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Financial optimization planning at Mitha Pre-Marriage Healthcare and Aesthetic Clinic

Hesti Wulandari[1*], Muhammad Dhafi Iskandar[2], Rian Indradewa[3], Unggul Kustiawan[4]

[1,2,3,4]Master of Management, Esa Unggul University, Bekasi Campus, Indonesia

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ABSTRACT

This study aims to investigate and design financial optimization planning strategies at KLINIK MITHA Pre-Marriage Healthcare and Aesthetic. Healthcare and aesthetic clinics, such as KLINIK MITHA, have an important role in providing quality healthcare and aesthetic treatments to the community. Therefore, effective financial management is key to support their growth and operational continuity. The research method we applied in this study involved a thorough analysis of the clinic's financial structure. We focused on the management of financial resources, which includes aspects of cash management, proper budget allocation, as well as smart investment strategies. We analyzed KLINIK MITHA's financial data over the past few years quantitatively and qualitatively to understand their dynamics and challenges. The results of this study show that effective financial optimization planning is crucial in the context of health and aesthetic clinics. Efficient cash management ensures clinics can meet their operational needs and remain sustainable. Proper budget allocation helps maximize the use of financial resources, while smart investment strategies can provide significant returns on investment. The conclusions of this study strongly emphasize the importance of careful financial planning in achieving operational success and long-term growth in the healthcare and aesthetic services sector. Our findings provide valuable insights for the management of similar clinics that are looking for ways to improve their financial efficiency and achieve sustainable business goals. This research can provide a solid foundation for better financial planning strategies in the future.

Corresponding Author:

Hesti Wulandari,
Master of Management,
Esa Unggul University Bekasi Campus,
Jalan Arjuna Utara No.9, Kebon Jeruk, Jakarta 11510
Email: in.hesti@student.esaunggul.ac.id

1. Introduction

Health and beauty are two major aspects of modern society's concerns, and health and aesthetic clinics have become key players in meeting these demands. In this context, financial management becomes a vital element that ensures operational continuity and business growth (Hamed, 2023). This research focuses on "Financial Optimization Planning at KLINIK MITHA Pre-Marriage Healthcare and Aesthetic," with the aim of identifying optimal financial planning strategies for this clinic.

KLINIK MITHA, as a pre-wedding healthcare and aesthetic service provider, operates in a competitive and dynamic environment. The increasing demand for such services makes financial management a critical aspect in keeping the clinic competitive. A number of previous studies have highlighted the importance of financial planning in the context of the health and beauty industry, however, the uniqueness of this clinic leads to the need for a strategy that suits the characteristics of the services offered (Liu et al., 2020).

A number of studies have investigated the strategic role of financial planning in various industry sectors. Research by Chersulich Tomino et al. (2020) shows that careful financial planning can be key to business sustainability, especially in the context of service companies such as health clinics (Fuadi & Trisnaningsih, 2022). In the health sector, Nazah et al. (2022) highlights the importance of effective financial management to provide quality services and meet customer expectations. In addition, research by Salamah (2023) emphasizes the need for efficient budget allocation and wise investment strategies.

This research seeks to fill the knowledge gap by detailing the context of financial planning in a specific health and aesthetic clinic, with a focus on KLINIK MITHA. Based on findings from previous research, the importance of financial planning in delivering quality services and maintaining business sustainability is clear. However, the development of a planning model that fits the characteristics of pre-wedding health and aesthetics services is essential to understanding the financial success of this clinic (Herrador-Alcaide et al., 2021). In the context of pre-wedding health and aesthetic clinics, it is recognized that the unique characteristics of such services require the development of appropriate financial planning models (Mendari & Soejono, 2019). The model should be able to accommodate specific aspects related to health and aesthetics, while ensuring the financial success of the clinic (Purnama & Simarmata, 2021). As such, an in-depth understanding of the financial dynamics associated with pre-wedding healthcare and aesthetics is essential in designing an effective and successful planning model (Sumantyo et al., 2021).

Through a thorough experiment and analysis of KLINIK MITHA's financial structure, this study aims to explore optimal financial planning strategies. The experiment will involve a detailed examination of the clinic's financial records, identification of expenditure and income patterns, as well as detailing the budget allocation strategies implemented. As such, the experiment is expected to provide deep insights into how the clinic can optimize their financial resources to achieve sustainability and continued growth.

