

FranchiseGlobal.com Business Development Strategy: Analysis Using Financial Planning at FranchiseGlobal.com

Irvan Rizky Septian^{1*}, Edi Hamdi², Rhian Indradewa³, Ferryal Abadi⁴
Universitas Esa Unggul, Indonesia

Email: irvans2230@gmail.com^{1*}, edi.hamdi@esaunggul.ac.id²,
rhian.indradewa@esaunggul.ac.id³, ferryal@esaunggul.ac.id⁴

*Correspondence

ABSTRACT

Keywords:
FranchiseGlobal.com;
business development
strategy; financial planning;
Profitability; Digital
Franchise

This study aims to analyze the business development strategy of FranchiseGlobal.com through a comprehensive financial planning approach. As a digital platform offering franchise and business opportunities, FranchiseGlobal.com aspires to become the leading and innovative online franchise media. The research analyzes short-, medium-, and long-term financial planning to achieve profitability and business sustainability. A qualitative descriptive method and thematic analysis were employed for data analysis. The study examines key financial planning elements, including revenue planning, cost management, capital requirements, and five-year financial projections. The results show that sound financial planning can help the company achieve profitability targets within five years, indicated by a positive NPV, IRR above 10%, and a payback period of less than four years. The company's projected revenue growth is expected to remain stable through diversification of revenue streams and efficient capital management. The study concludes that appropriate financial strategies will be a crucial foundation for FranchiseGlobal.com to become Indonesia's leading digital franchise platform.



Introduction

The franchise industry in Indonesia has experienced rapid growth in recent decades. Since the emergence of global brands such as KFC in the 1970s, the franchise sector has developed into one of the main contributors to the Indonesian economy. According to 2022 data, more than 1,200 active franchise entities have a transaction value of more than IDR 100 trillion. In this context, FranchiseGlobal.com, a digital platform under INFOBRAND Group Media, emerges as an important player that connects franchisors with prospective franchisees through various digital technology-based services. FranchiseGlobal.com provides information about franchise business opportunities, a comprehensive business directory, and strategic insights to support the sustainable expansion of franchise businesses. FranchiseGlobal.com has a vision to become the leading online franchise and business opportunity media by positively impacting and supporting sustainable business development. For this vision to be

achieved, financial planning is one of the key elements that must be managed effectively (Aziz et al., 2022; Gillpatrick, 2019).

FranchiseGlobal.com faces challenges in providing sufficient capital for business establishment and operations, maintaining profitability, and ensuring healthy cash flow. In the early stages, the company's main focus is to provide 100% capital requirements and monitor and manage funds efficiently. The company aims to increase profitability, optimize budget management, and ensure financial sustainability by achieving significant growth targets (Fombrun & Shanley, 2017). Another challenge facing the company is planning revenue and costs efficiently to achieve the expected growth targets. FranchiseGlobal.com's vision is to become the leading and most innovative online franchise media company and positively impact sustainable business development. The company needs a solid business development strategy to achieve this vision, especially in effective financial planning. Financial planning not only includes capital provision but also cash flow management, cost savings, and achieving long-term profitability (Abadi et al., 2023).

However, many digital-based companies face challenges in creating business sustainability. Some are managing bloated operational costs, lack of revenue diversification, and low ability to manage capital and investment. Therefore, FranchiseGlobal.com must formulate a business development strategy that is supported by careful financial planning (Mukti et al., 2024).

Despite its great potential, FranchiseGlobal.com still faces several financial challenges. Among these are creating a sustainable company with efficient capital, managing and monitoring the right cash flow, and achieving profitability targets within a predetermined time frame. In addition, the company also needs to ensure that the investment strategy used can provide a positive return and increase the company's valuation in the long run. In this case, the financial planning strategy is a crucial factor that will determine the success of FranchiseGlobal.com (Abadi, 2024).

Several previous studies related to franchise management and financial planning have been conducted. For example, research by Syafrudin (2020), which discusses the importance of financial management in maintaining the stability of digital companies, shows that the right financial management strategy can prevent bankruptcy in the early years. Meanwhile, research by Astuti (2022) concluded that revenue diversification and efficient capital management can increase the competitiveness of digital-based franchise companies. These studies show that financial aspects are key to the success of franchise companies in the digital era.

This research is important because it provides a comprehensive overview of how good financial planning can help FranchiseGlobal.com face business challenges. By focusing on financial strategies, this research will also provide concrete solutions for companies to maximize added value for shareholders and achieve profitability in the long run. In addition, the results of this study are expected to contribute to developing digital franchise business models in Indonesia, which still need much innovation, especially in financial management and investment (Wirtz et al., 2016).

