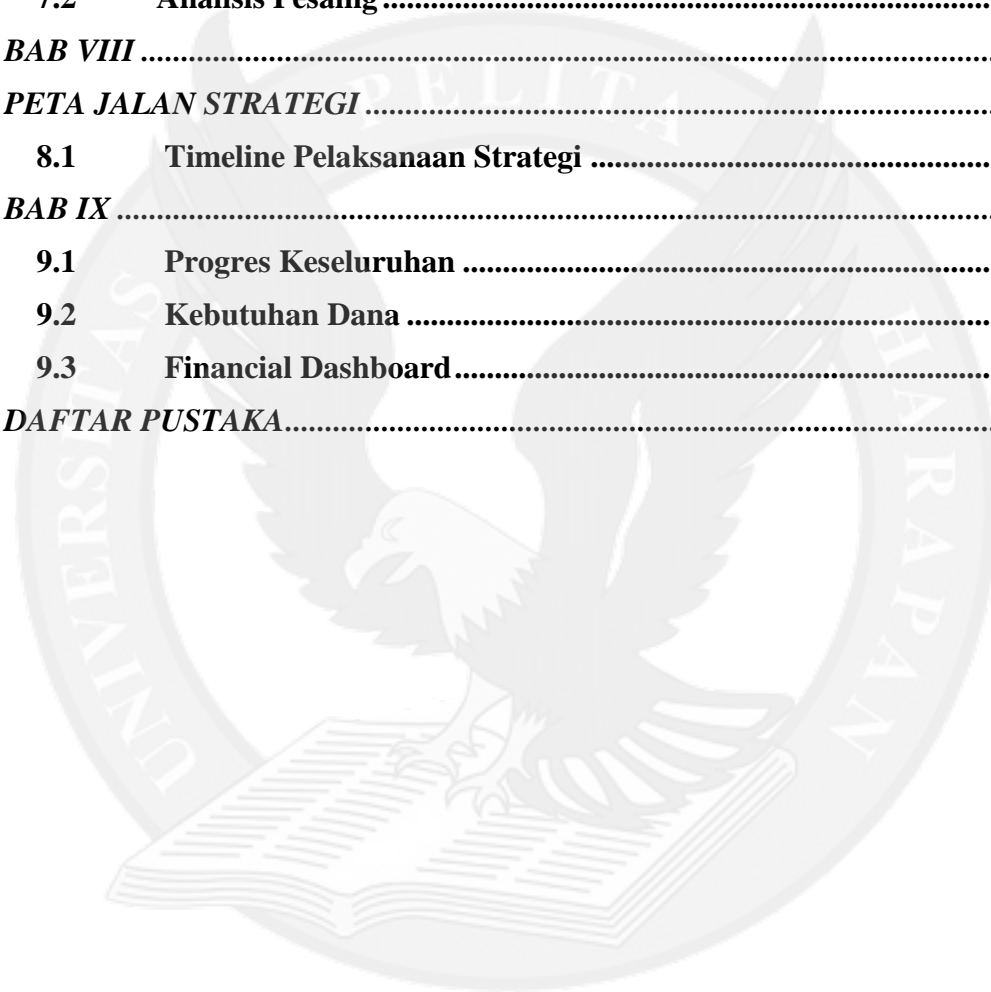


DAFTAR ISI

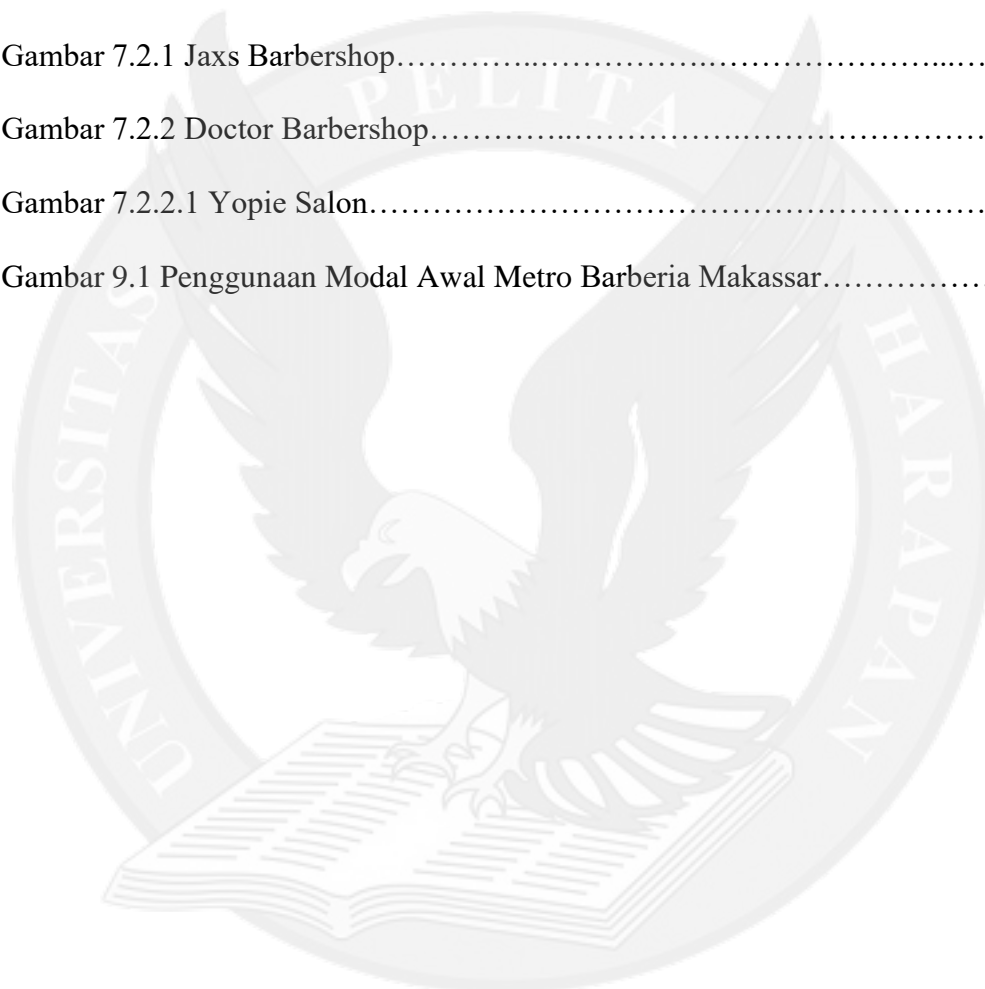
ABSTRAK.....	v
KATA PENGANTAR.....	vi
DAFTAR ISI.....	viii
DAFTAR GAMBAR.....	x
DAFTAR TABEL.....	xi
BAB I	1
1.1. Pendahuluan	1
1.2. Visi, Misi, dan Tujuan Strategis	1
1.3. Kunci Inisiatif untuk Mencapai Tujuan Strategis	1
1.4. Peta Strategi.....	2
1.5. Analisis SWOT (IFE dan EFE).....	2
1.6. Business Model Canvas dan Porter's Five Forces	3
1.7. Analisis Pesaing	3
1.8. Peta Jalan Strategi	4
1.9. Dashboard.....	4
BAB II	5
2.1 Visi & Misi Metro Barberia	5
2.2 Deskripsi Perusahaan	5
2.3 Strategi Objektif.....	7
BAB III	8
3.1 Research and Development	8
BAB IV	9
4.2. Rencana Strategi	10
BAB V	11
5.1 Analisis TOWS	11
5.2 Analisis IFAS dan EFAS	15
BAB VI	19
6.1 Analisis Business Model Canvas.....	19
6.2 Analisis Porter Five Forces	20

1. Rivalry among existing firms (Medium).....	20
2. Threat of New Entrants (High)	21
3. Bargaining Power of Suppliers (Low)	22
4. Bargaining Power of Buyers (High)	23
5. Threat of Substitute Products (High)	24
BAB VII	25
7.1 Positioning	25
7.2 Analisis Pesaing	25
BAB VIII	28
PETA JALAN STRATEGI	28
8.1 Timeline Pelaksanaan Strategi	28
BAB IX	30
