

# Strategic Financial Planning Analysis to Deliver Sustainable Profits

Strategic Financial  
Planning

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## ABSTRACT

The evolution of consumer behavior in Indonesia, along with technological advancements, has led to a growing demand for personal shopping services, particularly in major cities. The digital application TITIP provides a digital platform solution that makes it easy for users to obtain necessary items without having to travel to get the needed goods. With a comprehensive investment analysis of market conditions and competitors, TITIP can determine financial planning strategies that can enhance market development growth, increase brand awareness, and implement digital marketing to strengthen TITIP's position in the digital consignment service industry. This research uses qualitative descriptive methods and data analysis on financial planning, which includes a framework of short-term, medium-term, and long-term financial goals; revenue and cost management strategies; and five-year financial projections. The results of the business feasibility analysis show strong growth potential and significant opportunities for the TITIP application to become the leading consignment service platform in Indonesia. Financial planning using investment feasibility analysis calculations such as Net Present Value (NPV), Payback Period (PP), and Internal Rate of Return (IRR), this study assesses TITIP's ability to optimize investments and achieve maximum profit growth. The results show that TITIP has a strong financial base, enabling operational efficiency and creating sustainable growth.

**Keywords:** Financial Planning, Consumer Behavior, Technological Advancement, Digital Platforms

## ABSTRAK

Perkembangan perilaku konsumen di Indonesia yang diiringi dengan kemajuan teknologi menyebabkan permintaan layanan belanja personal semakin meningkat, terutama di kota-kota besar. Aplikasi digital TITIP menyediakan solusi platform digital yang memudahkan pengguna untuk mendapatkan barang yang dibutuhkan tanpa harus bepergian jauh untuk mendapatkan barang yang dibutuhkan. Dengan analisis investasi yang komprehensif terhadap kondisi pasar dan pesaing, TITIP dapat menentukan strategi perencanaan keuangan yang dapat meningkatkan pertumbuhan pengembangan pasar, meningkatkan brand awareness, serta menerapkan pemasaran

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digital untuk memperkuat posisi TITIP di industri layanan konsinyasi digital. Penelitian ini menggunakan metode deskriptif kualitatif dan analisis data tentang perencanaan keuangan yang meliputi kerangka tujuan keuangan jangka pendek, jangka menengah, dan jangka panjang; strategi pengelolaan pendapatan dan biaya; serta proyeksi keuangan lima tahun. Hasil analisis kelayakan bisnis menunjukkan potensi pertumbuhan yang kuat dan peluang yang signifikan bagi aplikasi TITIP untuk menjadi platform layanan konsinyasi terdepan di Indonesia. Perencanaan keuangan menggunakan perhitungan analisis kelayakan investasi seperti Net Present Value (NPV), Payback Period (PP), dan Internal Rate of Return (IRR), studi ini menilai kemampuan TITIP untuk mengoptimalkan investasi dan mencapai pertumbuhan laba yang maksimal. Hasilnya menunjukkan bahwa TITIP memiliki basis keuangan yang kuat, memungkinkan efisiensi operasional dan menciptakan pertumbuhan yang berkelanjutan.

**Kata kunci:** Perencanaan Keuangan, Perilaku Konsumen, Kemajuan Teknologi, Platform Digital

## INTRODUCTION

The development of increasingly sophisticated technology every day, combined with the ever-expanding social media in society, provides information so quickly in just seconds that the entire community can access information from all over the world. Smartphones have become an integral part of modern society, particularly for conducting transactions and shopping for daily needs through various applications. People download these applications based on their individual requirements. Some popular categories of these applications include online shopping, transportation services, and social media platforms (Adiyono et al., 2021). Financial planning is a crucial element of business planning and one of the most significant steps in launching a new venture (Antonius et al., 2024). It entails outlining how the organization will achieve its strategic objectives (Grozdanovska et al., 2017; Segarwati et al., 2023).

