








# The COVID pandemic has plunged the global economy




 **THE WORLD BANK**  
IBRD · IDA

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PRESS RELEASE | JUNE 8, 2020

## COVID-19 to Plunge Global Economy into Worst Recession since World War II

 **ALJAZEERA** [News](#) [Coronavirus](#) [Features](#) [Economy](#) [Opinion](#) [Video](#)

Economy | Business and Economy

## COVID slammed Indonesia's economy hard in 2020, data shows

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## The Great Lockdown: Worst Economic Downturn Since the Great Depression

APRIL 14, 2020



GlobeNewswire

## Bernet International sees an increase of People Investing in the Stock Market during the COVID-19 Pandemic

**Forbes**

Aug 19, 2020, 02:59pm EDT | 7,471 views

## 5 Reasons The Stock Market Is Setting Records During A Pandemic

**Bloomberg** | *Quint* Markets Business BQ Blue Exclusive Research Reports Videos >

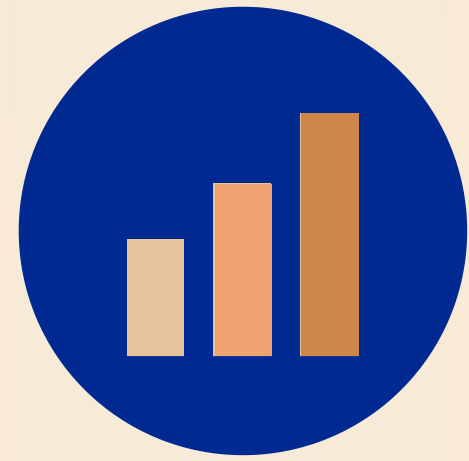
## Mutual Funds Attract New Investors, Add To Wealth In Pandemic-Ravaged 2020



