CREATING ECO-FRIENDLY WORKSPACES THROUGH GREEN DESIGN INTERIOR

FINAL PROJECT

To Fulfill the Requirements for
Obtaining a Bachelor's Degree

Faris Ragasyi
B1024211042

MANAGEMENT STUDY PROGRAM
FACULITY OF ECONOMICS AND BUSINESS
UNIVERSITAS TANJUNGPURA
PONTIANAK
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Study program	: S1 Management
Concentration	: Marketing
Final project title	: Creating Eco-Friendly Workspaces Thorugh Green Design Interior

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Pontianak, January 10th, 2025



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Creating Eco-friendly Workspaces Through Green Design Interior
Declare that this Final Project is my own work, and all sources both quoted and referred to have been correctly stated.

Pontianak, January 10th, 2025



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JURIDICAL SHEET

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Exam Date : January 10, 2025

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Pontianak 24 JAN 2025
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Pontianak, January 10th, 2025



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CREATING ECO-FRIENDLY WORKSPACES THROUGH GREEN DESIGN INTERIOR

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ABSTRAK

Ragasyi Tenrigangka, didirikan pada tahun 2022 oleh Faris Ragasyi di Pontianak, Kalimantan Barat, adalah perusahaan desain interior yang mengusung konsep perpaduan modern dan kearifan lokal Indonesia dengan komitmen kuat pada keberlanjutan lingkungan. Dipimpin oleh Faris Ragasyi sebagai direktur utama bersama tim arsitek dan insinyur berpengalaman, perusahaan mengutamakan penggunaan material ramah lingkungan yang dapat didaur ulang sambil mempertahankan nilai estetika tinggi.

Perusahaan ini menonjol dengan pendekatan desain inovatif yang memadukan gaya kontemporer dengan unsur budaya lokal, menghasilkan ruang interior yang tidak hanya indah dan fungsional, tetapi juga berkelanjutan. Dengan standar kualitas yang ketat dan komitmen pada inovasi, Ragasyi Tenrigangka terus berkembang sebagai pemimpin dalam industri desain interior berkelanjutan di Indonesia.

Kata kunci: Desain Interior, Ramah Lingkungan, Inovasi, Budaya lokal.

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CREATING ECO-FRIENDLY WORKSPACES THROUGH GREEN DESIGN INTERIOR

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ABSTRACT

Ragasyi Tenrigangka, founded in 2022 by Faris Ragasyi in Pontianak, West Kalimantan, is an interior design company that carries the concept of a modern blend and local Indonesian wisdom with a strong commitment to environmental sustainability. Led by Faris Ragasyi as the president director with a team of experienced architects and engineers, the company prioritizes the use of environmentally friendly materials that can be recycled while maintaining high aesthetic value.

The company stands out with an innovative design approach that combines contemporary style with local cultural elements, resulting in interior spaces that are not only beautiful and functional, but also sustainable. With strict quality standards and a commitment to innovation, Ragasyi Tenrigangka continues to grow as a leader in the sustainable interior design industry in Indonesia.

Kata kunci: Interior Design, Eco-Friendly, Innovation, Local Culture.

