

Accentials continues to evolve through collaborations with creatives brands from local and around the world to produce contemporary products that offer a bold twist to electronic accessories.

This is evident through the range of stunningly intricate designs, crafted with the highest quality acrylic, crystals, enamel, resin, leather and fur.

By constantly innovating and offering must-have products,

Accentials has emerged as the leading brand in fashion electronics.



VISION

Accentials aims to be the leading Indonesian brand in fashion electronics.

MISSION

Accentials' mission is to think smart and challenge the norm by creating exceptional products that are innovative and serve the purpose of accentuating the way people live.

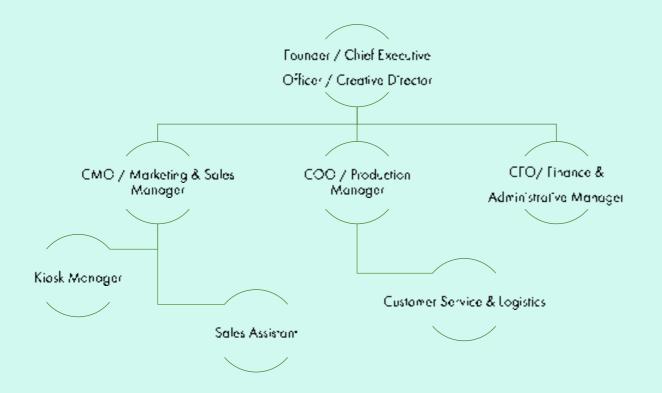




Accentials

CHAPTER 1 COMPANY PROFILE

Organizational Cha



FOUNDER / CHIEF EXECUTIVE OFFICER / CREATIVE DIRECTOR:

- Handling the company's executives
- Designing the collection
- Setting strategy & direction
- Allocating capital to the company's priorities
- Setting the company's culture, values, and behavior

CHIEF MARKETING OFFICER / MARKETING & SALES MANAGER:

- Assigning sales territories
- Setting sales goal
- Directing distribution of product or service
- Co-ordinating marketing campaigns with sales activities

CHIEF OPERATING OFFICER / PRODUCTION MANAGER:

- Responsible with CMT and materials sourcing
- Estimating, negotiating and agreeing budgets and timescales with clients and managers
- Determining quality control standards
- Selecting, ordering and purchasing materials
- Arranging the logistics and delivery

CHIEF FINANCIAL OFFICER / FINANCE & ADMINISTRATIVE MANAGER:

- Controlling and administration of financial data
- Providing and interpreting financial information
- Monitoring cash flows and predicting future trends
- Analizing change and advising accordingly

branding, marketing, logistics different components: online COMPANY PROFILE The key lies in

costs.

shipping

and





Being a new startup comes with a lot of challenges, but that doesn't mean it's impossible to create a successful web-based subscription business. Accentials can only expect to see results if we approach significant growth in the right way. That means focusing on the following Keys to Success:

DIFFERENTIATION

Accentials should find its own defensible niche. This can be achieved by scaling down broad ideas in order to get the most possible customers with the least possible competition.

Keys to Success

DIGITAL OPTIMIZATION

Accentials website should look good – and function properly - across platforms and devices, especially mobile devices. It should feel credible and trustworthy. The website should be easy to navigate, so visitors can find what they're looking for with minimal clicks. The catalogue should have great original photos and helpful product descriptions. Moreover the website should feature customer reviews - and make it easy for customers to leave reviews. In addition, Accentials should provide excellent customer service (and not just on the site). Checkout should be fast and easy. Marketing should be social.

PROFITABLE MOATS

Profitable moats is the ability to create ancillary revenue streams that are highly defensible and highly profitable.

EXECUTION AND FLEXIBILITY

Accentials have to be prepared to deal with any problems or ramifications and can ride them through.

5. AMBITION

E-commerce makes for an exciting sector, one where the stakes are always very high. It is also a space where a new entrant can always disrupt existing players using a better model or superior technology. However, becoming a market leader in e-commerce requires someone who is especially driven, maybe even maniacal, when it comes to beating fierce competition in order to succeed.

Marketing Analysis

Target Market

SWOT Analysis

Competitor Analysis

Brand Positioning

Accentials' ideal customer is a woman, age 21-35, who always has her phone by her side. She prides herself on her accessories especially when they are noticed by others. She has no issue wearing a show-piece that starts a conversation. Ideally, she becomes a cheerleader for our designs that promotes sales by word-of-mouth.





Accentials

SWOT Amalysis

STRENGTHS:

- Versatile and innovative products
- Able to meet the market and fashion trend demands
- Predictable recurring revenue
- Fixed production cost
- Shipping is streamlined: timed monthly boxes mean that all orders ship on the same date, in the same box, keeping shipping costs and logistics simple and consistent
- Great cash flow
- Low cost to retain customers: subscription customers are inherently "retained" for a fixed period
- Customer relationships can be developed. With subscription business model, customers remain customers for months at a time. As a result, relationships are formed, and Accentials have the opportunity to really get to know and understand customer base.

WEAKNESSES:

- Customer acquisition is expensive
- Have to maintain Churn Rate
- Consumers are afraid of contracts. Many people stay away from any sort of business that runs off charging customers' credit cards monthly
- Customers are afraid that if they don't like the products they've signed up for, they'll forget to cancel and waste money on stuff they don't want
- A hefty volume of customer service inquiries, dealing with people that want refunds because they forgot to cancel their subscription, or didn't like the surprise box

OPPORTUNITIES:

- Phone cases are a big market. Nearly nine out of 10 owners keep their prized gadget in a case US analysts NPD put the figure at 87% for iPhone users and two-thirds for Android
- Electronic accessories business are proven to be a profitable business. At an average £13.40 each for an iPhone case it is a £67m business in the UK alone according to NPD.com
- Greater innovative products
- International expansion. Because Accentials is an internet based business, catering and marketing worldwide is made feasible

THREATS:

- Substitute products. The availability of substitute products can hurt Accentials's ability to raise prices, because customers can easily switch to another product or service
- Accumulation trap. Receiving too many products can fatigue the subscribers and may lead to cancellation or churn



ANALYSIS CHAPTER 2
MARKETING /

LADY H CASES

By merely utilizing website and social media as their forefront sales tools, Lady H is able to reach success. They occasionally do bazaar as well, with North and Central Jakarta as their primary regional target market. Lady H recently launched their recent customization generator: Casetomize, where customers can easily upload their photo or design onto the platform and get them printed out right away. They also have reseller program and offer worldwide shipping. They have 4 case materials to choose from: Classic Hard Case, Fuze Soft Case, White/Black Doff Case and Leather Case.





Accentials

UNCONVENTIONAL	ASPIRATIONAL
	Casetify
	lady 11.
Ψ' S K ▼ N N Y DIF	
PERIPHERAL	MAINSTREAM

Brand Positioning

Using brand positioning, Accentials can determine a desired market position, make resource allocation and brand strategy decisions, track performance against competitors over time, and evaluate strategy on the basis of results.

The approach that we are using for brand positioning is the centrality-distinctiveness (C-D) map. It allows Accent<u>ials</u> to directly connect a brand's position on a perceptual map with business outcomes such as sales and price.

In the process, we find that centrality and distinctiveness need not be contradictory goals; Accentials may choose to pursue both—and benefit substantially.

By focusing on centrality and distinctiveness—dimensions that, unlike narrow product characteristics, apply to brands in all categories—Accentials can make comparisons across categories and geographies. Where a brand falls on the map has implications for sales, pricing, risk, and profitability.

Accentials

ANALYSIS

CHAPTER 2
MARKETING

Products

Product Breakdown

Competitive Advantage

Theme & Inspiration

Always on the go? We get it. Conveniently carry your cash, cards and device all in one.



Accentials creates the most versatile wallet cases and covers made by premium leather so that you can neatly organize your essentials no matter where you are.

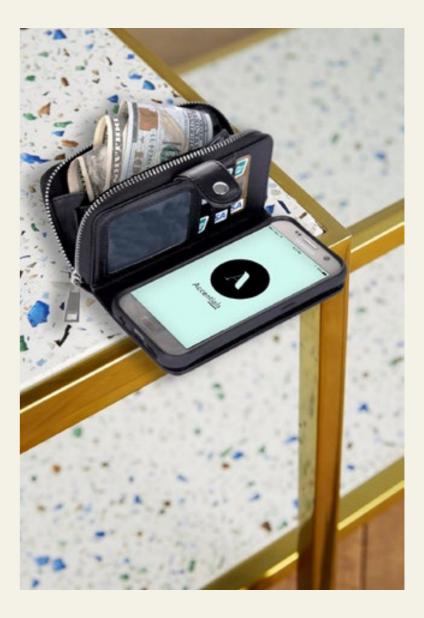
With leather, wallet-style phone case you'll be able to readily bring your cash, cards and device in one place.

We keep up, interpret and implement the latest fashion trends to bring fresh, and stylish interchangeable flaps and straps tri-monthly.

Product Breakdown

STARTER PACK

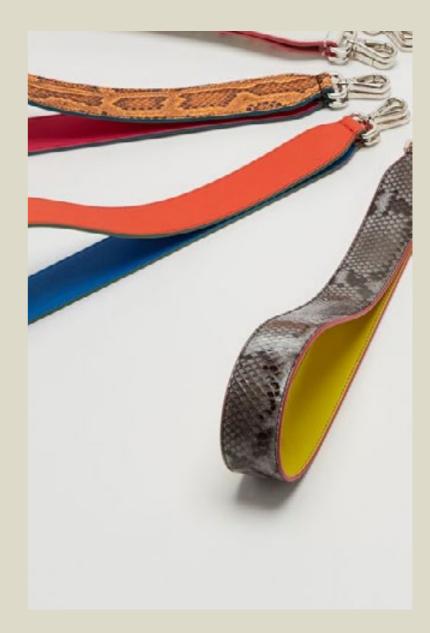
The starting point is the basic that can be covered with a wide range of interchangeable flaps.



INTERCHANGEABLE FLAPS

With no effort involved, instantly get a new look with interchangeable front flaps.





