

Operational planning bussiness of slimmingfique

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ABSTRACT

Awareness of healthy lifestyles continues to increase by 19% year on year and this is good news for Indonesia. The results of a survey conducted by a company Brand Meals Although there is an increase in Indonesian awareness of healthy lifestyles, the fact is that the obesity rate in Indonesia is quite high. Slimmingfique is a clinic that started up against the backdrop of the difficulty of addressing the problem of obesity. Most people who undergo a slimming program fail because of the absence of a support system. Slimmingfique is a slimming center that invites an individual to live a healthy lifestyle that results in an ideal weight, accompanied by several experts, namely general practitioners, nutritionists, psychiatrists, and personal trainers in running the program. This study aims to explain the operational planning of the slimmingfique business from operation design, operation delivery, and operational cost projection. Slimmingfique provides supplement products and consulting services for obese people with various programs designed to help them lose weight. The business also designed an app that can be used by users to monitor during the program as well as help with communication with slimmingfique trainers.

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1. Introduction

Awareness of healthy living is becoming a popular lifestyle in Indonesia. According to a survey conducted by an insurance organization in Indonesia, 73% of Indonesians rank health as the most important issue (Wibowo & Rozali, 2021). In a survey conducted by Kantar Profiles Network, it was stated that the emergence of Covid-19 made 49% of Indonesians prioritize health compared to work, even 99% of Indonesians claimed to understand the importance of preventive health by carrying out a healthy lifestyle such as consuming healthy food, conducting routine checks, and investing in health (Sanjaya, 2022). Despite the increasing awareness of healthy lifestyles among Indonesians, the obesity rate in Indonesia is quite high (Harbuwono et al., 2018; Susanto et al., 2017). According to (WHO, 2022) Obesity is defined as the abnormal or excessive accumulation of fat that carries the potential to pose various health risks to individuals. (Maler et al., 2022). According to (Kemkes.go.id, 2018b) results Basic Health Research on the total population of Indonesia over 18 years old, it was found that 14.8% of the population was obese in 2013, which increased to 21.8% in 2018. The data also showed that 29.3% of adult women over the age of 18 were obese. This figure is higher than men who are only 14.5%.

Obesity is a complex problem caused by many factors and impacts various health risks (Safaei et al., 2021). The impact of obesity on the health of the body has negative effects including worsening asthma, potentially causing stroke, heart disease, gallstones, cancer, hypertension, and other diseases (Kemkes.go.id, 2018a). Not only that, obesity also attacks a person's mental state. Numerous studies have demonstrated a positive association between obesity and various mental health issues, including depression, eating disorders,

and anxiety (Sarwer & Polonsky, 2016). In a study (Khotimah & Nainggolan, 2019) said central obesity has a significant influence on a person's mental emotional disorder classified by age, region, socioeconomic status, marital status, and employment status. In other words, obesity not only has the potential to attack physical health but also mental health.

The desire of Indonesians to live a healthy lifestyle has created business opportunities for slimming centers (Mahendradhata et al., 2017). Social media is also campaigning for a healthy lifestyle through public figure content (Ghahramani et al., 2022). As it is known, obesity can cause several diseases so people are interested in having a slim body. Moreover, a slim body not only provides a positive health impact but also a bonus of looking more attractive (Selby et al., 2015). To control obesity, so far many people have used food and exercise control patterns without professional supervision and even in an instant way by consuming certain drugs, causing other health impacts. Obesity control requires integrated treatment with measurable professional supervision so that the body is not only slim but also healthy (Bray et al., 2018; Fruh, 2017).

Based on an initial survey that was conducted on March 15, 2023 - March 21, 2023 with 122 respondents using google form, it was found that 89% of female respondents who weighed above 50 kg. 81.05% of them are office workers who have a history of cholesterol disease as much as 23.23%, obesity 21.21%, hypertension 11.11%, anxiety 5.05% and diabetes 2.02%. These respondents can calculate their ideal weight and feel that they are currently not at the ideal weight and are not comfortable with their current body condition. 57.38% of respondents felt that they needed professional assistance (doctor, nutrition consultant, personal trainer & personal assistant) when running a slimming program.