Creating effective financial planning is vital for optimizing profits, as it plays a key role in the company's sustainability and financial success (Ginting et al., 2023). When starting a new business, financial planning encompasses several important components: estimating the required start-up capital, developing an initial balance sheet, preparing a pro forma income statement, creating a cash budget, and constructing a pro forma final balance sheet. Numerous factors can influence how business planning impacts firm performance (Salamin & Hermawan, 2019). Ultimately, financial planning is essential in determining a company's ability to operate profitably.

The financial aspect of a business feasibility study is used to assess the company's finances, which includes the acquisition of funding sources, revenue estimates, types of investments along with the costs incurred during the investment, and projections of financial statements consisting of income statements, balance sheets, and cash flow statements (Rohmansyah et al., 2023). Financial planning not only includes capital provision but also cash flow management, cost savings, and achieving long-term profitability (Abadi et al., 2023; Jain, 2024). The company's financial statements can be analyzed using various financial ratios. By examining these statements, we can gain insights into the company's current state and its development over time, including achievements in the past and ongoing progress (Rogaya et al., 2023).

Good profit growth can serve as a benchmark for a company's success; profit is the basis for measuring performance and management's ability to manage the company's assets. The measure often used to determine whether a company's management is successful or not is the profit growth achieved by the company. Generally, a company's success is marked by the management's ability to see possibilities and opportunities in the short, medium, and long term (Baity et al., 2024).

This study seeks to formulate a financial planning strategy that maximizes benefits while ensuring the long-term viability of the TITIP digital platform. The strategy will address multiple components, including cash flow management, investment strategies, funding sources, and risk management. Businesses operating digital platforms must adapt

to market demands, which include rising marketing expenses aimed at enhancing brand visibility, competitive pricing strategies to manage promotional discounts, and seasonal demand variations that require thorough analysis. The advantage of this research lies in the formulation of financial planning strategies for businesses that enhance financial management, boost profitability, and ensure the long-term sustainability of companies. Anticipated practical outcomes of this study include the development of sustainability strategies, support for informed decision-making, and the establishment of best practices within the industry (Wulandari et al., 2024). The findings from this research can assist companies in more effectively allocating their marketing and operational expenditures, thereby facilitating consistent profit growth and fostering opportunities for sustainable business development.

## **LITERATURE REVIEW**

Financial planning is characterized as a systematic approach to establishing financial objectives, formulating strategies to attain those objectives, and tracking progress to guarantee consistency with the goals of the organization (Brigham & Houston, 2018). Effective financial planning enables businesses to allocate resources efficiently, maintain liquidity, and adapt to dynamic market conditions. For growing businesses, it is particularly vital to manage risks, control costs, and optimize investments to sustain profitability and stability (Kaplan & McMillan, 2020; Settembre-Blundo et al., 2021).

Profitability is defined as the financial outcome achieved when a company's revenue exceeds its costs and expenses. It serves as a measure of a business's success and sustainability, enabling it to reinvest in operations, reward stakeholders, and withstand economic uncertainties (Brigham & Houston, 2018). High profitability not only enhances shareholder value but also provides the financial flexibility needed for expansion and innovation (Jordan et al., 2020; Lona et al., 2024; Rahma et al., 2024). Return On Equity (ROE), Return on Assets (ROA), net profit margin, operating profit margin, and gross profit margin are important measures of profitability. To maintain long-term profitability, businesses must prioritize cost reduction, revenue expansion, and the ability to adapt to market changes. This strategic approach enables companies to overcome obstacles and seize opportunities in a dynamic marketplace.

Revenue denotes the income produced by a business through its primary activities, usually derived from the sale of goods or services. It is often called the "top line" in financial reporting, reflecting its prominence as the starting point for evaluating a company's financial performance (Brigham & Houston, 2018). Component of revenue are sales revenue and other revenue stream. The relationship between revenue and cost is often expressed through profit margins, which indicate the efficiency of cost management and revenue generation. Commonly utilized metrics encompass gross profit margin, operating profit margin, and net profit margin (Brigham & Houston, 2018; Jefriyanto, 2021).