INTERCHANGEABLE STRAPS

Adds an unexpected element of surprise to the already customizable Accentials.



Accentials

fashionable, collaborative,

and always on trend.

never boring,

Versatile,

PRODUC

Competitive Advantage





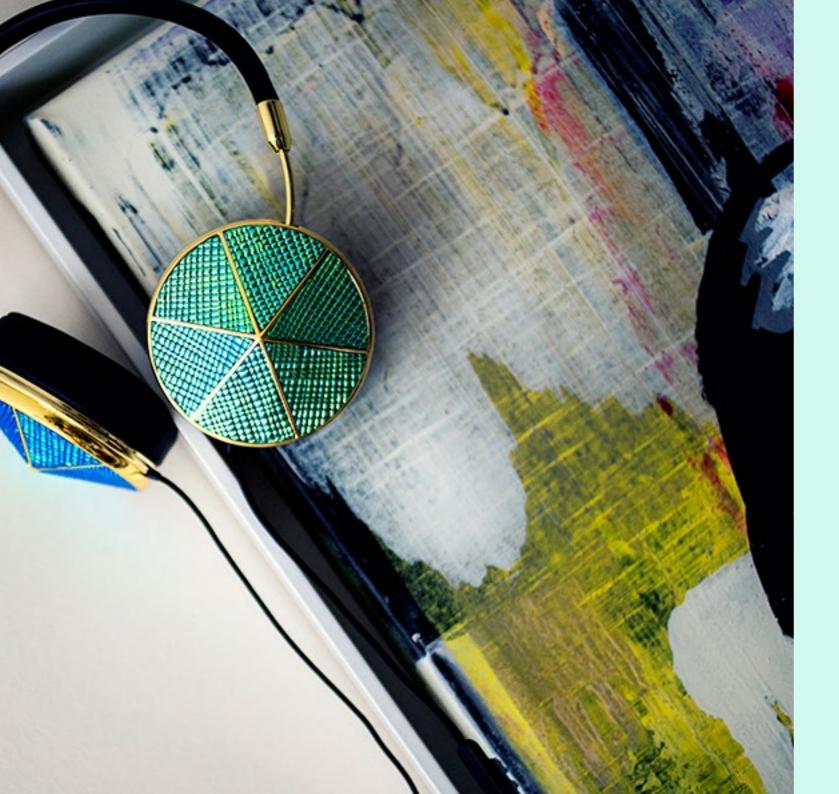
Accentials benefits from a number of competitive strengths that tells its differences within the competitive fashion electronic accessories, such as strong brand identity and positioning, the innovative and always up-to-date products, and customer loyalty through its recurring subscription plan for repeat purchases.

Accentials allows consumers to express their individuality and sense of style, allowing it to be positioned in the market as a lifestyle brand.

By highlighting the quality and functionality of its products and pricing them affordably, Accentials is able to maintain a loyal customer base.

By combining consumer needs with great design, Accentials is able to capitalize on creating fashionable products that are never boring.

These advantages also provide the Accentials with a strong foundation for future growth. In a number of ways, Accentials' business strategy perpetuates and ensures its competitive advantage over brands in its field.



Accentials

CHAPTER 3
PRODUCT

a blank

choose from

possibilities to

canvas percolating so many

Themes & Inspiration





Accentials is greatly inspired by the idea of having a clean slate as genesis with alternatives that are sheer endless. The Starter Pack serves as the benchmark, while the diverse variety of Interchangeable Add-ons provide the variables for consumers to personally customize.

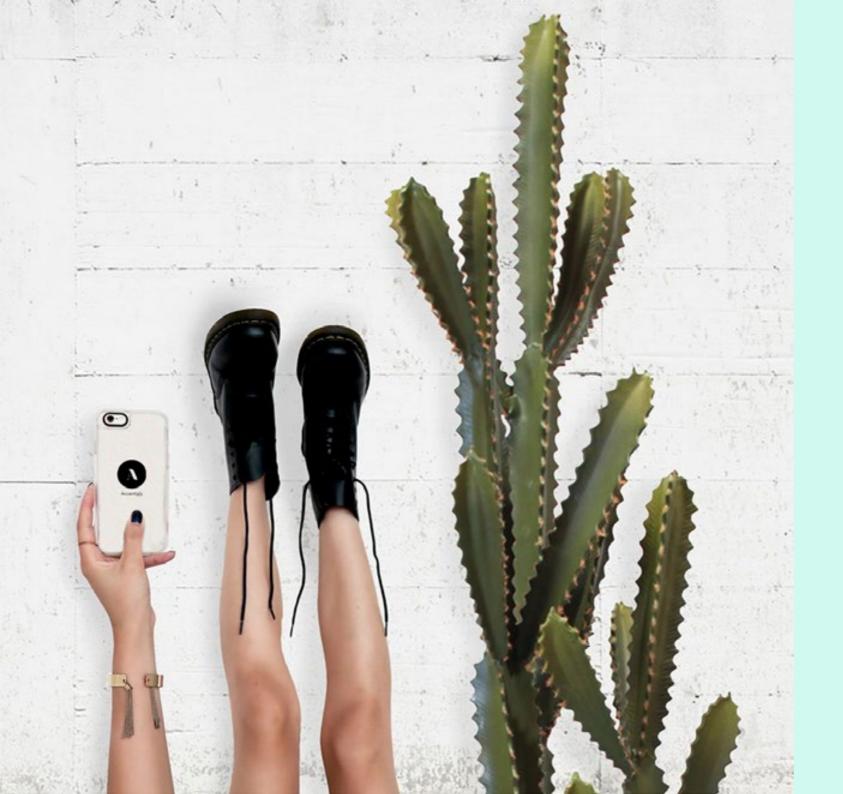
Each month is a new theme and can be purchased separately or through subscriptions. We study the trends, habits and expectations of the consumers to design products that they'll love. This includes focusing on aesthetics, materials, patterns and colors that will attract and bond with the consumers.

Accentials consistently connects with artists and brands in a broad and forward-thinking range of different ways. We see our interchangeable flaps and straps as a canvas of creativity, and collaborators as the driving force of creating exciting and innovative connections with consumers through culture and our products. Through collaborations, Accentials is able to tap into new markets, it also creates possibilities for consumer experiences and connects Accentials with different audiences.

Price

Pricing Strategy

Price Range



Accentials

The primary basis are

'charm pricing' and

business

subscription

Pricing Strategy





Accentiols adopts several pricing strategies. We believe in psychological pricing from the behavioral sciences to effectively set our prices and subscription business model to guarantee a recurring revenue.

According to research from the journal "Quantitative Marketing and Economics". Prices ending in 9, often called "charm pricing," were able to outsell even lower prices for the same product. The study compared women's clothing priced at \$35 versus \$39 and found that the prices ending in 9 outperformed the lower prices by an average of 24%.

The subscription plan requires consumers to pay a regular fee — once a customer commits, they are a guaranteed source of income. As a result, Accentials can predict its revenue stream with confidence — great for cash flow; allowing management to plan and invest accordingly, low cost to retain customers: subscription customers are inherently "retained" for a fixed period, streamlined shipping: all orders ship on the same date, in the same box, keeping shipping costs and logistics simple and consistent.

CHAPTER 4 PRICE

Starter pack, recurring subscription plans, and limited edition separates.

One of the best ways to entice consumers to subscribe is to present them with a beacon offering. The Starter Pack offering price, set at IDR 299K, is reasonable to spark interest and decrease the perceived risk of trial.

We bundle Interchangeable Flap and Strap to be purchased in tandem, because it's easier to justify a single upgrade to get an extra strap than it is to consider just purchasing the Flap subscriptions.

9088 STARTER *6 MONTHS MINIMUM CRIP Save 20% more when you PACK Manth y TION Basic Flap Package **JDR 99K** Core Waller Phone Case + Manth y Original Hep--Strap in Flap + Black / White / Beige Strap **IDR 299K TDR 199K**

However, this subscription based business model may face a unique set of challenges, related to product accumulation and personal taste. To combat the "accumulation trap," of overloading subscribers with too much stuff with monthly subscription, we offer tri-monthly memberships. Both Subscription Plans have a minimum of bi-annual period (incentive will be given for annual period), cannot be cancelled before the contract ends and can be renewed at the end. In addition to that, we also offer individual Separates as an alternative of rolling subscription at a slightly higher price. This Separates option gives the

consumers the liberty to choose which style suits their preference most.

5085

CRIP

TION

Price

Range

6 MONTHS MINIMUM to 10% more when you bacribe for a year Iti-Manihly Flap IDR 1994	SEPARATES	Individua Fla IDR 2194 an
Flap + Strap		Individua Stra IDR 1996 an

Place

Store Locations

Store Theme & Design

Kiosk Layout



Accentials

and digital landscape: website

social media presence.

and

Store Location: Physical



According to the latest quarterly research in Retail Sector by Collier Indonesia; South Jakarta saw the highest growth of occupancy level at 5.8% YoY. This growth also has an average occupancy rate of 90.7% and contributed 71,790 sq m of annual demand to the overall Jakarta market YoY. This growth also demonstrated that shopping centres in South Jakarta continue to be the preferred locations for retailers to expand their businesses. Some shopping centres, such as Lotte Avenue, Kota Kasablanka, Kuningan City, Lippo Mall Kemang and Pondok Indah Mall, continue to underpin the performance of the Jakarta retail market in general.

With South Jakarta shopping centres maintained asking rents starting at IDR400,000 to IDR1.1 million/sq m/month — and Accentials' product assortment (narrow 'product width' and deep 'product depth') and business model: we don't see the necessity to have a huge physical flagship store. However, we saw the opportunity to acquire Island Unit #9 at Pondok Indah Mall 1 as our physical establishment to showcase our products.

Accentials

Store Location: Consignment

CHAPTER 5

Consignment opens the door to place merchandise for additional exposure.





THE GOODS DEPT •

Situated in several biggest malls in Jakarta, such as Pacific Place, Pondok Indah Mall 2, Lotte Avenue, Plaza Indonesia, Pantai Indah Kapuk Avenue, Kemang Villlage — The Goods Dept. is a curated department store for independent Indonesian designers and the coolest international fashion and lifestyle products, from clothing and accessories to unique homewear, bicycles, cameras and more. By consigning to The Goods Dept., it allows Accentials to tap into their various regional channels in Jakarta. Their already established customers can touch and test before they purchase.