Methods

This research uses a qualitative descriptive approach to analyze FranchiseGlobal.com's business development strategies for increasing growth in the Indonesian franchise industry. The object of the research is FranchiseGlobal.com, a digital platform that connects franchisors and franchisees through digital marketing and the use of big data. This research explores how digital marketing strategies, big data integration, and expansion efforts in the domestic and ASEAN markets can strengthen FranchiseGlobal.com's business position in the competitive franchise industry. The data collection techniques used include in-depth interviews with FranchiseGlobal.com management to understand the strategies implemented, direct observation of company operations, and documentation in the form of annual reports, evaluation of internal and external factors (IFE and EFE), and Competitive Profile Matrix (CPM) analysis. The literature study was also conducted to obtain secondary data that supports analysis and comparison with previous research. This method allows researchers to explore data in depth and present comprehensive findings. Data analysis was conducted using thematic analysis to identify patterns from interviews, observations, and documents. In addition, the SWOT matrix is also used to evaluate the strengths, weaknesses, opportunities, and threats FranchiseGlobal.com faces in developing its business. To ensure data validity, this research uses triangulation techniques, where results from various data sources are compared to reduce bias and increase the accuracy of research findings (Strauss & Corbin, 2015).

Results and Discussion

FranchiseGlobal.com Financial Goals and Objectives

Based on the research results, FranchiseGlobal.com has set clear and measurable financial goals to support its business growth. The company's short-term goals include providing 100% of the initial capital for the establishment, managing funds efficiently, and reaching 25 customers in the first to second year of operation. This target focuses on establishing a strong business foundation by minimizing operational costs, maintaining appropriate financial distribution, and achieving a target revenue stream of 300 users in the early stages.

In the medium term (years 3 to 4), the company aims to increase profitability by 10%, ensure stable cash flow, and conduct annual financial audits. In addition, FranchiseGlobal.com targets 5,000 users as a revenue stream by the end of the 4th year of operation. Long-term targets (>5 years) include increasing profitability by 20%, reaching 10,000 local and international users, and establishing FranchiseGlobal.com as the premier digital platform for the franchise market. These goals demonstrate the company's commitment to optimize profits and increase company valuation.

Revenue and Cost Planning

In revenue planning, FranchiseGlobal.com has developed strategic steps that include identifying potential customers, analyzing market trends, and competitive pricing strategies. Expected revenue comes from basic services, such as software sales and consulting services, and product diversification, such as the FranchiseGlobal.com Learning Center and strategic partnerships (Barney & Hesterly, 2019). This revenue projection is important to ensure that business operations can run well without external loans, which is one of the company's commitments to avoiding excessive financial burden.

Cost planning, on the other hand, is focused on controlling operational and marketing costs (Armstrong & Kotler, 2017). In the cost projection report, FranchiseGlobal.com plans marketing costs of IDR 453 million and operating costs of IDR 1.535 billion. Meanwhile, HR costs, covering salaries, benefits, and health insurance, are projected at IDR 4.185 billion. This strategy shows that the company has allocated resources carefully, focusing on controlling costs to align with the budget plan.

Table 1. Income Planning

Transaksi - Pendapatan	YEAR 1	YEAR 2	YEAR 3	YEAR 4
OMP (Official Media Patrner)	856.000.000	1.551.500.000	1.819.000.000	2.140.000.000
Gold Member	1.136.000.000	2.023.500.000	2.449.500.000	2.911.000.000
Silver Member	960.000.000	1.710.000.000	2.040.000.000	2.430.000.000
Listing Member	240.000.000	432.000.000	519.000.000	618.000.000
Official Media Partner International	-	-	-	-
Gold Member International	-	-	-	214.000.000
Silver Member International	-	-	-	140.000.000
Listing Member International	-	-	-	120.000.000
Seminar, Awarding & Sponsor	✓	✓	✓	✓
PR Publikasi	960.000.000	720.000.000	2.070.000.000	2.460.000.000
Subscribe	396.000.000	297.000.000	855.360.000	1.026.333.000
Business Matching On/Off	✓	✓	✓	✓
Seminar, Awarding & Sponsor	-	-	-	250.000.000
Business Matching On/Off	✓	✓	✓	✓
	-	-	-	150.000.000
TOTAL INCOME	4.548.000.000	6.734.000.000	11.652.860.000	14.759.333.000

Investment and Capital Planning

FranchiseGlobal.com's investment planning includes capital expenditure plans for long-term items, such as vehicles, office equipment, and technology infrastructure required to support digital operations. This total investment is planned in projections that run until 2029. This investment in technology and digital platform development will support the company in achieving its long-term goal of becoming the leading digital marketplace franchise in Indonesia and internationally (Cascio & Montealegre, 2016).

Meanwhile, the company's capital requirement planning includes capital and operating expenditures. The company's authorized capital of Rp 4 billion divided into 100,000 shares shows FranchiseGlobal.com's commitment to securing sufficient capital to fund future operations and business expansion. The shareholding structure dominated by the company's founders also demonstrates stability and strong control over the company's business direction (E. Hamdi, 2023).

Financial Projections

FranchiseGlobal.com's financial projections provide an overview of the company's cash flow, profit and loss, and balance sheet predictions for the next five years. The company targets optimistic financial projections with a positive NPV (Net Present Value) at the end of the projection period 2028 and an IRR (Internal Rate of Return) above 10%, indicating that the company is projected to provide healthy returns for shareholders. The target to return shareholders' capital in five years also indicates careful planning in maintaining the company's operational sustainability and profitability.