CREATING ECO-FRIENDLY WORKSPACES THROUGH GREEN DESIGN INTERIOR

RINGKASAN KARYA AKHIR

1. Latar Belakang

Industri konstruksi interior menghadapi masalah besar terkait pengelolaan limbah renovasi yang buruk, penggunaan bahan berbahaya seperti cat ber-VOC tinggi, dan sistem ventilasi yang tidak memadai, yang berdampak pada kesehatan penghuni dan lingkungan sekitar. Kelalaian dalam hal ini menurunkan kualitas udara dalam ruangan, menyebabkan sindrom bangunan sakit, dan mengancam keberlanjutan lingkungan. Untuk itu, Ragasyi TenriGangka hadir sebagai solusi dengan mengusung konsep *Green Design*, yang menggabungkan desain modern dan pelestarian lingkungan. Kami memprioritaskan penggunaan material ramah lingkungan, seperti bambu, kayu bersertifikat FSC, dan material daur ulang, serta teknologi hijau dan manajemen energi yang efisien. Pendekatan kami memperhitungkan siklus hidup produk secara keseluruhan, mengurangi jejak karbon, dan mendukung keberlanjutan ekosistem.Namun, tantangan utama dalam penerapan material daur ulang adalah ketersediaan dan kualitasnya. Untuk itu, dibutuhkan perubahan dalam paradigma desain serta dukungan regulasi yang memadai. Kolaborasi antara pemerintah, industri, dan masyarakat sangat penting untuk meningkatkan kesadaran dan mendukung penerapan konstruksi hijau yang lebih efisien dan berkelanjutan.

2. Tujuan Mulia

- Menciptakan Ruang yang Berkelanjutan dan Ramah Lingkungan
  Mendirikan perusahaan dengan komitmen untuk mendesain ruang yang tidak hanya estetis dan fungsional, tetapi juga ramah lingkungan melalui penerapan konsep Green Design dan pemilihan material yang dapat didaur ulang serta tidak berbahaya bagi ekosistem.

- Mengurangi Dampak Negatif Terhadap Lingkungan: Berkontribusi pada pengurangan limbah konstruksi dengan menggunakan bahan-bahan yang dapat terurai secara alami, serta memilih bahan yang ramah lingkungan untuk mengurangi jejak karbon dan emisi gas rumah kaca.

- Mendukung Tujuan Pembangunan Berkelanjutan (SDGs): Menyelaraskan visi perusahaan dengan SDG 11 (Kota dan Permukiman Berkelanjutan) dengan berfokus pada pembangunan ruang yang aman, sehat, dan ramah lingkungan bagi penghuni, serta berkontribusi pada pelestarian sumber daya alam dan pengurangan polusi.

- Berinovasi dalam Penggunaan Material Daur Ulang: Menjadi pelopor dalam penggunaan material daur ulang di industri desain interior dan konstruksi, mengurangi ketergantungan pada bahan mentah yang merusak lingkungan dan menciptakan solusi konstruksi yang lebih efisien dan berkelanjutan.

3. Konsumen Potensial

1) Segmentasi

- Sektor Pemerintahan, Menurut Badan Pusat Statistik Provinsi Kalimantan Barat (2020), terdapat tiga sektor utama yang mendukung kehidupan di provinsi ini. Sektor pemerintahan mencakup 405 instansi yang menyediakan pelayanan publik dan administrasi. Sektor rumah tangga meliputi populasi 5,41 juta jiwa, menunjukkan potensi besar sumber daya manusia. Sektor swasta terdiri dari 3.472 perusahaan yang bergerak di berbagai bidang seperti perdagangan, perkebunan, konstruksi, jasa, dan pertambangan, yang berkontribusi pada pertumbuhan ekonomi daerah.

- Kelas ekonomi, Menurut Badan Pusat Statistik Provinsi Kalimantan Barat (2022), 25% penduduk berada dalam kelas menengah ke bawah dengan pendapatan kurang dari Rp 2,8 juta, 45% termasuk kelas menengah dengan pendapatan Rp 2,8 juta hingga Rp 9,6 juta, dan 30% berada di kelas menengah ke atas dengan pendapatan di atas Rp 9,6 juta, terutama terkonsentrasi di kota Pontianak dan Singkawang.

2) Targeting

Ragasyi Tenrigangka menargetkan sektor pemerintahan di Kalimantan Barat dengan pendekatan tiga tingkat: di tingkat provinsi, fokus pada lembaga dengan kompleksitas tinggi yang membutuhkan desain modern dan ramah lingkungan sebagai percontohan berkelanjutan; di Kota Pontianak, menekankan renovasi interior untuk efisiensi layanan publik dengan pencahayaan alami dan sirkulasi udara yang optimal; sementara di Kabupaten Kubu Raya, fokus pada desain ulang ruang kerja yang fungsional dan ramah lingkungan, termasuk area pelayanan publik dan ruang rapat, dengan integrasi teknologi modern dan konsep berkelanjutan.