BOBOBOBO

Bobobobo is an online shop that weaves together travel, fashion, and lifestyle products. Bobobobo is potential for Accentials to reach a broader audience through their online and offline presence and with state-of-the-art technological and operational capabilities for e-commerce. In addition, Bobobobo has Installment Payment Program and worldwide shipping, which are beneficial for Accentials sales and marketing growth.

shopping are now the norm

to purchase.

for consumers

and social forms of

Digital

Accentials ted at personality undecoming total nation error off in-

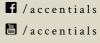
WEBSITE: www.your-accentials.com

Since Accentials business model is primarily based on subscription, we saw website as the ultimate Place tool. Convenience, value and experience are vital ingredients for success in subscriptions. These components are best served through a solid website, where consumers can sign-up, arrange and cancel the membership plan. Moreover, getting to grips with the logistic is easier for the company. The shipping can be streamlined with a powerful online system, ensuring everything arrives and is dispatched on schedule.

Media Website Social

Store Location: Digital Landscape





accentials

SOCIAL MEDIAS

As a small business, it is no longer an option to ignore social media as a means of sales, communication, promotion and possibly even recruitment or revenue. Each social platform has not only a unique audience of users, but also its own idiosyncrasies when it comes to imagery and usage. Accentials utilizes Facebook to reach audience with a diverse array of content types, YouTube to benefit from product demos, testimonials, and Instagram to create interesting visual content on a regular basis.

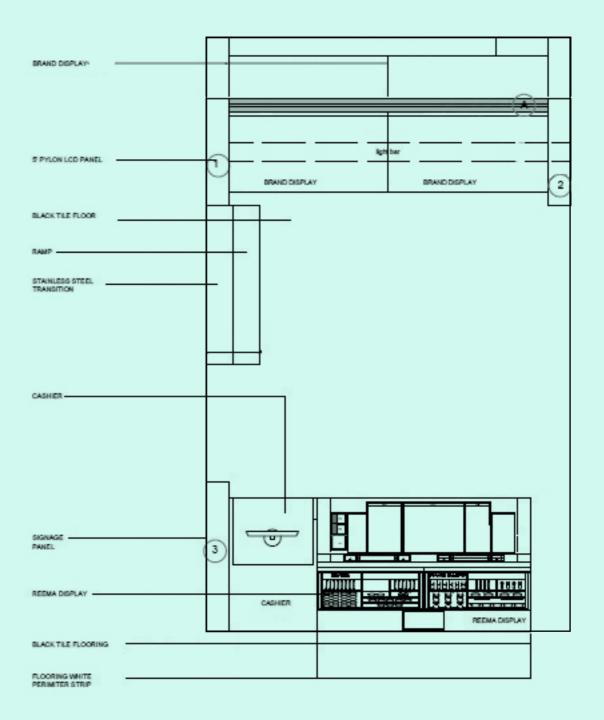
Store Theme & Design

The Island Unit in Pondok Indah Mall 1 is a retail display kiosk. Kiosk showcase is great to greet customers, pull them in, then showcase Accentials goods contained within. This unit has 6 locking wheels per counter, large locking storage drawers, hi-key cabinet retail lighting and a cash register POS area.

Accentials incorporates 'Brutalist' theme with color blocking —
pairing a few solid hues to create a single bold look and terrazzo
material for a touch of texture for a playful personality and dimension.







Kiosk Layout

Promotion

Marketing Activity

Promotional Schedule & Plan

a cornerstone of marketing

activity

and

strategy

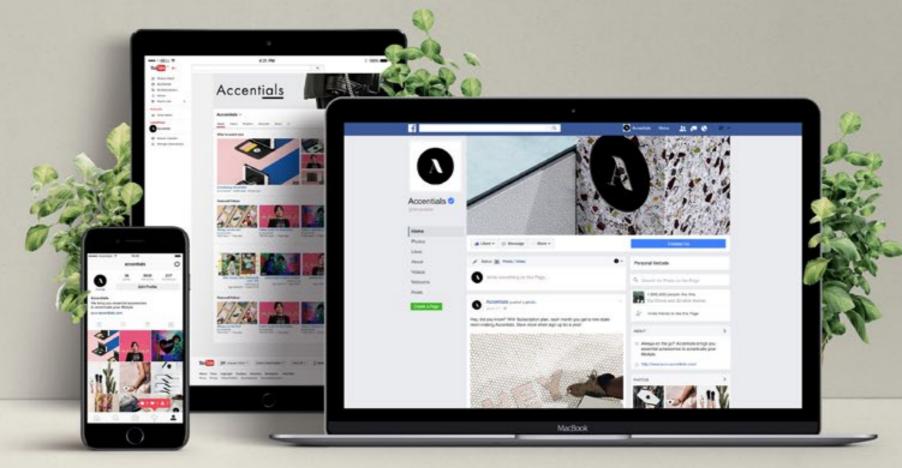
should be

Social media

PROMOTION

Facebook, YouTube & Instagram

Marketing Activity



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accentials

FACEBOOK

Great for general news. People who have "liked" Accentials page will get updates on their newsfeeds. Accentials posts can tell them about new features of products and special offers or we can ask questions to generate dialogues and interactions.

M YOUTUBE

Perfect for video sharing and can drive traffic to our site and brand.

INSTAGRAM

It's no secret that any business needs to be active on Instagram — with more than 500 million users, it's a social network that provides a great marketing platform to reach potential customers from every corner of the world.

Instagram is best for pictures. Accentials can post images of the latest products of our collections and collaborations, brand image or event and announcements. Instagram is great for connecting image marketing.

Accentials

CHAPTER 6
PROMOTION

Accent<u>ials</u>

www.your-accentials.com

a consumer's first point of contact with our product. Packaging is

PACKAGING

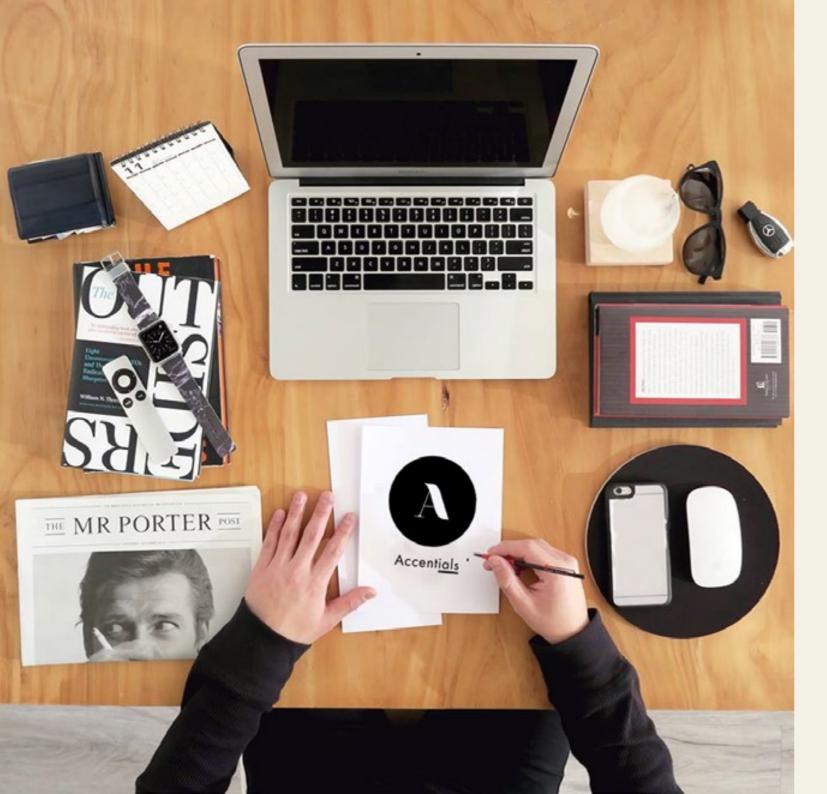
Accentials packaging is a simple white, designed to align with the brand's concept as a blank canvas.

HANG TAG

Accentials' hang tag changes its schemes and designs every once in a while, this is intended to respresent and convey our brand's playful personality and versatility.







Accentials

Promotional Schedule & Plan

CHAPTER 6
PROMOTION

Developing and implementing an effective sales promotion schedule is crucial.

Promotion is one of the four P's of marketing plan: product, price, place and promotion. It makes Accentials business and products visible to prospective customers and those that influence them, such as the media.

Ultimately promotions should drive sales, so we start by creating an awareness of what we're offering, how we differ from competitors and then convince customers to subscribe to us. Our promotional strategies is a mix of public relations, publicity, bazaar, social media, personal selling and sales promotions.

Issues to be taken into consideration include public holidays, market research, creating a campaign theme and developing collateral materials. Each step in this process plays a role in determining the outcome and effectiveness of the promotional campaign.

The schedule is set to establish timeline, strategy and guidelines for what we want to cover in an initial sales promotion.

