

## DAFTAR TABEL

	<b>Halaman</b>
<b>Tabel 1.1</b> Konsumsi Warga Indonesia Maret 2017 - 2018 .....	3
<b>Tabel 1.2</b> Permasalahan Bisnis .....	9
<b>Tabel 1.3</b> Peluang Bisnis .....	10
<b>Tabel 2.1</b> Konsumsi Daging Bebek di Pulau Jawa 2010 - 2016 .....	17
<b>Tabel 2.2</b> Kandungan Kolesterol dan Kategori Beberapa Makanan .....	21
<b>Tabel 2.3</b> Pembayaran Pajak UMKM 2013 - 2017 .....	24
<b>Tabel 2.4</b> Analisis <i>Porter Five Force's</i> PT. BEFINDO FOOD .....	29
<b>Tabel 2.5</b> <i>External Factor Evaluation Matrix</i> PT. BEFINDO FOOD .....	31
<b>Tabel 3.1</b> <i>Internal Factor Evaluation Matrix</i> PT. BEFINDO FOOD .....	43
<b>Tabel 3.2</b> <i>Competitive Profile Matrix</i> PT. BEFINDO FOOD .....	45
<b>Tabel 4.1</b> <i>External Factor Evaluation Matrix</i> PT. BEFINDO FOOD .....	50
<b>Tabel 4.2</b> <i>Internal Factor Evaluation Matrix</i> PT. BEFINDO FOOD .....	51
<b>Tabel 4.3</b> <i>Competitive Profile Matrix</i> PT. BEFINDO FOOD .....	51
<b>Tabel 4.4</b> <i>SWOT Matrix</i> PT. BEFINDO FOOD .....	53
<b>Tabel 4.5</b> <i>QSPM Matrix</i> PT. BEFINDO FOOD .....	56
<b>Tabel 4.6</b> <i>Business Canvas Model</i> PT. BEFINDO FOOD .....	60
<b>Tabel 5.1</b> <i>Segmenting</i> PT. BEFINDO FOOD .....	64
<b>Tabel 5.2</b> <i>Targeting</i> PT. BEFINDO FOOD .....	65
<b>Tabel 5.3</b> <i>The Key Stages</i> .....	67
<b>Tabel 5.4</b> Komposisi <i>Nugget</i> Bebek Duck-Duckan .....	69
<b>Tabel 5.5</b> Perbandingan Harga Produk <i>Nugget</i> .....	72
<b>Tabel 5.6</b> Target <i>Followers</i> Instagram dan Facebook .....	75
<b>Tabel 5.7</b> Target <i>Subscribers</i> Youtube .....	76
<b>Tabel 5.8</b> Jumlah <i>Modern Market</i> .....	79
<b>Tabel 5.9</b> Proyeksi Penjualan Optimis PT. BEFINDO FOOD .....	82
<b>Tabel 5.10</b> Proyeksi Penjualan Normal PT. BEFINDO FOOD .....	82
<b>Tabel 5.11</b> Proyeksi Penjualan Pesimis PT. BEFINDO FOOD .....	83
<b>Tabel 5.12</b> Biaya Pemasaran Optimis PT. BEFINDO FOOD .....	89
<b>Tabel 5.13</b> Biaya Pemasaran Normal PT. BEFINDO FOOD .....	90

<b>Tabel 5.14</b> Biaya Pemasaran Pesimis PT. BEFINDO FOOD .....	90
<b>Tabel 5.15</b> <i>Net Marketing Contribution</i> Optimis PT. BEFINDO FOOD .....	91
<b>Tabel 5.16</b> <i>Net Marketing Contribution</i> Normal PT. BEFINDO FOOD .....	92
<b>Tabel 5.17</b> <i>Net Marketing Contribution</i> Pesimis PT. BEFINDO FOOD .....	92
<b>Tabel 6.1</b> Bahan Baku PT. BEFINDO FOOD .....	104
<b>Tabel 6.2</b> Jumlah Produksi Optimis PT. BEFINDO FOOD .....	104
<b>Tabel 6.3</b> Jumlah Produksi Normal PT. BEFINDO FOOD .....	104
<b>Tabel 6.4</b> Jumlah Produksi Pesimis PT. BEFINDO FOOD .....	104
<b>Tabel 6.5</b> Kapasitas Produksi Mesin PT. BEFINDO FOOD .....	112