Selain itu, Ragasyi juga memperluas target ke sektor rumah tangga, menargetkan individu usia 28-50 tahun, pasangan muda atau keluarga dengan anak, serta profesional, pengusaha, PNS, atau eksekutif dengan penghasilan Rp 10-30 juta per bulan. Mereka memiliki gaya hidup peduli lingkungan, mengutamakan kesehatan keluarga, mengikuti tren desain modern, namun tetap menghargai budaya lokal dan kesadaran terhadap keberlanjutan. Kebutuhan mereka meliputi ruang multifungsi, desain ramah lingkungan, efisiensi energi, bahan aman untuk anak, dan integrasi

teknologi rumah pintar, dengan kecenderungan untuk berinvestasi jangka panjang pada kualitas premium dan nilai untuk uang.

3) Positioning

Ragasyi Tenrigangka menawarkan konsep Desain Hijau yang unik untuk instansi pemerintah di Kalimantan Barat, baik di tingkat provinsi maupun kabupaten/kota. Setiap proyek dirancang dengan memperhatikan fungsionalitas, efisiensi energi, dan keberlanjutan lingkungan melalui penggunaan pencahayaan alami, sistem ventilasi optimal, dan material ramah lingkungan. Keunikan desain terletak pada perpaduan elemen modern dengan kearifan lokal Kalimantan Barat, seperti penggunaan motif Dayak dalam elemen interior, pemilihan material lokal ramah lingkungan, dan adaptasi arsitektur tradisional ke dalam konsep modern, sehingga menghasilkan ruang yang fungsional, berkelanjutan, dan memiliki identitas budaya yang kuat.

4) TAM,SAM,SOM

- *Total Addressable Market* (TAM): Pasar Ragasyi Tenrigangka mencakup total potensi pasar yang dapat dijangkau di Kalimantan Barat dengan 405 instansi pemerintah, 3.472 perusahaan swasta, dan 5,41 juta penduduk.

- *Serviceable Available Market* (SAM): Ragasyi Tenrigangka menetapkan target SAM sebanyak 81 instansi yang terdiri dari 27 instansi pemerintah tingkat Provinsi Kalimantan Barat, 27 instansi Kota Pontianak, dan 27 instansi Kabupaten Kubu Raya. Serviceable Available Market (SAM) ini merupakan 20% dari total 405 instansi pemerintah di Kalimantan Barat.

- *Serviceable Obtainable Market* (SOM): Ragasyi Tenrigangka menetapkan SOM (Share of Market) sebesar 50% dari total 81 lembaga yang ditargetkan oleh SAM, yaitu setara dengan 40 lembaga pemerintah. Target SOM ini terdiri dari 13 lembaga di tingkat Provinsi Kalimantan Barat dengan fokus pada desain modern yang terintegrasi dan ramah lingkungan, 13 lembaga di Kota Pontianak yang membutuhkan renovasi dan pembaruan desain interior, dan 14 lembaga di Kabupaten Kubu Raya yang memerlukan redesain ruang kerja fungsional. Penetapan target SOM ini mencerminkan strategi ekspansi Ragasyi Tenrigangka yang realistis dan bertahap dalam menjangkau pasar potensial di sektor pemerintahan Kalimantan Barat.