CHAPTER 6

PROMOTION

Promotion Schedule

Promo / Discount Bazaar Collaboration Event Social Media Post Sponsorship JANUARY FEBRUARY MARCH 1 2 3 4 1 2 3 4 1 2 3 4 JUNE APRIL MAY 1 2 3 4 1 2 3 4 1 2 3 4 JULY AUGUST SEPTEMBER 1 2 3 4 1 2 3 4 1 2 3 4 OCTOBER NOVEMBER DECEMBER 1 2 3 4 1 2 3 4 1 2 3 4

Accentials

PROMOTION



Schedule

Promotion

of 2017

JANUARY (Collaborator of the Month: FFFZine)

- WEEK 2
 - Event: Accentials Soft Launching at FJ on 7

Kemang

- Invite local creatives and micro-influencers
- Introduce Accentials
- Social Media Post
 - Post collection photos
 - Giveaway: Repost Accentials collateral, winner get a Starter Pack for free
- Collaboration
 - Publish a zine in collaboration with FFFZine that will be distributed for free
- WEEK 4
 - Promo: Chinese New Year
 - Purchase a Starter Pack get a free red Flap

FEBRUARY (Collaborator of the Month: Satan's School)

- WEEK 1
 - Social Media Post
 - Post collection and mood board photos
 - Collaboration
 - Free patches designed by Natasha Tontey of Satan's School for any purchase
- WEEK 3
 - Promo: Valentine's Day (14 February)
 - Buy a Starter Pack, get a free pink Strap

MARCH (Collaborator of the Month: Fathia Izzati @kittendust)

- WEEK 3
 - Bazaar: Pop Up Market at Lotte Avenue
 - Social Media Post
 - YouTube & Instagram campaign with Fathia

CHAPTER 6
PROMOTION

Accentials

APRIL MAY JUNE

Schedule

Promotion

Second Quarter of 2017

APRIL (Collaborator of the Month: Natisa Jones)

- WEEK 1
 - Sponsorship: Support LaSalle College graduation;
 through goodie bag giveaway at the door
- · ALL WEEK
 - Social Media Post
 - Post photos of customers wearing Accentials
 - Accent<u>ials</u> x Natisa Jones

MAY (Collaborator of the Month: The Goods Dept.)

- WEEK 1
 - Social Media Post
 - Post the upcoming collaboration and event
- WEEK 2
 - Event: Collaboration Accentials x The Goods Dept.
 - Exclusive The Goods Dept. Interchangeable Flap and Strap design
 - Inviting local creatives to modify Flap and exhibiting the result at The Goods Space
 - DJ Performance by Ninda Felina
- · ALL WEEK
 - Social Media Post
 - Post products and mood board photos

JUNE (Collaborator of the Month: Kana Goods)

- WEEK 1-3
 - Social Media Post
 - Post Lebaran promotion
 - Accent<u>ials</u> x Kana Goods: Shibori Indigo

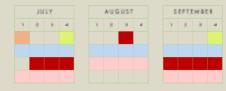
Flap

- WEEK 4
 - Discount: Lebaran promo IDR 100K off for Starter
 Pack when subscribing

CHAPTER 6 PROMOTION

Promotion Schedule Third Quarter of 2017

Accent<u>ials</u>



JULY (Collaborator of the Month: Katherine Karnadi)

- WEEK 1
 - Event: Accentials Grand Launch at The Goods Space
 - Inviting local creatives and macro-influencers
 - Dinner and after party with DJ Hogi
 - Social Media:
 - Post limited edition collection by Katherine Karnadi and photos from the event
- WEEK 2 4
 - Discount: 10% off Yearly Subscription Plan
 - Social Media: Post collection and mood photos

AUGUST (Collaborator of the Month: contest winner)

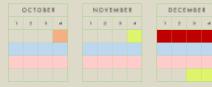
- WEEK 1
 - Social Media Post
 - Contest to design Flap inspired by Indonesian heritage and get a chance to make the Flap a reality, winner gets One Year Full Package
 - Post collection and mood photos
- WEEK 3
 - Discount: Independence Day
 - 17% discount for Starter Pack

SEPTEMBER (Collaborator of the Month: Aesthetic Pleasure)

- WEEK 1 WEEK 4
 - Social Media Post
 - Endorsement with Patricia Dextra, Sonia Eryka, Elxi Elvina, Alika Islamadina and Ana Octarina
 - Brightspot Market announcements
 - Collaboration
 - Accentials x Aesthetic Pleasure for Brightspot
- WEEK 4
 - Bazaar: Brightspot Market at Senayan City

PROMOTION

Accentials



Schedule

Promotion

Final Quarter

OCTOBER (Collaborator of the Month: Massicot & Ayla Dimitri)

- WEEK 1
 - Social Media Post
 - Announce Accentials event for Week 4
- WEEK 4
 - Event: Accentials x Massicot Workshop at Ruci Art
 - Styling experience with Ayla Dimitri
 - DIY Flap Marbling Workshop with Massicot
 - Attendees get 10% voucher for online purchase at bobobobo.com
 - 10% off on Limited Edition 'Massicot for Accentials' individual Flap and Strap

NOVEMBER (Collaborator of the Month: Pvra)

- WEEK 1 4
 - Social media:
 - Post photos from the latest workshop event
 - Post campaign video of Accentials x Pvra
 - Collaboration
 - Accentials x Pvra

DECEMBER (Collaborator of the Month: Love + Fair)

- WEEK 1 4
 - Social Media Post
 - Post Harbolnas (12/12), Christmas (25/12), and Year End Sale (31/12),
 - Collaboration
 - Outfit of the Day Contest with Love + Flair, winner get a Starter Pack and 'Love + Flair' Flap
 - Discount: Christmas and Year End Sale
 - Discount up to 50% off all Separates item
- WEEK 3 4
 - Bazaar: Hype Market at Pantai Indah Kapuk

at the heart of tactical Because

PROMOTION

successful schedule is

Promotional Plan

Accentials is set to launch on January 2017, we start small by inviting niche local creatives and micro-influencers because teaming up with influencers that have a smaller but more loyal following is the way to go to reach the right target audience as a starter and engagement rates are proven to be higher by 60%.

Every month, we invite local creatives and brands to join forces with us as collaborators. These collaborations come in the form of exclusively designed collections, zines, events, contests and even workshops.

Aside from offering occasional discounts and sales, Accentials also joins several pop-up bazaars, such as Pop Up Market (in March, South Jakarta), Brightspot Market (in September, South Jakarta) and Hype Market (in December, North Jakarta). These pop-ups allow us to build customers' interest in our product and subscription service and capture foot traffic without committing to a long-term lease.

We start gradually and regionally from micro to macro - from South Jakarta market to North Jakarta market by the closing of 2017. Once we are able to grasp and engage both major regions, the rest can finally pick up and follow.

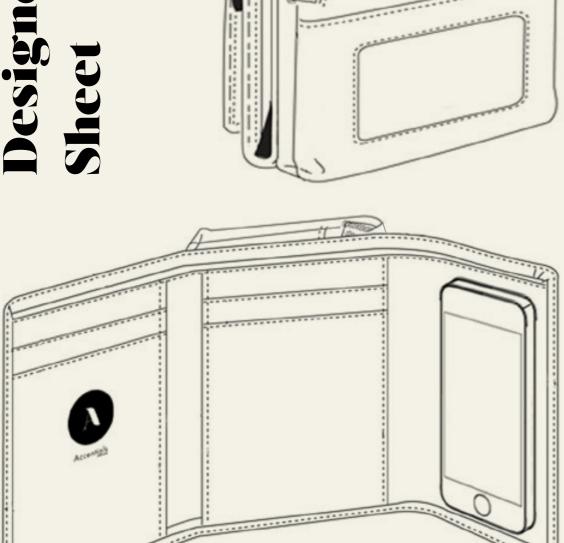
Financial Plan

Designer Sheets

Assets & Expenses

Sales & Merchandise Plan

Accentials



	Accentials Designer Sheet 1						Name: Starter Pack
	М	odel Ref.	Date		Seas	on	Measurements
	Core	Wallet Case	31-Oct-16		201	7	Standard
No	MATERIAL	DESCRIPTION	CONSUMPTION	UNIT	PRICE	COST	REMARKS
-1:	Leather						
	- Shell Leather	Premium Synthetic Saffiano Leather	0,1	sq.m	40.000	4.000	
	- Lining	Premium Synthetic Saffiano Leather	0,10	sq.m	40.000	4.000	
2	Constructions						
	- Interlining	Visiline	0,10	sq.m	10.000	1.000	
	- Case	Polycarbonate Case	1	pc	20.000	20.000	
	- Magnet	Industrial Quality	2	pc	1.000	2.000	
3	Accessories						
	Button	Metal Buttons	1	pc	500	500	
	- Zipper	YKK Metal Zipper	1,5	pc	7.000	10.500	
	- Hasp	Metal Tuck Lock	0,5	pair	5.000	2.500	
4	Applicatives						
	- Card Slot	Transparent PVC	1	pc	1.500	1.500	
5	Identities						
	- Embossing	Metallic Foil	1	pc	100	100	
	- Thank You Note	BluesWhite 400 GSM	1	pc	1.000	1.000	
6	Threads						
		Astra Cotton Overdeck	0,3	rol	4.000	1.200	
7	Packaging						
		White Carton	1	рc	5.000	5.000	
		Total Material Cost				53.300	
		Labor Cost				15.000	
0	6	Overhead Cost				3.000	Not Include fee for import
100000		Cost of Good Sold				71.300	item, tax, royalty
9		MARK UP %				76,15%	
Mock	чр	Suggested Retail Price				299.000	

FINANCIAL PLAN

		cent <u>ials</u>	D e s i	g n e r	Sheet	2	Name	: Flap
	М	odel Ref.	Date		Sea	son	Measur	ements
	Interch	angeable Flap	31-Oct-16		20:	17	Stand	dard
No	MATERIAL	DESCRIPTION	CONSUMPTION	UNIT	PRICE	COST	REM/	ARKS
-1	Leather							
	- Shell Leather	Premium Synthetic Saffiano Leather	0,03	sq.m	40.000	1.200		
	- Lining	Premium Synthetic Suede Leather	0,03	sq.m	20.000	600		
2	Constructions							
	- Interlining	Coaster Board	0,03	sq.m	10.000	300		
	- Grommet	Metal Eyelet	2	pc	1.000	2.000		
	- Hasp	Metal Tuck Locks	0,5	pair	5.000	2.500		
3	Accessories			:				
	- Zipper	YKK Metal Zipper	0,5	pc	7.000	3.500		
	- Others					0		
4	Applicatives			1		1		
		Leather Printing	0,03	sq.m	100.000	3.000		
5	Identities							
	- Embossing	Metallic Foil	1	pc	100	100		
	- Thank You Note	BluesWhite 400 GSM	1	pc	500	500		
6	Threads				: :	:		
		Astra Cation Overdeck	0,10	rol	4.000	400		
7	Packaging							
		White Carton	1	pc	2.000	2.000		
		Total Material Cost				16.100		
		Labor Cost				9.000		
		Overhead Cost				2.000	Not Include fee f	
		Cost of Good Sold				27.100	tax, ro	yaiiy
		MARK UP %				Monthly	Tri-Monthly	Individual
						73%	86%	89%
Mock	oup	Suggested Retail Price				99.000	199.000	249.000

