

## **FINANCIAL STRATEGY IMPLEMENTATION FOR BUSINESS PLAN AT MATERIAL HANDLING RENTAL SERVICES STARTUP LOGISME**

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### **ABSTRACT**

*A new business consists with risk, As a material handling startup business in material handling rental, The Companies need quite a large amount of capital, in the Government Regulation (PP) of the Republic of Indonesia No. 7 of 2021 it is stated in article 35 that medium-sized businesses are any company that has a business capital of between 5 and 10 billion. The financial goal is to maintain operational cash flow used effectively and efficiently so that the company's vision can be achieved. LogisMe planning for the smart goals and aim for financial planning, then planning the company's expense and income, therefore LogisMe can generates for the simulation of balance sheet, income statement, cash flow, etc. Next the investor can due diligence with analysis of the result of mix match analysis for investation ratios e.g. ARR, ROI, NPV, PP and IRR, as the result the liquidity, solvability and profitability ratios will be reported. The financial projection reflects in the both income statement, cash flow and balance sheet. Meanwhile In investment feasibility analysis, there are several important elements, namely NPV used to calculate the value of the forecast cash flow, IRR for business return rating analysis and Payback Period for analysis of the duration of initial investment returns.*

**Keywords:** *Financial Plan, Business Development, Logistics, Material Handling*

### **INTRODUCTION**

As a material handling startup business in material handling rental, The Companies need quite a large amount of capital, in the Government Regulation (PP) of the Republic of Indonesia No. 7 of 2021 it is stated in article 35 that medium-sized businesses are any company that has a business capital of between 5 and 10 billion. The costs consist of the procurement of material handling units for the establishment of PT, marketing, operations, HR and workshops as well as the development of a Software as a Service (SaaS) portal. The capital requirement for establishing a service like this according to a survey of competitors is quite large, namely around 10 - 20 billion, which of course makes it quite

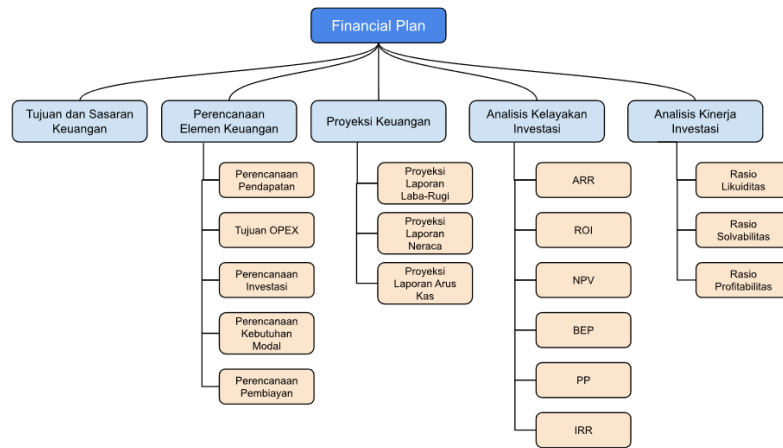
difficult for new players to enter this business. LogisMe requires investment and capital funding sources supported by financial planning as a basis for investor confidence. The financial goal is to maintain operational cash flow used effectively and efficiently so that the company's vision can be achieved.

### **RESEARCH METHODS**

The process of assessing investment feasibility involves a well-structured financial planning framework. The framework embedded the revenue planning, cost planning, capital requirement planning and funding source planning for the period of investment. Various analytical methods are employed to calculate key points parameters such as

Return on Investment (ROI), Net Present Value (NPV), Break-Even Point (BEP), Payback Period (PP), and Internal Rate of

Return (IRR) on which are crucial in determining the viability of an investment



**Figure 1. Financial Planning Framework**

The financial target of PT LogisMe Berkat Bersama (LBB) is to realize financial goals in accordance with the company's vision. The main task of the finance division is to obtain funds from investors, budget funds according to the needs of each division, control and streamline finances and audit the company's finances as planned for the next 5 years. Strong financial control over each division is needed to be on target and minimize the very large risks in start-up businesses (Abdurrahman et al., 2023).

LogisMe planning for the smart goals and aim for financial planning, then planning the company's expense and income, therefore LogisMe can generates for the simulation of balance sheet, income statement, cash flow, etc. Next the investor can due diligence with analysis of the result of mix match analysis for investment ratios e.g. ROI, NPV, PP and IRR, as the result the liquidity, solvability and profitability ratios will be reported.