In addition, the survey results that have been conducted by many respondents state that based on their experience in following the program at the slimming clinic, the price offered is not transparent from the beginning of following the slimming program. That is, in the middle of the program there are often unexpected costs that they get from the slimming clinic they follow. In addition, there is no assistance (Personal Trainer) and support system so they feel like they are struggling alone. This causes the stages of the program to often not be carried out in doing the slimming program. Finally, respondents did not want any side effects after joining the program.

From the conducted initial survey and recognizing the significance of reducing obesity rates, a business concept called Slimmingfique emerged. This venture provides an all-encompassing slimming program that incorporates inventive approaches and imparts knowledge on healthy lifestyles. The program is supervised by professionals including physicians, psychiatrists, and personal trainers or assistants throughout the entire slimming process. An operational plan is an integral component of a business strategy (Sulaksono & Indradewa, 2023). It delineates the specific procedures and workflows involved in carrying out work, encompassing the entire process from initiation to completion. Furthermore, the operational plan identifies the necessary resources that must be utilized throughout the process.

The primary objective of an operational plan is to exercise control over the various activities encompassed within the business process. Slimmingfique's operational strategy planning is a process of determining strategies related to the production plan, financial plan, facilities plan, and as a support system for the marketing plan and human resource plan. The operational planning stage consists of the establishment stage, operational goals and objectives, operation design, operation delivery, and cost budget.

2. Research Method

Stages of Establishing Business

Slimmingfique is established under the auspices of PT Shadeka Cipta Gemilang. The limited liability company law stipulates a minimum of 2 founders. PT Shadeka Cipta Gemilang was established by 5 people, namely Dr. Dewa Ayu Made Metalia Sari, Dr. Elliza Kusumaningrum, Rina Witdyanti, Calvin Giovannie, and Agustinus Arlindo. Furthermore, PT Shadeka Cipta Gemilang will take care of the clinic's operational licenses, along with health services. This is regulated in government regulations, namely: 1) Permenkes RI No.83 of 2019, concerning registration of health workers; 2) Permenkes RI N0.269 of 2008, concerning medical records; 3) Indonesian Law No.29 of 2004, concerning medical practice; and 4) Law Number 11 of 2020 concerning Job Creation.

The minimum authorized capital under the new Job Creation Law is more flexible than before, requiring an amount of IDR 50,000,000. This makes it easier for entrepreneurs to open a business. The

capital of Slimmingfique (PT. Shadeka Cipta Gemilang) comes entirely from the founders, which ranges from Rp. 8,000,000,000 (Five Billion Rupiah) to Rp. 9,000,000,000 (Nine Billion Rupiah).

The stages of business establishment according to the Permenkes Law and Job Creation adjusted by PT Sadeka Utama are as follows: 1). PT Submission; 2) Online Single Submission (OSS); 3) Submission of clinic licenses to the local Health office and One Stop Integrated Services; 4) Registration of Slimmingfique HKI Brand; 5) Registration of meal replacement/supplement notification at BPOM.

In the process of establishing a Slimmingfique business, there are several things that need to be prepared for the establishment of this company. Of particular importance in operational management is to maintain timeliness and ensure mining is in line with the targets set by the company (Hardono et al., 2021). The timeline for this establishment is as pre-operational monitoring that must be done before business service activities are carried out. Slimmingfique's operational timeline begins with taking care of business licensing and building renovations, which are estimated to be completed in two months, namely May and June, but for BPOM licensing is estimated from May to December. In June and July, business progress continued with open recruitment of prospective employees and the purchase of various kinds of equipment and business assets. The process of cooperation with suppliers takes quite a long time so that in June to August this process needs to be planned. Followed by the training process of prospective employees with an estimate of July to August, along with the grand opening of the Slimmingfique business.