<b>Tabel 6.6</b> Mesin dan Peralatan Produksi PT. BEFINDO FOOD .....	112
<b>Tabel 6.7</b> Perencanaan Investasi PT. BEFINDO FOOD .....	123
<b>Tabel 6.8</b> Biaya Penyusutan PT. BEFINDO FOOD .....	125
<b>Tabel 6.9</b> Biaya Bahan Baku Optimis PT. BEFINDO FOOD .....	125
<b>Tabel 6.10</b> Biaya Bahan Baku Normal PT. BEFINDO FOOD .....	126
<b>Tabel 6.11</b> Biaya Bahan Baku Pesimis PT. BEFINDO FOOD .....	127
<b>Tabel 6.12</b> Biaya Sewa PT. BEFINDO FOOD .....	127
<b>Tabel 6.13</b> Biaya Listrik, Air dan Telepon PT. BEFINDO FOOD .....	128
<b>Tabel 6.14</b> Biaya Pemeliharaan PT. BEFINDO FOOD .....	128
<b>Tabel 6.15</b> Harga Pokok Penjualan Optimis PT. BEFINDO FOOD .....	129
<b>Tabel 6.16</b> Harga Pokok Penjualan Normal PT. BEFINDO FOOD .....	129
<b>Tabel 6.17</b> Harga Pokok Penjualan Pesimis PT. BEFINDO FOOD .....	129
<b>Tabel 7.1</b> Nilai Perusahaan .....	134
<b>Tabel 7.2</b> <i>Job Description</i> Manajemen dan Karyawan .....	136
<b>Tabel 7.3</b> Perhitungan Upah Lembur Pada Hari Kerja .....	148
<b>Tabel 7.4</b> Perhitungan Upah Lembur Pada Hari Libur .....	148
<b>Tabel 7.5</b> Cuti Khusus .....	150
<b>Tabel 7.6</b> Uang Pisah .....	152
<b>Tabel 7.7</b> Biaya Gaji PT. BEFINDO FOOD Tahun 2020 .....	154
<b>Tabel 7.8</b> Biaya Gaji PT. BEFINDO FOOD Tahun 2021 .....	155
<b>Tabel 7.9</b> Biaya Gaji PT. BEFINDO FOOD Tahun 2022 .....	156
<b>Tabel 7.10</b> Biaya Gaji PT. BEFINDO FOOD Tahun 2023 .....	157
<b>Tabel 7.11</b> Biaya Gaji PT. BEFINDO FOOD Tahun 2024 .....	158

<b>Tabel 8.1</b> Proyeksi Penjualan Optimis PT. BEFINDO FOOD .....	162
<b>Tabel 8.2</b> Proyeksi Penjualan Normal PT. BEFINDO FOOD .....	162
<b>Tabel 8.3</b> Proyeksi Penjualan Pesimis PT. BEFINDO FOOD .....	163
<b>Tabel 8.4</b> Harga Pokok Penjualan Optimis PT. BEFINDO FOOD .....	164
<b>Tabel 8.5</b> Harga Pokok Penjualan Normal PT. BEFINDO FOOD .....	165
<b>Tabel 8.6</b> Harga Pokok Penjualan Pesimis PT. BEFINDO FOOD .....	165
<b>Tabel 8.7</b> HPP Per Bungkus Optimis PT. BEFINDO FOOD .....	166
<b>Tabel 8.8</b> HPP Per Bungkus Normal PT. BEFINDO FOOD .....	166
<b>Tabel 8.9</b> HPP Per Bungkus Pesimis PT. BEFINDO FOOD .....	167
<b>Tabel 8.10</b> Barang Jadi Sudah Diproduksi Optimis PT. BEFINDO FOOD ...	167
<b>Tabel 8.11</b> Barang Jadi Sudah Diproduksi Normal PT. BEFINDO FOOD ...	168
<b>Tabel 8.12</b> Barang Jadi Sudah Diproduksi Pesimis PT. BEFINDO FOOD ...	168
<b>Tabel 8.13</b> Barang Jadi Sudah Terjual Optimis PT. BEFINDO FOOD .....	168
<b>Tabel 8.14</b> Barang Jadi Sudah Terjual Normal PT. BEFINDO FOOD .....	169
<b>Tabel 8.15</b> Barang Jadi Sudah Terjual Pesimis PT. BEFINDO FOOD .....	169
