

## VCI Business Plan Outline

### Executive Summary – *Ringkasan Eksekutif*

#### 1. **Company Description & Mission Statement – *Deskripsi dan Visi Misi Perusahaan***

- 1.1. Company Description – *Deskripsi Perusahaan*
- 1.2. Mission Statement – *Visi dan misi*

#### 2. **Management Function – Fungsi Manajemen**

- 2.1. Planning - *Perencanaan*
- 2.2. Organizing - *Pengorganisasian*
- 2.3. Directing - *Pengarahan*
- 2.4. Controlling - *Pengawassan*

#### 3. **External Environment Analysis – *Analisa Lingkungan eksternal***

- 3.1. Current Economic Condition – *Kondisi Ekonomi saat ini*
- 3.2. Industry Analysis – *Analisa Industri*
  - 3.2.1. Real World – *Dunia nyata*
  - 3.2.2. Virtual World – *Dunia Virtual*
- 3.3. Competitive Analysis – *Analisa persaingan*

#### 4. **Marketing Plan – *Rencana Pemasaran***

- 4.1. Segmentation, Targeting & Positioning – *Segmentasi, Targeting & Posisi*
- 4.2. Marketing Mix (Product, Price, Place, Promotion) – *Bauran Pemasaran*

#### 5. **Financial Plan – *Rencana Keuangan***

- 5.1. Break Even Analysis – *Analisa Titik Impas*
- 5.2. Cash Flow – *Arus Kas*
- 5.3. Income Statement – *Laporan Laba Rugi*
- 5.4. Balance Sheet -

#### 6. **SWOT Analysis – *Analisa Kekuatan, Kelemahan, Peluang & Ancaman***

#### 7. **Business Risk and Strategy – *Resiko bisnis dan Strategi***

### Appendix - *Lampiran*