Operational Goals and Objectives

Below are the operational goals of Slimmingfique through several stages, as shown in the table 1 below:

Table 1. Slimmingfique's operational goals and objectives

Short-term Goals (1-2 years)	Short-term Target
<ul style="list-style-type: none"> a. Introducing Slimmingfique's comprehensive mentoring method b. Increase Slimmingfique app users c. Maximize the competence of experts, namely General Practitioners, Nutritionists, Psychiatric Doctors to work together in fostering each customer. d. Extensively introduce Slimmingfique meal replacements that can be purchased online through online consultation 	<ul style="list-style-type: none"> a. Always explain the comprehensive mentoring program to customers who come in, whether they have not joined the program, or are interested in the program. b. All professionals and employees must understand the mentoring program. c. Educate prospective customers regarding healthy lifestyle along with introducing Slimmingfique online and offline. d. Explaining the advantages of downloading the Slimmingfique application, including the features b. Consultation can be done anytime through online and offline through the application. e. Participated in various latest seminars on healthy lifestyle, obesity therapy and emotional management for people with overweight or obesity. f. Being able to transfer knowledge about Slimmingfique's various meal replacements, so that there are no doubts from customers about safety and side effects.
Medium-term Goals (3-4 years)	Medium-term Target
<ul style="list-style-type: none"> a. Increase the inventory of tools to make it more complete b. Formulate new supplements that are safe for consumption by all people with obesity accompanied by complicating diseases c. Increase the percentage of customer satisfaction 	<ul style="list-style-type: none"> a. Maximize the use of Noble Shape tools in supporting the program b. Complementing the needs of other slimming tools c. Conduct market research on what kind of meal replacement needs are in demand. d. Educate the importance of nutritional intake through supplements e. Conducting customer satisfaction surveys and program evaluation
Long-term Goals (after 5 years)	Long Term Target
<ul style="list-style-type: none"> a. Increase brand awareness so that Slimmingfique is recognized more. b. Become a slimming center that opens partnerships c. Added various features in the app according to sustainable needs 	<ul style="list-style-type: none"> a. Increase brand awarness by collaborating with endorsements with public figures b. Improve marketing strategies both online and offline. c. Open opportunities to Franchise Partners d. Complete application features in providing knowledge of the importance of a healthy lifestyle, informing activities such as online health seminars via applications and so on.

source : author

Table 2 describes the short, medium, and long term goals and targets. The plan is supported by various strategic plans such as on the operational side providing facilities and infrastructure for slimming centers, collaborating with 5 organizations in the community around the clinic, collaborating with 3 leading fitness centers to add value to services, and collaborating with 5 Personal Trainers who can serve home care training. On the HC side, prepare an organizational structure and 100% completeness of organizational attributes, fulfill 90% of organizational formations, and set annual HR performance targets by March. On the financial side, prepare a capital structure of 5 billion Rupiah and provide good financial reports.

3. Results And Discussions

Operation Design

An important decision in operational management is to determine how the operational design of both products and services offered by Slimmingfique. The operational design aims to ensure conformity with Slimmingfique's Operational Objectives, namely, a form of Primary Clinic status service that also has slimming treatment services as the main focus of its business. Slimmingfique has operational hours every day (Monday-Sunday) 09.00-18.00 WIB and National Holidays continue to run operations / open. Every day there is a schedule of doctors who practice according to management rules.

The main strength of slimmingfique in attracting customers and the high success rate of the program is the comprehensive mentoring method, in the form of consultations with various doctors. A consultation begins after a customer fills out the registration form and goes through a series of checks by the nurse. These include weight, height, and BMI, as well as vital signs such as blood pressure, respiration, and pulse. The doctor will conduct an interview with the customer/patient to find out whether there are any comorbidities suffered, which will greatly affect the selection of nutrition, treatment and exercise menus.