**RESULTS AND DISCUSSIONS**

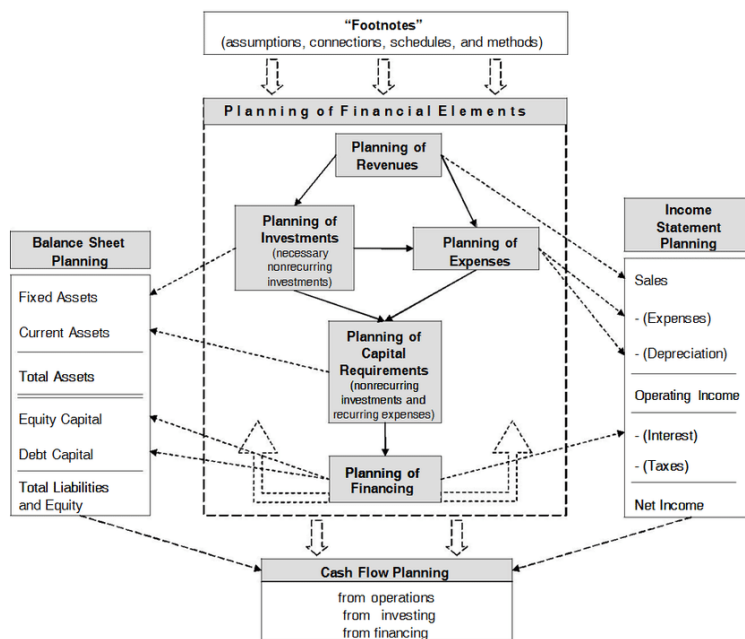
**Table 1. Term Objectives Of Financial**

Category	Objectives	Goals
Short Term (Y.0 – Y.2)	Preparing the optimal capital structure	Capital requirements are 80% from external (leasing) and 20% from internal investors (5 company founders)
	Allocate funds according to the established budget	Carry out budgeting and distribute funds according to the needs of each division (Marketing, HR, Operations)
		Allocating costs to build Information Technology (IT) based infrastructure and services
	Maintaining cash flow and financial stability of the company.	Maximizing revenue as operational capital turnover with a minimum gross profit of 30%
		Reach Break Even Point (BEP) in the 2nd year
Mid	Optimizing revenue and	Optimizing material handling and

Category	Objectives	Goals
<b>Term (Y.3 Y.4)</b>	expenses to maximize – company profits.	Information Technology (IT) productivity to reduce cost expenses
<b>Long Term (&gt;Y.4)</b>	Maintaining and strengthening investor confidence	Increase investment feasibility ratios (ROI, NPV, PP, IRR)

Investment feasibility analysis in LogisMe follows a structured financial planning framework consisting of five key elements: sales, costs, investments, capital requirements, and financing. This framework leads to the creation of three primary financial statements: an income statement, a balance sheet, and a cash flow statement. LogisMe employs a standardized approach for financial

analysis, utilizing pre-established calculation parameters. Their analysis encompasses four key areas: (1) financial element planning (ARR, ROI, NPV, Payback Period, and Internal Rate of Return), (2) financial projection, (3) financial feasibility analysis, and (4) financial performance analysis. These components will be discussed in detail in the subsequent section (Chakim et al., 2021)



**Figure 2. Financial Planning Elements**

Source: Gensel in (Chakim et al., 2021)

**Financial Elements**

In accordance with chosen company’s strategy of market development using a more realistic and flexible moderate income assumption as a startup company. The reason is because business as a startup company is quite challenging and requires strategic planning that can support 3 functions, namely marketing, operations and HR,

with marketing as the spearhead for achieving company income. Marketing cost planning is done to estimate the cost of expenses for marketing purposes of products and services offered by LogisMe. The majority of expenses are used to follow up on leads from potential LogisMe customers. For CAPEX OPEX, The spearhead of these two strategies is the utilization of offline and online

channels of marketing with the main strategy of conducting direct visits to potential customers. Furthermore, LogisMe developed an integrated monitoring portal with IoT that can be used by all customers, the capital utilization consists of the technology development of the platform monitoring integration systems, the server and license maintenance, disaster and backup recovery strategy and technical aspects of material handling rental. Employee cost HR planning estimates the investment made by the company regarding planned employee wages in accordance with the market development strategy as the primary strategy and product development as the secondary strategy of LogisMe. The focus of the HR planning is

to develop and certify the employees especially those who interact with the technical aspect of material handling. This employee development and compensation greatly influences the company's performance. (Ranti et al., 2024). Costs containing details of risk management are intended to carry out risk mitigation activities to eliminate or minimize the occurrence of risks, especially major risks.

