

A photograph of two women wearing hijabs and face masks, looking at their smartphones. The woman on the left is wearing a white hijab and glasses, while the woman on the right is wearing a beige hijab. They are both focused on their devices.

Go Digital ASEAN



The Asia Foundation

Business and Financial Planning

with support from [Google.org](https://www.google.org)



WHY CONSIDER A BUSINESS?

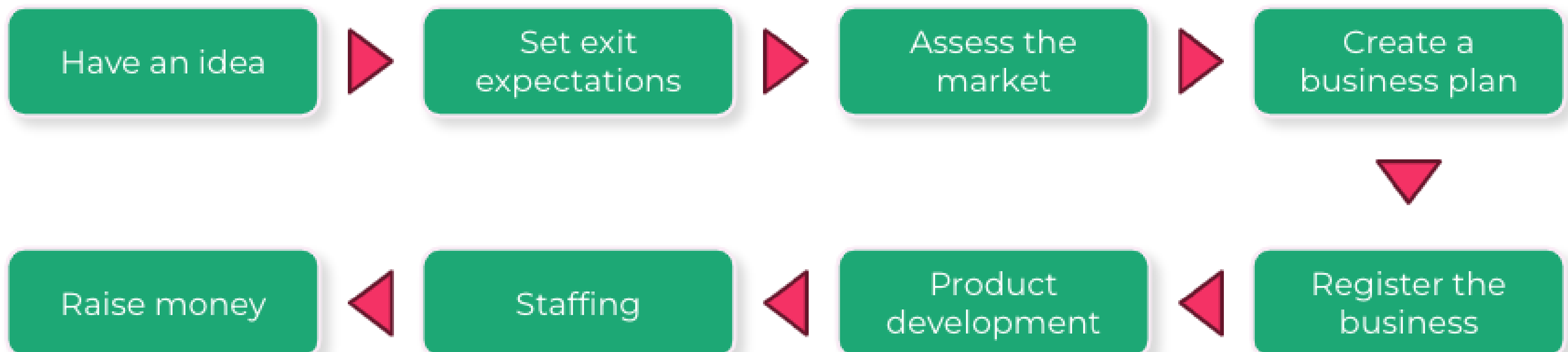
- Playing a role in local economic growth
- Opportunities for stable income generation
- Stay active and involved
- Providing products or services that benefit the community
- Continue pursuing your interests or hobbies



STARTING A BUSINESS

IMPORTANCE OF CAREFUL PLANNING

- Small business owners go through the same process, from planning their business to registering with government organizations.
- This process involves practical and legal steps to ensure the success and legitimacy of business operations.



HAVE AN IDEA

- Many businesses start from **inspiration**.
- You **don't need** to create a new product to succeed.
- Building a business based on customer needs is an **easier path**.
- Do what you **love**, to have a strong starting spirit.



ASK YOURSELF...

- Who will benefit from our product or service?
- What problem am I solving?
- How much will others pay for this product or service?
- Has any other business ever tried this idea before?
- Were they successful?
- What can we learn from their mistakes?
- How can I differentiate myself from this competition?

CREATE A BUSINESS PLAN

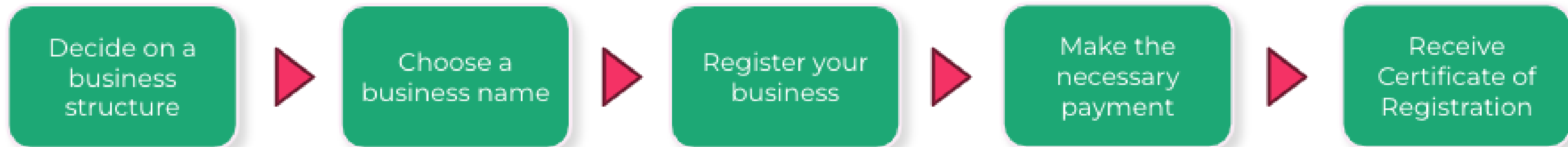
- Overview of the business, products, or services offered, and plans for the upcoming year.
- Explanation of business goals.
- Methods to launch or operate the business.
- Ways to generate revenue and expected amounts to be made.
- Budget for development.



REGISTER THE BUSINESS

- The process of creating and registering your business legally.
- In some cases, these steps may occur before generating revenue.