<b>Tabel 8.16</b> Biaya Pemasaran Optimis PT. BEFINDO FOOD .....	170
<b>Tabel 8.17</b> Biaya Pemasaran Normal PT. BEFINDO FOOD .....	171
<b>Tabel 8.18</b> Biaya Pemasaran Pesimis PT. BEFINDO FOOD .....	171
<b>Tabel 8.19</b> Biaya Penyusutan PT. BEFINDO FOOD .....	172
<b>Tabel 8.20</b> Jumlah Produksi Optimis PT. BEFINDO FOOD .....	173
<b>Tabel 8.21</b> Jumlah Produksi Normal PT. BEFINDO FOOD .....	173
<b>Tabel 8.22</b> Jumlah Produksi Pesimis PT. BEFINDO FOOD .....	173
<b>Tabel 8.23</b> Biaya Bahan Baku Optimis PT. BEFINDO FOOD .....	174
<b>Tabel 8.24</b> Biaya Bahan Baku Normal PT. BEFINDO FOOD .....	175
<b>Tabel 8.25</b> Biaya Bahan Baku Pesimis PT. BEFINDO FOOD .....	176
<b>Tabel 8.26</b> Persediaan Bahan Baku Optimis PT. BEFINDO FOOD .....	177
<b>Tabel 8.27</b> Persediaan Bahan Baku Normal PT. BEFINDO FOOD .....	177
<b>Tabel 8.28</b> Persediaan Bahan Baku Pesimis PT. BEFINDO FOOD .....	177
<b>Tabel 8.29</b> Persediaan Barang Jadi Optimis PT. BEFINDO FOOD .....	178
<b>Tabel 8.30</b> Persediaan Barang Jadi Normal PT. BEFINDO FOOD .....	178
<b>Tabel 8.31</b> Persediaan Barang Jadi Pesimis PT. BEFINDO FOOD .....	178
<b>Tabel 8.32</b> Persediaan Optimis PT. BEFINDO FOOD .....	179

<b>Tabel 8.33</b> Persediaan Normal PT. BEFINDO FOOD .....	179
<b>Tabel 8.34</b> Persediaan Pesimis PT. BEFINDO FOOD .....	179
<b>Tabel 8.35</b> Biaya Gaji PT. BEFINDO FOOD Tahun 2020 .....	181
<b>Tabel 8.36</b> Biaya Gaji PT. BEFINDO FOOD Tahun 2021 .....	182
<b>Tabel 8.37</b> Biaya Gaji PT. BEFINDO FOOD Tahun 2022 .....	183
<b>Tabel 8.38</b> Biaya Gaji PT. BEFINDO FOOD Tahun 2023 .....	184
<b>Tabel 8.39</b> Biaya Gaji PT. BEFINDO FOOD Tahun 2024 .....	185
<b>Tabel 8.40</b> Biaya Sewa PT. BEFINDO FOOD .....	186
<b>Tabel 8.41</b> Biaya Listrik, Air dan Telepon PT. BEFINDO FOOD .....	186
<b>Tabel 8.42</b> Biaya Pemeliharaan PT. BEFINDO FOOD .....	187
<b>Tabel 8.43</b> Perencanaan Investasi PT. BEFINDO FOOD .....	188
<b>Tabel 8.44</b> Perencanaan Pembiayaan PT. BEFINDO FOOD .....	190
<b>Tabel 8.45</b> Laporan Laba Rugi Optimis PT. BEFINDO FOOD .....	191
<b>Tabel 8.46</b> Laporan Laba Rugi Normal PT. BEFINDO FOOD .....	191
<b>Tabel 8.47</b> Laporan Laba Rugi Pesimis PT. BEFINDO FOOD .....	191
<b>Tabel 8.48</b> Neraca Keuangan Optimis PT. BEFINDO FOOD .....	192
<b>Tabel 8.49</b> Neraca Keuangan Normal PT. BEFINDO FOOD .....	193
<b>Tabel 8.50</b> Neraca Keuangan Pesimis PT. BEFINDO FOOD .....	193
<b>Tabel 8.51</b> Laporan Arus Kas Optimis PT. BEFINDO FOOD .....	194
<b>Tabel 8.52</b> Laporan Arus Kas Normal PT. BEFINDO FOOD .....	194
<b>Tabel 8.53</b> Laporan Arus Kas Pesimis PT. BEFINDO FOOD .....	194