Designer Sheet

	Acc	cent <u>ials</u>	D e s i	gner	Sheet	3	Name:	Strap
	М	odel Ref.	Date		Sec	ison	Measur	ements
	Intercha	angeable Strap	31-Oct-16		20	17	Stan	dard
Νo	MATERIAL	DESCRIPTION	CONSUMPTION	UNIT	PRICE	COST	REMA	ARKS
1	Leather							
	- Shell Leather	Premium Synthetic Saffiano Leather	0,04	sq.m	40.000	1.440		
	- Lining	Premium Synthetic Suede Leather	0,04	sq.m	20.000	720		
2	Constructions			:				
-	- Interlining	Visiline	0,04	sq.m	10.000	360		
3	Accessories							
-		Golden Lobster	2,0	pc	1.000	2.000		
	· Others					0		
4	Applicatives				100.000	2 (22)		
-	- Printing Identities	Leather Printing	0,04	sq.m	100.000	3.600		
5		Metallic Foil	1	рс	100	100		
	· Linbouring	meranic i on	•	pr.	100	100		
	- Thank You Note	BluesWhite 400 GSM	1	рс	500	500		
6	Threads							
		Astra Cotton Overdeck	0,10	rol	4.000	400		
7	Packaging			İ	i i	i		
	Вох	White Carton	1	pc	2.000	2.000		
Č	20	Total Material Cost				11.120		
7,	11-1	Labor Cost				13.000	N I I C /	
	Mr	Overhead Cast				2.000	Not Include fee f tax, ro	
	-	Cost of Good Sold				26.120	iux, ro	yuity
		MARK UP %				Monthly	Tri-Monthly	Individual
	2					74%	74%	879
Mock	100	Suggested Retail Price				100.000	100.000	199.000



Production Plan

Accentials based its production plan on a quarterly basis. Since the business model is a Subscription generated sales, the quantity of the production accumulatively depends on the variable of total current subscribers.

The production and fulfilment process is challenging, because the downtime of a subscription service that creates a monthly product is very little. If the production steered a bit from the schedule or there is an understock, it would impact Accentials's customers greatly. Thus, will impact the customer relationships.





Accentials

CHAPTER 7 FINANCIAL PLAN

Production Plan

							Qua	irter 1				Qu	arter 2		Qlv 0	Qiy Q1 Quarter 3		Qiy Q										
SKU Code	Category	Name	Size	C\$	January	February	March	Total City Q1	Total CS Q1	April	May	Jone	Total City Q2	Total CS Q			August	September	Total City Q3	Total C\$ Q8	+ Q2 Q3	October	Novembe	er December	Total City Q4	Total CS Q4	Total Gty	y Total C\$
AC8W001	Basic	Starter Wallet	Standard	Rp 51,300		50	300	200	Rp 10.260		900	900	250		5,000 450			900	300	Rp. 15.390			300	150	3,50	Rp 17,955,00		
ACBPCIPS	Basic	Starter Phone Case	iPhone 5/55/5E	Rp 20,000		8	16	32	Pp 640		16	16	40		2.000 72		16	16	48	Rp 960		16	16	21	53	Rp. 1.060.00		Rp. 3.4600
ACBPCIP6	Basic	Starter Phone Case	ifhone 6/68	Rp 20,000		12	24	48	Rp 960		24	24	60		0.000 108	24	24	24	72	Rp. 1,440		24	24	29	77	Rp. 1.540.00		Rp. 5.1400
ACBPC-P-8P	Basic	Starter Phone Case	iffione 65 Plus	Rp 20,000		3	- 6	12	Rp 240				1.5		2.000 27			- 6	18	Rp 360		- 6		33	23	Rp 460.00		Rp. 1.3600
ACBPCIP.7 ACBPCIP.7P	Basic	Starter Rhone Case	iffrone 7	Rp 20,000		9	18	36	Rp 720		18	18	45 25		2,000 81	16	18	18	54	Rp. 1.090		18	18	23 35	59	Rp. 1:180.00		Rp. 3.890.0
ACBPC-85-87	Basic	Starter Rhone Case	iffrone 7 Plus	Rp 20,000		3	10	20	Pp 400		10	10			2.000 45	10		10	30	Rp 600		10	10	15	35	Rp 700.00		Rp. 2.200.0
	Basic	Starter Rhone Case	Samung Galaxy 87	Rp 20,000			10	20	Rp 400			10	25		0.000 45		10		30	Rp 600		10	110		35	Rp 700.00		Rp. 2.200.0
ACBPC8887E	Basic	Starter Rhone Case	Samue Galaxy 57 Edge	Rp 20,000		3		12	Rp 240		- 6	- 6	15		2,000 27	6		6	18		000 45 000 35	- 6		3.1	28	Pp 460.00		Rp. 1.3603
AC&PC-55-58	Basic	Stater Rone Case	Samura Galaxy 58	Rp 20,000			4	4 8		000 1	4	4	10		2,000 9 2,000 18	4	4	4				4	4		17	Rp 220.00 Ro 340.00		Rp 520.1 Rp 940.1
ACBROSSINS ACBROSSINSE	Basic	Starter Rhone Case	Samung Galaxy NoteS	Rp 20,000		2	4			000 2	4	4	10		2,000 18 2,000 18	4		4	12		000 30 000 30	4	4	9	17	Rp 340.00		Rp 940.1
ACBF01-17	Basic	Stater Rone Case	Samsung Galaxy Note Edge	Rp 20,000 Rp 27,100				8 25					TV	Pp 25	25				12	Rp 240	25				16	PD: 340.00	25	Rp 6773
ACBF02-17		January Flap	Standard O	Rp 27,100		20		35							35					-	35						35	Rp 9485
ACBF08-17	Basic Basic	February Flap March Flap	Standard Standard	Rp 27.100		35	50	50	Rp 948 Rp 1.355					-	50					-	50					-	50	Rp 1.355)
ACBF0417			Standard	Rp 27,100			30	30	PD 1.000				150	D. 40	5.000 150						150						150	Rp. 4.065.0
ACBF05-17	Basic Basic	April Flop May Flop	Standard	Re 27,100				 		1.50	200		200		0.000 200						200						200	Rp. 5,420.0
ACBF06-17	Books Books	Jone Flop	Standard	Rp 27,100		 		 			200	300	300		0.000 300					 	300				+	1	300	Rp. 8.130.0
ACBF07-17	Basic	July Flap	Standard	Rp 27,100		 		 				0,00	O'NU	rp. 0.11	0.000	351			350	Ro. 9.485					+	+	350	Rp. 9.485.0
ACBF08-17	Basic	August Flop	Standard	Rp 27.100				 								221	400		400	Rp. 10.840							400	Re 10.840.0
AC8509-17	Basic	September Flop	Standard	Rp 27.100													797	450	450	Rp 12.195							450	Rp 12.195.0
ACBF10-17	Basic	October Flop	Standard	Rp 27,100														400	430	Pp. 54.1.52	900 400	500			500	Re 13,550.00		Re 13.550.0
AC8611-17	Basic	November Flop	Standard	Rp 27.100																-		500	550		550	Re 14,905.00		Re 14,905.0
AC8F12-17	Basic	December Flop	Standard	Rp 27.100																-			220	600	800	Rp 16.260.00		Rp 16.260.0
ACREOUTZ	Frehlen	United Edition Joneany Flap	Standard	Rp 50,000				10	Ro 500	000					10					-	10			000	0.00	пр. подавого		Rp 500.0
ACRE0417	Feshion	Umited Edition April Flap	Standard	Re 50,000				7.0	- P	15			15	Per 73	2,000 15						15						15	Re 750.0
ACRE0517	Feehlon	United Edition May Flap	Standard	Ro 50,000				 			50		50		0.000 50					-	50						50	Rp. 2.500.0
ACF606-17	Freshlon	Umited Edition June Flap	Standard	Rp 50,000				 				25	25		0.000 25					+	25						25	Rp. 1:250.0
ACR607-17	Freshlon	Umited Edition July Flap	Standard	Rp 50,000												39			35	Rp. 1.750							35	Rp. 1,750.0
ACRE0817	Epshion	Umited Edition August Flop	Standard	Rp 50.000				†									5		5	Rp 250							5	Rp 250.0
ACR60917	Feshion	United Edition September Flop	Standard	Rp 50.000				†										50	50	Rp. 2.500							50	Rp. 2.500.0
ACRE10-17	Freshlon	Umited Edition October Flop	Standard	Rp 50,000				†													0	50			50	Rp. 2,500,00		Rp. 2,500.0
ACRE11-17	Freshlern	United Edition November Flop	Standard	Rp 50,000				†													0		150		150	Rp. 7,500,00		Rp. 7,500.0
ACR612-17	Feshion	Umited Edition December Flop	Standard	Rp 50,000		·		†													0			50	50	Rp 2,500,00		Rp. 2,500.0
AC88-01-17	Basic	January Strap	Standard	Rp 26,120		ļ		8.5	Rp 391	900					15						15				1	7-		Rp 391.6
AC88-02-17	Basic	February Strap	Standard	Rp 26.120		25		25	Pp 653	000					25						25						25	Pp 653.0
AC-88-03-17	Basic	March Strap	Standard	Rp 26.120			40	40	Rp. 1.044	900					40						40						40	Rp. 1.044.8
AC88-0417	Basic	April Strop	Standard	Rp 26.120)					100			100	Rp. 2.6	2.000 100						100						100	Rp. 2,612.0
AC88-05-17	Basic:	May Stop	Standard	Rp 26.120)						1.50		150	Rp. 3.9	8.000 1.50						150						150	Rp. 3.918.0
AC88-06-17	Basic	Jone Strep	Standard	Rp 26,120)			T				200	200	Rp. 5.2:	4.000 200						200						200	Rp. 5.224.0
AC88-07-17	Basic	July Strop	Standard	Rp 26.120)			1								250			250	Rp. 6.530	000 250						250	Rp. 6.530.0
AC88-08-17	Basic	August Strop	Standard	Rp 26,120)												300		300	Rp. 7,836	000 300						300	Rp. 7.836.0
AC88-09-17	Basic	September Strop	Standard	Rp 26,120)			T										350	3.50	Rp. 9.142	000 350						3.50	Rp. 9.142.0
AC88-10-17	Basic	Cictober Strop	Standard	Rp 26.120)																0	400			400	Rp. 10,448,00	0 400	Rp. 10,448.0
AC881117	Basic	November Strop	Standard	Rp 26,120)																0		450		450	Rp: 11.754.00	0 450	Rp: 11.754.0
AC881217	Basic	December Strop	Standard	Rp 26,120)																0			500	500	Rp. 13.060.00	0 500	Rp: 13.060.0
ACF-501-17	Frehlon	United Edition January Strap	Standard	Rp 50.000	10			10	Rp: 500	000					1-0						1-0						110	Rp: 500.0
ACF80417	Freshlon	United Edition April Strap	Standard	Rp 50,000)					1.5			15	Rp 73	0.000 1.5						1.5						1.5	Rp: 750.0
ACF-8-05-17	Freshlori	Umited Edition May Strep	Standard	Rp 50,000)						50		50	Rp. 2.54	0.000 50						50						50	Rp. 2.500.0
ACF506-17	Freshlori	Umited Edition Jone Strop	Standard	Rp 50.000								25	25	Rp. 1.2	0.000 25						25						25	Rp. 1:250.0
ACF807-17	Freshlori	United Edition July Strap	Standard	Rp 50.000												35			35	Rp. 1,750	000 35						35	Rp. 1.750.0
ACF508-17	Freshlori	United Edition August Strap	Standard	Rp 50,000)												5		5	Pp 250	000 5						5	Rp 250.0
ACF-8-09-17	Freshlon	United Edition September Strop	Standard	Rp 50,000)			T										50	50	Rp. 2,500	000 50						50	Rp. 2,500.
ACFS-10-17	Frehlen	United Edition October Strap	Standard	Rp 50.000)	T	T	T				1									0	50		T	50	Rp. 2,500,00	0 50	Rp. 2,5000
ACFS-11-17	Freshlon	United Edition November Strop	Standard	Rp 50,000)			I													0		150		150	Rp. 7,500,00	0 150	Rp. 7.500.0
ACFS-12-17	Freshlon	United Edition December Strop	Standard	Rp 50,000)																0			50	50	Rp. 2,500,00	0 50	Rp. 2,500.0
									Rp 20.330.						000 239			_			5270					Rp 129.932.00	0 9470	Rp 292.874.60