REGISTERING PROCESS



When you have done it, you are officially the owner of the business.

NOTE: <http://www.roc.gov.bn> (Brunei)

BUSINESS MODEL CANVAS

Business Plan for Profit:

- Identify the product or service to be sold.
- Identify target markets.
- Identify expected expenses.

New Business and Development:

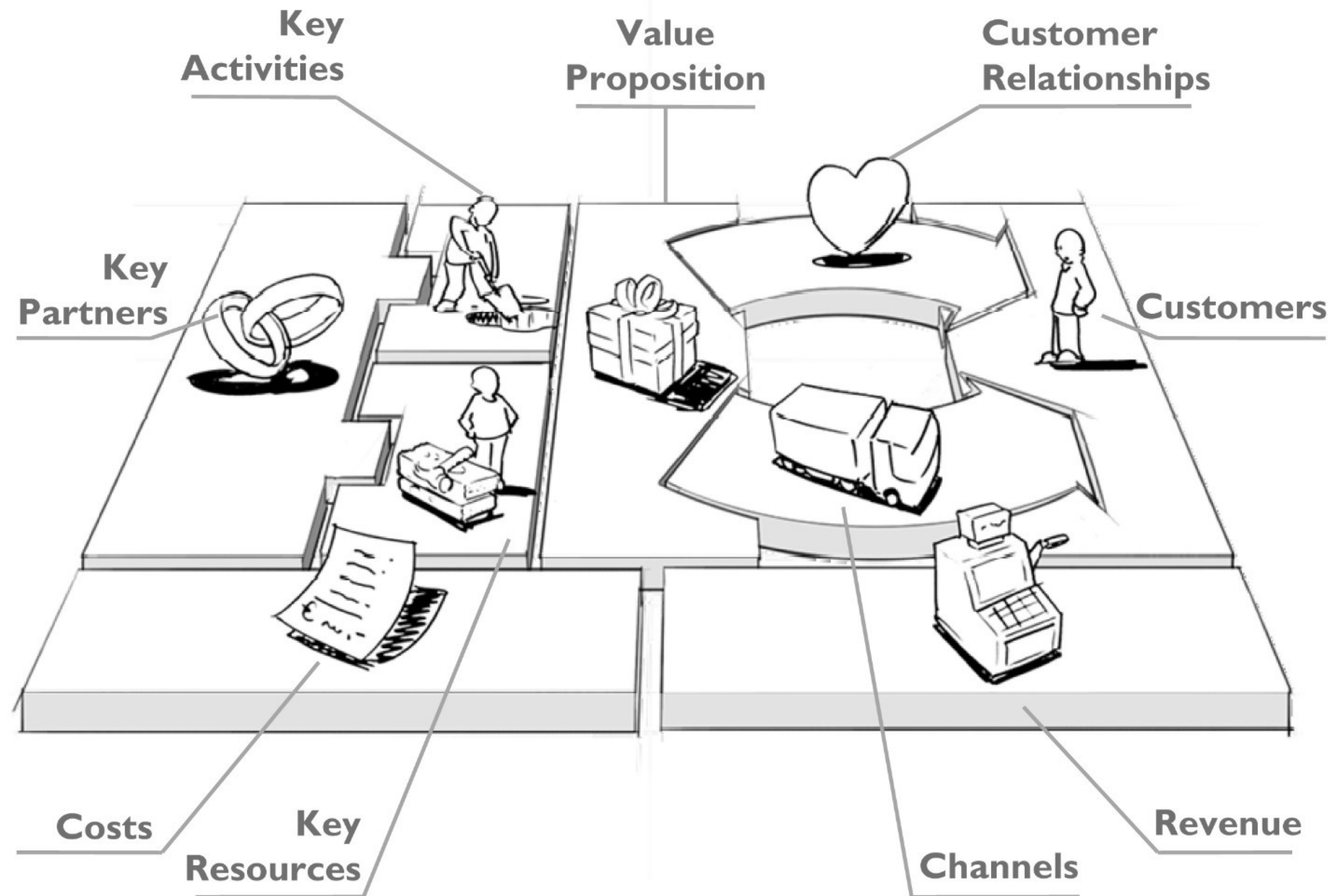
- Attract investment.
- Recruit talent.
- Motivate management and staff.