9.1 Progres Keseluruhan	30
9.2 Kebutuhan Dana	32
9.3 Financial Dashboard	34
DAFTAR PUSTAKA	53



DAFTAR GAMBAR

Gambar 2.1 Logo Perusahaan Metro Barberia.....	12
Gambar 4.1 Peta Strategi.....	17
Gambar 5.3 Strategy Matrix.....	26
Gambar 7.2.1 Jaxs Barbershop.....	37
Gambar 7.2.2 Doctor Barbershop.....	38
Gambar 7.2.2.1 Yopie Salon.....	39
Gambar 9.1 Penggunaan Modal Awal Metro Barberia Makassar.....	43



DAFTAR TABEL

Tabel 5.1 Analisis TOWS	19
Tabel 5.2 Evaluasi Faktor External dan Internal	22
Tabel 6.1 Analisa Business Model Canvas.....	27
Tabel 9.2 Kebutuhan Dana Awal.....	44
Tabel 9.3 Proyeksi Penjualan Metro Barberia 2022-2023.....	45
Tabel 9.4 Proyeksi Metro Barberia 2023-2024.....	46
Tabel 9.5 Proyeksi Metro Barberia 2024-2025.....	47
Tabel 9.6 Rincian Biaya Gaji Karyawan 2022-2024.....	48
Tabel 9.7 PerhitunganBEP.....	50
Tabel 9.8 BEP Produk.....	51
Tabel 9.9 Cashflow Januari-Juni 2022.....	52
Tabel 9.10 Cashflow Juli-Desember 2022.....	54
Tabel 9.11 Cashflow Januari-Juni 2023.....	55
Tabel 9.12 Cashflow Juli-Desember 2023.....	57
Tabel 9.13 Cashflow Januari-Juni 2024.....	58
Tabel 9.14 Cashflow Juli-Desember 2024.....	60
Tabel 9.15 Perhitungan Payback Period.....	61