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Finance Business Planning Over Program after School and Daycare Bunnies

Fifi¹, Tantri Yanuar Rahmat Syah¹, Samerdanta Pusaka¹, Darmansah¹

¹Department of Management, Faculty Economics and Business, Universitas Esa Unggul, Jakarta, Indonesia

The purpose of Bunnies Program After School and Daycare business planning is as a child care agency with an age range about 0 months to 12 years that can help the role of parents in caring and nurturing children by providing the best service to meet customer demand over customer satisfaction. Bunnies Program After School and Daycare business finance planning stages include Profit, Loss, Balance sheet, Cash flow, and Break event point. Strategic location is needed to support this business, the location plan is at the place of residence Scientia Garden Blok O, No.21-23, Boulevard Gading Serpong Street, South Tangerang City, Province Banten.

Keywords: Program after School and Daycare, Finance Analysis.

1. INTRODUCTION

Along with the development and progress of the era where housewife plays an important role in supporting family economy, so many parents, especially housewives do not have time to guide, nurture and educate their children at home. Because of this busyness a parent needs a daycare and a learning place for their child. In addition, many parents' has been concerns about how to explore the changing intellectual development of children who do not fit their way of educating children in their time [1]. Many daycare centers not provide satisfaction to parents in supporting the growth and development of intellectual and childhood personalities due to several factors [2]. Needs of daycare and after school programs are still widely needed in the area of south tangerang. The quality requirements of the after school and daycare programs are sought after by busy parents so they can be calm by doing their work and not worry about supervision and coaching and the management of their intellectual and childcare during working hour [3]. Daycare and after-school programs are needed by parents because it is an alternative for parents who do not have the time to educate, parenting and the parents want to socialize outside their working hours [4]. From some of the problems found in this field, the business opportunity to

open a daycare business and after school program still provides promising opportunities and potential [5]. The business of daycare and after-school programs that have been running have not fully utilized the technological system in accordance with the times. Many of them still use conventional methods to achieve the program. For that daycare and after school program has a new innovative breakthrough in providing facilities for consumers [6]. These new breakthroughs can be downloadable applications in gadgets or other technological tools like iPad, computers, and so on. The need for the internet today is an inevitable need such as online streaming, where parents who entrust their children can access to monitor child growth and their children's activities while they are busy working where they can at anytime and anywhere to access children's activities who those are entrusted, educated, and cared for in day care and after-school programs. The advantages of daycare and after-school programs are helping to dig up the child's talent in accordance with the wishes and growth of the child with activities that trigger the child's appeal [7]. A new business has many complexities that affect the taking of business strategy, business decisions, and the development of the business itself. In analyzing the business environment is very necessary in the face of

*Email Address: fifikweeproperty@gmail.com

business threats and anticipate business opportunities. Many factors in analyzing business environment are economic, socio-cultural, environmental, demographic, political, technological, legal, industrial competition and porter analysis. Economic factors have a very important role in developing and advancing the business world, especially the world of education. Economic factors in the world of education over operational costs of education both facilities and infrastructure are used as a development of science in creating quality in the world of education that will provide the impact of human resources procurement [8]. For that strategy in facing economic factors, the daycare business and after school programs in providing services in accordance with the cost incurred by parents can be compared with offers in the field of education services and care of children who have been going on and there. In addition, economic factors will determine the sales of products to be sold whether in accordance with the purchasing power of parents of their children's needs for the advancement of growth and development of children [9].

2. METHODOLOGY

The current pattern of socio-cultural change in many women enter the labor market so that they do not have enough time to care for, nurture, care for, and educate children. For that parents need a trusted institution that can petrify them while they work outdoors. The strategy for dealing with socio-cultural factors to create different educational and nurturing methods from existing methods of upbringing and education which focus on improving soft skill, character and cognitive. The intelligence of the child is influenced by environmental factors and the pattern of care received by the child. Environment is a means that children use for expansion can trigger children to understand and increase their curiosity in various aspects of life and the world around him. Based on the description, the target and strategy of child care services and after-school programs must support business continuity optimally [10]. The strategy for dealing with these environmental factors is to create daycare and after-school programs to increase children's exploration in intellectual support and child development [11].