4. Product

Ragasyi Tenrigangka hadir sebagai solusi inovatif dalam industri desain interior dengan mengusung konsep desain hijau yang mengintegrasikan keberlanjutan, kesehatan, dan kearifan lokal Kalimantan Barat. Perusahaan ini menggunakan bahan lokal berkualitas seperti kayu berkelanjutan, bambu, dan cat berbasis air,

serta menggabungkan elemen budaya Dayak, Melayu, dan Tionghoa dalam desainnya. Dengan fokus pada fungsi, estetika, dan keberlanjutan, Ragasyi Tenrigangka menciptakan ruang yang harmonis, fungsional, dan efisien dalam hal ventilasi serta pencahayaan alami.Selain itu, perusahaan berkomitmen memberdayakan generasi muda, khususnya Gen Z, melalui program "Gen Z in Action". Program ini memberikan kesempatan bagi generasi muda yang menganggur untuk belajar dan berkembang di bidang desain dan konstruksi melalui sistem "Learning by Doing" dengan dukungan profesional. Dengan sistem kerja fleksibel dan berbasis proyek, Gen Z mendapatkan pengalaman langsung, penghasilan kompetitif, serta portofolio profesional, sementara klien menikmati tim kreatif yang inovatif. Inisiatif ini berkontribusi pada pengurangan pengangguran, pengembangan bakat lokal, dan masa depan industri yang lebih baik.

5. Resources

Ragasyi Tenrigangka memiliki tim yang sangat terampil dan berpengalaman di bidang desain interior dan konstruksi gedung perkantoran. Dipimpin oleh Faris Ragasyi sebagai Presiden Direktur, yang ahli dalam manajemen proyek, pengembangan bisnis, dan hubungan klien, tim ini juga didukung oleh Marisa Kamelia, seorang arsitek berpengalaman dalam desain berkelanjutan dan integrasi budaya lokal. Aspek teknis ditangani oleh Ilham Nurrafi Akbar, seorang insinyur yang ahli dalam konstruksi berkelanjutan dan pengawasan proyek, sementara pemasaran dipimpin oleh Ibnu Fadhil Hadyan yang mengelola strategi pemasaran dan pengembangan merek, khususnya untuk tender pemerintah.Perusahaan ini juga dilengkapi dengan fasilitas modern di kantor pusatnya di Pontianak, termasuk ruang desain, showroom material ramah lingkungan, dan ruang kerja yang nyaman. Peralatan desain seperti workstation, printer 3D, dan perangkat lunak terbaru mendukung tim dalam menciptakan desain berkualitas tinggi. Selain itu, Ragasyi Tenrigangka memiliki peralatan konstruksi canggih untuk mendukung pekerjaan lapangan, seperti Total Station, laser level, dan drone untuk pemetaan. Dengan fokus pada material ramah lingkungan, perusahaan menggunakan bahan lokal Kalimantan, seperti kayu bersertifikat, bambu, dan batu alam, serta armada kendaraan yang mendukung mobilitas tim dan komitmen terhadap green building.

6. Marketing

Ragasyi Tenrigangka membangun kesadaran merek melalui pendekatan multi-saluran, menggabungkan pemasaran digital, platform pemerintah, dan komunikasi langsung. Kami memaksimalkan kehadiran online kami dengan situs web profesional, media sosial yang aktif (Instagram), dan portofolio proyek yang detail di e-Catalog dan LPSE. Strategi ini menunjukkan komitmen kami terhadap desain interior dan konstruksi ramah lingkungan, sambil mengintegrasikan kearifan lokal Kalimantan Barat.Untuk meningkatkan

loyalitas pelanggan, kami menawarkan manajer proyek khusus, konsultasi 24/7, laporan kemajuan proyek, layanan pemeliharaan pasca-konstruksi, program loyalitas, dan penawaran eksklusif untuk proyek yang sedang berlangsung.Instagram menjadi pusat dari kehadiran merek kami, menampilkan transformasi proyek, tahap pengembangan, aktivitas tim, dan testimonial klien. Kami menjaga konsistensi konten dengan unggahan terjadwal dan pembaruan harian.Distribusi layanan dioptimalkan melalui lokasi strategis, konsultasi mobile, kemitraan dengan kontraktor regional, platform konstruksi digital, dan pendekatan personal untuk setiap klien.