**Financial Projection**

The financial projection reflects in the both income statement, cash flow and balance sheet.

**Table 2. Income Statement**

**PT LOGISME BERKAT BERSAMA**  
**Profit / Loss Summary**  
**Annual**

Description	Year						Jumlah
	Y0	Y1	Y2	Y3	Y4	Y5	
<b>Income</b>							
Material Handling Rental Services	0	13,037,400,000	19,634,400,000	27,663,600,000	28,113,600,000	50,622,000,000	139,071,000,000
Platform Fee		360,000,000	942,500,000	2,960,500,000	3,895,000,000	5,271,500,000	13,429,500,000
Cost of Goods Sold	0	(1,590,593,750)	(4,900,447,917)	(6,781,250,000)	(7,100,000,000)	(9,156,250,000)	(29,528,541,667)
<b>GROSS PROFIT</b>	<b>0</b>	<b>11,806,806,250</b>	<b>15,676,452,083</b>	<b>23,842,850,000</b>	<b>24,908,600,000</b>	<b>46,737,250,000</b>	<b>122,971,958,333</b>
<b>Marketing Expense</b>							
Social Media Expense		15,000,000	15,000,000	15,996,000	17,004,000	19,008,000	82,008,000
Online Telecommunication Expense (WA Blast)	1,750,000	3,000,000	3,000,000	3,504,000	3,996,000	4,260,000	19,510,000
Commission Expense	0	49,800,000	69,600,000	84,000,000	87,000,000	120,000,000	410,400,000
Customer Visit Expense	17,500,000	60,000,000	66,000,000	72,000,000	78,000,000	84,000,000	377,500,000
Exhibition Expense	0	120,000,000	72,000,000	72,000,000	72,000,000	72,000,000	408,000,000
Company Profile Expense	10,500,000	0	0	18,000,000	0	0	28,500,000
Entertainment Expense	0	60,000,000	72,000,000	84,000,000	96,000,000	108,000,000	420,000,000
<b>Total Marketing Expense</b>	<b>29,750,000</b>	<b>307,800,000</b>	<b>297,600,000</b>	<b>349,500,000</b>	<b>354,000,000</b>	<b>407,268,000</b>	<b>1,745,918,000</b>
<b>Depreciation &amp; Amortization Expense</b>							
Equipment Depreciation Expense	0	40,364,583	39,270,833	67,968,750	76,010,417	45,614,583	269,229,167
Office Inventory Depreciation Expense	12,979,167	36,125,000	61,500,000	81,500,000	59,250,000	41,875,000	293,229,167
<b>Total Depreciation &amp; Amortization Expense</b>	<b>12,979,167</b>	<b>76,489,583</b>	<b>100,770,833</b>	<b>149,468,750</b>	<b>135,260,417</b>	<b>87,489,583</b>	<b>562,458,333</b>
<b>Human Resource Expense</b>							
Salary, Overtime & THR Expense	426,300,000	1,319,400,000	2,385,876,000	2,940,816,000	3,053,868,000	3,138,288,000	13,264,548,000
BPJS Health Expense	0	60,180,000	112,800,000	134,352,000	139,632,000	149,820,000	596,784,000
BPJS Employment Expense	21,315,000	119,040,000	223,128,000	265,764,000	276,192,000	296,352,000	1,201,791,000
Recruitment Expense	42,161,000	21,600,000	24,000,000	26,400,000	28,800,000	31,200,000	174,161,000
Training Expense	0	30,000,000	36,000,000	42,000,000	48,000,000	54,000,000	210,000,000