FINANCIAL PLAN

No	SKU Code	Category	Name	Size C\$		r.e	Quarter 1										
140	ako code	Calegory	rame	3120		C.p	January	February	March	Total City		Total C\$					
1	AC8/WC01	Basic	Starter Wallet	Standard	Rp	51,300	50	50	100	200	Řρ	10.260,000					
ż	AC8/PCIP.5	Bosic	Starter Phone Case	iPhone 5/55/5E	Rp	20,000	8	8	16	32	Rp	640.000					
3	AC8/PCIP6	Bosic	Starter Phone Case	iPhone 6/65	Rp	20,000	12	12	24	48	Řр	960.000					
4	AC8-PCIP-6P	Bosic	Starter Phone Case	iPhone 65 Mus	Rp	20,000	3	3	6	12	Rp	240.000					
5	AC8PCIP.7	Bosic	Starter Phone Case	iPhone 7	Rp	20,000	9	9	18	36	Rp	720.000					
6	AC8-PCIP.7P	Bosic	Starter Phone Case	iPhone 7 Plus	Rp	20,000	5	5	10	20	Rp	400.000					
Z	AC8PCSSS7	Basic	Starter Phone Case	Sansung Galaxy 57	Rp	20,000	5	5	10	20	Rp	400,000					
8	AC8PCS557E	Basic	Starter Phone Case	Samsung Galaxy S7 Edge	Rp	20,000	3	3	6	12	Rp	240.000					
9	AC8PCSSS8	Bosic	Starter Phone Case	Samoung Galaxy 58	Rp	20,000		1	2	4	Řρ	80,000					
10	ACBPC85IN5	Basic	Starter Phone Case	Samsung Galaxy Note5	Rp	20,000	ż	2	4	8	Rp	160,000					
11	AC8/PCSS-N5E	Basic	Starter Phone Case	Samsung Galaxy Note Edge	Rp	20,000	Ź	Ź	4	8	Rp	160,000					
12	AC8F01-17	Basic	January Flap	Standard	Rp	27.100	25			25	Rp	677.500					
13	AC8F02-17	Basic	February Flap	Standard	Rp	27.100		3.5		3.5	Rp	948.500					
14	AC8F03-17	Basic	March Flap	Standard	Rp	27.100			50	50	Řρ	1.355,000					
1.5	ACF-F01-17	fashion	Limited Edition January Flap	Standard	Rp	50,000	10			10	Rp	500,000					
16	AC85-01-17	Basic	January Strap	Standard	Rp	26,120	1.5			1.5	Rp	391,800					
17	AC8/5/02-17	Basic	February Strap	Standard	Rp	26,120		25		25	Řр	653.000					
18	AC8/5/03-17	Basic	March Strap	Standard	Rp	26,120			40	40	Řρ	1.044.800					
19	ACE5-01-17	Fashion	Limited Edition January Strap	Standard	Rp	50,000	10			10	Rp	500,000					
			-							610	Rp	20.330.600					

	SKIL C I-	6.000	No.000	e1		c.t			G	varter 3		
No	SKU Code	Category	Name	Size		C\$	April	May	June	Total City		Total C\$
1	AC8-WC01	Basic	Starter Wallet	Standard	Rp	51,300	100	100	100	300	Rp	15,390,000
2	AC8/PCIP.5	Basic	Starter Phone Case	IPhone 5/55/5E	Rp	20,000	16	16	16	48	Rp	960,000
3	AC8-PCIP-6	Basic	Starter Phone Case	iPhone 6/65	Rp	20,000	24	24	24	72	Rp	1.440.000
4	AC8-PC-IP-6P	Basic	Starter Phone Case	iPhone dS Plus	Rp	20,000	6	6	6	18	Rp	360,000
5	AC8PCIP.7	Basic	Starter Phone Case	iPhone 7	Rp	20,000	18	18	18	54	Rp	1,080,000
6	AC8-PCIP.7P	Basic	Starter Phone Case	iPhone 7 Mus	Rp	20,000	10	10	10	30	Rp	600,000
Z	AC8PCSSS7	Basic	Starter Phone Case	Samung Galaxy 57	Rp	20,000	10	10	10	30	Rp	600,000
8	AC8-PCS5-S7E	Basic	Starter Phone Case	Samsung Galaxy S7 Edge	Rp	20,000	6	6	6	18	Rp	360,000
9	AC8-PCSS-S8	Basic	Starter Phone Case	Samoung Galaxy SB	Rp	20,000	2	2	ż	6	Rp	120,000
10	ACBPC55-N5	Basic	Starter Phone Case	Samsung Galaxy Note5	Rp	20,000	4	4	4	12	Rp	240,000
11	AC8-PCSS-N5E	Basic	Starter Phone Case	Samsung Galaxy Note Edge	Rp	20,000	4	4	4	12	Rp	240,000
12	AC8-F07-17	Basic	July Flap	Standard	Rp	27,100	350			350	Rp	9.485.000
13	AC8-F08-17	Basic	August Flap	Standard	Rp	27,100		400		400	Rp	10.840,000
14	AC8F09-17	Basic	September Flap	Standard	Rp	27,100			450	450	Rp	12,195,000
1.5	ACF-F07-17	Fashion	Limited Edition July Flap	Standard	Rp	50,000	3.5			35	Řρ	1.750,000
16	ACF-F-08-17	Fashion	Limited Edition August Flap	Standard	Rp	50,000		5		5	Rp	250,000
17	ACF-F-09-17	fashion	Limited Edition September Flap	Standard	Rp	50,000			50	50	Rp	2.500.000
18	AC8-5-07-17	Basic	July Strap	Standard	Rp	26,120	250			250	Rp.	6.530,000
19	AC8-5-08-17	Basic	August Strap	Standard	Rp	26,120		300		300	Řρ	7.836,000
20	AC8-5-09-17	Basic	September Strap	Standard	Rp	26,120			350	350	Rp	9.142,000
21	ACE-5-07-17	Fashion	Limited Edition July Strap	Standard	Rp	50,000	3.5			3.5	Řр	1.750,000
22	ACF5-08-17	Fashion	Limited Edition August Strap	Standard	Rp	50,000		5		5	Rp	250,000
23	ACE5:09:17	Fashion	Limited Edition September Strap	Standard	Rp	50,000			50	50	Rp	2.500.000
							•			2880	Rp	86.418.000