7. Financial Report

Table 1. Sorotan Laporan

Highlight Laporan Laba Rugi Ragasyi Tenrigangka Okt, Nov, Des			
Kegiatan	Oktober	November	Desember
Penjualan	Rp9.750.000	Rp1.362.000	Rp2.306.000
Harga Pokok Penjualan (HPP)	Rp3.470.000	Rp110.000	Rp150.000
Laba Kotor	**Rp6.280.000**	**Rp1.252.000**	**Rp2.156.000**
Biaya Operasional	Rp1.800.000	Rp400.000	Rp840.000
Laba Operasional	**Rp4.480.000**	**Rp852.000**	**Rp1.316.000**
Biaya dan Beban Lainnya	Rp250.000	Rp100.000	Rp200.000
Laba Bersih	**Rp4.230.000**	**Rp752.000**	**Rp1.116.000**

CREATING ECO-FRIENDLY WORKSPACES THROUGH GREEN DESIGN INTERIOR

SUMMARY

1. **Background**

   The interior construction industry faces major problems related to poor renovation waste management, the use of hazardous materials such as high-VOC paints, and inadequate ventilation systems, which impact the health of occupants and the surrounding environment. Negligence in this regard reduces indoor air quality, causes sick building syndrome, and threatens environmental sustainability. For this reason, Ragasyi TenriGangka is present as a solution by carrying the Green Design concept, which combines modern design and environmental preservation. We prioritize the use of environmentally friendly materials, such as bamboo, FSC-certified wood, and recycled materials, as well as green technology and efficient energy management. Our approach takes into account the entire product life cycle, reduces carbon footprint, and supports ecosystem sustainability. However, the main challenges in implementing recycled materials are their availability and quality. For this, a change in the design paradigm is needed as well as adequate regulatory support. Collaboration between government, industry, and society is essential to raise awareness and support the implementation of more efficient and sustainable green construction.

2. **Nouble Purpose**

   - Creating Sustainable and Eco-Friendly Spaces Establishing a company with a commitment to designing spaces that are not only aesthetic and functional, but also environmentally friendly through the application of the Green Design concept and the selection of materials that are recyclable and not harmful to the ecosystem.

   - Reducing Negative Impact on the Environment: Contributing to the reduction of construction waste by using biodegradable materials, as well as choosing environmentally friendly materials to reduce carbon footprint and greenhouse gas emissions.

   - Supporting Sustainable Development Goals (SDGs): Aligning the company's vision with SDG 11 (Sustainable Cities and Human Settlements) by focusing on building safe, healthy and environmentally friendly spaces for residents, as well as contributing to the preservation of natural resources and pollution reduction.

- Innovating in the Use of Recycled Materials: Pioneering the use of recycled materials in the interior design and construction industry, reducing reliance on environmentally damaging raw materials and creating more efficient and sustainable construction solutions.

3. Potential Consumers

1) Segmentation

- Government Sector, According to the Central Statistics Agency of West Kalimantan Province (2020), there are three main sectors that support life in this province. The government sector includes 405 agencies that provide public services and administration. The household sector includes a population of 5.41 million, indicating great potential for human resources. The private sector consists of 3,472 companies engaged in various fields such as trade, plantations, construction, services, and mining, which contribute to regional economic growth.

- Economic class, According to the Central Statistics Agency of West Kalimantan Province (2022), 25% of the population is in the lower middle class with an income of less than IDR 2.8 million, 45% are in the middle class with an income of IDR 2.8 million to IDR 9.6 million, and 30% are in the upper middle class with an income above IDR 9.6 million, mainly concentrated in the cities of Pontianak and Singkawang.

2) Targeting

Ragasyi Tenrigangka focuses on the government sector in West Kalimantan, targeting three levels: at the provincial level, they focus on complex agencies needing modern, eco-friendly designs as models for sustainability; in Pontianak City, they target agencies needing interior renovations for better service efficiency; and in Kubu Raya Regency, they target agencies needing functional, eco-friendly workspace redesigns with modern technology and sustainable concepts.