Bonus Expense	0	200,600,000	376,016,000	467,856,000	486,032,000	499,413,000	2,029,917,000
THR Expense	12,600,000	96,900,000	188,008,000	223,928,000	232,716,000	249,707,000	1,003,859,000
<b>Total Human Resource Expense</b>	<b>502,376,000</b>	<b>1,847,720,000</b>	<b>3,345,828,000</b>	<b>4,101,116,000</b>	<b>4,265,240,000</b>	<b>4,418,780,000</b>	<b>18,481,060,000</b>
<b>Operational Expense</b>							
IT Infrastructure Expense	90,958,572	87,568,728	100,303,824	108,031,824	108,031,824	108,031,824	602,926,596
Business Travel Expense	12,600,000	30,000,000	36,000,000	42,000,000	48,000,000	54,000,000	272,600,000
Virtual Office Rental Expense	16,000,000	19,000,000	0	19,000,000	0	19,000,000	73,000,016
Workshop Expense		500,000,000	550,000,000	600,000,000	650,000,000	700,000,000	3,000,000,000
Electricity – Water Expense		120,000,000	135,000,000	145,000,000	160,000,000	175,000,000	735,000,000
Internet Expense		10,000,000	11,000,000	12,000,000	13,000,000	14,000,000	60,000,000
Machine Insurance Expense		147,000,000	308,000,000	485,000,000	485,000,000	676,000,000	2,101,000,000
<b>Total Operational Expense</b>	<b>119,558,572</b>	<b>913,568,736</b>	<b>1,140,303,824</b>	<b>1,411,031,824</b>	<b>1,464,031,824</b>	<b>1,746,031,832</b>	<b>6,794,526,612</b>
APD Expense		1,400,004	1,680,000	2,016,000	2,419,200	2,903,040	10,418,244
Fire Insurance Expense		120,492,804	126,525,000	132,851,256	139,493,820	146,468,508	665,831,388
APAR Expense		3,000,000	0	3,000,000	0	3,000,000	9,000,000
ISO 27000:1		0	0	0	18,000,000	0	18,000,000
ISO 9000:1		0	0	0	7,000,000	0	7,000,000
B3 Waste Disposal		0	0	0	0	145,775,000	145,775,000
Machine Return		0	16,000,000	28,000,000	52,000,000	64,000,000	160,000,000
<b>Risk Management</b>	<b>0</b>	<b>124,892,808</b>	<b>128,205,000</b>	<b>137,867,256</b>	<b>166,913,020</b>	<b>152,371,548</b>	<b>856,024,632</b>
<b>Total General and Administrative Expense</b>	<b>664,663,739</b>	<b>3,270,471,127</b>	<b>5,012,707,657</b>	<b>6,148,983,830</b>	<b>6,385,445,261</b>	<b>6,811,940,963</b>	<b>28,439,987,577</b>
<b>External Expense</b>							
Loan Interest Expense		0	1,378,125,000	2,756,250,000	4,134,375,000	4,134,375,000	12,403,125,000
<b>NET PROFIT (LOSS) (Before Tax)</b>	<b>(664,663,739)</b>	<b>8,536,335,123</b>	<b>9,285,619,426</b>	<b>14,937,616,170</b>	<b>14,388,779,739</b>	<b>35,790,934,037</b>	<b>82,128,845,756</b>
<b>Tax Expense 2.22%</b>	<b>0</b>	<b>1,877,993,727</b>	<b>2,042,836,274</b>	<b>3,286,278,587</b>	<b>3,166,531,541</b>	<b>7,874,005,488</b>	<b>18,246,642,589</b>
<b>NET PROFIT (LOSS) (After Tax)</b>	<b>(664,663,739)</b>	<b>6,658,341,396</b>	<b>7,242,783,152</b>	<b>11,651,340,613</b>	<b>11,223,248,198</b>	<b>27,916,928,549</b>	<b>63,882,203,167</b>