Production Plan

No	SKU Code	Colonia	Name	Size		C\$			G	varter 2		
140	SKU Code	Category	14dme	Size		C\$	April	May	June	Total City		Total C\$
- 1	AC8-WC01	Basic	Storter Wallet	Standard	Rp	51,300	50	100	100	250	Rp	12.825,000
2	ACBPCIPS	Basic	Starter Phone Case	iPhone 5/55/5E	Rp	20,000	8	16	16	40	Rp	800,000
3	AC8PCIP6	Basic	Starter Phone Case	iPhone 6/65	Rp	20,000	12	24	24	60	Rp	1.200,000
4	AC8-PCIP-6P	Basic	Starter Phone Case	iPhone 65 Mus	Rp	20,000	3	6	6	1.5	Rp	300,000
5	AC8PCIP.7	Basic	Starter Phone Case	iPhone 7	Rp	20,000	9	18	18	4.5	Rp	900,000
6	AC8-PCIP.7P	Basic	Starter Phone Case	iPhone 7 Plus	Rp	20,000	5	10	10	2.5	Rp	500,000
- 7	AC8PCSSS7	Basic	Starter Phone Case	Samurg Galaxy 57	Rp	20,000	5	10	10	2.5	Rp	500,000
8	AC8PCS557E	Basic	Starter Phone Case	Samsung Galaxy S7 Edge	Rp	20,000	3	6	6	1.5	Rp	300,000
9	AC8-PCSS-58	Basic	Starter Phone Case	Sameung Galaxy S8	Rp	20,000	1	2	2	5	Rp	100,000
10	ACBPC5SN5	Basic	Starter Phone Case	Samsung Galaxy Note5	Rp	20,000	ż	4	4	10	Rp	200,000
11	AC8-PCSS-N5E	Basic	Starter Phone Case	Samsung Galaxy Note Edge	Rp	20,000	Ź	4	4	10	Rp	200,000
12	AC8F0417	Basic	April Flap	Standard	Rp	27.100	150			1.50	Rp	4.065,000
13	AC8F05-17	Basic	May Flap	Standard	Rp	27.100		200		200	Rp	5.420,000
14	AC8F06-17	Basic	June flap	Standard	Rp	27.100			300	300	Rp	8.130,000
1.5	ACF-F04-17	Fashion	Limited Edition April Flap	Standard	Rp	50,000	1.5			1.5	Rp	750,000
16	ACF-F-05-17	fashion	Limited Edition May Flap	Standard	Rp	50,000		50		50	Rp	2.500.000
17	ACF-F-06-17	fashion	Limited Edition June Flap	Standard	Rp	50,000			25	25	Rp	1.250,000
18	AC850417	Basic	April Strap	Standard	Rp	26,120	100			100	Rp	2.612.000
19	AC850417	Basic	May Strap	Standard	Rp	26,120		1.50		1.50	Rp	3.918,000
20	AC850417	Basic	June Strap	Standard	Rp	26,120			200	200	Rp	5.224,000
21	ACES04-17	Fashion	Limited Edition April Strap	Standard	Rp	50,000	1.5			1.5	Rp	750,000
22	ACE-505-17	Fashion	Limited Edition May Strap	Standard	Rp	50,000		50		50	Rp	2,500,000
23	ACES-06-17	Fashion	Limited Edition June Strap	Standard	Rp	50,000			25	25	Rp	1.250.000
										1780	Rp	56.194.000

No	SKU Code	Calanani	Name	Size	C\$		Quarter 4									
140	SKO COGE	Category	rame	SIZE			October	November	December	Total City		Total C\$				
1	AC8-WC01	Basic	Starter Wallet	Standard	Rp	51,300	100	100	150	350	Rp	17.955,000				
2	AC8PCIP5	Basic	Starter Phone Case	iPhone 5/5S/SE	Rp	20,000	16	16	21	53	Rp	1,060,000				
3	AC8PCIP6	Basic	Starter Phone Case	iPhone 6/65	Rp	20,000	24	24	29	77.	Rp	1.540,000				
4	AC8-PC1P-6P	Basic	Starter Phone Case	iPhone 6S Plus	Rp	20,000	6	6	11	23	Řρ	460,000				
5	AC8PCIPZ	Basic	Starter Phone Case	iPhone 7	Rp	20,000	18	18	23	59	Rp	1,180,000				
6	AC8PCIP7P	Basic	Starter Phone Case	iPhone 7 Plus	Rp	20,000	10	10	1.5	35	Řρ	700,000				
- 2	AC8PCSS57	Basic	Starter Phone Case	Samuung Galaxy 57	Rp	20,000	10	10	1.5	35	Řρ	700,000				
8	AC8PCSSS7E	Basic	Starter Phone Case	Samsung Galaxy S7 Edge	Rp	20,000	6	6	11	23	Řρ	460,000				
9	AC8PCSS58	Basic	Starter Phone Case	Sameung Galaxy 58	Rp	20,000	2	Ź	7.	11	Řρ	220,000				
10	ACBPC55IN5	Basic	Starter Phone Case	Samsung Galaxy Note5	Rp	20,000	4	4	9	17	Řρ	340,000				
11	AC8PCSS-N5E	Basic	Starter Phone Case	Samsung Galaxy Note Edge	Rp	20,000	4	4	9	17	Řρ	340,000				
12	AC8F-10-17	Basic	October flap	Standard	Rp	27,100	500			500	Řρ	13.550,000				
13	AC8F-11-17	Basic	November Flap	Standard	Rp	27,100		550		550	Řρ	14.905.000				
14	AC8F-12-17	Basic	December Flap	Standard	Rp	27,100			600	600	Řρ	16,260,000				
1.5	ACFE-10-17	Fashion	Limited Edition October Flap	Standard	Rp	50,000	50			50	Rp	2.500,000				
16	ACE6-11-17	Fashion	Limited Edition November Flap	Standard	Rp	50,000		150		1.50	Rp	7,500,000				
12	ACF512:17	Fashion	Limited Edition December Flap	Standard	Rp	50,000			50	50	Rp	2.500.000				
18	AC851017	Basic	October Strap	Standard	Rp.	26,120	400			400	Rp	10.448.000				
19	AC85-11-17	Basic	November Strap	Standard	Rp	26,120		450		450	Řρ	11.754.000				
20	AC85-12-17	Bosic	December Strap	Standard	Rp	26,120			500	500	Řρ	13,050,000				
21	ACES-10-17	Fashion	Limited Edition October Strap	Standard	Rp	50,000	50			50	Rp	2.500.000				
22	ACES-11-17	Fashion	Limited Edition November Strap	Standard	Rp	50,000		150		1.50	Rp	7.500.000				
23	ACES 12-17	Fashion	Limited Edition December Strap	Standard	Rp	50,000			50	50	Rp	2.500,000				
				·						4200	D-	120 022 000				

FINANCIAL PLAN

Assets

FIXED ASSETS

FIXED ASSETS		AMOUNT	UNIT		IATOT
Kiosk Furniture					
Modular Counter Set	Řρ	40.000.000	1	Řρ	40.000.000
Cashier Machine	Řρ	3.750.000	1	Rp	3.750.000
TOTAL				Rp	43.750.000

CURRENT ASSETS

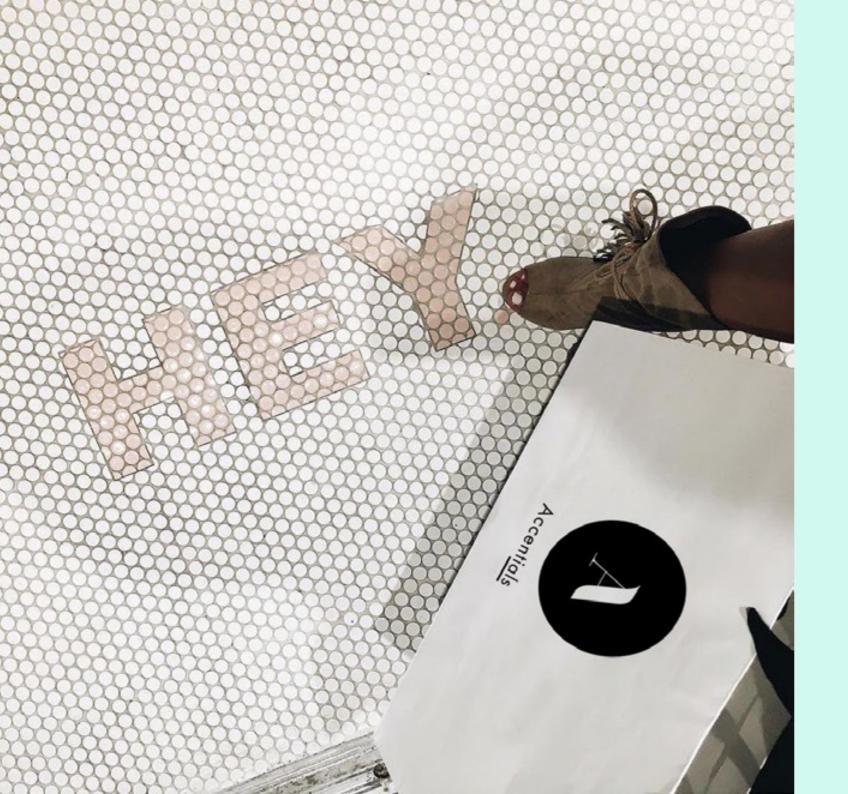
CURRENT ASSETS		TAUOMA	UNIT		IATOT
Store Supplies	Řφ	500.000	1	Řρ	500.000
Office Supplies	Rp	500.000	1	Rp	500.000
Packaging	Řρ	6.000	8370	Rp	50.220.000
TOTAL				Rp	51.220.000

EXPENSES

EXPENSES	AMOUNT	UNIT		TOTAL
Store Rent				
Island Unit PIM 1	Rp 10.000.00	0 1	Řρ	10.000.000
Salaries				
Sales Assistant	Rp 3.000.00	0 1	Řρ	3.000.000
Kiosk Manager	Rp 4.000.00	0 1	Rp	4.000.000
CEO	Rp 8.000.00	0 1	Rp	8.000.000
СМО	Rp 6.000.00	0 1	Rp	6.000.000
COO	Rp 6.000.00	0 1	Rp	6.000.000
CFO	Rp 6.000.00	0 1	Rp	6.000.000
Customer Service and Logistics	Rp 3.000.00	0 3	Rp	9.000.000
BPJS	Rp 100.00	0 9	Rp	900.000
Jamsostek	Rp 100.00	0 9	Rp	900.000
Electricity	Rp 1,000.00	0 1	Rp	1,000.000
Internet	Rp 300.00	0 1	Rp	300.000
Phone	Rp 300.00	0 1	Rp	300.000
Transport	Rp 300.00	0 1	Rp	300:000
Allowance Staffs	Rp 500.00	0 1	Rp	500.000
TOTAL (per month)			Rp	56.200.000
TOTAL (per year)			Rp	674.400.000