In addition, the general practitioner will be able to screen/separate customers who need further consultation with psychiatrics or not related to emotional disorders that can affect a person's lifestyle. When a customer needs psychiatric consultation, the general practitioner will refer them to psychiatry. However, for customers who are not accompanied by emotional disorders, the doctor will prescribe a type of meal replacement and also direct to take slimming injections if the measurement of abdominal circumference, arm circumference, thigh circumference exceeds normal limits. After that, the customer will undergo treatment using the slimming device, Noble Shape.

Personal trainer is the final spear in determining the success of a slimming program (McClaran, 2003). Personal trainers are in charge of choosing an exercise menu that can still be done or tolerated by a customer tailored to the health conditions of each individual. Most of the recommended types of exercise can be done at home or anywhere, without large equipment, and can even be done without having gym equipment.

In order to facilitate the running of the slimming program, Slimmingfique created an application that is easy to download both on android and ios. This application contains various features in monitoring the success of a slimming program.



Figure 1. Slimmingfique App

Based on Figure 1, there are several things, biodata, initial weight and ideal weight target, BMI, balanced nutrition menu that must be consumed, supplements, mandatory exercise menu that must be carried

out. So that with this Slimmingfique application, doctors and personal trainers can easily monitor each individual, because it can be accessed anywhere.

Slimmingfique will cooperate with a large pharmaceutical company PT. Mepro in formulating and making the composition of a slimming supplement product through product manufacturing. Slimmingfique will register the Slimmingfique Supplement Brand to HKI and BPOM so that it will have a distribution permit and at the same time register the product halal test to MUI to further convince customers in consuming supplements. There are various types of supplements that will be sold in the clinic and marketplace. The selection of supplement products is based on consultation with the doctor either online or face-to-face during the examination.

Some of the products offered by Slimmingfique include: 1) fiber Supplement, fiber is needed by the body to improve digestion, can reduce cholesterol levels in the blood, and can help the weight scale (Soliman, 2019); 2) fat blockers are supplements that block the absorption of fat by the body and are used to help with weight loss (Jakopin, 2019). One fat blocker ingredient that has been used medically is orlistat. 3) Fat burner, which is l-carnitine that plays an important role in producing energy by carrying fatty acids into the mitochondria in the body's cells later, the mitochondria will act as fat-burning machines to create energy that the body can use for activities (Arnesya & Atmaka, 2022); 4) Reduce appetite uses diethylpropion as a drug that works to help reduce appetite and increase the amount of energy used by the body this drug is an appetite suppressant and belongs to a class of drugs called sympathomimetic amine (Bays et al., 2022); 5) fat burner injections are a method to tighten and rejuvenate the skin and treat excess fat in various parts of the body, such as the face, arms, thighs, abdomen, hips, and buttocks. kabelline contains deoxycolic which can lyse or break down fat cells into smaller ones that are easier to metabolize; 6) noble shape modern slimming tools are useful to ease the burden of customers who tend to be unable to do strenuous exercise due to comorbidities or in a condition of type two obesity that does not allow for a rapid calorie deficit.

The WAG (Whatsapp Group) community will also play a role in the service flow, where the community will provide support and encouragement directly through the WhatsApp application and remind customers in terms of diet in terms of regular time and whether or not exercise has been carried out according to the direction of the Personal Trainer. Admins in the WAG community will always send encouragement in the form of health posters. So that customers will always be motivated to complete the program and get maximum results.

In the WAG, participants are also required to send weight loss progress in the WAG and application so that the extent of the success of the program is monitored. And how compliant the participants are in following the exercise menu and continuously consuming meal replacement/supplements.

Periodically, Slimmingfique also provides knowledge sharing facilities in the form of online webinars such as zoom or YouTube streaming. The picture above illustrates the poster and report sent in the WAG. That way, participants/customers will remain continuously motivated.