Source: Author, 2024

**Table 3. Cash Flow Statement**

Description	Year					
	Y.0	Y.1	Y.2	Y.3	Y.4	Y.5
<b>OPERATING ACTIVITIES</b>						
Receipts from Customers	0	3,600,000,000	11,800,000,000	18,900,000,000	28,410,766,000	38,829,639,000
Other Current Assets						
Payments to Suppliers						
Other Short-Term Liabilities						
Other Revenues						
Operating Expenses	(651,684,572)	(5,071,975,263)	(8,348,898,098)	(12,070,040,637)	(13,602,091,387)	(18,942,606,860)
Net Cash from Operating Activities	(651,684,572)	(1,471,975,263)	3,451,101,902	6,829,959,363	14,808,674,613	19,887,032,140
<b>INVESTING ACTIVITIES</b>						
Acquisition/Sale of Assets	(89,000,000)	(26,764,000,000)	(26,685,500,000)	(26,664,500,000)	0	(26,584,500,000)
Other Investing Activities						
Net Cash from Investing Activities	(89,000,000)	(26,764,000,000)	(26,685,500,000)	(26,664,500,000)	0	(26,584,500,000)
<b>FINANCING ACTIVITIES</b>						
Loan Receipts/Payments		21,262,000,000	17,324,500,000	13,387,000,000	(11,812,500,000)	9,449,500,000
Equity/Capital	5,000,000,000	17,500,000,000	2,500,000,000	0	0	0
Net Cash from Financing Activities	5,000,000,000	38,762,000,000	19,824,500,000	13,387,000,000	(11,812,500,000)	9,449,500,000
Increase (Decrease) in Cash	4,259,315,428	10,526,024,737	(3,409,898,098)	(6,447,540,637)	2,996,174,613	2,752,032,140
Beginning Cash Balance		4,259,315,428	14,785,340,165	11,375,442,067	4,927,901,430	7,924,076,043
Ending Cash Balance	4,259,315,428	14,785,340,165	11,375,442,067	4,927,901,430	7,924,076,043	10,676,108,183

Source: Author, 2024

**Table 4. Balance Sheet**

Description	Year					
	Y.0	Y.1	Y.2	Y.3	Y.4	Y.5
<b>Assets</b>						
<b>Current Assets</b>						
Cash & Bank	4,259,315,428	14,785,340,165	11,375,442,067	4,927,901,430	7,924,076,043	10,676,108,183
Accounts Receivable		9,809,399,992	19,136,450,000	35,728,586,000	41,861,876,000	62,422,237,000
<b>Total Current Assets</b>	<b>4,259,315,428</b>	<b>24,594,740,157</b>	<b>30,511,892,067</b>	<b>40,656,487,430</b>	<b>49,785,952,043</b>	<b>73,098,345,183</b>
<b>Fixed Assets</b>						
Equipment	0	196,500,000	269,000,000	341,500,000	341,500,000	414,000,000
Office Inventory	89,000,000	144,500,000	246,000,000	326,000,000	326,000,000	326,000,000
<b>Material Handling</b>	<b>0</b>	<b>26,500,000,000</b>	<b>53,000,000,000</b>	<b>79,500,000,000</b>	<b>79,500,000,000</b>	<b>106,000,000,000</b>
<b>Total Fixed Assets</b>	<b>89,000,000</b>	<b>26,841,000,000</b>	<b>53,515,000,000</b>	<b>80,167,500,000</b>	<b>80,167,500,000</b>	<b>106,740,000,000</b>
<b>Accumulated Depreciation Fixed Asset</b>						
Accumulated Depreciation Equipment	0	(40,364,583)	(83,177,083)	(143,489,583)	(211,479,166)	(269,354,166)
Accumulated Depreciation Office Inventory	(12,979,167)	(49,104,167)	(91,979,166)	(190,250,000)	(177,583,333)	(306,000,000)
Accumulated Depreciation Material Handling	0	(1,590,593,750)	(6,125,604,166)	(14,134,437,500)	(24,076,437,500)	(35,399,279,833)
<b>Total Accumulated Depreciation</b>	<b>(12,979,167)</b>	<b>(1,680,062,500)</b>	<b>(6,300,760,415)</b>	<b>(14,468,177,083)</b>	<b>(24,465,499,999)</b>	<b>(35,974,633,999)</b>
<b>Total Assets</b>	<b>4,335,336,261</b>	<b>49,755,677,657</b>	<b>77,726,131,652</b>	<b>106,355,810,347</b>	<b>105,487,952,044</b>	<b>143,863,711,184</b>
<b>Liabilities</b>						
<b>Current Liabilities</b>						
Long-Term Debt		21,262,000,000	39,489,670,843	56,468,008,925	44,376,902,426	54,835,733,017
<b>Total Current Liabilities</b>	<b>0</b>	<b>21,262,000,000</b>	<b>39,489,670,843</b>	<b>56,468,008,925</b>	<b>44,376,902,426</b>	<b>54,835,733,017</b>
<b>Equity</b>						
Capital	5,000,000,000	22,500,000,000	25,000,000,000	25,000,000,000	25,000,000,000	25,000,000,000
Retained Earning		(664,663,739)	5,993,677,657	13,236,460,809	24,887,801,422	36,111,049,618
Profit for the year	(664,663,739)	6,658,341,396	7,242,783,152	11,651,340,613	11,223,248,196	27,916,928,549
<b>Total Equity</b>	<b>4,335,336,261</b>	<b>28,493,677,657</b>	<b>38,236,460,809</b>	<b>49,887,801,422</b>	<b>61,111,049,618</b>	<b>89,027,978,167</b>
<b>Total Liabilities and Equity</b>	<b>4,335,336,261</b>	<b>49,755,677,657</b>	<b>77,726,131,652</b>	<b>106,355,810,347</b>	<b>105,487,952,044</b>	<b>143,863,711,184</b>