The existing body of research in the broader health and beauty industry has underscored the critical role of financial planning in ensuring business sustainability. However, a noticeable research gap exists concerning the absence of specific financial planning models tailored to the unique characteristics of pre-marriage health and aesthetic clinics. This study aims to fill this gap by developing a comprehensive planning model specifically designed for KLINIK MITHA, taking into account the distinctive features of its services. Moreover, prior research has primarily focused on theoretical aspects, with limited emphasis on detailed experiments and analyses of clinic financial structures, particularly within the context of pre-marriage health and aesthetics. The current research seeks to address this gap by conducting an in-depth examination of KLINIK MITHA's financial records, expenditure and income patterns, and budget allocation strategies. Additionally, the study aims to contribute to the literature by providing insights into optimal financial planning strategies, specifically tailored to the clinic's needs, thereby facilitating sustainability and continued growth. The unique financial dynamics associated with pre-marriage healthcare and aesthetics services represent an underexplored area in existing research. This study endeavors to provide a comprehensive understanding of these dynamics, shedding light on specific aspects related to health and aesthetics. By bridging these identified research gaps, the current study strives to contribute valuable insights and practical implications for pre-marriage healthcare and aesthetic clinics while potentially influencing financial planning strategies in similar service-oriented industries.

The research on financial optimization planning at KLINIK MITHA Pre-Marriage Healthcare and Aesthetic holds substantial practical and theoretical implications. In practical terms, the study provides valuable operational guidance for KLINIK MITHA and analogous clinics in the pre-marriage health and aesthetics sector. By scrutinizing the clinic's financial records and identifying expenditure and income patterns, the research aims to offer actionable recommendations to optimize financial resources, enhancing the clinic's overall operational and financial performance. Sustainability strategies, informed decision-making support, and the establishment of industry best practices are key practical outcomes anticipated from this study. On a theoretical level, the research contributes by proposing a financial planning model specifically tailored to the unique characteristics of pre-marriage health and aesthetic clinics. Addressing a notable research gap in the existing literature, this theoretical framework not only fills this void but also extends the understanding of financial planning models within the broader context of health and beauty services. Academic contributions lie in providing a detailed case study for discussions and generalization potential, offering insights that can be applied to other clinics with similar service offerings in diverse service-oriented industries. Ultimately, the research aims to bridge practical challenges faced by KLINIK MITHA with theoretical advancements that contribute to the academic understanding of financial planning in the health and beauty service sector.

2. Research Method

In exploring and analyzing the financial optimization planning at KLINIK MITHA, a case study approach will be the main foundation to gain in-depth insights. This research is conducted to provide a holistic understanding of the financial strategy implemented by KLINIK MITHA and its impact on the operational sustainability and growth of the clinic.

First of all, a careful selection of KLINIK MITHA as a case study subject will be made. This selection is based on the uniqueness of the clinic as a pre-wedding health and aesthetic service provider and its success in managing financial aspects. After the selection of the study subject, the next stage is to identify relevant variables associated with financial planning at KLINIK MITHA. These variables include financial aspects such as revenue, operational costs, budget allocation, and investment strategies. Data will be collected through interviews with clinic management, document review of financial reports, and direct observation of financial practices. The data collection process will involve direct interaction with the management of KLINIK MITHA. In-depth interviews will be conducted to get an internal view of the financial decisions taken and strategies implemented. In addition, document analysis such as annual financial reports, budgets, and financial policies will be used to gain a more holistic understanding.

Analysis of the results will involve an in-depth interpretation of how KLINIK MITHA's financial policies and strategies affected the financial health and growth of the clinic. Findings will be compared with the theoretical framework and relevant literature to illustrate the unique contribution of this case study. With this approach, it is hoped that this research can provide deep insights into how financial planning can be optimized in the context of health and aesthetic clinics. The entire process of this case study will be clearly detailed in the journal manuscript to provide useful guidance for readers in understanding and applying similar financial strategies in a relevant industry context.