It is important to constantly update the business plan:

- Forecast future trends and challenges.



The Business Model Canvas is a simple yet strategic tool for developing a new business plan and documenting existing ones.



The 9 building blocks in the Business Model Canvas template, as shown in the diagram

1. Customer Segment

- Target groups are individuals with shared characteristics identified as potential customers of a product.
- This segment can be categorized by age, location, income, and lifestyle.
- Many other demographics are also considered, including life stage, hobbies, interests, and customer careers.



EXAMPLE NASI KATOK

1. Customer Segment

- **University or College Students:** Students residing in dormitories or nearby residential areas seeking affordable and delicious meals.
- **Local Food Enthusiasts:** Individuals who enjoy local cuisine and frequently seek traditional food options such as "nasi katok."
- **Snack Food Enthusiasts:** Individuals looking for convenient snack options for lunch or late-night meals.
- **Fast and Convenient Food Enthusiasts:** Individuals who lack time to cook or prefer easily accessible meals at reasonable prices.



2. Value Propositions

- This is known as the value proposition of the business to customers upon purchasing a product.
- It serves as a declaration of intent within the business and the market, as well as a marketing statement about the need for users to buy the product or use the service.
- It should be easy to understand, convincing, and demonstrate specific benefits for paying customers.



EXAMPLE NASI KATOK

2. Value Propositions



- **Relevance and Enjoyment:** Offering quick and delicious food to customers seeking fast and satisfying local dishes.
- **Quality and Authenticity:** Ensuring authentic taste and quality of ingredients used in preparing "nasi katok," ensuring a satisfying food experience every time.
- **Menu Variety:** Providing a variety of side dishes and sambal options to meet the diverse tastes of customers, giving them the flexibility to customize their meals according to their preferences.

3. Customer Relationships

Driven by customer acquisition, customer retention, and increasing sales, various forms of customer relationships include:

- **Personal Assistance**
- **Dedicated Personal Assistance**
- **Self-Service**
- **Automated Services**
- **Community**
- **Co-creation**

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EXAMPLE NASI KATOK

3. Customer Relationships



- **Periodic Transactions:** For customers who frequent the area, they may become regular customers who engage in periodic transactions to buy "nasi katok" from the same seller.
- **Interactive Relationship:** Sellers and customers may have an interactive and casual relationship, where they engage in brief conversations during the ordering process or food delivery.
- **Customer Satisfaction:** Sellers may strive to ensure that customers are satisfied with the food and service provided, making customer satisfaction a priority.

4. Channels

- Effective channels distribute value propositions quickly, efficiently, and cost-effectively.

Channel options include:

- Direct channels (B2C).
- Partner channels (B2B).

A combination of both.

- Physical channels include stores or local markets.
- Virtual channels include e-commerce websites.



EXAMPLE NASI KATOK

4. Channels



- **Food Provider Websites:** There are websites that may provide information about places serving "nasi katok" in Brunei.
- **Social Media:** You can also search on social media platforms such as Instagram, Facebook, or Twitter to find stalls or local food vendors offering "nasi katok".

5. Key Resources

Resources required for customer value:

- Considered essential assets to retain and support the business.
- May involve human, financial, physical, and intellectual resources.

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EXAMPLE NASI KATOK

5. Key Resources



- **Food Ingredients and Supplies:** These include the main ingredients needed to prepare "nasi katok," such as rice, chicken, cooking oil, spices, and condiments. Ensuring a stable and quality supply for these ingredients is essential.
- **Cooking Equipment:** Equipment required for cooking and preparing "nasi katok," such as kitchens, pots, pans, kitchen utensils, and food storage containers.
- **Location:** A strategic location is crucial for visibility and accessibility to customers.

6. Key Activities

The most important activities in implementing a
Business **Value Proposition**



EXAMPLE NASI KATOK

6. Key Activities

- **Food Preparation and Processing:** Key activities include preparing and processing "nasi katok" dishes, including cooking rice and chicken, as well as preparing various types of spices and gravy.
- **Inventory and Stock Management:** Activities related to managing raw material and ingredient stocks, as well as controlling inventory to ensure an adequate food supply at all times.
- **Marketing and Promotion:** Activities to promote the "nasi katok" business, including marketing strategies such as online advertising, social media promotions, and collaboration with the local community.