Source: Author, 2024

Income Statement Projection is an estimate or forecast of the financial performance of an entity or business in the future. This projection allows the entity to understand and plan for revenues, costs, and profits or losses that may occur in the future. This report also provides

information for investors and creditors about the timing, amount and uncertainty of future cash flows. (Rogaya et al., 2023). Meanwhile A balance sheet projection is an estimate or forecast of the financial position of an entity or business in the future. A balance sheet is a financial

statement that records an entity's assets, liabilities, and equity at a specific point in

(Kusuma et al., 2021). ROI is one of the critical indicators in measuring

**ROI**

Year	Earning After Tax	Investment	ROI
1	6,658,341,396	25,000,000,000	26.63%
2	7,242,783,152	25,000,000,000	28.97%
3	11,651,340,613	25,000,000,000	46.61%
4	11,223,248,196	25,000,000,000	44.89%
5	27,916,928,549	25,000,000,000	111.67%

time. A balance sheet projection involves estimating how this financial position will develop over the next several periods. Cash flow projection refers to an estimate or forecast of the cash flows that an entity or project is expected to generate or use in the future. The main purpose of a cash flow projection is to provide an idea of how liquid or how much money is expected to come in and out of a business or project in the future.

**Financial Feasibility Analysis**

In investment feasibility analysis, there are several important elements, namely NPV used to calculate the value of the forecast cash flow, IRR for business return rating analysis and Payback Period for analysis of the duration of initial investment returns (Tri Angga Saputra et al., 2024).

**Return On Investment (ROI)**

Investment Cost is the amount of money spent to make an investment. If the ROI is positive, it means that the investment has generated a profit. Conversely, a negative ROI indicates that the investment has experienced a loss.

investment performance.

**Table 5. ROI**

*Source: Author, 2024*

**Net Present Value (NPV) & (Internal Rate Return) IRR**

Net Present Value (NPV) is a project evaluation method used to determine whether an investment project is feasible or not. NPV calculates the difference between the present value of a project's cash inflows and the present value of its cash outflows. The function of the Internal Rate of Return (IRR) is to help evaluate the profitability of an investment or project. If the Internal Rate of Return (IRR) of a project or investment reaches 101.5%, it means that the internal rate of return of the project is estimated to be around 101.5%. Quantitatively, this indicates that the project is expected to generate a rate of return of 101.5% on its initial investment. In the context of investment decisions, an IRR value that is higher than the expected rate of return is usually considered a positive signal.



**Table 6. Nett Present Value & Internal Rate of Return**

NPV					
Year	Cash Flow	Disconto 10%	Value	Disconto 45%	Value
0	(25,000,000,000)		(25,000,000,000)		(25,000,000,000)
1	14,785,340,165	1.10	13,441,218,332	1.45	10,196,786,321
2	11,375,442,067	0.55	20,682,621,940	0.73	15,690,264,920
3	4,927,901,430	0.37	13,439,731,173	0.48	10,195,658,131
4	7,924,076,043	0.28	28,814,821,975	0.36	21,859,520,119
5	10,676,108,183	0.22	48,527,764,468	0.29	36,814,166,148
	NPV	58,384,244,697.72	NPV	2,432,957,093.08	
	IRR	69%	IRR	52%	

Source: Author, 2024

**WACC (Weighted Average Cost of Capital)**

Weighted Average Cost of Capital (WACC) is a financial metric that reflects the average cost a company must bear to obtain funding from various sources, such

as stocks, bonds, and other financial instruments. (Brigham & Houston, 2009). This concept is an important reference in evaluating investment projects.