Cash flow projections show a significant effort to maintain stable cash flow during the first five years of operations by avoiding external loans and maximizing profitability from targeted revenue streams. This plan reinforces the belief that FranchiseGlobal.com will be able to grow its business sustainably without depending on external capital or a large loan burden.

The research results show that FranchiseGlobal.com has comprehensive business and financial planning, from initial capital to revenue projections and long-term investments. The company's approach to avoiding external loans is a wise step in maintaining financial stability amid competitive market challenges. Efficiency in cost management, especially in operations and marketing, will also be a key factor in achieving targeted profitability (Cahyono et al., 2023).

In addition, the revenue diversification strategy through FranchiseGlobal.com Learning Center and partnerships with other parties shows the company's innovation in finding new sources of income. The projected user growth of up to 10,000 users in the fifth year also shows the company's great potential to become a major player in the digital franchise market at the national and international levels. However, to achieve this, companies need to continuously monitor and adjust financial strategies to market dynamics and rapid technological developments (Eisenhardt & Martin, 2020).

In this case, FranchiseGlobal.com needs to pay more attention to innovation in its digital services and products to remain relevant to customer needs in the future. By maintaining flexibility in financial and business planning strategies, the company can maintain its competitiveness and achieve sustainable growth in the franchise market.

FranchiseGlobal.com Financial Projections

FranchiseGlobal.com's financial projections provide an overview of the company's predicted financial performance in the next five years. These projections are based on historical analysis, industry trends, and market growth forecasts, which serve as benchmarks for predicting revenue, expenses, capital budgets and operating costs. Through these projections, companies can prepare for external changes affecting their cash flow and financial performance. FranchiseGlobal.com's financial projections generally include income statements, balance sheets, and cash flow statements, which show the company's readiness to manage debt and generate profits in the next five years.

Profit and Loss Projections

FranchiseGlobal.com's profit and loss projections show the company plans to achieve consistent revenue with significant growth over five years. Although in the first two years, it is estimated that profits will still be relatively low due to the high operational and marketing costs, starting in the third year, the company is predicted to generate greater profits. This shows that the business development strategy has started to have a positive impact, especially with the increase in revenue streams from platform users and consulting services. This profit and loss projection is very important for investors and creditors, as it provides information about the company's profit potential and ability to manage operational expenses.

Table 2. Projected Profit and Loss Statement of Global.com Franchise

FRANCHISEGLOBAL.COM
PROJECTION PROFIT AND LOSS 5 YEAR

	TAHUN 1	TAHUN 2	TAHUN 3	TAHUN 4	TAHUN 5
INCOME					
Advertising Revenue	3.192.000.000	5.717.000.000	6.827.500.000	8.099.000.000	9.698.000.000
Event Revenue	960.000.000	720.000.000	3.070.000.000	3.710.000.000	4.940.000.000
Visitor Income	396.000.000	297.000.000	855.360.000	1.026.333.000	1.231.560.000
Business Matching Revenue	-	-	900.000.000	1.050.000.000	1.350.000.000
Partner Platform Revenue	-	-	-	-	-
International Advertising Revenue	-	-	-	474.000.000	3.042.000.000
Business Matching International Revenue	-	-	-	150.000.000	150.000.000
International Event Revenue	-	-	-	250.000.000	250.000.000
Other Income 9	-	-	-	-	-
Other Income 10	-	-	-	-	-
Total Income	4.548.000.000	6.734.000.000	11.652.860.000	14.759.333.000	20.461.560.000
COGS					
Promotion Costs	181.600.000	227.150.000	388.900.000	460.000.000	550.800.000
Event Fees	-	-	100.000.000	125.000.000	200.000.000
Visitor Fee	-	-	-	-	-
Business Matching Fees	39.600.000	29.700.000	85.536.000	102.633.000	123.156.000
Marketing Costs	56.800.000	101.175.000	122.475.000	145.550.000	173.950.000
Other Variable Costs 4	-	-	-	-	-
Other Variable Costs 5	-	-	-	-	-
Other Variable Costs 6	-	-	-	-	-
Other Variable Costs 7	-	-	-	-	-
Other Variable Costs 8	-	-	-	-	-
Gross Profit/Loss	278.000.000	358.025.000	696.911.000	833.183.300	1.047.906.000
Operational Expenses/Fixed Costs	4.270.000.000	6.375.975.000	10.955.949.000	13.926.149.700	19.413.654.000