When compared to competitors, the price of the program packages and supplements offered by Slimmingfique is still in the cheaper category when compared to competitors Liz Skin and Slim, B Clinic, and Light House. Pricing on Slimmingfique's programs from packages, non-packages and medicines/supplements are as follows in table 2,3, and 4:

Table 2. Program package menu price

Tariffs	Overweight Package Menu	Non-Overweight Package Menu
Non-package slimming	5.000.000	1.700.000
Slimming package 1	8.500.000	2.600.000
Slimming package 2	10.500.000	3.700.000
Slimming package 3	15.000.000	5.500.000

Source : Author

Based on Table 2, Slimmingfique provides several program packages for the Overweight and non-overweight categories. In package 1 Overweight, the services provided include consultation and doctor's examination 3 times, fit burner action 3 times body shaping action 3 times, online coaching 4 times and supplements for 30 days. Packages 2 and 3 have the same services as package 1 but the intensity provided is much more when compared to package 1, besides that the service period is also much longer reaching 90 days. The non-overweight package program is priced lower than the Overweight package, because the

services provided only include consultations and examinations as well as online coaching, where the difference in packages is only in the number of intensity of actions provided.

Table 3. Supplement price

Medicine	Selling Price	Purchase Price
Fat Burner	500.000/bottle	Rp. 400.000
Fiber	350.000/ bottle	Rp. 250.000
Fat Blocker	500.000/pack	Rp. 400.000
Reduce Appetitt	350.000/ bottle	Rp. 250.000

Source : Author

In table 4 there is a price list for supplements provided by Slimmingfique. Some supplement products are fat burner which is sold at 500,000 / bottle, fiber 350,000 / bottle, fat blocker 500,000 / bottle, and reduce appetitt 350,000 / bottle. Overall, the profit earned from supplement sales is 100,000/item.

Table 4. Service price list

Service	Tariffs
Registration	Rp. 100,000 - free registration
Consultation and examination with a doctor	Rp. 600,000 (3 times) - Rp. 1,000,000 (5 times) - Rp. 1,700,000 (9 times)
Fat burner action by doctor (injection)	Rp. 2,100,000 (3 times) - Rp. 3,500,000 (7 times) - Rp. 4,000,000 (12 times)
Body shaping with Beautician	Rp. 1,200,000 (3 times) - Rp. 2,500,000 (7 times) - Rp. 3,600,000 (12 times)
Online workout coaching (with Coach)	Rp.1,000,000 (4 times) - Rp. 2,000,000 (9 times) - Rp. 2,700,000 (13 times)
Supplements	Rp.1,000,000 (30 days) - Rp. 1,500,000 (45 days) - Rp. 3,000,000 (90 days)

Source : Author

Table 4 explains the service rates for products owned by Slimmingfique. The various rates charged depend on the program services taken by consumers. The service starts with consultation and examination which has a different intensity for each menu package. The next step is Fat burner action by doctor starting 3 times for menu package 1 and 12 times for menu package 3. The next service is Body shaping with Beautician, Online workout coaching (with Coach), and finally supplementation. The flow of consultation services begins the slimming program in Slimmingfique. Where a General Practitioner will conduct an examination, anamnesa, and screening of a person in an ideal, overweight or obese condition, so that follow-up can be done in providing injection drugs and supplements, as well as an exercise program that will be mentored by a Personal Trainer. Then it will be directed in a community group that will help support the slimming program.

Operation Delivery

Supply chain management is the handling of the entire production flow of goods or services - from the raw components to the delivery of the final product to the consumer (Tri Wardana et al., 2021). A company including Slimmingfique creates a network of suppliers that move products from raw material suppliers to customers directly or online through marketplaces to distribute slimming supplements. For supplement products that have been registered by BPOM, they can also be purchased through the marketplace without consultation. Below figure 2 is an illustration of the supply chain management and service flow of a customer to receive the products offered by Slimmingfique.