## **METHODS**

This study employs a qualitative method to analyze the business strategy of TITIP in optimizing profits within Indonesia's digital platform industry. Using a descriptive approach, it integrates various data collection techniques, including literature review, observation, interviews, surveys, and documentation (Nurahma & Hendriani, 2021). The research aims to investigate observed phenomena and provide an in-depth understanding of financial planning in the context of TITIP's business, supporting the evaluation of its long-term sustainability. Data collection focuses on internal and external factors influencing TITIP's success, offering insights into strategies implemented to navigate the competitive digital market. The process of conceptualization, classification, and description occurs throughout the research, ensuring a comprehensive understanding of the business environment and challenges. By capturing a detailed picture of TITIP's strategic initiatives, this study identifies opportunities and obstacles that shape its operations and market positioning. The descriptive approach allows for a thorough

exploration of how TITIP adapts to challenges in the rapidly evolving digital landscape. Empirical data and theoretical frameworks are integrated to provide actionable insights that enhance TITIP's competitiveness and ensure resilience. Findings aim to guide more effective business planning and evaluation, particularly in financial aspects, to support sustainable growth and long-term profitability. Through its analysis, the study highlights strategies for TITIP to strengthen its market position, improve operational efficiency, and address external pressures. By focusing on sustainability and growth, this research contributes to TITIP's ability to maintain its relevance and achieve continued success in Indonesia's dynamic digital platform industry. Ultimately, the study seeks to enhance TITIP's capacity to optimize profitability while ensuring its adaptability in an increasingly competitive sector.

## RESULTS

In order to successfully navigate the competitive consignment market, financial goals and objectives are essential. These goals act as a roadmap, guiding the platform's progress towards long-term sustainability, operational effectiveness, and profitability. TITIP seeks to optimize resource allocation, increase revenue streams, minimize costs, and increase resilience to market fluctuations by setting clear financial targets. With an estimated capital of Rp11.25 billion, achieving financial goals requires a well-structured financial plan, which serves as an indicator of the effectiveness of market and product development strategies. The initial steps involve identifying appropriate financing that aligns with targets and implementing cost-efficiency measures to improve the company's profitability. The table below outlines the financial goals and objectives.

**Table 1.** Financial Goals and Objectives

<b>Goals</b>	<b>Objectives</b>	
<b>Short-Term Goals and Objectives (0-1 years)</b>	Preparing initial funding as business and operational capital for the company	Preparing a capital structure of 11.250.000.000 with a proportion of 73% founder's capital, 18% investors, and 9% bank loan
	Developing a financial budget plan for funding	Creating a financial budget according to financial targets.
	Maintaining the company's cash flow at the beginning of establishment	Implementing financial efficiency so that financial distribution is appropriately allocated according to the company's budgeting.
<b>Medium-Term Goals and Objectives (2-3 years)</b>	Managing and controlling the company's cash flow optimally every month.	Maintaining transaction consistency per week and regularly analyzing financial statements and cash flow using financial ratios
	Paying attention to cost management and improving operational cost efficiency to maintain cash flow	Conducting financial statement analysis to see cash flow management against operational needs
	Optimal fund and investment management	Adjusting investment strategies according to market conditions and company goals.
	Analyzing inflation and its impact on TITIP	Implementing mitigation measures to minimize risks posed by inflation on TITIP's financial stability.
<b>Long-Term Goals and Objectives (&gt;3 years)</b>	Revenue and profitability growth.	Developing new products or services to expand the TITIP application market.
	Investment and development.	Allocating funds for projects with high ROI (Return on Investment) potential.
	Managing company debt and capital.	Ensuring the company's liquidity and solvency are maintained.
	Creating integrated financial budgeting tools across all company divisions.	Integrating technologies like AI and machine learning for better financial predictions.