**However,  
investment  
field has  
shown  
significant  
increase**



**MONEY**



**PROFIT**



**LUCRE**



# Financial Literacy



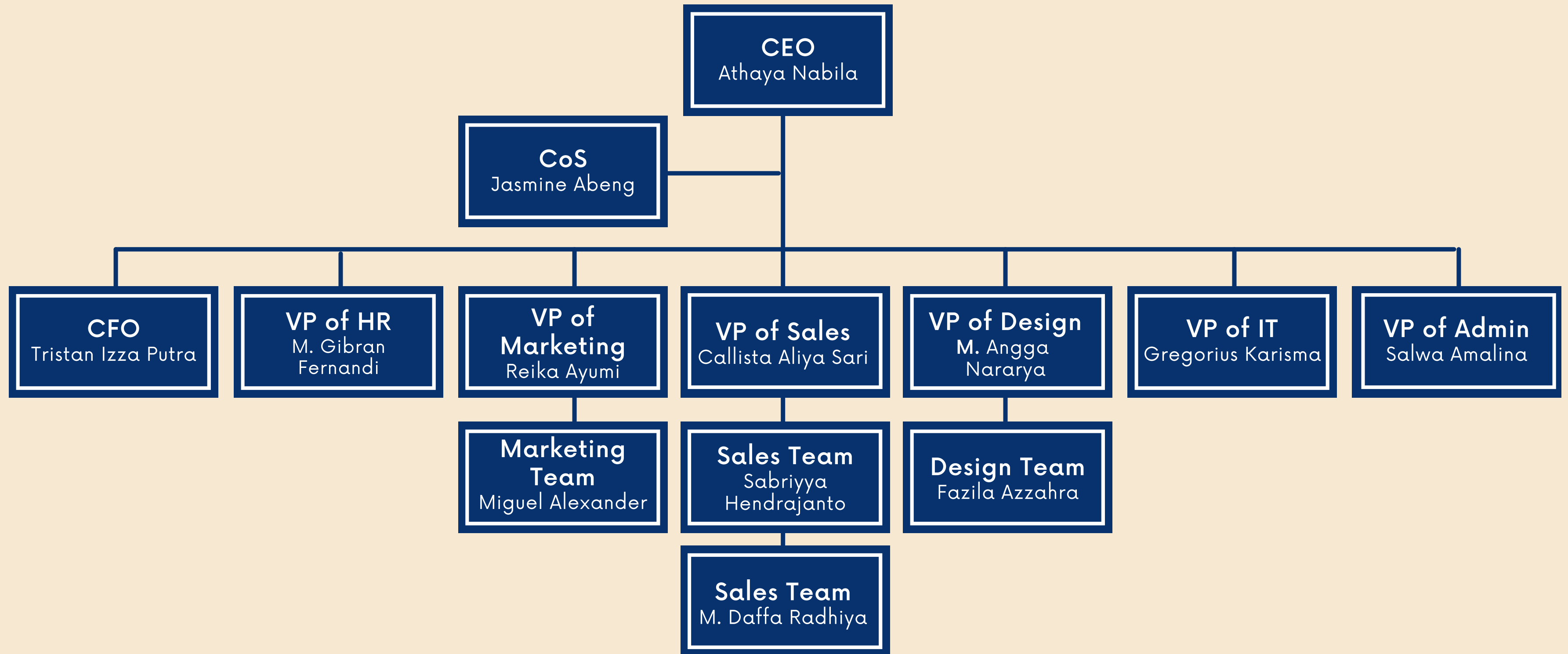
# Trusted Services



# Advice & Plans



# ORGANIZATIONAL STRUCTURE





SERVICES



**SERVICES**



SERVICES

# BUSINESS TRAINING

## INDIVIDUAL

€120



- **Zoom course** 1.5 hrs / day (3x a week)
- **Business plan** review
- **Cashflow** review
- **Business making** project (guided and reviewed)

Business training provides consultation regarding business management, marketing, growth strategy, financial management, and understanding market demand. It also offers investment opportunities, successful tips, and managing portfolios.

## BUSINESS

€210



- **Zoom course** 1.5 hrs / day (3x a week)
- **Group discussion**
- **Business making** and competition
- **Project review**



# SILVER

€60



- Simple financial plan
- Per quarter year reporting + portfolio
- Per quarter year zoom review
- 1x Offline meeting

# GOLD

€110



- Tailored financial plan
- Per-6 months reporting
- Per 6 months zoom review
- Mid-her fund review & set up
- 2x Offline Meeting
- Life and risk insurance review and set up
- Business advisory service

# PLATINUM

€150



- Tailored financial plan
- Per quarter year reporting, appointment & review + portfolio
- 3x Offline Meeting
- Life and Risk insurance review & Set-up (Assurance)
- Cash flow analysis & maintenance system
- Advices course (Investments, Business)
- Free stockbroking, fund management, and business advisory service

Money management provides consultation regarding budget controlling, saving, evaluating tax spending, setting long-term goals, and consultation for financial freedom to individuals, families, companies, etc.

# MONEY MANAGEMENT

# BUSINESSTO COMMUNITIES

**1 TIME**  
**€12**



- **Webinar** (customers will receive schedule after purchase)
- **Podcast** (can choose 1 playlist, will expire after two weeks)

Business to Communities which provides workshops to local communities and schools focusing on millennials and unemployed adults to expand knowledge. The workshops will be in a form of webinars and podcasts.

**3 MONTHS**  
**€30**



- **Webinar** (scheduled on Saturday at 9 to 11am) then customers can have **replay access** for 1 week
- **Podcast** (full access)