Additionally, Ragasyi expands to the household market, targeting people aged 28-50, young couples or families with children, and professionals with an income of Rp 10-30 million per month. This market cares about the environment, family health, modern design, and sustainability. They seek multifunctional spaces, eco-friendly designs, energy efficiency, child-safe materials, and smart home technology, preferring long-term investment in high-quality, valuable products.

3) Positioning

Ragasyi Tenrigangka offers unique Green Design concepts for West Kalimantan government agencies, combining environmental sustainability with local culture. Their designs prioritize natural lighting, optimal ventilation, and eco-friendly materials while incorporating Dayak cultural

elements. This approach creates functional, sustainable workspaces that reflect local identity through traditional motifs and architecture adapted into modern designs, establishing them as a company that balances environmental responsibility with cultural preservation.

4) TAM,SAM,SOM

- *Total Addressable Market* (TAM): Ragasyi Tenrigangka Market includes a total market potential that can be reached in West Kalimantan with 405 government agencies, 3,472 private companies, and 5.41 million residents.

- *Serviceable Available Market* (SAM): Ragasyi Tenrigangka Company has set a SAM target of 81 agencies. The details are 27 government agencies at the provincial level of West Kalimantan, 27 government agencies in Pontianak City, and 27 government agencies in Kubu Raya Regency. So, the Serviceable Available Market (SAM) that is the target of the Ragasyi Tenrigangka Company is 81 government agencies, which is 20% of the total 405 government agencies in West Kalimantan. The determination of this clear and measurable SAM target shows the focus and priority of the Ragasyi Tenrigangka Company in reaching the most potential market segments in the West Kalimantan region.

- *Serviceable Obtainable Market* (SOM): Ragasyi Tenrigangka set the SOM at 50% of the total 81 agencies targeted by SAM, or equivalent to 40 government agencies. The target of this SOM consists of 13 agencies at the West Kalimantan Province level with a focus on modern design that is integrated and environmentally friendly, 13 agencies in Pontianak City that need renovation and interior design updates, and 14 agencies in Kubu Raya Regency that need to redesign functional workspaces. The determination of this measurable SOM target reflects Ragasyi Tenrigangka's realistic and gradual expansion strategy in reaching potential markets in the West Kalimantan government sector.

4. Product

Ragasyi Tenrigangka is present as an innovative solution in the interior design industry by carrying a green design concept that integrates sustainability, health, and local wisdom of West Kalimantan. The company uses quality local materials such as sustainable wood, bamboo, and water-based paint, and combines elements of Dayak, Malay, and Chinese culture in its designs. With a focus on function, aesthetics, and sustainability, Ragasyi Tenrigangka creates harmonious, functional, and efficient spaces in terms of ventilation and natural lighting. In addition, the company is committed to empowering the younger generation, especially Gen Z, through the "Gen Z in Action" program. This program provides opportunities for unemployed young people to learn and develop in the design and construction fields through the "Learning by Doing"

system with professional support. With a flexible and project-based work system, Gen Z gains hands-on experience, competitive income, and a professional portfolio, while clients enjoy an innovative creative team. This initiative contributes to reducing unemployment, developing local talent, and a better future for the industry.

5. Resources

Ragasyi Tenrigangka has a highly skilled and experienced team in the field of interior design and office building construction. Led by Faris Ragasyi as President Director, who is an expert in project management, business development, and client relations, the team is also supported by Marisa Kamelia, an experienced architect in sustainable design and local cultural integration. Technical aspects are handled by Ilham Nurrafi Akbar, an engineer who is an expert in sustainable construction and project supervision, while marketing is led by Ibnu Fadhil Hadyan who manages marketing strategies and brand development, especially for government tenders. The company is also equipped with modern facilities at its head office in Pontianak, including a design room, an eco-friendly material showroom, and a comfortable workspace. Design equipment such as workstations, 3D printers, and the latest software support the team in creating high-quality designs. In addition, Ragasyi Tenrigangka has sophisticated construction equipment to support field work, such as Total Station, laser level, and drones for mapping. With a focus on eco-friendly materials, the company uses local Kalimantan materials, such as certified wood, bamboo, and natural stone, as well as a fleet of vehicles that support team mobility and commitment to green building.