Financial planning has proven to be the main foundation in maintaining the financial stability of a company. Research shows that good financial planning allows organizations to manage financial resources optimally, ensure operational continuity, and support the achievement of long-term strategic goals. The results of the analysis revealed that this

process, which includes budgeting, cash flow management, and risk evaluation, can anticipate future financial challenges. In addition, financial planning has a significant influence on strategic decision-making, such as investment, debt management, and capital allocation, thereby increasing the efficiency and profitability of the company.

**Table 2.** Revenue and Cost Planning

	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenue</b>						
Fee Revenue (Main Revenue)		1.612.500.000	2.257.500.000	4.644.000.000	5.482.500.000	7.159.500.000
<b>Subscription Revenue:</b>						
Gold, Silver, and Platinum Package		1.572.187.500	2.201.062.500	2.263.950.000	2.927.655.000	4.438.890.000
Advertisement Revenue from Service Providers			2.709.000.000	3.343.680.000	4.210.560.000	5.727.600.000
B2B Revenue		1.400.000	33.600.000	168.000.000	87.720.000	504.000.000
<b>Total Revenue</b>		<b>3.186.087.500</b>	<b>7.201.162.500</b>	<b>10.419.630.000</b>	<b>12.708.435.000</b>	<b>17.829.990.000</b>
<b>Cost</b>						
Pre-Operational	485.811.000					
Marketing		270.000.000	1.110.700.000	1.217.800.000	1.275.110.000	1.538.151.000
Operational		399.451.000	427.397.000	432.647.000	593.045.528	598.295.529
CAPEX (Assets)	836.000.000	110.200.000	75.100.000	659.000.000	75.200.000	57.000.000
Human Capital		2.755.460.300	4.525.441.040	5.328.457.199	6.487.335.237	8.064.395.149
Risk Management		135.127.600	114.627.600	193.127.600	138.627.600	144.127.600
<b>Total</b>	<b>1.321.811.000</b>	<b>3.670.238.900</b>	<b>6.253.265.640</b>	<b>7.831.031.799</b>	<b>8.569.318.365</b>	<b>10.401.969.278</b>

It is important to identify diverse revenue streams to mitigate the risks associated with relying on a single source of revenue. Businesses operating in dynamic markets, such as digital platforms, must continually innovate their revenue models to adapt to changing consumer behavior and technological advances (Grand, 2018). TITIP's revenue projections come from four types of revenue source categories, namely primary revenue, additional revenue (silver, gold, and platinum packages), marketing revenue, and B2B. The table below summarizes the TITIP platform's revenue projections.

Cost planning is an integral part of a company's financial strategy, including budget evaluation, fixed and variable cost analysis, and capital allocation to ensure business viability and sustainability (David, 2017). Cost planning covers various categories, including marketing costs, operational expenses, human resource costs, and risk management costs (Daryanti et al., 2023). TITIP's capital needs planning involves capital injections from shareholders, investors, and bank loans. The company's founders own 73% of the capital, 18% from investors, and 9% bank loans.

**Table 3.** Capital Structure

Description	Total Numbers of Shares	%	TOTAL
Artana	1.650	14,6%	1.650.000.000
Rima	1.650	14,6%	1.650.000.000
Saprilido	1.650	14,6%	1.650.000.000
Yenny	1.650	14,6%	1.650.000.000
Melia	1.650	14,6%	1.650.000.000
Investors	2.000	18%	2.000.000.000
Bank Loan	1.000	9%	1.000.000.000
<b>Total</b>		<b>100%</b>	<b>11.250.000.000</b>

The cost planning of the TITIP platform. Capital is categorized into Capital Expenditures and Operational Expenditures. Capital Expenditures refer to capital costs that provide benefits that last more than one year, while Operational Expenditures refer to routine costs for activities such as marketing, salary payments, social security (*Badan Penyelenggara Jaminan Sosial/BPJS*), and other operational activities.