7. Key Partnership

Optimize Operations and Reduce Risks:

- Cultivate buyer-supplier relationships to focus on core activities.

Supplementary Business Agreements:

- Joint ventures or strategic partnerships with competitors or non-competitors.

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EXAMPLE NASI KATOK

7. Key Partnership



- **Menu Development:** Creating a menu that includes a variety of "nasi katok" options, possibly offering different types of chicken or additional side dishes.
- **Customer Service:** Providing excellent customer service, including taking orders efficiently, addressing customer inquiries or complaints, and ensuring a pleasant dining experience.
- **Inventory Management:** Managing inventory levels to ensure ingredients are stocked appropriately to meet demand without excessive waste.

8. Revenue streams

Ways Businesses Generate Revenue from Each Customer Segment:

- Making special offers and marketing strategies for each customer segment.

Several Revenue Streams Include:

- Asset Sales:
- Usage Fees
- Subscription Fees
- Loans/Leases/Returns
- Advertising

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EXAMPLE NASI KATOK

8. Revenue streams



- **Additional Food Items:** Offering additional food items or side dishes alongside "nasi katok" can create additional revenue streams.
- **Partnerships and Collaborations:** Collaborating with other businesses or brands to offer joint promotions or special offers can help create additional revenue streams.
- **"Nasi Katok" Sales:** The main revenue stream comes from selling "nasi katok," which typically includes rice, fried chicken, and sambal.

9. Cost Structure

Characteristics of Cost Structures:

- Fixed Costs
- Variable Costs
- Economies of Scale
- Economies of Scope



EXAMPLE NASI KATOK

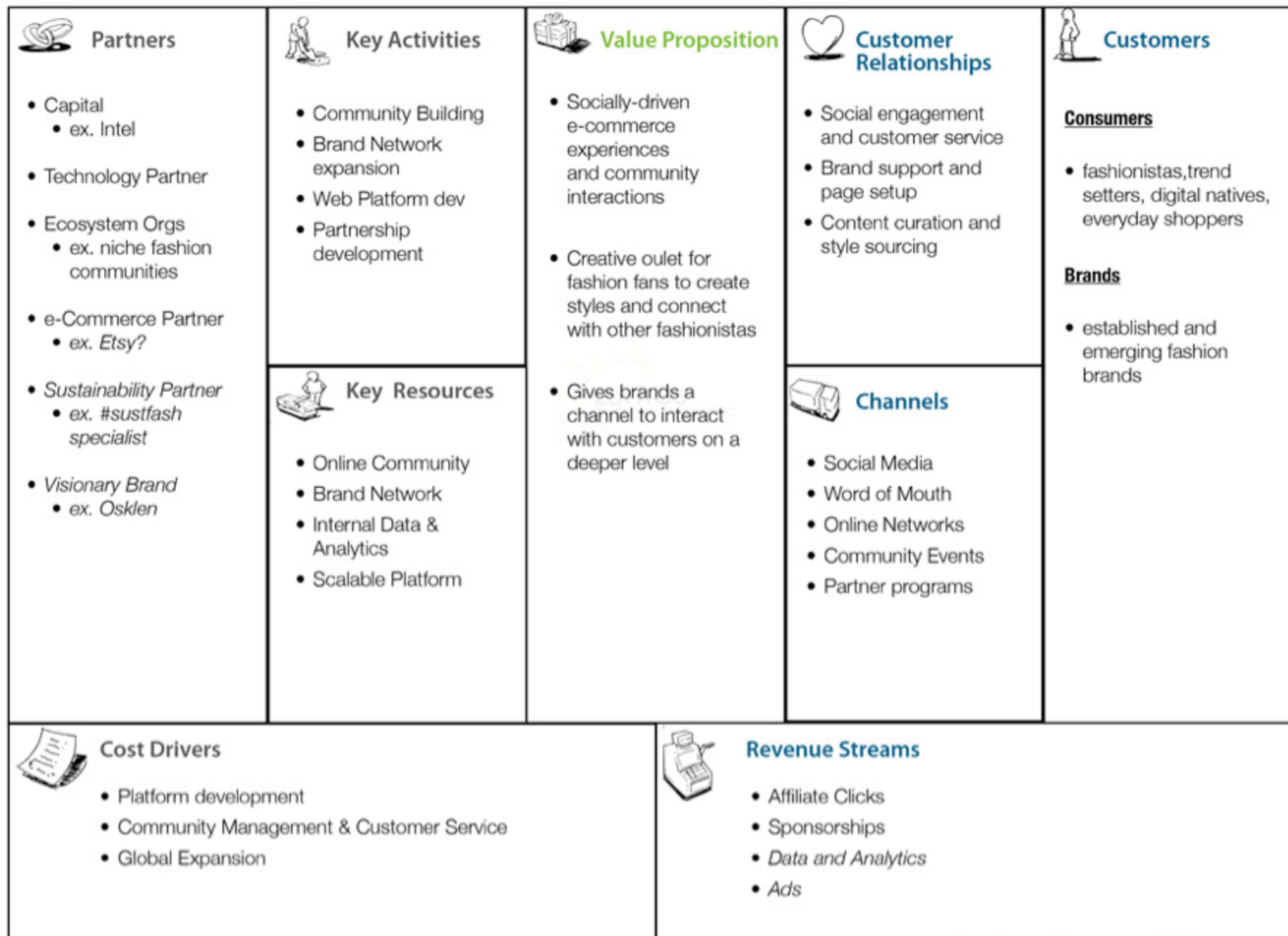
9. Cost Structure



- **Cost of Raw Materials:** The cost of acquiring raw materials such as rice, chicken, cooking oil, spices, and other ingredients used in preparing "nasi katok."
- **Labor Costs:** Wages for workers involved in food preparation, including cooks, kitchen assistants, and other staff assisting in daily operations.
- **Rent or Location Purchase Costs:** Costs for renting or purchasing a physical location for the business, whether it's a food stall, restaurant, or other commercial space.
- **Utility Costs:** Costs for utilities such as electricity, water, and gas for kitchen operations and other facilities.



Fashion 2.0 Business Model



WHAT IS BUSINESS OPERATIONS

Business operations refer to the activities conducted by a business to carry out its daily functions and achieve its objectives:

- Everything that happens within a business to develop firm value and increase profits.
- The specific definition of operations will depend on the industry, type of business, size, stage of your business, market conditions, or current economic situation, and so on.



BUSINESS OPERATIONS FOR NASI KATOK EXAMPLE



- **Cleaning and Maintenance:** Maintaining kitchen cleanliness, business premises, and cooking equipment to ensure compliance with health and hygiene standards.
- **Marketing and Promotion:** Managing marketing and promotional activities such as advertising on social media, printing flyers, and organizing sales promotions to attract more customers.
- **Staff Management:** Recruiting, training, and managing employee performance to ensure smooth and high-quality operations.
- **Quality Control:** Ensuring that the quality of the food served meets established standards and taking appropriate action in case of customer complaints or quality-related

OPERATIONAL ISSUES IN BUSINESS

CASH FLOW

Although every business situation is different, **mismanagement** of cash flow is a major cause of **failure** and **bankruptcy**.

What you can do:

- Plan and budget as much as possible.
- Look for opportunities to improve costs, such as those related to overhead.
- Adjust your offerings. For example, you could offer prepaid retainers, ongoing payment plans, or maintenance contracts to customers.

EXAMPLE

CASH FLOW OPERATION FOR NASI KATOK



- **Daily Income Instability:** Daily cash flow in a "nasi katok" business may vary depending on factors such as weather, seasons, or changes in customer demand.
- **Inefficient Inventory Management:** Ineffective inventory management can tie up capital in excessive inventory or result in stock shortages, which can affect cash flow.
- **High Operating Costs:** Operating costs such as staff salaries, raw material purchases, and utility costs can strain cash flow if not managed carefully.

SOLUTION:



- **Raw Material Procurement Scheduling:** Carefully planning the purchase of raw materials to avoid over-purchasing, which can lead to waste, or understocking, which can disrupt cash flow.
- **Efficient Inventory Management:** Utilizing an efficient inventory management system to monitor and manage raw material stocks more effectively.
- **Consultation with Financial Experts:** Seeking advice from financial experts or business advisors can help the business in planning better financial strategies and addressing potential cash flow issues.

Sales and **Marketing** are crucial parts of any business to generate revenue.

A business cannot succeed without attracting customers and making sales.

- Marketing is about reaching people interested in your business's products and services.
- Sales specifically involve selling those products and services.