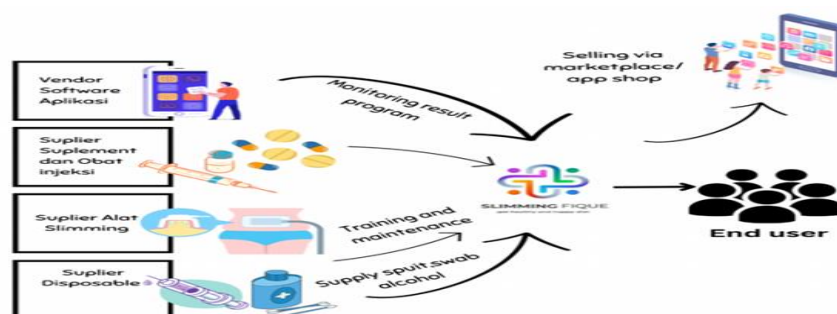


Figure 2. Slimmingfique supply chain management

Having a clear comprehension of market conditions is crucial prior to formulating a marketing strategy (Marsuki et al., 2019). Market development strategies both through product management and Slimmingfique services, will be controlled by evaluation to achieve the desired goals. Slimmingfique will strive to meet the Company's Operational Standards and breastfeeding KPI so that the entire team can maximize performance in providing slimming services. For meal replacement/slimming supplement products, in storage will apply the First in First Out (FIFO) system, a method that applies the rotation of goods that come at the beginning will be sold earlier according to the Expiration Date and given only to customers who have gone through the consultation stage with a doctor come to the Slimmingfique clinic.

In dealing directly with customers and online, Slimmingfique prioritizes service excellence. That is, providing excellent service in terms of friendliness, politeness, then balanced with extensive knowledge about the world of slimming and mastering the advantages that exist in Slimmingfique.

Service control is based on job descriptions in each employee division. And have an assessment index in the form of KPI as well as customer satisfaction surveys. That way we will know the shortcomings in the field and can evaluate them properly according to customer expectations.

The flow of Slimmingfique's slimming services is carried out to the maximum extent possible, and customer satisfaction is the quality parameter that Slimmingfique has. To achieve this, Slimmingfique prioritizes service excellence. Customer satisfaction surveys are also conducted regularly at the end of each slimming program. Customer surveys are also made easy through the Slimmingfique app feature. In the form of comments or reviews and ratings stars 1 to 5.

For more details about reviews, criticisms, and suggestions Slimmingfique will provide a Googleform link that must be filled in after completing the program package. And for customers who only consume supplements through online marketplace purchases, they can fill out reviews provided by the respective marketplace platforms.

Operational Cost Projection

The operating cost assumptions made by the clinic are based on plans made previously on marketing strategies to increase revenue and cost efficiency. The following are the assumptions used in compiling projected costs and operating costs

Table 5. Slimmingfique operating cost assumptions

Years	Assumption
Year 1-2	<ul style="list-style-type: none"> - The cost of stationery and printed matter is budgeted at Rp. 500,000 per month. - Household costs are budgeted at Rp. 5,000,000 per year. - Car rental for operations is budgeted at Rp. 500,000 per trip with an intensity of 5 trips per month. - Supplement/medicine purchase costs according to marketing sales targets - Insurance costs are budgeted at IDR 1,500,000 per year - Electricity and water costs are budgeted at Rp. 5,000,000 per month. - Equipment maintenance costs are budgeted at Rp.2,000,000 - Operational vehicle (motorcycle) maintenance costs are budgeted at Rp. 500,000 per month - Vehicle tax costs are budgeted at Rp. 500,000 per month. - Environmental cleaning and security costs are budgeted at Rp. 500,000 per month.
Year 3- 5	<ul style="list-style-type: none"> - Increase in operating costs by 5% per year. - Purchase cost of drugs/supplements in accordance with marketing sales target .

