

CITA HATI HIGH SCHOOL (SUBLIME) - BUSINESS PLAN

Executive Summary

In this modern world we have various type of gadgets which requires energy to operate. The most popular store of energy currently used are batteries. A lot of manufacturers worldwide are competing to make a more efficient battery. However batteries are still too expensive, their resource constrained, and they contain chemicals that are harmful for the environment. Batteries operate by dissolving, reacting, and then replating. Batteries degrade too rapidly causing it to be unsustainable and not eco-friendly. Our company proudly present SUBLIME CAPSULE an alternative of energy storing using compressed air. The compressed air energy can be converted to kinetic energy to power appliances like a fan, clock, drill, and we also offer another product, SUBLIME GENERATOR, to convert the kinetic energy to electricity so you can charge your gadgets.

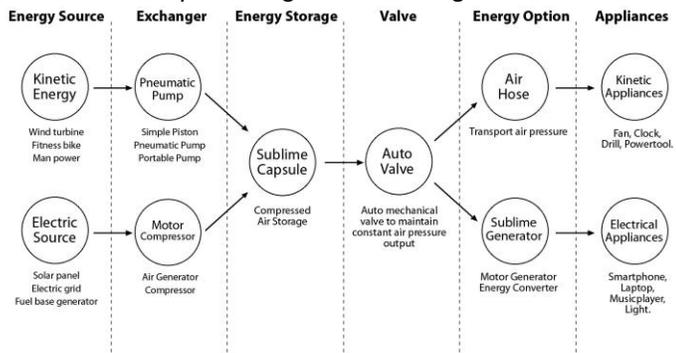


Product Description

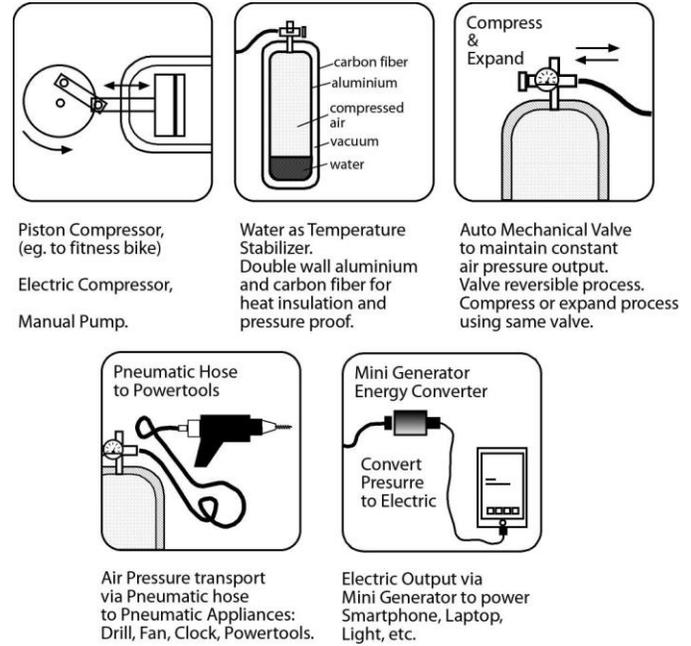
The Sublime product comes in 2 forms, the Sublime Capsule and the Sublime Generator. They complement each other.

The Sublime Capsule is used to store compressed air at 4000 psi. The capsule will be covered with 2 layers, with a vacuum in the middle to reduce heat loss. There will also be an indicator to indicate the amount of air left. The capsule will be in the shape of a cylinder because it is, geometrically, the most efficient way to store the compressed air. It will have diameter of 5 cm and a height of 15 cm. It also has a moveable layer inside the capsule to keep the pressure high. The inner layer will be made of hi-grade aluminium to withstand the high pressure. The outer layer will be made of carbon fiber. Between the two layers will be vacuum. The capsule can be directly connected to kinematic devices to power it, without the use of the generator.

The Sublime Generator is not necessarily a generator, rather a converter. It can be connected to the capsule to convert the air to the electricity. It contains a dynamo that is going to rotate when passed with the compressed air and generate 5 V DC electricity using electromagnetic induction.



Technology



Operations

The development of this product will be handled by the innovation team located in Jakarta. Our innovation team consists of people with expertise in creativity and technology. Outsourcing production in China, where production costs and labor costs are cheap and pace of production are faster than in other countries. By moving all of the production to China, we could achieve in selling our products at a much lower price rate.

The Market

The target consumers for our product are for people in remote areas that couldn't enjoy the usual power source such as electricity that we usually get from the government. While targeting the gadget users which uses massive battery consumption. By targeting people that uses high amount of energy we can alter their lifestyle with green energy source in mind.

In the near future, we will expand our product to be sold in areas with the most electricity uses, i.e. in developed countries such as U.S.A and Europe where smartphone activities are the largest and electricity consumption are the utmost.

Advertising

Our business will be headquartered in Jakarta, since Jakarta is the capital city and the center of Indonesia's economy. We will also have branch offices in Surabaya and Bali, each representing capital of the province in east and west. We will place qualified staffs in each branch offices to produce the finest result and satisfy the customer.