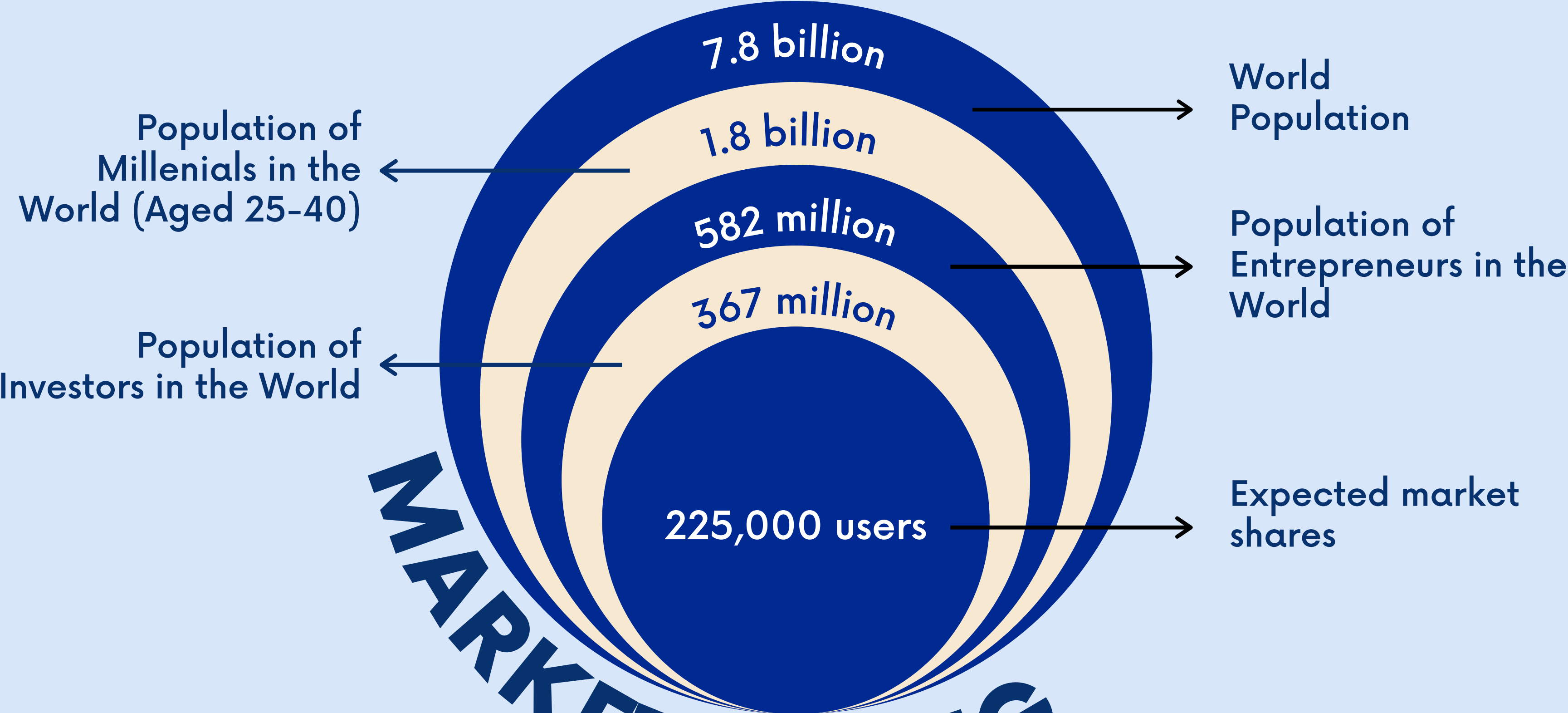


SALES

**SALES**

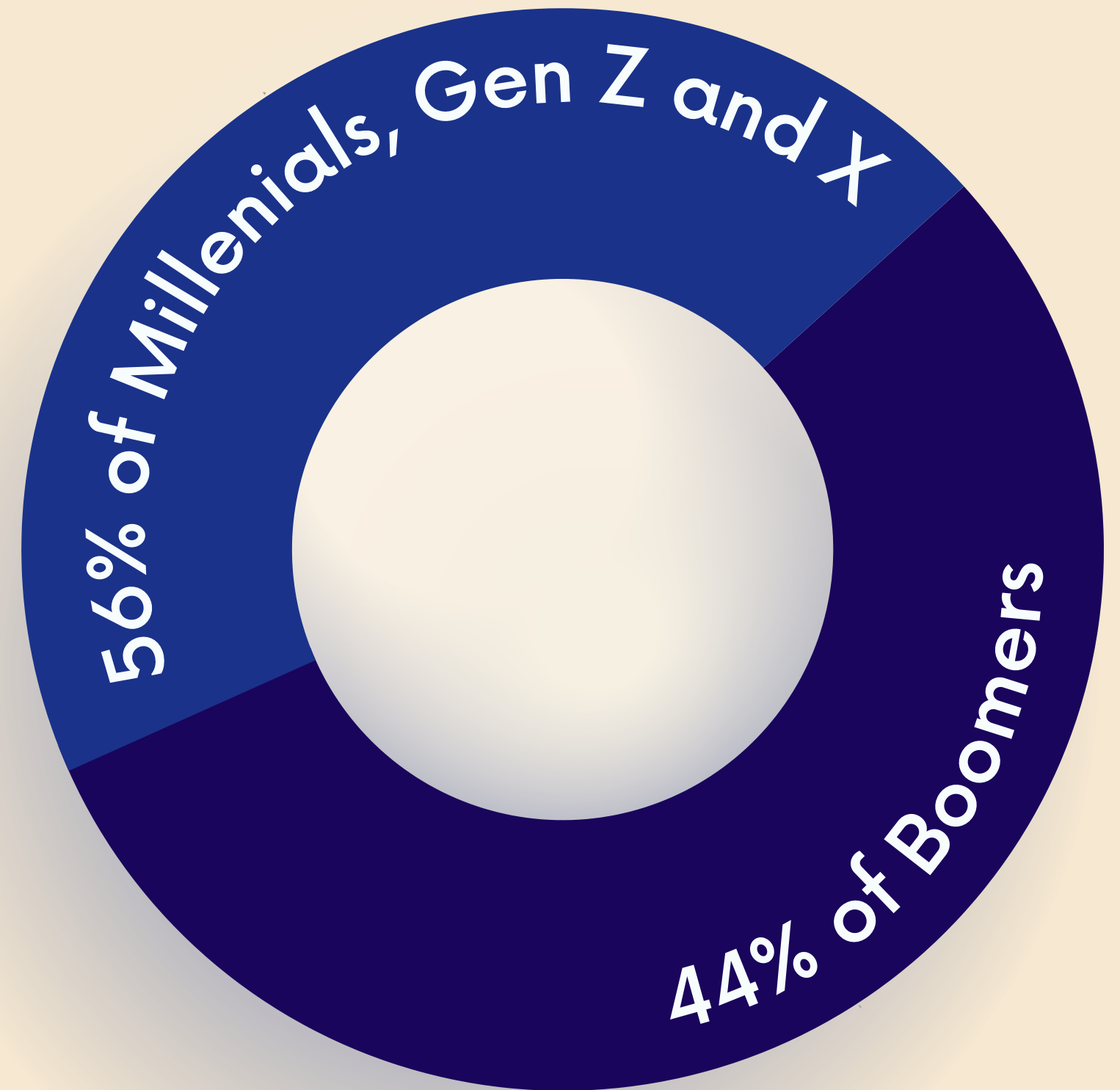
SALES

# MARKET SIZING



# SALES POTENTIAL

We are serving customers all around the world and we are predicting that our customers will come from **Millenials, Gen Z,** and **Gen X** ranging from **18-35** years old and also adults aged **36-above.**





# POSITIONING

## SERVICE QUALITY

### AFFORDABILITY

High Price  
Low Service Quality



High Affordability  
High Service Quality



Low Price  
Service Quality

Low Affordability  
High Service Quality

RAYMOND JAMES	
STRENGTH	WEAKNESS
<ul style="list-style-type: none"> <li>Catering <b>6,500 financial advisors</b> and over <b>2.4 million customers</b> throughout the USA, Canada and overseas</li> </ul>	<ul style="list-style-type: none"> <li><b>Limited global presence</b></li> </ul>

FINANSIALKU	
STRENGTH	WEAKNESS
<ul style="list-style-type: none"> <li><b>Easy access</b></li> <li><b>Well known</b> in Indonesia</li> <li><b>Approved by OJK</b></li> </ul>	<ul style="list-style-type: none"> <li><b>High-interest rate</b> if the client uses this service</li> <li>Only focuses on high-class client</li> </ul>