3. Results And Discussions

Financial Planning Goals and Objectives

In accordance with the Vision of the Mitha Clinic, namely "Becoming a Reliable Premarital and Aesthetic Health Check Clinic that can be relied upon in DKI Jakarta and its surroundings". The financial objectives of Mitha Clinic are to manage the search for investment and capital funding sources, then maintain cash flow for marketing, operations and human resources, and maintain cash flow for financial efficiency to achieve the company's vision.

Tabel 1. Mitha clinic financial planning objectives

No.	Short-term Goals 0-2 Years	Medium Term Goal 3-4 Years	Long-term Objective ≥ 5 Years
1.	A clinic recognized by the people of DKI Jakarta for reputable Premarital and Aesthetic Health Services	Customer Satisfaction by Optimizing Premarital and Aesthetic Health Services	New Branch Clinic
2.	Capital structure for clinic business costs	Investment Budget Plan (RAB) for additional health examination service space needed	Investment budget plan (RAB) for new branch clinics

The financial strategy goals set to achieve the objectives are several important points, such as capital fulfillment, return on investment, ensuring that the investment made has a positive NPV (NPV> 0), business capital comes from shareholders who expect an ROI of 30%, which will be obtained within 3 (three) years with a 10% increase in sales, an increase in operational costs and human resources of 10% per year, promotional costs to support sales at the beginning of the business.

Tabel 2. Marketing objectives of mitha clinic

Short-term Goals (0-2 years)	Target
Strategy: A reputable clinic known to the people of DKI Jakarta for its premarital and aesthetic health services.	Conduct cooperation agreements with investors in the fulfillment of 100% capital of Rp 15,920,000,000, -; which is obtained from the Founder 60% investor 40%
Capital structure for clinic business expenses	Conducting financial distribution according to the budget needed by each division

Funding allocation according to the budget of each division's cost requirements	Target
Medium Term Goal (3-4 years)	
Strategy: Customer Satisfaction by Optimizing Premarital and Aesthetic Health Services	Make financial planning on cash flow and profit and loss by organizing and saving retained earnings to finance additional services, namely Male Reproductive health.
Investment Budget Plan (RAB) for additional health examination service space needed	To plan and control the clinic's cash flow, resulting in a cash ratio of > 1.
Cash flow is maintained in order to pay all liabilities and expenses of the Clinic	Goal
Long Term Goal (more than 5 years)	
Strategy: New Branch Clinic	Create a budget plan for new branch development that is appropriate for the total investment budget
Budget Plan (RAB) for investment in new branch clinics	Plan and control the clinic's cash flow, resulting in a Net Provit Margin > 15%

Financial Projections

Tabel 3. Income statement

MITHA CLINIC INCOME STATEMENT PERIOD JANUARY 2023 - DECEMBER 2027					
Description	YEAR -1 (Rp)	YEAR -2 (Rp)	YEAR -3 (Rp)	YEAR -4 (Rp)	YEAR -5 (Rp)
BUSINESS INCOME					
• - Total Business Income	9.528.000.000	15.078.000.000	22.074.000.000	29.070.000.000	37.314.000.000
• - Total Cost of Goods Sold (COGS)	5.955.024.000	9.255.336.000	13.884.960.000	18.514.584.000	24.315.120.000
GROSS PROFIT	3.572.976.000	5.822.664.000	8.189.040.000	10.555.416.000	12.998.880.000
OPERATING EXPENSES					
• - Marketing	250.162.000	217.162.000	202.477.000	190.195.500	178.426.875
• - Pre-operational	343.903.800	-	-	-	-
• - Operational	496.820.000	653.651.000	686.333.550	716.330.228	752.146.739
• - Other Operating Expenses	10.000.000	11.000.000	12.100.000	13.310.000	14.641.000
• - HUMAN RESOURCES	4.025.500.068	4.232.546.321	4.982.836.200	5.238.424.283	5.506.791.776
• - Risk Management	16.910.830	11.028.769	17.066.189	10.941.838	17.641.933
• - Depreciation	578.789.100	578.789.100	578.789.100	578.789.100	578.789.100
• - Medical Equipment Maintenance	-	-	25.320.019	25.320.019	25.320.019
TOTAL OPERATING EXPENSES	5.722.085.798	5.704.177.190	6.504.922.057	6.773.310.967	7.073.757.442
PROFIT (GAIN) BEFORE TAX - EBT (Earning Before Tax)	(2.149.109.798)	118.486.810	1.684.117.943	3.782.105.033	5.925.122.558
BUSINESS TAX (PPN)	-	11.741.936	166.894.571	374.803.201	587.174.308
NET PROFIT (GAIN) AFTER TAX - EAT (Earning After Tax)	(2.149.109.798)	106744.874	1.517.223.372	3.407.301.831	5.337.948.251
DEVIDEN	-	80.058.655	1.137.917.529	2.555.476.374	4.003.461.188
RETAINED EARNINGS	(2.149.109.798)	26.686.218	379.305.843	851.825.458	1.334.487.063