**Table 7. Corporate Value & WACC**

**Corporate Value**

Desc	Tahun				
	1	2	3	4	5
EBIT	8,536,335,123	9,285,619,426	14,937,616,170	14,388,779,739	35,790,934,037
(1-T)	78%	78%	78%	78%	78%
NOPAT	6,658,341,396	7,242,783,152	11,651,340,613	11,223,248,196	27,916,928,549
WACC	5%	5%	6%	8%	7%
Valuation	145,334,998,610	136,181,265,024	201,792,563,198	145,915,917,854	388,152,435,086

**WACC**

Desc	Tahun				
	1	2	3	4	5
Wd	42.73%	50.81%	53.09%	42.07%	38.12%
Kd	0.00%	2.72%	3.81%	7.27%	5.88%
We	57.27%	49.19%	46.91%	57.93%	61.88%
Ke	8.00%	8.00%	8.00%	8.00%	8.00%
WACC	5%	5%	6%	8%	7%

Source: Author, 2024

**Payback Period (PP) / Break Even Point**

Payback Period is an analysis to measure the time period required by a company to recover the investment that

has been deposited at the beginning of the project. The smaller the value, the faster the return on investment funds, the more feasible the investment. The Payback period is mean to be almost 2 year return.

**Table 8. Payback Period**

Payback Period	
Year	Cash Flow
0	(25,000,000,000)
1	14,785,340,165
2	11,375,442,067
3	4,927,901,430
4	7,924,076,043
5	10,676,108,183
Payback Period	1.96
	<b>1 Year 11 Months</b>

Source: Author, 2024

**Financial Performance Analysis**

The financial performance analysis will be reflected by calculate for

solvability, profitability and activity ratios as described:

**Table 9. Solvability Ratio**

	1	2	3	4	5
GPM	90.56%	79.84%	86.19%	88.60%	92.33%
OPM	65.48%	47.29%	54.00%	51.18%	70.70%
NPM	51.07%	36.89%	42.12%	39.92%	55.15%
ROA	12.99%	9.01%	10.66%	10.42%	18.78%
ROE	29.59%	28.97%	46.61%	44.89%	111.67%

Source: Author, 2024

**Table 10. Profitability Ratio**

	1	2	3	4	5
DAR	0.79	0.74	0.70	0.55	0.51
DER	0.94	1.58	2.26	1.78	2.19

Source: Author, 2024

**Table 11. Activity Ratio**

Rasio Aktivitas					
	1	2	3	4	5
Inventory Turn over ratio	0.55	0.38	0.33	0.31	0.33

Source: Author, 2024

Liquidity Ratio is used to measure the company's ability to pay its short-term obligations and debts. Based on the data above, PT LogisMe Berkat Bersama (LBB) has sufficient liquidity to meet its

short-term obligations. However, the company must be careful in taking steps to fulfill obligations without relying on inventory because it will affect the fulfillment of its long-term obligations.



LogisMe manages its liabilities to reduce the risk of default and relies on funding other than debt for its operational activities based on DAR and DER ratings which are still below 100% so that it is worthy of being maintained. (Khair et al., 2024). Meanwhile Profitability ratios are used to measure a company's ability to earn profits from revenue. Based on the data above, PT LogisMe Berkas Bersama (LBB) shows good performance by increasing operational efficiency and maintaining profit margin. Next, Activity ratios are used to measure a company's ability to optimally maximize revenue and cash. Based on the inventory turnover and total asset turnover data above, it can be concluded that LogisMe is able to manage inventory and assets efficiently every year. In the 5th year there was a significant increase which means the company was able to optimize its assets to generate higher revenues.

## CONCLUSION

Though new startup business is highly risk exists, good financial planning will minimize the risk and maintain at good shape in cash flow basis, meanwhile the marketing and operational will support the business with aim to reach competitive advantages in delivering the maximized values to the customer as a service company in material handling rental. The cost of training development focused in delivering great talented well-certified human resources. As the result the analysis of financial feasibility analysis and performance analysis of financial shows the business growing and provides good feedback in the good shape of investment indicators.

Based on the conclusion, it is recommended that the startup company in material handling rental continues to implement solid financial planning to minimize risks and maintain stable cash flow. The company should also enhance its marketing and operational strategies to

achieve competitive advantages, thereby delivering maximum value to customers. Additionally, focusing on training development to nurture well-certified and talented human resources is crucial to ensure high-quality service. Given that the financial feasibility and performance analyses show positive business growth and favorable investment indicators, the company should consistently apply prudent financial strategies and invest in human resource development to sustain long-term growth.

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