GOOGLE WORKSPACE AS AN EFFECTIVE SYSTEM

Google Workspace includes business versions of



Gmail



Drive



Calendar



Meet



Chat



Docs



Sheets



Slides

Easy Access

Continuous Backup

Document Sharing Real-time

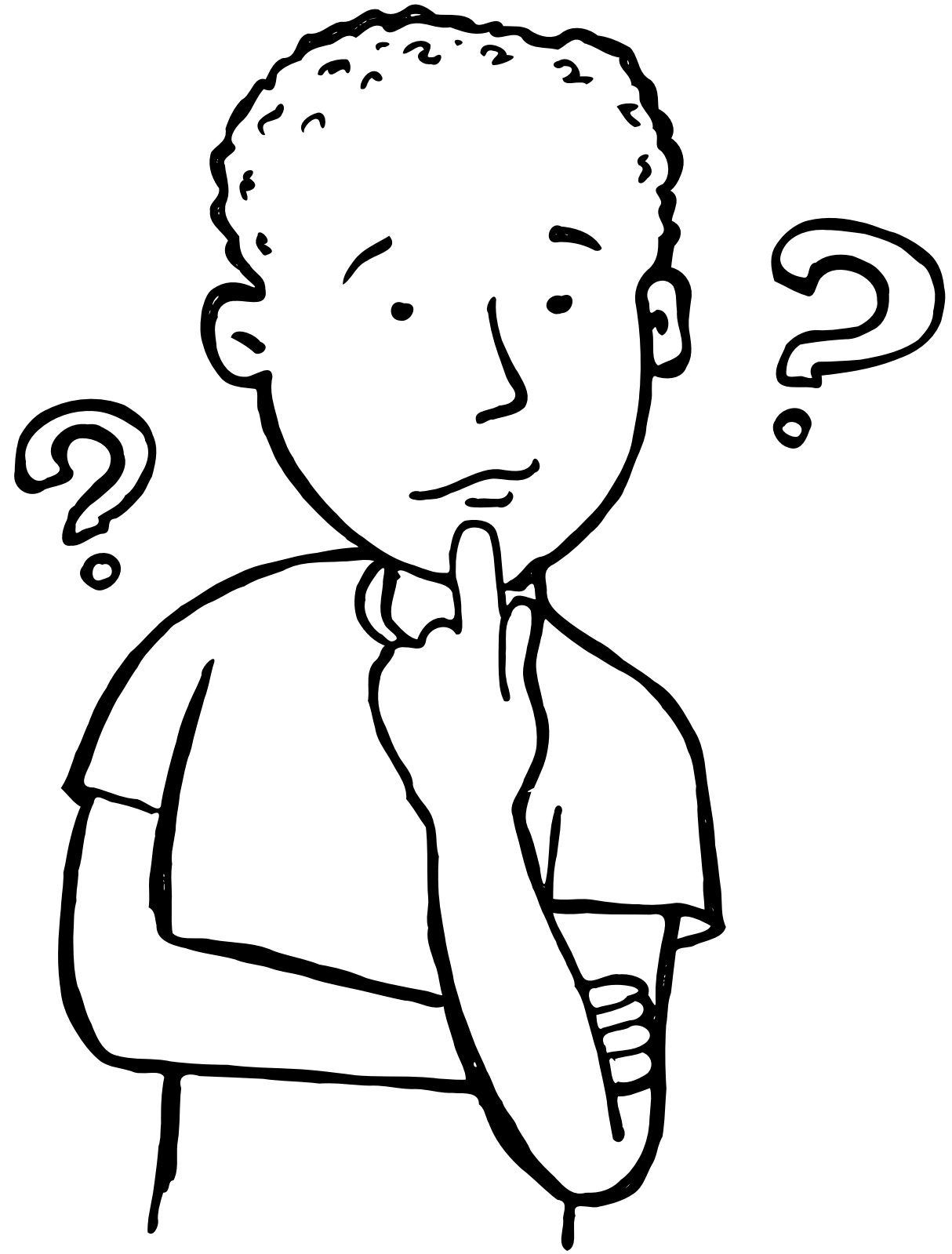
Collaboration

Revision

Editing Multiple Tools Version

Management

Instant Accessibility



QUESTIONS?

Thank
you!