The components of the profit and loss projection include revenue from Premarital Health Check Services, drug sales, laboratory examinations, operational costs, labor costs, risk mitigation costs, and marketing costs in accordance with the key metrics in the lean canvas model so that net profit or loss is known in a certain period of time. The projection of net profit after tax calculated for 5 (five) consecutive years shows that profit from the first year to the fifth year has increased continuously so that the company can expand.

Tabel 4. Projected balance sheet

MITHA CLINIC
BALANCE SHEET REPORT
PERIOD JANUARY 1, 2023 - DECEMBER 2027

DESCRIPTION	YEAR -1	YEAR -2	YEAR -3	YEAR -4	YEAR -5
ACTIVA					
CURRENT ASSETS					
Cash	12.484.884.504	9.910.981.409	15.556.149.928	21.546.630.419	28.737.231.841
Inventory	245.235.000	252.000.000	270.358.500	277.830.000	298.055.850
Dividend payable	-	84.058.655	1.137.917.529	2.555.476.374	4.003.461.188
Operating Expenses	5.126.266.998	5.300.473.190	6.075.274.357	6.328.227.307	6.600.085.249
TOTAL CURRENT ASSETS	17.856.386.502	5.300.473.513.255	23.039.700.314	30.708.164.099	39.638.834.127
FIXED ASSETS					
Medical Equipment	4.051.203.000	3.544.802.625	3.038.402.250	2.532.001.875	2.532.001.875
Accum. Penys. Medical Equipment	(506.400.375)	(506.400.375)	(506.400.375)	(506.400.375)	(506.400.375)
Furniture	206.103.800	180.340.825	154.577.850	128.814.875	128.814.875
Accum. Penys. Furniture	(25.762.975)	(25.762.975)	(25.762.975)	(25.762.975)	(25.762.975)
Vehicles	268.000.000	251.250.000	234.500.000	217.750.000	217.750.000
Accum. Penys. Vehicles	(16.750.000)	(16.750.000)	(16.750.000)	(16.750.000)	(16.750.000)
Office Supplies	377.506.000	347.630.250	317.754.500	287.878.750	287.878.750
Akm. Penys. Equipment. Office	(29.875.750)	(29.875.750)	(29.875.750)	(29.875.750)	(29.875.750)
Interior Design	974.000.000	-	-	-	-
Home Supplies	128.280.000	134.694.000	141.428.700	148.500.135	155.925.142
Webside	3.800.000	3.990.000	4.189.500	4.398.975	4.618.924
Equipment Calibration	12.400.000	13.020.000	13.671.000	14.354.550	15.072.278
TOTAL FIXED ASSETS	5.442.503.700	3.896.938.600	3.325.734.700	2.754.910.060	2.184.483.643
TOTAL ASSETS	23.298.890.202	19.440.451.855	26.365.435.014	33.463.074.159	41.823.317.770
PACIFIC					
SHORT-TERM LIABILITIES					
VAT payable	-	11.741.936	166.894.571	374.803.201	587.174.308
TOTAL SHORT-TERM LIABILITIES	-	11.741.936	166.894.571	374.803.201	587.174.308
INCOME					
Business Income	9.528.000.000	15.078.000.000	22.074.000.000	29.070.000.000	37.314.000.000
TOTAL REVENUE	9.528.000.000	15.078.000.000	22.074.000.000	29.070.000.000	37.314.000.000
EQUITY					
Initial Capital	15.920.000.000	-	-	-	-
Operating Capital	-	4.324.023.700	3.745.234.600	3.166.445.500	2.587.656.400
Retained Earnings	(2.149.109.798)	26.686.218	379.305.843	851.825.458	1.334.487.063
TOTAL EQUITY	13.770.890.202	4.350.709.918	4.121.540.443	4.018.270.958	3.922.143.463
TOTAL ASSETS	23.298.890.202	19.440.451.855	26.365.435.014	33.463.074.159	41.823.317.770

The Mitha Clinic Balance Sheet projection shows an increase in assets from year 3 (three) to year 5 (five) and a decrease in year 2 (two).

