

# CHAPTER 1

## MISEULUKIS STUDIO

### 1.1. Executive Summary

#### 1.1.1. Business Background and Summary

Miseulukis Studios is an interior architectural design consultant with custom painting services, which integrates design principles and aesthetics in interior designs and paintings as an encompassed unity. Running operations for both interior design developments and custom order painting productions in-house allows the consultant to flexibly allocate costs to provide affordable services without sacrificing quality. Designing meaningful spaces through art and design approaches to build thriving communities throughout Indonesia.

The start of the Industrial Revolution 5.0, it's no longer uncommon to hear that people are challenging to see how many fields machine learning can be implemented, even as an assistant to create artwork (Seale & Meller, 2023). As the development of technology continues to speed up, it subsequently acts negatively to human psychology which has limits to how fast it can process information, causing excessive pressure from constantly being in a rushed environment and poor mental health conditions. As artificial intelligence continues to break barriers between reality and the virtual world (Gary Grossman, 2023), fragmented realities are getting more common as digitization overtakes humans for efficiency and cost-cutting but doesn't fulfill the need for those craving social interactions and personal touches characterized in crafts that are handmade one-of-a-kind.

An aesthetic sense develops when conscious decisions in daily life that reflect a person's image. Miseulukis Studios aims to target the market of Indonesian citizens living in Indonesia, through three types of services: full-service (interior design services with custom painting order), interior architecture design services, and custom painting orders for furnished spaces. By categorizing the services which complete the design of a space to various extents based on the clients' needs, it allows flexibility for clients to spend as necessary.

Miseulukis Studio optimizes operations through digital platforms to reach clients with prospective projects in cities around Indonesia outside of the company's base. Breaking barriers of distance to work with clients living in other Indonesian cities by building a reputation for brand awareness, through digital marketing in social media marketing, content marketing and search engine optimization. After-sale services is also highlighted to effectively cater to past clients who need reparations or maintenance, conduct post-occupancy surveys for evaluating users' experience in the designed spaces, and pursue customer engagements after the project handover.

#### 1.1.2. Vision

Becoming an interior architecture consultant firm involved in building environments for Indonesian societies with an identity, transforming imagination into reality. Impacting creative souls through fortifying aesthetics and visual arts as a communicative storytelling tool.

### 1.1.3. Mission

Milieu creation that **I**nspires people's **S**enses in observing the surrounding **E**nvironment, **U**nifying art and architecture in **L**eading the community, gaining **U**biquitous **K**nowledge around us to create **I**maginative solutions, while **S**upporting the local economy.

## 1.2. Business Overview

### 1.2.1. Company's Identity and Ownership

Miseulukis Studio is an interior architectural design consultant offering custom painting services. An amalgamation of interior design expertise with artistic touches conveyed through design principles aims to give emotional influence and direction to the environment. The offered custom painting services act as a supplementary creative service for Miseulukis Studio clients and external third parties interested in procuring a painting by the in-house artist at an affordable price tag. As a newcomer in the architecture/interior design and visual arts subsector that of the creative industry field, Miseulukis Studio aims to be a bright spirit for the development of Indonesian societies.



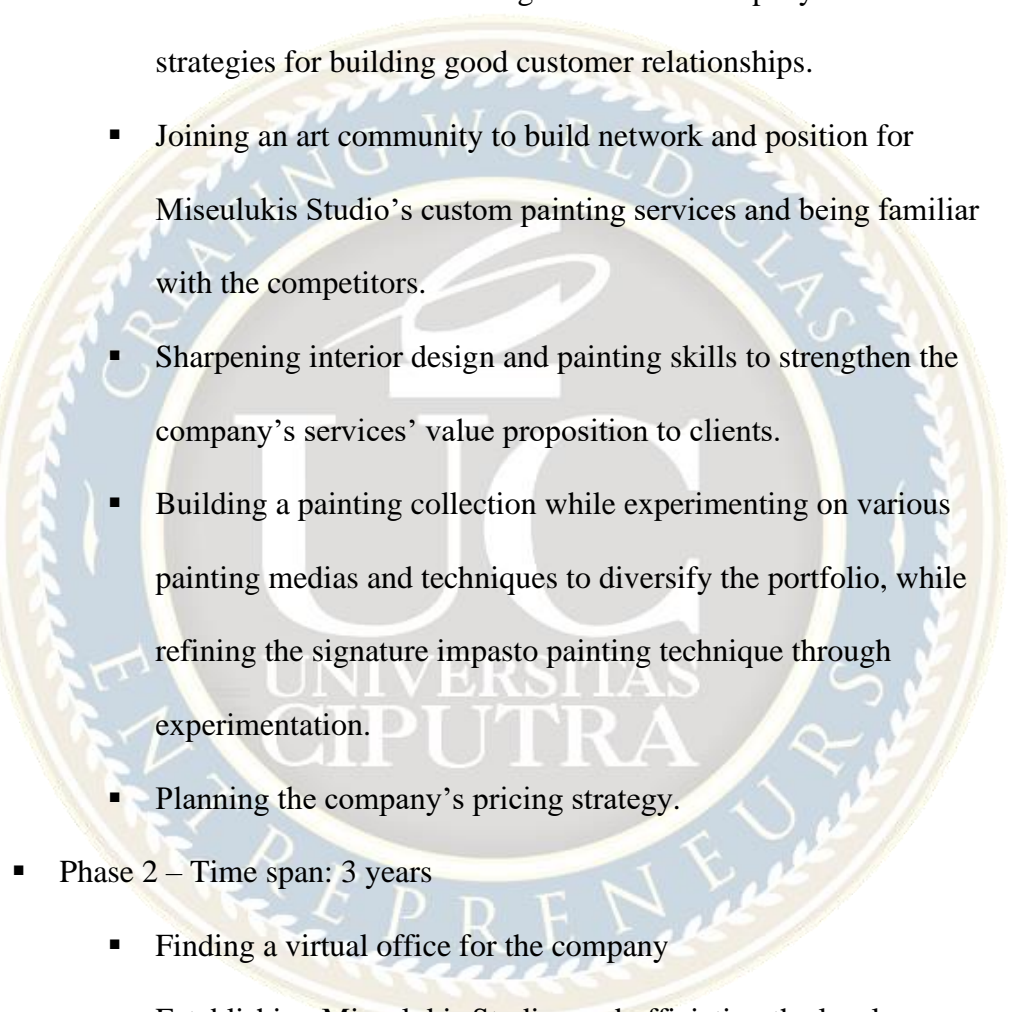
**Figure 1.1 Miseulukis Studio Company Logo**  
Source: Personal Data (2023)