Source : Author

Table 6. Consumable costs of skinny injections

Consumables	Qty	Price per Unit	Price per Patient
Kabelline (injectable medicine)	12box	30.000.000	500.000
5cc syringe	100	500.000	5.000
Needle 30G	100	300.000	3.000
Alcohol Swab	100	50.000	500
Gloves	50 (2 right left)	100.000	4.000
Total		3.450.000	512.500
VAT 11%		4.398.375	568.875

Source : Author

Customers who run the slimming package program at Slimmingfique will get slimming injections or skinny injections that aim to lyse/destroy fat and tighten. Slimming injections can be used for several parts in 1 dose, namely the abdomen, arms, thighs.

In addition to the injection method, Slimmingfique also uses the Nobelshape slimming machine to maximize results. Nobelshape works by converting fat deposits in certain body parts into muscle mass. The expensive price of Nobelshape is around Rp. 275,000,000 which is assumed to reach Break Even Point (BEP) in 5 years with the number of visits of 60 patients per month.

Pre-operational costs are used in preparing for the opening of Slimmingfique services, such as the cost of licensing the establishment of the clinic, BPOM and Halal registration, and so on that are needed before Slimmingfique operations run. While operational costs are costs needed and allocated for daily activities that support a running business. The table of pre-operational and operational cost assumptions can be seen table 7 and 8 below.

Table 7. Slimmingfique pre-operational cost projection

No.	Costs	Nominals
1.	Early Year Shophouse Rental Costs	Rp. 100.000.000
2.	Interior Design Cost	Rp. 100.000.000
3.	Wifi and Phone Installation Cost	Rp.2.000.000
4.	Noble Shape Purchase Cost	Rp. 275.000.000
5.	Employee Recruitment Cost	Rp. 60.000.000
	Total	Rp.537.000.000

Source: Author

Table 8. Slimmingfique's projected operating costs

Costs	Years 1 (Rp thousand)	Years 2 (Rp thousand)	Years 3 (Rp thousand)	Years 4 (Rp thousand)	Years 5 (Rp thousand)
Shophouse Rental Cost per Year	1.200.000	1.260.000	1.323.000	1.389.150	1.458.607
Interior Design Cost	100.000				
Cost of installing wifi and telephone network	2.000				
Monthly wifi and phone charges	12.000	12.600	13.230	13.891,500	14.586,075
Operational car rental fee	30.000	31.500	33.075	34.728,7	36.465,1
Insurance Cost	1.500	1.575	1.653,75	1.736,4	1.823,2
Household Expenses	5.040	5.292	5.556,6	5.834,4	6.126,1
Electricity and Water Costs	60.000	63.000	66.150	69.457,5	72.930,3
Office stationery costs	6.000	6.300	6.615	6.945,7	7.293
Equipment Maintenance Cost	24.000	25.200	26.460	27.783,7	29.172
Motor vehicle tax	6.000	6.300	6.615	6.945,7	7.293
Motorcycle Maintenance Cost	6.000	6.300	6.615	6.945,7	7.293
Cleaning and Security Costs	6.000	6.300	6.615	6.945,7	7.293
Medicine and Supplement Purchase Cost	2.943.720	3.116.158	3.299.744	3.639,99	4.011,267

Source : Author

4. Conclusion

Slimmingfique is a slimming center business that helps people with obesity to set a healthy pattern. Various products and services are provided by Slimmingfique as the main attraction of this business. The products offered are consulting services, weight loss programs, and supplements. Slimmingfique provides an application that can be downloaded by users to monitor the program. In addition, there is a group formed as a sharing forum for fellow Slimmingfique service users to share information and motivation. This business operation describes Slimmingfique's operational plan as well as supply chain management to quality monitoring management by making questionnaires to customers.

This research is limited to discussing business operations run by Slimmingfique in terms of operations, supply chain management, and financial planning so that for further research it is necessary to develop in-depth analyses related to marketing innovation and detailed financial analysis. This research contributes to providing an overview of the business planning of a health clinic that will add insight and become one of the references for the development of other related businesses.

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