Investment Feasibility Analysis

Table 5. Return on investment (ROI)

RUMUS ROI = EAT / TOTAL ASSETS x 100%					
YEAR	YEAR -1	YEAR -2	YEAR -3	YEAR -4	YEAR -5
EAT	(2.149.109.798)	106.744.874	1.517.223.372	3.407.301.831	5.337.948.251
TOTAL ASSETS	23.313.890.202	19.440.451.855	26.365.435.014	33.463.074.159	41.823.317.770
ROI	(9.22%)	0.55%	5.75%	10.18%	12.76%

Based on the results of the calculation of ROI Mitha Clinic from year 1 (one) and year 2 (two) shows a number below 1%, this is because Mitha Clinic is a newly established company, so it still needs improvement, while in year 3 (three) to year 5 (five) shows a positive number above 1%, this means that the company has made a profit.

Table 6. Net present value (NPV)

NPV	$= (C1/1+r) + (C2/(1+r)^2) + (C3/(1+r)^3) + \ldots + (Ct/(1+r)) - C0$		
NPV Ct	= Net Present Value (in Rupiah)		
C0	= Cash Flow per Year in Period t		
r	= Initial Investment Value at year 0 (in Rupiah)		
	= Interest Rate or Discount Rate (in %)		
Year	CT	Factor Discount 0,15	NPV
0	(15.920.000.000)	15%	
1	14.055.205.202	0,15	12.221.917.567
2	9.293.764.155	0,15	7.027.420.911
3	14.431.160.414	0,15	9.488.722.225
4	19.741.212.659	0,15	11.287.102.410
5	26.236.781.370	0,15	13.044.317.306
Total cash value of net cash inflows			53.069.480.419
Total investment at the beginning of the period			(15.920.000.000)
Net present value			37.149.480.419
Year	CT	Factor Discount 0,20	NPV
0	(15.920.000.000)	20%	
1	14.055.205.202	0,20	11.712.671.002
2	9.293.764.155	0,20	6.454.002.885
3	14.431.160.414	0,20	8.351.365.980
4	19.741.212.659	0,20	9.520.260.735
5	26.236.781.370	0,20	10.543.973.995
Total cash value of net cash inflows			46.609.010.707
Total investment at the beginning of the period			(15.920.000.000)
Net present value			30.662.274,596

From the calculation results, the NPV of Mitha Clinic for 5 (five) years is IDR 37,149,480,419 at an interest rate of 15% and IDR 30,662,274,596.00 at an interest rate of 20%, so the NPV> 0 results mean that the investment made provides benefits to the company, so the project can be run.

Table 7. Payback period (PP)

PAY BACK PERIOD			
If the cash flow per year is the same amount PBP = (initial investment/cash flow) x 1 year			
If the cash flow per year is different in amount			
PBP	= n + (a – b / c – b) x 1 year, Where:		
n	= the last year in which the amount of cash flow has not been able to cover the initial		
a	investment		
b	= amount of initial investment		
c	= cumulative amount of cash flow in the nth year		
	= cumulative amount of cash flow in year n+1		
Year	EBITDA (Rp)	Akumulasi (Rp)	
1	14.055.205.202	14.055.205.202	
2	9.293.764.155	23.348.969.357	
3	14.431.160.414	37.780.129.770	
4	19.741.212.659	57.545.942.430	
5	26.236.781.370	83.782.723.800	
Total investment at the beginning of the period		15.920.000.000	1 Year 4 Months 9 Days
Pay Back Period		1.49	

Based on calculations made by the Mitha Clinic, the pay back period or the period of return on investment is 1 year 4 months 9 days.