Demographic factors greatly affect the business world, especially entrepreneurs who want to open a new business [12]. These demographic factors are factors of family income, age of children, parent education, occupation and so on. Marketing strategies influenced by demographics such as consumer purchasing power, consumer spending patterns, and so on. A business is also affected by the participation of political factors in which government policies, economic rights, legal protection are adapted to the prevailing circumstances and laws of Indonesia. Child education business has a strategy in dealing with this politics in following the regulations and regulations applied by the government especially in the field of education. The development of increasingly sophisticated information technology is an integral part of

the business world. Therefore, the businessman must follow the development and acceleration of the world of technology so that business is not left behind from other business actors in the same field. The breakthrough in the field of technology in the field of business is used for marketing and promotion activities and facilities to support consumer satisfaction in the form of online streaming, CCTV, and e-commerce [37]. The importance of legal aspect in a business is very influential in making decisions that bring a lot of benefits in control every situation in the problems and risks of loss in the business that will be found in the future, so that can be avoided or minimized. In the face of competition among businesspeople in the same field companies need to analyze the environment rather than competitors in order for business opportunities and corporate positions to execute and implement strategies and tactics to achieve those goals. The business of daycare and after-school programs in a growth position due to needs are very high but the organization and child care and after school programs are limited and inadequate [13].

Business daycare and after-school programs that are in the growth stage require a lot of promotion to penetrate the market by conducting good management and organized operations in the market. For business daycare and after school programs in an integrated environment this must have specific services, qualified and professional so that consumers who have purchased after-school program services and daycare can be as marketing agents where they can recommend this service from the mouth to the mouth other than promotional endeavors, events and others conducted by the company [14]. The industry competition analysis of daycare and after-school programs can be use a five-forces porter where the high threats of newcomers, low competitor threats in the same field, low substitution threats, low consumer in bargaining power of suppliers [14]. Seeing from this condition, the business opportunity of daycare and after school program is still promising besides the opportunity and threat analysis where the daycare business and after school program that will be in Summarecon Gading-Serpong area which is the area of offices, apartment and residence has no place child care and after-school programs are qualified and complete [15].

The daycare alone is quite a distance away from each other and many international school schools do not have after-school programs that satisfy parents for their children. There are several daycare and after-school programs in this area of South Tangerang city, it is necessary strategy in facing price competition while improving quality both in terms of educator, caregiver and program offered as well as good management in managing business daycare and after school program [16]. If this price competition can be controlled by maintaining quality in providing services, strategies in marketing service products and having different methods of educating and nurturing children, competitive prices are no longer a threat in business [17].

The vision of the daycare and after school bunnies program is to become a daycare company and after school program that excel in the management of intellectual, creativity and technology in accordance with the needs of the community. The company's mission bunnies as follows:

- 1) Helping parents in nurturing and educating children with quality educational and childcare services by utilizing technology according to the development of the times.
- 2) Creating a safe, comfortable and friendly atmosphere in the eyes of parents in the implementation of daycare in after school programs by utilizing the online streaming facility as a means of monitoring for parents.
- 3) Implementing daycare and after-school programs by promoting affection in the service, education and parenting of children so that children do not feel the difference between at home and at daycare.
- 4) Carry out daycare and after school programs that are oriented towards the creation of young people who have the intellect, creativity, and innovative and devoted to God Almighty.
- 5) Creating a sense of belonging as a work culture by providing rewards and punishments based on inputs, processes, outputs and outcomes and improving services by providing ongoing education and training for employees.

3. RESULT AND DISCUSSION

After School Program and Daycare Bunnies in the field of child care and education have financial stages that outline consist of income statement, balance sheet, cash flow statement, and even breakeven. Table I (a) and (b) shows price daycare and initial capital programs of our bunnies business, respectively [18]:

Table I. (a) Price Daycare

Category	Price
Initial registration (only 1 time)	Rp. 100.000
Funds for Facilities and Infrastructure	Rp. 1.000.000 /year
Admission fee for the month	
Full Time Daycare Package (5time/week)	Rp. 3.000.000 /month
Paket Half Time Daycare Package(3time/week)	Rp. 1.800.000 /month
Full Time After School Program Package (5time/week)	Rp. 1.800.000 /month
Half Time After School Program Package (3time/week)	Rp. 1.200.000 /month

Table I. (b) Initial Capital

Initial capital	
Rent place of business	900.000.000
Renovation place	500.000.000
Cost of manufacture PT	6000.000
Equipment and supplies PAS&DC	200.000.000
Fixed Assets	135.000.000
Operational Cost	259.000.000
Total Initial Investment	2.000.000.000
TOTAL COST	2.000.000.000

On targeting business after-school programs and In the Loss report scenario – income statement Bunnies In 2018, the number of average sales revenue gets an increase of 8% a year and Cost of Goods Sales increase every year due to the addition of carers and educators because of increased operating costs we need to add employee for operational workforce (see Table II).