Operational Expenses/Fixed Costs					
Employee Salary Expenses	3.618.000,000	3.798.900,000	4.161.731,250	4.673.923,750	5.186.721,063
IC3 Training Load	2.500,000	2.500,000	2.500,000	2.500,000	2.500,000
Administrative Expenses	6.750,000	-	-	-	-
Water, Electricity and Telephone Expenses	90.500,000	95.025,000	102.943,750	114.980,250	126.478,275
TNR burden	301.500,000	316.575,000	340.212,500	383.055,750	421.361,125
Beban Ongkos Kirim	13.500,000	14.175,000	15.356,250	17.151,750	18.866,925
Shipping Costs	40.000,000	42.000,000	45.500,000	50.820,000	55.902,000
Promotion and Marketing Expenses	15.500,000	15.500,000	15.500,000	16.500,000	16.500,000
Renovation and Repair Expenses	200.000,000	-	-	-	-
Office ATK expenses	3.000,000	3.150,000	3.412,500	3.811,500	4.192,650
DC/DRC Maintenance Expenses & Rent	140.000,000	147.000,000	156.800,000	169.968,750	182.913,938
Office Household DPR Expenses	60.000,000	63.000,000	68.250,000	76.230,000	83.853,000
Service Charge Expenses	13.500,000	14.175,000	15.356,250	17.151,750	18.866,925
Risk Management Expenses	16.000,000	-	-	-	-
Health Benefits Expenses	112.800,000	117.288,000	122.004,000	126.948,420	132.143,841
Health Insurance Burden	153.657,000	161.340,400	170.063,392	179.923,355	190.568,323
Insurance Expense	28.712,258	30.312,258	32.312,258	34.812,258	-
Maintenance Expenses	20.000,000	-	-	-	-
Marketing Expenses	150.000,000	157.500,000	170.625,000	190.575,000	209.632,500
Server and Hosting Load	180.350,000	180.350,000	180.350,000	180.350,000	180.350,000
Venue Rental Expenses	200.000,000	200.000,000	230.000,000	230.000,000	250.000,000
Training & Development Expenses	25.000,000	25.000,000	25.000,000	25.000,000	25.000,000
Bank Interest Expenses	128.843,667	104.583,516	65.594,901	31.979,861	11.767,389
Tax Burden	368.008,962	450.825,852	1.170.828,690	1.925.821,197	3.112.330,375
Accumulated Depreciation/Marketing Expenses	-	-	-	-	-
Accumulated Depreciation Server and Hosting Load	89.189,208	97.287,500	97.287,500	97.287,500	97.287,500
Accumulated Depreciation Venue Rental Expenses	173.606,250	193.275,000	193.275,000	193.275,000	31.585,417
Accumulated Depreciation Training & Development	25.552,003	27.875,000	27.875,000	27.875,000	28.958,333
Accumulated Depreciation/Bank Interest Expenses	-	-	-	-	-
Accumulated Depreciation Tax Burden	-	-	-	-	-
Total Operating Expenses	6.178.259,828	6.241.487,406	7.688.208,440	8.762.440,091	10.418.791,879
Net Profit/Loss	(1.998.259,828)	134.587,595	3.322.748,360	5.148.799,609	9.194.862,321

Source: Author 2024

Balance Sheet Projections

FranchiseGlobal.com's projected balance sheet shows the company's ability to accommodate short-term and long-term debt obligations (Amoako & Boateng, 2022). Based on projections, the company will be able to pay its obligations while maintaining a balance of equity. The company is still funded by debt in the first and second years. However, as revenues increase in the third year, the company's balance sheet is projected to become increasingly healthy, with increasing retained earnings and the company's ability to pay shareholder dividends. This shows that the financial management strategy implemented can maintain the company's financial stability in the long term (Kusuma et al., 2021).