6. Marketing

Ragasyi Tenrigangka builds brand awareness through a multi-channel approach, combining digital marketing, government platforms, and direct communication. We maximize our online presence with a professional website, active social media (Instagram), and detailed project portfolios on e-Catalog and LPSE. These strategies showcase our commitment to eco-friendly interior design and construction, while incorporating the local wisdom of West Kalimantan.To foster customer loyalty, we offer dedicated project managers, 24/7 consulting, progress reports, post-construction maintenance, loyalty programs, and exclusive offers for ongoing projects.Instagram is central to our brand presence, featuring project transformations, development stages, team activities, and client testimonials. We maintain content consistency with scheduled uploads and daily updates.Service distribution is optimized through strategic locations, mobile consulting, regional contractor partnerships, digital construction platforms, and a personalized client approach.

7. Financial Report

Table 2. Highlights of The Income Statement

Highlights of the Income Statement Ragasyi Tenrigangka Oct, Nov, Dec			
Activities	October	November	December
Sales	IDR 9,750,000	IDR 1,362,000	IDR 2,306,000
Cost of Goods Sold (COGS)	IDR 3,470,000	IDR 110,000	IDR 150,000
Gross Profit	**IDR 6,280,000**	**IDR 1,252,000**	**IDR 2,156,000**
Operational Costs	IDR 1,800,000	IDR 400,000	IDR 840,000
Operating Profit	**IDR 4,480,000**	**IDR 852,000**	**IDR 1,316,000**
Other Costs and Expenses	IDR 250,000	IDR 100,000	IDR 200,000
Net Profit	**IDR 4,230,000**	**IDR 752,000**	**IDR 1,116,000**

TABLE OF CONTENT

Page

TITLE

STATEMENT OF ORIGINALITY ii

ACCOUNTABILITY STATEMENT iii

JURUDICAL SHEET iv

ACKNOWLEDGMENTS v

ABSTRAK vii

ABSTRACT viii

RINGKASAN KARYA AKHIR ix

SUMMARY xiv

1. Background xiv
2. Nouble Purpose xiv
3. Potential Consumers xv
4. Product xvi
5. Resources xvii
6. Marketing xvii
7. Financial Report xviii

TABLE OF CONTENT xix

TABLE LIST xxi

LIST OF FIGURE xxii

LIST OF APPENDIX xxiii

A. SUMMARY 1

B. NOBLE PURPOSE 2

C. POTENTIAL CONSUMERS 4

1. *Segmentation, Targeting, Positioning* 4
2. *Total Addressable Market (TAM), Servable Market (SAM), Market Share (SOM)* 10

D. PRODUCTS 13

E. RESOURCES 15

F. MARKETING 16
G. FINANCE 18
H. ACTIVITY PLAN AND BUDGET USE 21
I. IMPLEMENTATION SCHEDULE 22
J. BIBLIOGRAPHY 23
K. BUSINESS MODEL CANVAS 23

TABLE LIST

Table 1. Sorotan Laporan xiii
Table 2. Highlights of The Income Statement xviii
Table 3. Highlights of The Income Statement 18
Table 4. Cost of Goods Sold 19
Table 5. Cash Flow Statement 20
Table 6. Activity Plan and Budget Use 21
Table 7. Implementation Schedule 22

LIST OF FIGURE

Figure 1. Impact of Development on the Environment 4
Figure 2. Sectors in West Kalimantan 5
Figure 3. Segmentation of Environmental Concerns 7
Figure 4. Economy Class in West Kalimantan Province 7
Figure 5. Sectors in West Kalimantan 9
Figure 6. Sectors in West Kalimantan 10
Figure 7. Competitor Analysis 12
Figure 8. Product 13
Figure 9. Company Structure 15
Figure 10. Government Platform 17
Figure 11. Business Model Canvas 24