**Table 4.** Capital Requirements

Funding Plan	Year 0	Year 1	Year 2	TOTAL
Marketing		270.000.000	1.110.700.000	1.380.700.000
Human Capital		2.755.460.300	4.525.441.040	7.280.901.340
Pra-Operational and Operational	485.811.000	399.451.000	427.397.000	1.312.659.000
CAPEX (Assets)	836.000.000	110.200.000	75.100.000	1.021.300.000
Risk Management		135.127.600	114.627.600	249.755.200
Total	1.375.811.000	3.670.238.900	6.253.265.640	11.245.315.540
Rounding numbers				11.250.000.000

The TITIP financial statements offer a comprehensive summary of a company's assets, liabilities, and equity, thereby depicting its financial position. The balance sheet serves as a special type of financial statement that outlines a company's financial condition at the end of a specific period. This statement includes three main components: assets (representing the company's wealth), liabilities (showing the company's obligations to external parties), and equity (reflecting the value of ownership held by the owners or shareholders, which includes capital and retained earnings). Assets include all resources owned by the company. In contrast, liabilities include all obligations that must be met, and equity reflects the value remaining for the owners after all liabilities are subtracted from the assets (Hasidi et al., 2024).

The income statement offers a summary of revenues, expenses, and profits for a specific period of time. This statement helps an organization assess the effectiveness of its operations in generating profits. The balance sheet forecast for TITIP is prepared for a period of five years. This financial planning table includes a detailed analysis of cash, receivables, work equipment, office inventory, accumulated depreciation for work equipment and office inventory, related to accounts payable, interest payable, bank loans, and available working capital.

Return on Investment (ROI) is the ratio of profit generated from an investment relative to total profit and related costs. ROI serves as a valuable metric for assessing the effectiveness of investment decisions. In analyzing investment feasibility, TITIP can monitor all investments that have been made to determine whether the investment is profitable for the company or not, and this can be the basis for a decision to accept or reject the investment. The TITIP platform investment feasibility analysis is carried out through Net Present Value (NPV), Payback Period (PP), and Internal Rate of Return (IRR) analysis.

**Table 5.** Return On Investment (ROI)

Description	Year 1	Year 2	Year 3	Year 4	Year 5	Accumulation
ROI						
Operating Profit	(1.186.912.400)	495.356.051	2.160.540.097	2.900.021.776	5.498.489.663	
Total Assets	11.250.000.000	11.250.000.000	11.250.000.000	11.250.000.000	11.250.000.000	
ROI	-11%	4%	19%	26%	49%	
NPV, PP, IRR						
Earning After Tax	9.125.428.850	8.904.138.250	9.693.665.431	11.681.934.212	16.096.385.601	
Accumulation	9.125.428.850	18.029.567.100	27.723.232.531	39.405.166.743	55.501.552.344	
Initial Investment						11.250.000.000
PP						1.24 months
NPV						36.385.977.530
IRR						58%

Cash inflows from year 1 to year 5 increased steadily. The NPV calculated with a discount factor of 14.3% was IDR36,385,977,530, indicating a significant profit because it exceeded the initial investment. The payback period was achieved within 1.24 months, indicating a rapid recovery of investment. The IRR was at an impressive 58%, reflecting a strong rate of return, making the project financially viable and attractive.

Financial performance analysis involves evaluating a company's performance by examining data from its financial statements, particularly the balance sheet and income statement, over a specified period of time. This assessment is essential to improving the operational activities of the TITIP platform in an effective and efficient manner. Liquidity

ratio is a financial metric that indicates a company's capacity to meet its short-term obligations. A higher liquidity ratio indicates an increased ability of the company to meet its short-term debt commitments (Sinulingga et al., 2023).