Table 3. Financial Balance Table

FRANCHISEGLOBAL.COM
PROJECTION BALANCE SHEET 5 YEAR

	TAHUN 1	TAHUN 2	TAHUN 3	TAHUN 4	TAHUN 5
ASSET					
Current Assets					
Cash & Bank Accounts	1.001.844.859	997.495.188	4.179.137.737	9.404.679.233	18.523.823.262
Accounts receivable	-	-	-	-	-
Other Receivables	-	-	-	-	-
Supply	-	-	-	-	-
Expenses paid in Advance	-	-	-	-	-
Fixed assets					
Applications - Equipment - IT Infrastructure	-	-	-	-	-
Motor vehicle	778.300.000	778.300.000	778.300.000	778.300.000	778.300.000
Electronics and Operational Machines	786.100.000	786.100.000	786.100.000	786.100.000	786.100.000
Office equipment	214.000.000	219.000.000	219.000.000	219.000.000	219.000.000
Licenses and Trademarks	-	-	-	-	-
Land and Buildings	-	-	-	-	-
Accumulated Depreciation Applications - Equipment	-	-	-	-	-
Accumulated Depreciation Motor vehicle	(89.180.208)	(186.467.708)	(283.755.208)	(381.042.708)	(478.330.208)
Accumulated Depreciation Electronics and Operatio	(173.608.250)	(366.881.250)	(560.156.250)	(753.431.250)	(946.716.750)
Accumulated Depreciation Office equipment	(25.552.083)	(53.427.083)	(81.302.083)	(109.177.083)	(136.135.417)
Accumulated Depreciation Licenses and Trademarks	-	-	-	-	-
Accumulated Depreciation Land and Buildings	-	-	-	-	-
TOTAL ASSETS	2.463.906.318	2.174.119.147	5.037.324.195	9.944.428.191	18.967.740.971
LIABILITIES & EQUITY					
Current Liabilities					
Accounts payable	-	-	-	-	-
Other Debts	-	-	-	-	-
Tax Debt	-	-	-	-	-
Ball	-	-	-	-	-
Income received in advance	-	-	-	-	-
Short/Long Term Liabilities					
Bank Debt 1	143.587.547	185.776.461	14.867.134	-	-
Bank Debt 2	183.376.184	99.150.796	7.934.741	0	0
Bank Debt 3	845.201.615	661.913.323	465.495.193	251.691.456	20.142.114
Bank Debt 4	-	-	-	-	-
Bank Debt 5	-	-	-	-	-
TOTAL LIABILITIES	1.372.165.346	947.840.580	488.297.068	251.691.456	20.142.114
EQUITY					
Founder Capital 1	450.000.000	450.000.000	450.000.000	450.000.000	450.000.000
Founder Capital 2	450.000.000	450.000.000	450.000.000	450.000.000	450.000.000
Franchise Global Funder Capital 1	1.000.000.000	1.000.000.000	1.000.000.000	1.000.000.000	1.000.000.000
Franchise Global Funder Capital 2	800.000.000	800.000.000	800.000.000	800.000.000	800.000.000
Franchise Global Funder Capital 3	300.000.000	300.000.000	300.000.000	300.000.000	300.000.000
Retained earning	-	(1.908.259.028)	(1.773.721.434)	1.549.027.127	6.692.736.736
Current year profit	(1.908.259.028)	134.537.595	3.322.748.560	5.143.709.609	9.194.862.121
TOTAL EQUITY	1.091.740.972	1.226.278.566	4.549.027.127	9.692.736.736	18.887.598.857
TOTAL LIABILITIES & EQUITY	2.463.906.318	2.174.119.147	5.037.324.195	9.944.428.191	18.967.740.971

Source: Author 2024

Projected Cash Flow Statement

The projected cash flow statement provides an overview of FranchiseGlobal.com's ability to generate cash, pay debts, and invest for future business development. Based on projections, the company is expected to have stable and sufficient cash flow to meet operational and investment needs. The cash flow statement also shows that the company is not overly reliant on external borrowing but rather seeks to maximize profitability from revenue generated. This projection shows the company's solid cash flow health, allowing FranchiseGlobal.com to grow without depending on additional loans (Olayinka, 2022).

Table 4. Cash Flow Statement

FRANCHISEGLOBAL.COM

CASH FLOW PROJECTION 5 YEAR

	TAHUN 1	TAHUN 2	TAHUN 3	TAHUN 4	TAHUN 5
OPERATIONAL ACTIVITY					
Cash In Flow					
Advertising Revenue	3.192.000.000	5.717.000.000	6.827.500.000	8.099.000.000	9.698.000.000
Event Revenue	960.000.000	720.000.000	3.070.000.000	3.710.000.000	4.940.000.000
Visitor Income	396.000.000	297.000.000	855.360.000	1.026.333.000	1.231.560.000
Business Matching Revenue	-	-	900.000.000	1.050.000.000	1.350.000.000
Partner Platform Revenue	-	-	-	-	-
International Advertising Revenue	-	-	-	474.000.000	3.042.000.000
Business Matching International Revenue	-	-	-	150.000.000	150.000.000
International Event Revenue	-	-	-	250.000.000	250.000.000
Other Income 9	-	-	-	-	-
Other Income 10	-	-	-	-	-
Accounts Receivable	-	-	-	-	-
Other Accounts Receivable	-	-	-	-	-
Total Cash In Flow	4.548.000.000	6.734.000.000	11.652.860.000	14.759.333.000	20.661.560.000
Cash Out Flow					
Others Receivable	-	-	-	-	-
Promotion Costs	181.600.000	227.150.000	388.900.000	460.000.000	550.800.000
Event Fees	-	-	100.000.000	125.000.000	200.000.000
Visitor Fee	-	-	-	-	-
Business Matching Fees	39.600.000	29.700.000	85.536.000	102.633.300	123.156.000
Marketing Costs	56.800.000	101.175.000	122.475.000	145.550.000	173.950.000
Other Variable Costs 4	-	-	-	-	-
Other Variable Costs 5	-	-	-	-	-
Other Variable Costs 6	-	-	-	-	-
Other Variable Costs 7	-	-	-	-	-
Other Variable Costs 8	-	-	-	-	-
Expenses paid in Advance	-	-	-	-	-
Accounts payable	-	-	-	-	-
Other Debts	-	-	-	-	-
Tax Debt	-	-	-	-	-
Bal	-	-	-	-	-
Income received in advance	-	-	-	-	-
Employee Salary Expenses	3.618.000.000	3.798.900.000	4.191.731.250	4.673.922.750	5.186.723.063
K3 Training Load	2.500.000	2.500.000	2.500.000	2.500.000	2.500.000
Administrative Expenses	6.750.000	-	-	-	-
Water, Electricity and Telephone Expenses	90.500.000	95.025.000	102.943.750	114.980.250	126.478.275
THR burden	301.500.000	316.575.000	348.232.500	383.055.750	421.361.325
Shipping Costs	13.500.000	14.175.000	15.356.250	17.151.750	18.866.925
Transportation Expenses	40.000.000	42.000.000	45.500.000	50.820.000	55.902.000
Promotion and Marketing Expenses	15.300.000	15.300.000	15.900.000	16.500.000	16.500.000
Renovation and Repair Expenses	200.000.000	-	-	-	-
Office ATK expenses	3.000.000	3.150.000	3.412.500	3.811.500	4.192.650
DC/DIRC Maintenance Expenses & Rent	140.000.000	147.000.000	156.800.000	169.968.750	182.913.938
Office Household OPR Expenses	60.000.000	63.000.000	68.250.000	76.230.000	83.853.000
Service Charge Expenses	13.500.000	14.175.000	15.356.250	17.151.750	18.866.925
Risk Management Expenses	16.000.000	-	-	-	-
Health Benefits Expenses	112.800.000	117.288.000	122.004.000	126.948.420	132.143.841
Health Insurance Burden	153.657.600	161.340.480	180.065.592	212.923.355	223.569.523
Insurance Expense	29.712.258	14.312.258	14.312.258	14.312.258	-
Maintenance Expenses	20.000.000	-	-	-	-
Marketing Expenses	150.000.000	157.500.000	170.625.000	190.575.000	209.632.500
Server and Hosting Load	180.350.000	180.350.000	180.350.000	180.350.000	180.350.000
Venue Rental Expenses	200.000.000	200.000.000	220.000.000	230.000.000	250.000.000
Training & Development Expenses	25.000.000	25.000.000	25.000.000	25.000.000	25.000.000
Bank Interest Expenses	128.843.667	104.583.516	65.594.901	31.979.861	11.767.389
Tax Burden	369.006.962	450.825.652	1.370.828.690	1.925.821.197	3.112.339.275
Total Cash Out Flow	6.167.920.486	6.281.024.905	8.011.673.940	9.297.185.891	11.310.866.629
CASH FLOW FROM OPERATIONAL ACTIVITY	(1.619.920.486)	452.975.095	3.641.186.060	5.462.147.109	9.350.693.371