Table 8. Internal Rate of return (IRR)

IRR	= Ir + ((NPV1) / (NPV1 – NPV2)) x It – Ir		
Ir	= Discount rate that generates NPV1		
It	= Discount rate that generates NPV2		
NPV1 NPV2	= Net Present Value (Ir) = Net Present Value (It)		
Ir	NPV1	Difference in NPV Value	Discount rate difference
15%	37.149.480.419	6.487.205.823	5%
IRR			43.63%
It	NPV2	Difference in NPV Value	Discount rate difference
20%	30.662.274.596	6.487.205.823	5%
IRR			43.63%

The results of the IRR calculation carried out by the Mitha Clinic resulted in an IRR value of 43.63% using both the 15% and 20% interest rates. This shows that 43.63% is much greater than the Bank Indonesia rate and the IIR value is greater than the interest rate set at 20% and 15%, so this investment can be continued. Because, Mitha Clinic is able to deal with fluctuations in interest rates in the future well.

Financial Performance Analysis

Table 9. Liquidity ratio

RUMUS RHIZOBIUM RESIDUE					
Current Ratio	= (Current Assets / Current Debt)				
Quick Ratio	= (Cash + Bank + Receivables) / Current Debt				
Cash Ratio	= (Cash + Cash Equivalents) / Current Debt				
Ratios	Y-1	Y-2	Y-3	Y-4	Y-5
Current Debt	-	11.741.936	166.894.571	374.803.201	587.174.308
Current Assets	17.856.386.502	15.543.513.255	23.039.700.314	30.708.164.099	39.638.834.127
Cash+Bank+Securities+Payables	17.856.386.502	15.543.513.255	23.039.700.314	30.708.164.099	39.638.834.127
Cash and Cash equivalents	12.484.884.504	9.910.981.409	15.556.149.928	21.546.630.419	28.737.231.841
Liquidity Ratio	Y-1	Y-2	Y-3	Y-4	Y-5
Current Ratio	0	1.323,76	138,05	81,93	67,51
Quick Ratio	0	1.323,76	138,05	81,93	67,51
Cash Ratio	0	844,07	93,36	57,49	48,94

From the results of the calculation it is known that the analysis of Current Ratio, Quick Ratio and Cash Ratio indicates that the Mitha Clinic from year 2 (two) to year 5 (five) has the ability to pay off its short-term debt. This is because the Mitha Clinic in year 1 (one) has not yet made a profit from its business activities because the capital issued by the Mitha clinic is quite large. So, in year 2 (two) we can only calculate current debt in the form of income tax.

Table 10. Solvency ratio

RUMUS RASIO SOLVABILITAS					
Debt to Asset Rasio	= (Total Debt / Total Asset) x 100%				
Debt to Equity Ratio	= (Total Debt / Equity) x 100%				
Ratio	Y-1	Y-2	Y-3	Y-4	Y-5
Total Debt	-	11.741.936	166.894.571	374.803.201	587.174.308
Total Assets	23.298.890.202	19.440.451.855	26.365.435.014	33.463.074.159	41.823.317.770
Equity	13.770.890.202	4.350.709.918	4.124.540.443	4.018.270.658	3.922.143.463
Solvency Ratio	Y-1	Y-2	Y-3	Y-4	Y-5
Debt to Asset Ratio (DAR)	0	0.06%	0.63%	1.12%	1.40%
Debt to Equity Ratio (DER)	0	0.27%	4.05%	9.33%	14.97%

The smaller the DAR value, the less debt the company uses to acquire assets. A healthy and good DAR ratio is generally smaller than one time (1x) or less than 100%. The smaller the DER value, the smaller the company uses debt compared to its capital. A healthy and safe DER ratio should be smaller than one time (1x) or less than 100%. The smaller the DAR and DER, the better. The results of the calculation of DAR and DER of Mitha Clinic show less than 100%, meaning that assets and equity are safe.