The advertising strategy will be done in influencing media such as Youtube, TV Ads and Google Ads. This will allow us to

advertise to targeted audience. By extending the range of promotion, we can reach consumers from every aspect and obtain greater customer base. To advertise we will also donate and implement our system to a village to grab the media's attention and put our product quality on to test, so that our company can be trusted by consumers. Our advertising strategy will focus on the "Green" effects of our products and in today's age, this will differentiate our product from the rest and can help the product sell.

Financial Data

This financial plan is composed of a 4 – year profit and loss projection. We believe that this financial plan can give us a pretty accurate of this company's financial future

This company's initial main source of finance will come from bank loans and retained profit. Most of the revenue from the first 3 years will be allocated for the product development and marketing, which caused Sublime to be less profitable.

SWOT Analysis

Strength – The strength of our business is that our product has indefinite amount of lifespan, mostly since it is refueled using renewable resources, which is air. Our strength also relies on how eco-friendly it is, it doesn't leave harmful wastes to the environment.

Weakness – Since the product which we developed is new, it's obvious that its current status is still inefficient, as it is less

powerful and has less energy capacity than batteries. This tradeoff between durability and effectivity could be a problem for our product to be sold in the market, but we will keep on developing to increase the effectiveness of Sublime capsule.

Opportunity – Since batteries leave out physical and chemical waste to the environment, it could be more ethical and more probable for consumers to pick our product, as it is reusable and more eco-friendly.

Threats – With the recent developments of advanced technologies, our product could potentially serve little to no use to the users. Mainly referring to a longer gadget battery life, it could substitute the use of external power source.

Conclusion

The SUBLIME system is the best solution to eliminate all the problems we have in the standard battery. With the implementation of this system world-wide there will be no problem regarding depletion of resources and usage of toxic chemicals.

DETAILS	YEAR 1	NOTE	YEAR 2	NOTE	YEAR 3	NOTE	YEAR 4	NOTE
Cash on hand	\$20,000		\$62,605.5		\$96,684		(\$86,237)	
Loan Cash Injections	\$200,000		~		~		~	
CASH OUTFLOW								
Purchases (Air Compressor)	\$1,000	2 pcs						
Purchases (Sublime Capsule)	\$30,000	3,000pcs (Each \$10)	\$30,000	3,000pcs(Each\$10)	\$50,000	5,000pcs(Each\$10)	\$50,000	5,000pcs(Each\$10)
Purchases (Sublime Generator)	\$21,000	3,000pcs(Each \$7)	\$21,000	3,000pcs(Each\$7)	\$35,000	5,000pcs(Each\$7)	\$35,000	5,000pcs(Each\$7)
Purchases (Experiment things)	\$20,000							
Gross Wages (Research team)	\$120,000	10 Researchers	\$120,000	10 Researchers	\$120,000	10 Researchers	\$120,000	10 Researchers
Gross Wages (salesman)	\$44,000	10 salesman	\$52,800	12 Salesman	\$61,600	14 Salesman	\$61,600	14 Salesman
Supplies	\$2,400	Workers needed	\$1,000		\$1,000		\$1,000	
Repairs and Maintanance	\$2,000		\$2,000		\$2,250		\$2,250	
Advertising	\$1,500		\$1,000		\$800		\$00	
Legal Fee	\$600		\$600		\$600		\$600	
License Fee	\$8,000		\$8,000		\$8,000		\$8,000	
Rent	\$7,000		\$7,000		\$7,000		\$7,000	
Product Innovation			\$3,000		\$3,000		\$3,000	
TOTAL OUTFLOW	\$257,500		\$138,400		\$204,250		\$203,950	
CASH RECEIPTS								
Product sales	\$111,150	65% products sold (\$35 and \$22)	\$196,650	80% products sold (extra leftovers from last year)	\$315,250	85% products sold (extra last year) price increases (\$40, and \$ 25)	\$342,000	80% products sold (extra last year) price increases (\$42, and \$ 30)
Total cash	\$331,150		\$259,255	70% products sold	\$411,934		\$255,763	
NET PROFIT BEFORE TAX	\$73,650		\$120,855		\$207,684		\$51,813	
Taxes	\$11,047.5	15%	\$24,171	20%	\$51,921	25%	\$5,181.3	10%
Interesst	-	10%	~	10%	\$42,000	10%	~	
TOTAL TAX AND INTERES	\$11,047.5		\$24,171		\$93,921		\$5,181.3	
NET PROFIT/LOSS	\$62,602.5		\$96,684		\$113,763		\$46,631.7	
CURRENT CASH	\$62,602.5		\$96,684		\$113,763		\$46,631.7	
TOTAL PAYBACK LOAN	~		~		\$200,000		~	
Other expenses	~		~		~		~	
SUBTOTAL	\$62,602.5		\$96,684		(\$86,237)		\$46,631.7	