AKTIVITAS INVESTASI					
Penjualan Aset					
Aplikasi - Peralatan - Infrastruktur TI	-	-	-	-	-
Kendaraan Bermotor	-	-	-	-	-
Elektronik dan Mesin Operasional	-	-	-	-	-
Peralatan Kantor	-	-	-	-	-
Lisensi dan Merek Dagang	-	-	-	-	-
Tanah dan Bangunan	-	-	-	-	-
Total Penjualan Aset	-	-	-	-	-
Pembelian Aset					
Aplikasi - Peralatan - Infrastruktur TI	-	-	-	-	-
Kendaraan Bermotor	778.300.000	-	-	-	-
Elektronik dan Mesin Operasional	758.100.000	28.000.000	-	-	-
Peralatan Kantor	214.000.000	5.000.000	-	-	-
Lisensi dan Merek Dagang	-	-	-	-	-
Tanah dan Bangunan	-	-	-	-	-
Total Pembelian Aset	1.750.400.000	33.000.000	-	-	-
ARUS KAS DARI AKTIVITAS INVESTASI	(1.750.400.000)	(33.000.000)	-	-	-
FUNDING ACTIVITIES					
Additional Funds					
Bank Debt 1	477.600.000	-	-	-	-
Bank Debt 2	254.900.000	-	-	-	-
Bank Debt 3	1.000.000.000	-	-	-	-
Bank Debt 4	-	-	-	-	-
Bank Debt 5	-	-	-	-	-
Founder Capital 1	450.000.000	-	-	-	-
Founder Capital 2	450.000.000	-	-	-	-
Franchise Global Funder Capital 1	1.000.000.000	-	-	-	-
Franchise Global Funder Capital 2	800.000.000	-	-	-	-
Franchise Global Funder Capital 3	300.000.000	-	-	-	-
Total Additional Funds	4.732.500.000	-	-	-	-
Fund Reduction					
Bank Debt 1	134.012.453	157.811.085	170.909.328	14.867.134	-
Bank Debt 2	71.523.816	84.225.389	91.216.054	7.934.741	-
Bank Debt 3	154.798.385	182.288.292	197.418.130	213.803.737	731.549.342
Bank Debt 4	-	-	-	-	-
Bank Debt 5	-	-	-	-	-
Founder Capital 1	▶	▶	▶	▶	▶
Founder Capital 2	▶	▶	▶	▶	▶
Franchise Global Funder Capital 1	▶	▶	▶	▶	▶
Franchise Global Funder Capital 2	▶	▶	▶	▶	▶
Franchise Global Funder Capital 3	▶	▶	▶	▶	▶
Retained earning	▶	▶	▶	▶	▶
Total Fund Reduction	360.334.654	424.324.766	459.543.512	236.605.613	231.549.342
CASH FLOWS FROM FUNDING ACTIVITIES	4.372.165.346	(424.324.766)	(459.543.512)	(236.605.613)	(231.549.342)
Increase/Decrease in Cash	1.001.844.859	(4.349.671)	3.181.642.548	5.225.541.497	9.119.144.029
Beginning Cash Balance	-	1.001.844.859	997.495.188	4.179.137.737	9.404.679.233
Ending Cash Balance	1.001.844.859	997.495.188	4.179.137.737	9.404.679.233	18.523.823.262