Marketing Expense

ACTIVITIES	AMOUNT	UNIT		TOTAL
Promo / Discount		(see Mark Down)	
Bazaar				
Pop	Up Market, Brightspot Market as	d Hype Market		
Modular Booth	Rp 5.000.00		Rp	5.000,000
Banner	Rp 200.00		Rp	600,000
Rent			Rp	19.500.000
Racks			Rp	1.500,000
Stationery	Rp 150.00	_	Rp	450,000
Sponsorship				3441344
	LaSalle Graduation			
Phone Case		0 150	Rp	3.000,000
Event	- K- K-0.0	144	1.780	20.250,000
	Soft Lounching			
r i in		in 50	0	E 000 000
· ·	Rp 100,00		Rp	5,000,000
Decoration	Rp 5.000,00		Rp	5.000,000
Photographer	Rp 1.000.00		Rp 0-	1,000,000
Zine	Rp 25.00 Accentials × Satar/s Scho		Rp	12,500,000
D 1: D 1			Ta	1 500 000
Freebie Patches			Rp	1,500,000
	Accentials x The Goods D		T	
Exhibition			Rp	15,000,000
DJ Performance		0 1	Rp	3.000,000
	Grand Launching	aT ara	т	10 000 000
Food and Beverage	Rp 50.00		Rp	12.500.000
Decoration	Rp 10.000.00		Rp	10,000,000
Photographer	Rp 1.000,00		Rp	1.000,000
_	Rp 35.00		Rp	8.750,000 4.000,000
DJ Performance	Rp 4.000,00 Accentials × Massicat × Ayla		Rp	4.000,000
Ruci Art Rent			Rp	10,000,000
			Rp.	
Ayla Dimitri Appearance				10,000,000
Workshop Voucher			Rp Rp	750,000
Social Media Post	np 10.00	~ 30	np	730000
Sound Indula 1 (8)	Endorsement			
P		aT	Ta-	E 000 000
Fathia Izzati			Rp	5.000,000
Patricia Dextra	Rp 2.000.00		Rp	2.000,000
Sonia Eryka	Rp 5.000,00 Rp 2.000,00		Rp	5.000,000 2.000,000
Elxi Elvina Alika Islamadina			Rp Rp	5.000,000
Alika Islamadina Ana Octarina	Rp 5.000,00 Rp 5.000,00		Rp Rp	5.000,000
Ana Octarina	New Collection Photosho		NP	5.000,000
Photographer	Rp 1,000.00		Rp	12,000,000
Pnotograpner Model			Rp.	6.000.000
Model Studio			Rp.	6.000.000
Props			Rp	3,600,000
TOTAL EXPENSE	mp (450000	1.6	Rp	186.650.000
TOTAL EXPENSE			кp	180.030.000



CHAPTER 7 FINANCIAL PLAN

Sales and Merchandi Plan

Subscription businesses are more complex than traditional businesses.

Traditional retail sales plan cannot be applied to Accentials' business model and will totally fail to capture the key factors that drive performance.

Creating a reliable sales forecast is a critical step to understanding how Accentials business will grow and what the key drivers of revenue growth will be. Unlike traditional sales, the job of sales doesn't end when there's a purchase. Instead, it is crucial to retain subscribers over periods, as that is how we maximize our recurring revenues.

Because the Subscription Economy is built on sustained customer relationships, the longer and stronger Accentials can build and retain customer relationships, the more successful Accentials will be. When there is a number of customers are canceling and leaving Accentials, it is called as churn. Low churn equals happy customers, while high churn means that users are canceling quickly and not subscribing to Accentials.

Accentials

FINANCIAL PLAN

AVERAGE REVENUE PER ACCOUNT / ARPA (On the first month of Sales - no subscribers)

No	3		2		3		4		5		6		7		
es.	etegory Starter Pack		Starter Pack	Sec	orter Pock	Sec	orter Pack	Se	orter Pack	e00	CONTROL WITH	e			Total PI
Cesebody	oromer rock		Montelly Flop	Monthly Flop + Strop		Tri-Monthly Rop		Tri-Monthly Rop + Strop		Separate Rap		ceps	snote Strop		
Price	8p 299.0	0 3	 According 	Sp.	299,000	3p.	299,000	3p.	299,000	3p.	249,000	Sp.	199,000		
		Sp	99,000	Sp.	199,000	Sp.	199,000	Sp.	299,000						
Total PI per Category	Rp 299.00	0 8	998,000	No.	498,000	No.	498,000	Np.	598,000	š _p	249,000	Np.	199.000	lp.	2,739,000
												Averog User	pe Price per	3p.	391,286

AVERAGE REVENUE PER ACCOUNT (After first month of Sales - subscribers already acquired)

No		1		2		3	4		į	5		6		7.		8		9		10		11				
Category	O.C.	ter Fock		torter Pock	46-	erkly Rop	Storter Pac		Month	y Hop +		rter Fock	70.60	onthis Floo		Starter Fack T Tri-Morality Rop + Strap		1		Tri-Monthly Rop +		anne Ben	Constant Const			Total PI
Conflori	9990	NET FORSE		onthly Rop	ms	month Livabs	Monthly Flor Strop		9	гор		onthly Rop	10.00	onimip reap				hop	Segrestra, resp.		Separate Strop					
Price	Sp.	299,000	3p.	299,000	3p.	99,000	8p. 299	.000	3p	199,000	Sp.	299,000	3p.	199,000	3p.	299,000	Sp.	299,000	Sp.	249,000	3p.	199,000				
			Sp.	99,000			8p 199	.000			Sp.	199,000			Sp.	299,000										
Total PI per Category	No.	299,000	Np.	398,000	Sp.	99.000	8p 498	.000	Np.	199.000	No.	498,000	Np.	199.000	N _p	598,000	No.	299.000	ip.	249,000	No.	199.000	lp.	3.535,000		
																					Averog User	a Price per	8р.	321,364		

In this forecast, we are starting with zero subscribers in our first month as a new business. In future months, we calculate starting subscribers by looking at how many customers we had at beginning of the previous month and then add in new subscribers and subtract customers that decided to cancel.

Accentials has a minimum of bi-annual contract period for every Subscription Plan. So after the first 6 months of Sales, cancellations and Churn Rate are expected to happen.

In Subscription Economy, there are 2 metrics: LTV (Lifetime Value of customers) and CAC (Cost to Acquire customers), defined as follows:

$$TV = \frac{ARPA}{Customer\ Churn\ Rate}$$
 $CAC = \frac{Sum\ of\ all\ Sales\ \&\ Marketing\ expenses}{No\ of\ new\ Customers\ Added}$

Sales and Merchandise Plan

2017 SUBSCRIPTION FORECAST

Yearly

	George I								Notes 2		Quoter 3							Quoter 6						
	- 6	ANUARE		TRADEGRAFT		HIBBAR		AFRIL		MAT	- 1	SINI		DECA		6000001	100	DISMITE	0.00	1(2818	- 16	DIEMETE	DICTMIN	
Average Pice per tilen	Rp .	391,286	Rp .	221.356	Ra .	321.356	la .	321.356	la .	321.356	la:	321.356	lφ.	321.356	lφ.	321.354	ly .	331.356	la .	321.356	Rp .	321.356 Rp	331.36	
Storing Subscribers		0		25		35		50		150		200		300		350		400		450		500	55	
New Subscribers		25		10		15		100		50		100		125		115		105		95		85	2	
Concellations		0		0		0		0		0		0		75		65		55		45		35	2	
Net Additions		25		10		15		100		50		100		50		50		50		50		50	5	
Ending Subscribers		25		35		50		150		200		300		350		400		450		500		550	60	
Chara Rate		NA		0,00%		0,00%		0,00%		0,00%		0,00%		25,00%		10,57%		13,75%		10,00%		2,00%	6,55	
Projected Librine (words)		NA						-		-				6,0		5,4		7,3		10,0		14,3	22	
Frajected Elistine Value (LTV)		NA											la:	1,265,456	la:	1,730,422	la -	2337.193	lo .	3.213,640	Ro .	4.599.914 Rp	7.071 00	
Total Monthly Recurring Revenue	Rp.	9.782.150	Rp.	11.267.760	Rain	16.088.200	Ep.	46.204.600	Ep.	84,272,800	Rp 9	6.409.200	ξp.	136.579.700	ξp.	149.434.250	Rp. 16	62:288.820	Rp. 173	5.143.380	Rp	187.997.940 Ry	200.852.50	

Quarterly

				Quarter 1			Quarter 2								
		IANUARY		FEBRUARY		MARCH		APRIL		MAY		IUNE			
Average Price per User	Rр	391.286	Rp	321.364	Rp	321.364	Rp	321.364	Rp	321.364	Rp	321.364			
Starting Subscribers		0		25		35		50		150		200			
New Subscribers		25		10		15		100		50		100			
Cancellations		0		0		0		0		0		0			
Net Additions		25		10		15		100		50		100			
Ending Subscribers		25		35		50		150		200		300			
Churn Rate		NA		0,00%		0,00%		0,00%		0,00%		0,00%			
Projected Lifetime (months)		NA													
Projected Lifetime Value (LTV)		NA													
Total Monthly Recurring Revenue	Rp	9.782.150	Rp	11.247.740	Rp	16.068.200	Rp	48.204.600	Rp	64.272.800	Rp	96.409.200			

				Quarter 3						Quarter 4		
		1013		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER
Average Price per User	Rp	321.364										
Starting Subscribers		300		350		400		450		500		550
New Subscribers		125		115		105		95		85		75
Cancellations		75		65		5.5		45		35		25
Net Additions		50		50		50		50		50		50
Ending Subscribers		350		400		450		500		550		600
Churn Rate		0,25		18,57%		13,75%		10,00%		7,00%		4,55%
Projected Lifetime (months)		4		5,4		7,3		10,0		14,3		22,0
Projected Lifetime Value (LTV)	Rp	1.285.456	Rp	1.730.422	Rρ	2.337.193	Rp	3.213.640	Rp	4.590.914	Rp	7.070.008
Total Monthly Recurring Revenue	Rp	136.579.700	Rp	149.434.260	Rp	162.288.820	Rp	175.143.380	Rp	187.997.940	Rp	200.852.500

Total Yearly Recurring Revenue

1.258.281.29

Rp

Accentials by Aéstheliei

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