Table II. Income statement

	Year 2018	Year 2019	Year 2020	Year 2021	Year 2022
Growth		8%	8%	8%	8%
Students by Type					
BAS HD	36	39	43	47	51
BAS FT	84	91	99	107	116
DC HD	19	21	23	25	27
DC FT	45	49	53	58	63
Total Student	184	200	218	237	257
Sales					
Enrollment fee	202.400.000	17.600.000	19.900.000	20.900.000	22.000.000
BAS HD	228.000.000	561.600.000	619.200.000	676.800.000	734.400.000
BAS FT	801.000.000	1.330.400.000	1.425.600.000	1.540.800.000	1.670.400.000
DC HD	185.400.000	302.400.000	331.200.000	360.000.000	388.800.000
DC FT	714.000.000	705.600.000	763.200.000	835.200.000	907.200.000
Total Sales	2.130.800.000	2.897.600.000	3.159.000.000	3.483.700.000	3.722.800.000
Sales					
Income	2.130.800.000	2.897.600.000	3.159.000.000	3.483.700.000	3.722.800.000
COGS	(440.800.000)	(698.200.000)	(928.200.000)	(978.900.000)	(978.900.000)
Discount Price	(165.360.000)	(144.880.000)	(157.950.000)	(171.685.000)	(186.140.000)
Profit (Loss)	1.524.640.000	2.054.620.000	2.072.850.000	2.283.115.000	2.557.760.000
Expenses					
Rent Expenses	(284.210.526)	(284.210.526)	(284.210.526)	(284.210.526)	(284.210.526)
Water & Electricity Expenses	(132.000.000)	(142.580.000)	(153.984.800)	(166.251.984)	(179.584.548)
Communication Expenses	(33.000.000)	(36.000.000)	(36.000.000)	(36.000.000)	(36.000.000)
Promotion Expenses	(60.000.000)	(64.800.000)	(69.960.000)	(75.582.720)	(81.629.338)
Marketing Salary Expenses	(112.500.000)	(112.500.000)	(117.000.000)	(117.000.000)	(117.000.000)
Transportation Expenses	(45.000.000)	(60.000.000)	(60.000.000)	(60.000.000)	(60.000.000)
Gift Salary Expenses	(446.100.000)	(717.400.000)	(717.400.000)	(717.400.000)	(717.400.000)
Gift Expenses	(33.000.000)	(42.000.000)	(42.000.000)	(42.000.000)	(42.000.000)
Insurance Expenses	(7.265.500)	(12.438.000)	(14.526.000)	(15.036.000)	(15.036.000)
Depreciation Expenses	(119.792.292)	(130.682.500)	(130.682.500)	(130.682.500)	(64.375.000)
Total Cost	(1.272.866.318)	(1.602.639.026)	(1.625.767.826)	(1.644.183.736)	(1.597.235.407)
EBIT	251.773.682	451.980.974	447.082.174	638.931.270	960.524.593
Other Income (Selai Lain)					
EBIT	251.773.682	451.980.974	447.082.174	638.931.270	960.524.593
Tax	(21.308.000)	(28.976.000)	(31.590.000)	(34.337.000)	(37.228.000)
EAT	230.465.682	423.004.974	415.492.174	604.594.270	923.296.593
Retained Earnings	230.465.682	423.004.974	415.492.174	604.594.270	923.296.593

In the Bunnies Corporate Account Balance Sheet projection is able to distribute dividends in the first year of 80% of the profit and 20% dividend is retained for medium-term business development. In the first year of Rp.184.372.546, In the second year of Rp.375.278.488, third Year Rp.407.449.437, Year four of Rp.565.157.303 and in the fifth year of Rp.851.668.735 then the assumption of capital PT.Bunnies Cinta Kasih can turn back in the fifth year. In the Cash Flow Scenario, the fund turnover at the beginning of PT. Bunnies Cinta Kasih in 2018 is Rp.2,000,000,000, cash flow from operating activities amounting to Rp.634,468,500 from cash flows and fixed used amounting to Rp.400.230.000 and cash flow from financing activities (dividends) of Rp.184,372.546 so that the net cash flow earned amounted to

Rp.649.865.954 The cash flows we created under the Profit and Loss report and the Th 2018-Th2022 Balance Sheet (see Table III).