Source: Author 2024

Investment Feasibility Analysis

Based on the investment feasibility analysis, which includes Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), and Payback Period (PP), FranchiseGlobal.com is considered feasible to run (Sarasmitha & Utami, 2023). The positive NPV value indicates that the investment made by the company has great profit potential. The IRR of 39% is also higher than the BI interest rate, which indicates that this investment provides a good rate of return for shareholders. In addition, the payback period of 3 years and four months is considered quite fast for the franchise industry, indicating that FranchiseGlobal.com can return investment capital in a relatively short time.

Tabel 5. NVP, PP, IRR

PP, NPV, and IRR calculations		
Tahun	Earning After Tax	Accumulation
0	(4.000.000.000)	
1	(1.908.259.028)	(1.908.259.028)
2	134.537.595	(1.773.721.434)

3	3.322.748.560	1.549.027.127
4	5.143.709.609	6.692.736.736
5	9.194.862.121	15.887.598.857
Initial Investment		4.000.000.000
PP		25 months
NPV		Rp 10. 443.271.688
IRR		32,41%

Source: Author 2024

Tabel 6. Tabel ROI

	Tahun ke-1	Tahun ke-2	Tahun ke-3	Tahun ke-4	Tahun ke-5
Earning After Tax	(1.908.259.028)	134.537.595	3.322.748.560	5.143.709.609	9.194.862.121
Initial Investment	4.000.000.000	4.000.000.000	4.000.000.000	4.000.000.000	4.000.000.000
ROI	-48%	3%	83%		

Source: Author 2024

Financial Performance Analysis

Regarding liquidity ratios, the analysis results show that FranchiseGlobal.com can meet its short-term obligations. The value of five-year liquidity ratios, such as the current and quick ratios, shows that the company has enough current assets to pay the short-term debt. Meanwhile, regarding solvency ratios, the company showed a significant increase from the first year to the fifth year, where, at first, the company was still dependent on debt. However, over time, increased revenue made the company increasingly able to pay off its debts (Nurdani & Rahmawati, 2020; Ritchken & Wu, 2021).

Table 7. Solvency Ratio

YEAR	TOTAL LIABILITIES	TOTAL EQUITY	TOTAL ASSET	DEBT TO EQUITY RATIO	TO ASSET RATIO
Year 1	1.372.165.346	1.091.740.972	2.463.906.318	126%	56%
Year 2	947.840.580	1.226.278.566	2.174.119.147	77%	44%
Year 3	488.297.068	4.549.027.127	5.037.324.195	11%	10%
Year 4	251.691.456	9.692.736.736	9.944.428.191	3%	3%
Year 5	20.142.114	18.887.598.857	18.907.740.971	0,11%	0,11%

Source: Author 2024

For the profitability ratio, the first two years show negative ratios because revenues have been unable to cover high operating costs. However, in the third year, the profitability ratio shows positive values, signaling that the company has started to generate stable profits. In the fifth year, the profits earned by the company are predicted to continue to increase

along with sales growth and reduction in operating costs, confirming that FranchiseGlobal.com is on a positive growth path (Chakim et al., 2021).

Conclusion

Based on the research conducted, the business development strategy of FranchiseGlobal.com is heavily reliant on solid financial planning, which includes comprehensive revenue and cost management, capital allocation, and long-term financial projections. The findings of this research demonstrate that a well-structured financial plan can significantly enhance profitability, sustainability, and competitive advantage in the digital franchise market. To further strengthen these results, it is recommended that FranchiseGlobal.com continuously adapt its financial strategies to the changing market dynamics, including exploring new revenue streams and optimizing cost structures. For future research, a deeper exploration of the relationship between financial planning and digital marketing strategies could provide valuable insights into how integrated approaches can drive business growth. The results of this research will provide FranchiseGlobal.com with a solid foundation to enhance decision-making processes, enabling the company to achieve its long-term growth objectives and solidify its position as a leader in the digital franchise sector in Indonesia.