Table 11. Profitability ratio

PROFITABILITY RATIO FORMULA					
Gross Profit Margin (GPM)	= (Gross Profit / Total Revenue) x 100%				
Operating Profit Margin (OPM)	= (EBT / Total Revenue) x 100%				
Net Profit Margin (NPM)	= (EAT / Total Revenue) x 100%				
Ratio	Y-1	Y-2	Y-3	Y-4	Y-5
Total Revenue	9.528.000.000	15.078.000.000	22.074.000.000	29.070.000.000	37.314.000.000
Gross Profit	3.572.976.000	5.822.664.000	8.189.040.000	10.555.416.000	12.998.880.000
Profit before tax (EBT)	(2.149.109.798)	118.486.810	1.684.117.943	3.782.105.033	5.925.122.558
Net Profit after tax (EAT)	(2.149.109.798)	106.744.874	1.517.223.372	3.407.301.831	5.337.948.251
Profitability Ratio	Y-1	Y-2	Y-3	Y-4	Y-5
Gross Profit Margin (GPM)	37.50%	38.62%	37.10%	36.31%	34.84%
Operating Profit Margin (OPM)	(22.56%)	0.79%	7.63%	13.01%	15.88%
Net Profit Margin (NPM)	(22.56%)	0.71%	6.87%	11.72%	14.31%

Based on the calculation of NPM Mitha Clinic from year 1 (one) to year 5 (five) has a net profit margin in year 1 (one) of (-22.40%) year 2 (two) of (0.71%) year 3 (three) of (6.87%) year 4 (four) of (11.72%) and year 5 (five) of (14.31%). GPM shows the percentage of sales profit after deducting the cost of goods sold, the higher the GPM value, the smaller the production costs incurred, which means the more efficient the Mitha Clinic is in reducing production costs. OPM shows information that the higher the OPM value, the more capable the company is in minimizing production costs and operating expenses. From year 1 (one) to year 5 (five). The OPM value of the Mitha Clinic is increasing.

4. Conclusion

In order to achieve its vision as "The Most Trusted Premarital and Aesthetic Health Check Clinic in DKI Jakarta and surrounding areas", Mitha Clinic has formulated a solid and directed financial plan. The financial strategy goals that have been set include capital fulfillment, return on investment, and ensuring investments have a positive present value (NPV> 0). Revenue projections over the next five years show significant growth, along with effective cost management, reflecting realistic financial planning. In addition, Mitha Clinic has a sound risk management strategy that takes into account equipment maintenance and anticipation of potential losses due to labor errors or natural disasters. Financing has also been carefully considered by utilizing seed capital from founders and investors, which demonstrates a good understanding of the capital structure needed to support business growth. Positive financial statement projections, including encouraging ROI, NPV, and IRR, illustrate the potential for good returns on this investment. Klinik Mitha also demonstrates good operational efficiency, as evidenced by indicators such as Current Ratio, Quick Ratio, and Cash Ratio that show the ability to pay short-term debts and keep the company's assets safe. In conclusion, the financial plan that has been formulated provides a strong foundation for Klinik Mitha to grow and contribute to defining service standards in the industry.

While the research on financial optimization planning at KLINIK MITHA Pre-Marriage Healthcare and Aesthetic offers valuable insights, it is essential to acknowledge its limitations, which also serve as potential avenues for future research. Firstly, the study's focus on a specific clinic and its unique characteristics may limit the generalizability of the proposed financial planning model to other contexts within the health and beauty service sector. Future research could explore the applicability and adaptation of the model across a broader range of clinics with varying service offerings. Secondly, the research predominantly relies on a detailed examination of KLINIK MITHA's financial records, which might limit the depth of understanding regarding the broader industry trends and external factors influencing financial planning in the pre-marriage health and aesthetics sector. Subsequent studies could incorporate a comparative analysis with multiple clinics or consider industry-wide financial dynamics to provide a more comprehensive perspective. Additionally, the study primarily focuses on financial aspects, leaving room for further exploration of the interplay between financial planning and other critical factors such as marketing strategies, customer satisfaction, and technological integration. Future research opportunities lie in conducting multidimensional analyses that incorporate these variables to develop holistic models for sustainable growth in the health and beauty service sector. Furthermore, the temporal scope of this research is limited to a specific period, and the dynamic nature of the industry suggests that financial planning strategies may need continuous adaptation. Future investigations could adopt a longitudinal approach, tracking the implementation and effectiveness of the proposed financial planning model over an extended timeframe. In conclusion, the identified limitations present promising avenues for future research, encouraging scholars to delve deeper into the generalizability, external factors, multidimensional influences, and longitudinal dynamics of financial planning in the health and beauty service sector.

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