Table III. Balance Sheet Statement

	Year 2018	Year 2019	Year 2020	Year 2021	Year 2022
Akiva					
Cash	649.865.954	1.112.685.486	1.525.621.220	1.089.741.223	1.509.954.607
Pre-Paid Rent	615.789.074	321.578.907	47.348.421	662.157.895	378.947.268
Renovation	642.708.222	280.208.222	317.708.222	285.208.222	192.708.222
Fixed Asset	227.728.274	269.546.874	201.364.274	122.181.274	121.204.874
Total Aktiva	2.046.892.124	2.095.519.622	2.101.962.559	2.141.289.526	2.212.917.184
Passiva					
Total Pasiva	-	-	-	-	-
Capital					
Owner	2.000.000.000	2.000.000.000	2.000.000.000	2.000.000.000	2.000.000.000
Early Retained Earnings	-	46.092.124	92.519.622	101.862.559	141.289.526
Profit/Loss	220.665.682	428.004.974	615.962.176	606.584.570	923.296.593
Dividends	(186.278.566)	(275.278.688)	(407.649.437)	(565.187.303)	(851.668.735)
End Retained Earnings	46.092.124	92.519.622	101.862.559	141.289.526	212.917.184
Total Capital	2.046.892.124	2.095.519.622	2.101.962.559	2.141.289.526	2.212.917.184
Total Pasiva	2.046.892.124	2.095.519.622	2.101.962.559	2.141.289.526	2.212.917.184

In the BEP Scenario Sales revenue of PT.Bunnies Cinta Kasih Thn 2018 amounted to Rp.2,340,900,000 Cost of goods sold amounted to Rp.440,800,000 Fixed cost of Rp.1.323.874.026, Cost variable cost of Rp.435.360.000, the average number of students who list annually there are 89 students, Permurdid unit price of Rp.1.995.131 BEP Bunnies so that 69 students in 2018 (see Table IV).

Table IV. Break Event Point

	Year 2018	Year 2019	Year 2020	Year 2021	Year 2022
Sales	2.130.800.000	2.897.600.000	3.159.000.000	3.433.700.000	3.722.800.000
Fixed Costs					
Cost of Good Sold (Direct Salaries)	440.800.000	698.100.000	928.200.000	978.900.000	978.900.000
Rent Expenses	284.210.526	284.210.526	284.210.526	284.210.526	284.210.526
Communication Expenses	33.000.000	36.000.000	36.000.000	36.000.000	36.000.000
Marketing Salary Expenses	112.500.000	112.500.000	117.000.000	117.000.000	117.000.000
General and Administration Salary Expenses	446.100.000	717.400.000	717.400.000	717.400.000	717.400.000
Insurance Expenses	7.263.500	12.486.000	14.526.000	15.036.000	15.036.000
Total Fixed Costs	1.323.874.026	1.860.696.526	2.097.336.526	2.148.546.526	2.148.546.526
Variable Costs					
Price Discount	162.360.000	144.880.000	157.950.000	171.655.000	186.140.000
Water & Electricity Expenses	132.000.000	142.360.000	153.964.500	166.281.954	179.584.543
Promotion Expenses	60.000.000	64.800.000	69.984.000	75.382.720	81.629.338
Transportation Expenses	45.000.000	60.000.000	60.000.000	60.000.000	60.000.000
General and administration Expenses	33.000.000	42.000.000	42.000.000	42.000.000	42.000.000
Total Variable Costs	435.360.000	454.240.800	489.898.500	515.549.704	549.353.880
Different between Sales and Variable Cost per Year	1.695.440.000	2.443.360.000	2.675.101.200	2.918.150.296	3.173.446.120
Average Number of Students per Year	89	200	218	237	257
Contribution Margin per Student per Month	1.995.131	1.207.333	1.207.569	1.207.349	1.207.134
BEP by Students	69	132	171	174	174

4. CONCLUSIONS

Program after School and Daycare Bunnies which is a child education institution strives to improve the same educational institutions by improving services and human resources professionals in the field. With the presence of Bunnies is expected to be a solution for parents who have difficulty caring for their children when working so they can work quietly.

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