Bibliography

- Abadi, F. (2024). Pengembangan Ekonomi Kreatif Desa Cikampek Pusaka. *COMSERVA: Jurnal Penelitian Dan Pengabdian Masyarakat*, 4(2), 417–434.
- Abadi, F., Fadli, J. A., & Prastyani, D. (2023). Human Resource Strategy, Innovation, Competitive Advantages in The Manufacturing Industry. *Quality - Access to Success*, 24(192). <https://doi.org/10.47750/QAS/24.192.15>
- Amoako, S., & Boateng, E. (2022). Considering factors that leads to sustainability of Small and Medium Enterprises in Ghana using PESTEL and theories of entrepreneurship as a measuring tool. *Technium Soc. Sci. J.*, 31, 594.
- Armstrong, G., & Kotler, P. (2017). *Principles of Marketing* (17th red).
- Aziz, N. A. A., Hizam-Hanafiah, M., Hasbollah, H. R., Aziz, Z. A., & Hussin, N. S. N. (2022). Understanding the Survival Ability of Franchise Industries during the COVID-19 Crisis in Malaysia. *Sustainability*, 14(6), 3212. <https://doi.org/10.3390/su14063212>
- Barney, J. B., & Hesterly, W. S. (2019). *Strategic management and competitive advantage: Concepts and cases*. Pearson.
- Cahyono, C., Hamdi, E., Indradewa, R., & Abadi, F. (2023). Human Resources in the Digital Order Management Information System (SIMPEL OM). *Jurnal Syntax Admiration*, 4(11). <https://doi.org/10.46799/jsa.v4i11.774>
- Cascio, W. F., & Montealegre, R. (2016). How technology is changing work and organizations. *Annual Review of Organizational Psychology and Organizational Behavior*, 3(1), 349–375.
- Chakim, N. R., Indradewa, R., & Rahmat Syah, T. Y. (2021). Financial Planning: Applications to Business Startups “Jamu Partnership” in Indonesia. *International Journal of Research and Review*, 8(8). <https://doi.org/10.52403/ijrr.20210865>

- Eisenhardt, K. M., & Martin, J. A. (2020). Dynamic capabilities: what are they? *Strategic Management Journal*, 21(10–11), 1105–1121. [https://doi.org/10.1002/1097-0266\(200010/11\)21:10/11<1105::AID-SMJ133>3.0.CO;2-E](https://doi.org/10.1002/1097-0266(200010/11)21:10/11<1105::AID-SMJ133>3.0.CO;2-E)
- Fombrun, C., & Shanley, M. (2017). What's in a Name? Reputation Building and Corporate Strategy. *Academy of Management Journal*, 33(2), 233–258. <https://doi.org/10.5465/256324>
- Gillpatrick, T. (2019). The Digital Transformation of Marketing: Impact on Marketing Practice & Markets. *Economics*, 7(2), 139–156. <https://doi.org/10.2478/eoik-2019-0023>
- Kaplan, R. S., & McMillan, D. (2020). Updating the balanced scorecard for triple bottom line strategies. *Harvard Business School Accounting & Management Unit Working Paper*, 21–028.
- Kusuma, A., Yanuar Rahmat Syah, T., Indradewa, R., & kusuma, A. (2021). Implementation of Financial Strategi Business Plan Arena Corner. *American International Journal of Business Management (AIJBM)*, 4.
- Mukti, C., Indradewa, R., Hamdi, E., & Sunaryanto, K. (2024). Financial Strategy Implementation For Business Plan At Material Handling Rental Services Startup Logisme. *Journal of Economic, Bussines and Accounting (COSTING)*, 7(6), 177–186.
- Nurdani, R., & Rahmawati, I. Y. (2020). The Effect of Firm Sizes, Profitability, Dividend Policy, Asset Structure, Sales Growth and Free Cash Flow on Debt Policy. *AMAR (Andalas Management Review)*, 4(1), 100–119. <https://doi.org/10.25077/amar.4.1.100-119.2020>
- Olayinka, A. A. (2022). Financial statement analysis as a tool for investment decisions and assessment of companies' performance. *International Journal of Financial, Accounting, and Management*, 4(1), 49–66. <https://doi.org/10.35912/ijfam.v4i1.852>
- Perencanaan Manajemen Resiko dalam Pengelolaan Keuangan Bank Digital Junior (Dex Junior). (2023). *Jurnal Akuntansi Dan Keuangan Kontemporer (JAKK)*. <https://doi.org/10.30596/jakk.v6i2.16622>
- Ritchken, P., & Wu, Q. (2021). Capacity Investment, Production Flexibility, and Capital Structure. *Production and Operations Management*, 30(12), 4593–4613. <https://doi.org/10.1111/poms.13253>
- Saputri, E. W. (2022). *Strategi Dinas Perdagangan Koperasi dan Usaha Mikro Kabupaten Ponorogo dalam Mengembangkan Usaha Mikro di Kabupaten Ponorogo Pada Masa Pandemi Covid-19* [Skripsi]. IAIN Ponorogo.
- Sarasmitha, C., & Utami, K. S. (2023). Predicting Investment Feasibility in Perumda Establishment Using Payback Period, Net Present Value, and Internal Rate Return. *Jurnal Multidisiplin Madani*, 3(9), 1885–1897. <https://doi.org/10.55927/mudima.v3i9.5779>
- Strauss, A., & Corbin, J. (2015). *Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory* (4th Edition). Sage Publications.
- Wirtz, B. W., Pistoia, A., Ullrich, S., & Göttel, V. (2016). Business Models: Origin, Development and Future Research Perspectives. *Long Range Planning*, 49(1), 36–54. <https://doi.org/10.1016/j.lrp.2015.04.001>