<b>Tabel 8.54</b> Laporan Perubahan Modal Optimis PT. BEFINDO FOOD .....	195
<b>Tabel 8.55</b> Laporan Perubahan Modal Normal PT. BEFINDO FOOD .....	196
<b>Tabel 8.56</b> Laporan Perubahan Modal Pesimis PT. BEFINDO FOOD .....	197
<b>Tabel 8.57</b> <i>Return On Investment</i> Optimis PT. BEFINDO FOOD .....	198
<b>Tabel 8.58</b> <i>Return On Investment</i> Normal PT. BEFINDO FOOD .....	198
<b>Tabel 8.59</b> <i>Return On Investment</i> Pesimis PT. BEFINDO FOOD .....	199
<b>Tabel 8.60</b> <i>Net Present Value</i> Optimis PT. BEFINDO FOOD .....	199
<b>Tabel 8.61</b> <i>Net Present Value</i> Normal PT. BEFINDO FOOD .....	200
<b>Tabel 8.62</b> <i>Net Present Value</i> Pesimis PT. BEFINDO FOOD .....	200
<b>Tabel 8.63</b> <i>Payback Period</i> Optimis PT. BEFINDO FOOD .....	201
<b>Tabel 8.64</b> <i>Payback Period</i> Normal PT. BEFINDO FOOD .....	201

<b>Tabel 8.65</b> <i>Payback Period</i> Pesimis PT. BEFINDO FOOD .....	201
<b>Tabel 8.66</b> <i>Internal Rate of Return</i> Optimis PT. BEFINDO FOOD .....	202
<b>Tabel 8.67</b> <i>Internal Rate of Return</i> Normal PT. BEFINDO FOOD .....	202
<b>Tabel 8.68</b> <i>Internal Rate of Return</i> Pesimis PT. BEFINDO FOOD .....	202
<b>Tabel 8.69</b> Rasio Keuangan Optimis PT. BEFINDO FOOD .....	203
<b>Tabel 8.70</b> Rasio Keuangan Normal PT. BEFINDO FOOD .....	204
<b>Tabel 8.71</b> Rasio Keuangan Pesimis PT. BEFINDO FOOD .....	204
<b>Tabel 8.72</b> Rasio Lancar PT. BEFINDO FOOD .....	205
<b>Tabel 8.73</b> Rasio Cepat PT. BEFINDO FOOD .....	206
<b>Tabel 8.74</b> Rasio Kas PT. BEFINDO FOOD .....	207
<b>Tabel 8.75</b> Rasio Perputaran Kas PT. BEFINDO FOOD .....	208
<b>Tabel 8.76</b> Rasio Hutang Terhadap Modal PT. BEFINDO FOOD .....	209
<b>Tabel 8.77</b> Rasio Hutang Terhadap Aktiva PT. BEFINDO FOOD .....	210
<b>Tabel 8.78</b> Margin Laba Kotor PT. BEFINDO FOOD .....	211
<b>Tabel 8.79</b> Margin Laba Operasi PT. BEFINDO FOOD .....	212
<b>Tabel 8.80</b> Margin Laba Bersih PT. BEFINDO FOOD .....	213
<b>Tabel 8.81</b> Pengembalian Aktiva PT. BEFINDO FOOD .....	214
<b>Tabel 8.82</b> Pengembalian Modal PT. BEFINDO FOOD .....	215
<b>Tabel 9.1</b> Prinsip-Prinsip Manajemen Risiko PT. BEFINDO FOOD .....	218
<b>Tabel 9.2</b> Mandat dan Komitmen PT. BEFINDO FOOD .....	220
<b>Tabel 9.3</b> Identifikasi Risiko PT. BEFINDO FOOD .....	226
<b>Tabel 9.4</b> <i>Marketing Risk Assessment</i> PT. BEFINDO FOOD .....	227
<b>Tabel 9.5</b> <i>Operation Risk Assessment</i> PT. BEFINDO FOOD .....	227
<b>Tabel 9.6</b> <i>Human Capital Risk Assessment</i> PT. BEFINDO FOOD .....	227
<b>Tabel 9.7</b> <i>Finance Risk Assessment</i> PT. BEFINDO FOOD .....	228
<b>Tabel 9.8</b> Tindakan Risiko PT. BEFINDO FOOD .....	229