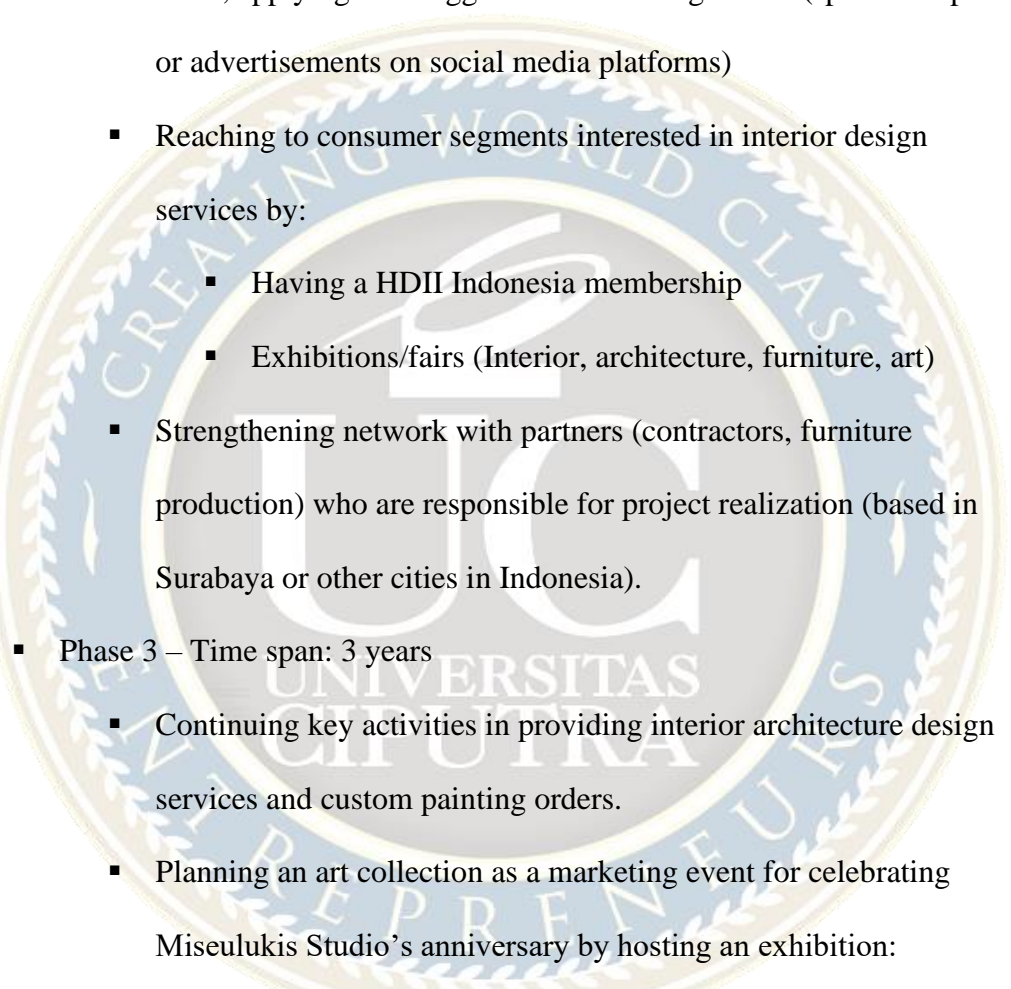
Ownership of the company falls under the founder as a sole proprietor, under the role as a creative director of the design consultant firm.