Solvency ratios reflect a company's capacity to meet its obligations, including short-term and long-term debts, supported by its assets or resources until the company ceases operations or goes into liquidation. This ratio, also known as the leverage ratio, assesses the relationship between a company's total debt and its assets or equity. Profitability ratios are a measure of a company's ability to generate profits using its resources. There are several profitability ratios that we analyze, namely Net Profit Margin, Operating Income Ratio, and Gross Profit Margin. Activity ratios show how effective and efficient a company is in using and utilizing all of its asset resources. There are several activity ratios that we analyze, namely Total Asset Turnover and Working Capital Turnover.

**Table 6.** Liquidity Ratio

	<b>Ratio</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Liquidity Ratio	Current Ratio	1047.3%	1369.3%	1171.1%	1302.2%	1086.1%
	Cash Ratio	912.5%	947.5%	801.5%	959.1%	919.3%
Solvency Ratio	Debt to Asset Ratio	8.89%	7.47%	8.52%	8.12%	9.78%
	Debt to Equity Ratio	9.76%	8.07%	9.32%	8.98%	11.19%
Profitability Ratio	Gross Profit Margin	71,0%	84,3%	86,5%	86,4%	90,0%
	Operating Profit Margin	-37,3%	8,8%	26,6%	29,3%	39,5%
	Net Profit Margin	-37,3%	6,9%	20,7%	22,8%	30,8%
Activity Ratio	Total Asset Turnover	-9.05%	8.13%	22.89%	28.09%	41.80%
	Working Capital Turnover	0	4%	16%	20%	34%

The results of the Data analysis show the development of a company's financial ratios over five years. The Liquidity Ratio represented by the Current Ratio and Cash Ratio, shows the company's ability to meet its short-term obligations. The Current Ratio remains high, with fluctuations between 1047.3% to 1369.3%, indicating a very strong liquidity position. The Cash Ratio is also consistently above 800%, reflecting the availability of sufficient cash compared to current liabilities. This ratio shows that the company has very healthy liquidity throughout the analysis period. Solvency and Profitability Ratios show stable debt management and improved financial performance. Debt to Asset Ratio and Debt to Equity Ratio remain low, below 12% each, reflecting a conservative capital structure. Profitability has improved sharply, with Gross Profit Margin reaching 90% in the fifth year and Net Profit Margin increasing from -37.3% in the first year to 30.8%. Operating Profit Margin shows a significant recovery, from operating losses in the first year to generating a margin of 39.5% in the fifth year. Meanwhile, Activity Ratios show improved efficiency in the use of assets and working capital, with Total Asset Turnover increasing from -9.05% to 41.80% and Working Capital Turnover increasing to 34% in the last year.

## CONCLUSION

Starting a new business could have many risks however it can be managed by utilizing effective financial planning. Strong marketing and operational strategies are crucial for achieving competitive advantage and maximizing profits for the company. Digital platform companies need to adapt to the market demand and consumer needs quickly. To be able to understand the market demand and consumer needs, it would require an investment in providing data analysis and product development. The analysis of financial feasibility and data performance indicates that the growth trajectory of the TITIP digital platform business is favourable, supported by encouraging investment metrics. It is strongly recommended that the start-up companies maintain strong financial planning to minimize risk and stabilize the company's cash flow. Sustainable long-term growth can be achieved by having regular investment in product development and high-quality market data analysis. The analysis of the financial report indicates that the company's financial performance is robust and presents a positive outlook. A strong income statement, balanced balance sheet and efficient cashflow management underpin TITIP's

ability as a start-up company to consistently generate incremental profit from year 1 up to year 5. Focus on gross profit, EBITDA's performance, operational costs and strategic investment are the key success for TITIP to ensure liquidity and strengthen the long-term assets and a favourable current ratio. Due to the high investment cost in building a start-up company, therefore it would require a strict cash flow management to ensure the company' growth is still positive and stay alive for decade.

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