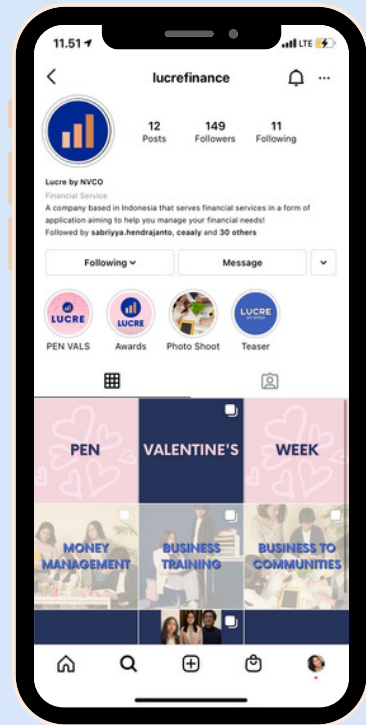
PROMOTION

**PROMOTION**

PROMOTION



# PROMOTIONAL STRATEGIES



**Social Media,  
Online Ads,  
and Influencer**

- IG Live
- Promotional Stories
- Google Ads



**Free Workshop**

- Build Trust
- Preview of our Services



**Discount**

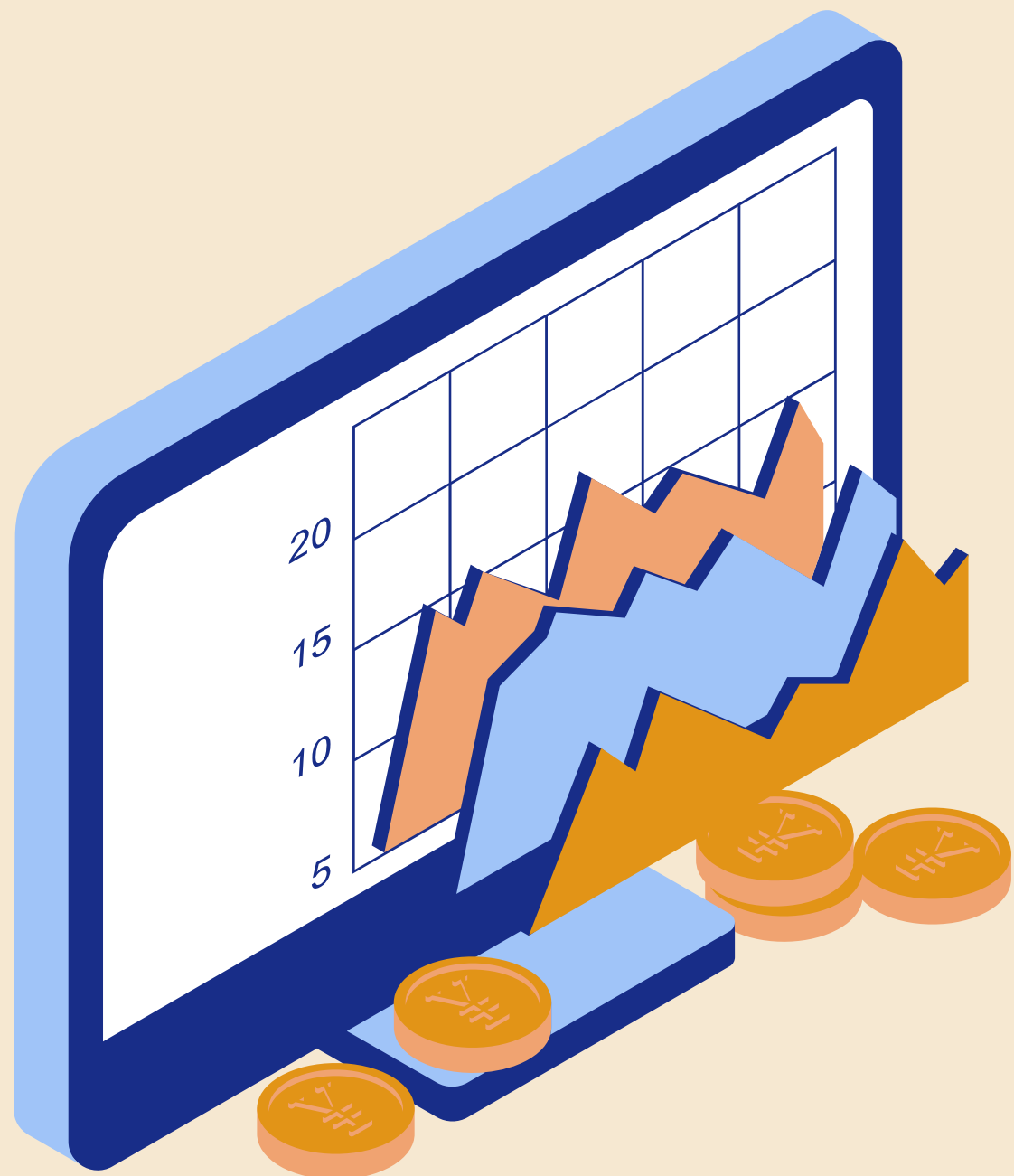
- Attract more Customers



**Billboard**



**SCBD**



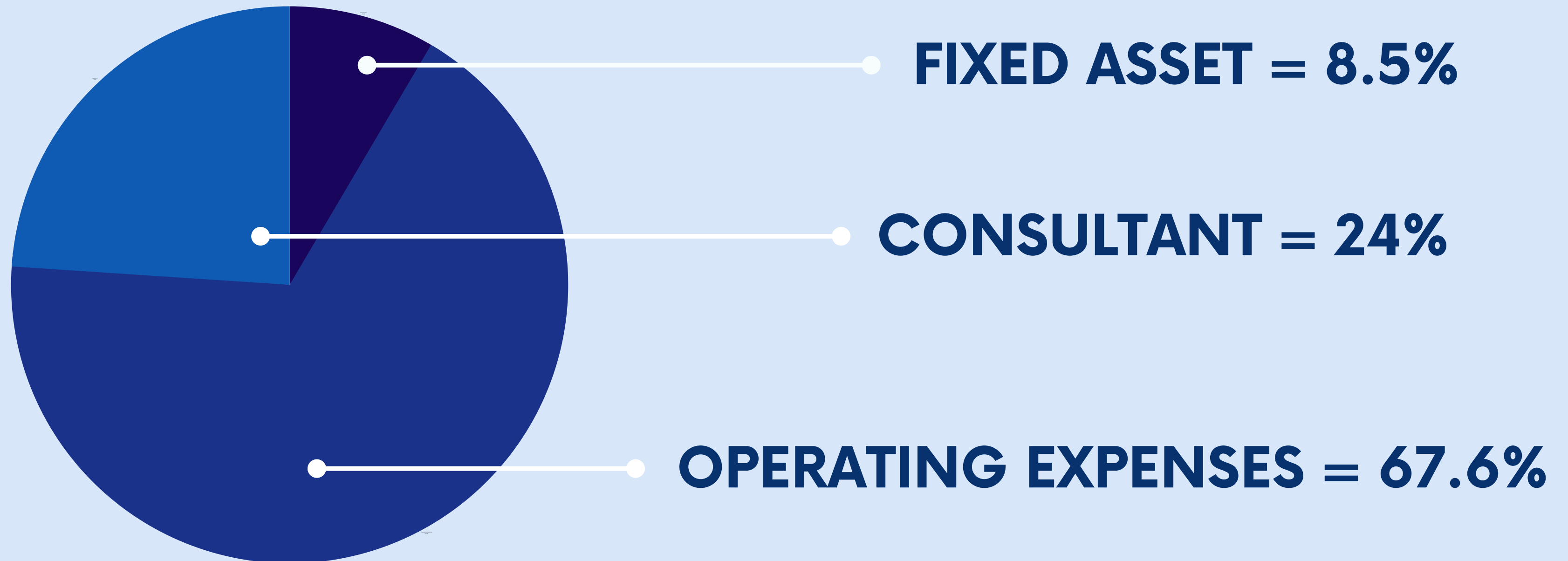
FINANCE

FINANCE

FINANCE

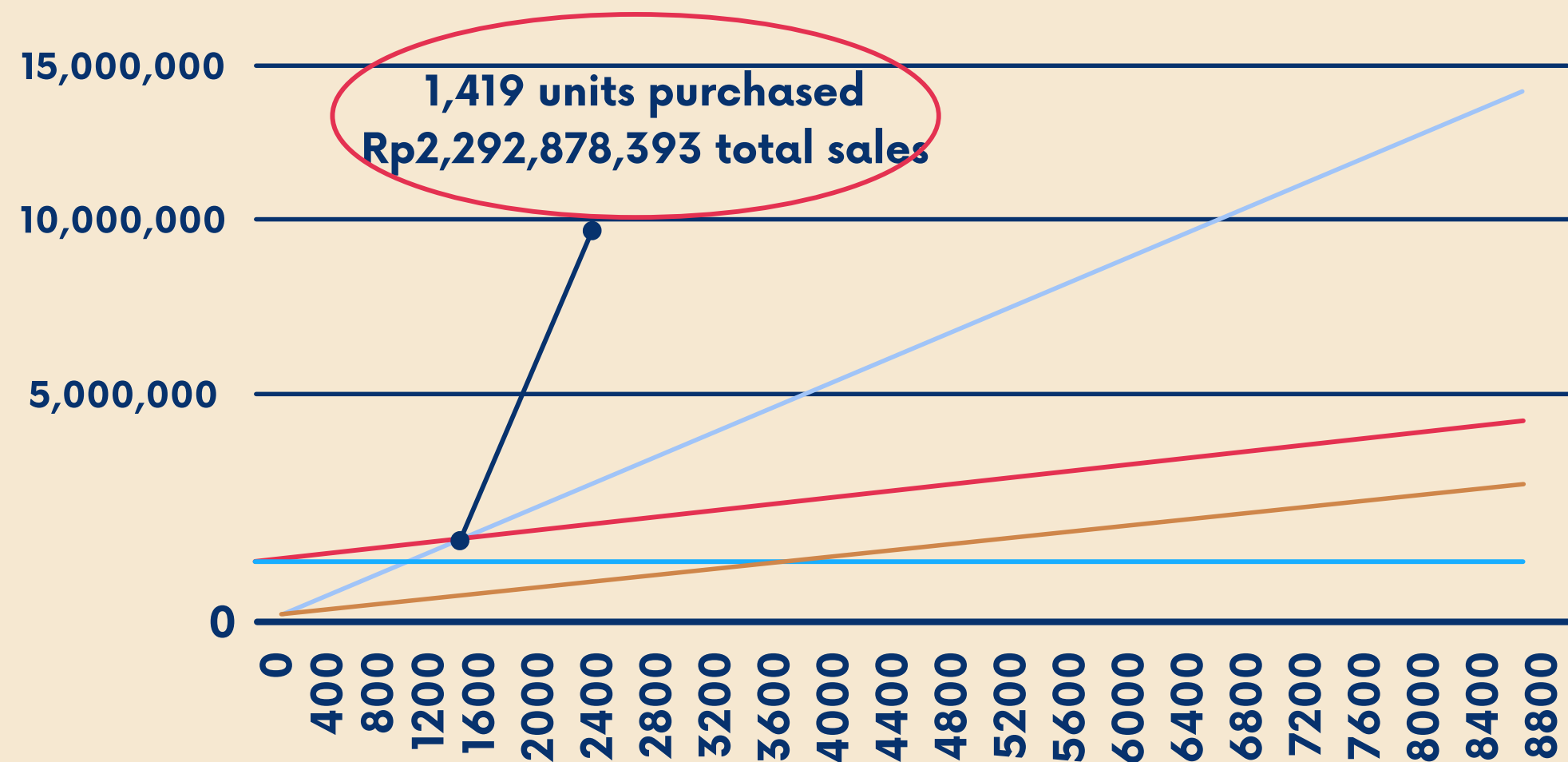
# INITIAL INVESTMENT

**TOTAL INVESTMENT = Rp.669,709,548**





# BREAK EVEN POINT



**Average COGS = Rp340,000**

**Average Selling Price per Sale = Rp1,615,000**

**Average Profit Rate = 79%**

**Break Even in Units = 1,419**

**Break Even in Rupiah = Rp2,292,878,393**

**WE WILL REACH BREAK EVEN  
BY MONTH 5**

# ENSURING FINANCIAL FREEDOM