### 1.2.2. Business Phases

Miseulukis Studio operations are broken down to three phases:

- Phase 1 – Time span: 2 years
  - Building relationships with relevant key partners who are potential contributors in collaborating to a project realization:
    - Interior contractor
    - Specialist subcontractors (building treatment, electrical)
    - Furniture producers
    - Interior material suppliers (ceramics, lamps, carpets, etc.)
    - Painting tools suppliers (paints, gessoed canvases, etc.)
  - Devising a market penetration strategy to construct the company's channels by building brand awareness through digital marketing:
    - Creating social media accounts (Instagram, Facebook, Pinterest, LinkedIn company page, Behance business account, Youtube, Spotify).
    - Creating educative content creation to showcase portfolio of conceptual designs and completed projects by Miseulukis Studio to be uploaded on social media accounts.
    - Creating music playlists for projects or moods to reflect the company's importance for aesthetic sense

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- Creating architectural journalism articles on online architecture magazine platforms for conceptual projects to reach prospective customers.
  - Undergoing intrapreneurship as an interior designer to learn how to run an effective interior design consultant company and what strategies for building good customer relationships.
  - Joining an art community to build network and position for Miseulukis Studio's custom painting services and being familiar with the competitors.
  - Sharpening interior design and painting skills to strengthen the company's services' value proposition to clients.
  - Building a painting collection while experimenting on various painting medias and techniques to diversify the portfolio, while refining the signature impasto painting technique through experimentation.
  - Planning the company's pricing strategy.
  - Phase 2 – Time span: 3 years
    - Finding a virtual office for the company
    - Establishing Miseulukis Studios and officiating the legal documents to operate the business.
    - Continue key activities in interior design services and custom painting orders.

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- Opening job positions for design support role who aid in commencing key activities.
  - Evaluating digital marketing mix of Miseulukis Studios over the past 2 years and continuing the effective methods that generate leads; applying more aggressive marketing tactics (sponsored posts or advertisements on social media platforms)
  - Reaching to consumer segments interested in interior design services by:
    - Having a HDII Indonesia membership
    - Exhibitions/fairs (Interior, architecture, furniture, art)
    - Strengthening network with partners (contractors, furniture production) who are responsible for project realization (based in Surabaya or other cities in Indonesia).
  - Phase 3 – Time span: 3 years
    - Continuing key activities in providing interior architecture design services and custom painting orders.
    - Planning an art collection as a marketing event for celebrating Miseulukis Studio's anniversary by hosting an exhibition: optimizing influencer marketing for publicity and inviting former clients to maintain customer relationship in long term.
    - Begin proposing for a painter partnership association to trending or rising artists as their representative; to widen the variety of

craftsmen who contribute to the in-house custom painting production labor load.

- Evaluate and analyze data from post-occupancy survey responses over the past three years since the company was founded to improve the quality of interior design and use feedback to update the SOP for each service provided by the company.

### 1.2.3. Capital Acquisition

Capital acquired in funding the business operations of Miseulukis Studio is sourced from the founder's private funding as the sole proprietor of the company. Profits earned from the sold services will be channeled to company finances to scale up the business.

### 1.2.4. Business Product and Service Specifications

Miseulukis Studio offers services:

- A. Full service (interior architectural design + custom painting order)
- B. Interior architectural designs
- C. Custom painting orders
  - i. Business-to-client: direct sales to clients interested in ordering a customized painting for a furnished space.
  - ii. Business-to-business: as a subcontractor for interior designers interested in ordering a customized painting for their project's space.

### 1.2.5. Business Innovation

Developing the business from an ideation strategy by integrating services from two subsectors of the creative economy as one niche service business that meets the needs of consumers who enjoy looking at paintings and artistic interior design. This innovation encompasses two related competencies into a single business model for cost reduction of labor costs therefore offering a more competitive price.

## 1.3. Business Environment Analysis

### 1.3.1. Industry Forces

#### 1.3.1.1. Suppliers and other value chain actors

Among suppliers and value chain actors influencing the operation of Miseulukis Studio are businesses responsible for providing raw building material resources, complementary interior accessories, manpower, art tool equipment, competitors in interior design consultancy, and competitors in custom painting services.

- Businesses trading raw building materials as well as complementary interior accessories are constrained by the quantity of goods readily available as well as warehouse location, which act as consideration for designers when selecting the suitable material to apply in the conceptual design. Suppliers who continually update the availability of quality products with the latest innovations will influence the design process as providing options for more material choices to select from. The distance

between the warehouse to the project site is a constraint, affecting the delivery cost charged to receive the goods.

- Availability of manpower, be it interior or architectural contractors, furniture producers, handymen, and project builders involved in realizing a project – play a significant role in determining the overhead cost of realizing a project, as they receive salary for their services. The quality and reputability of their skills determines the price of their labor, while the quantity of manpower necessary to meet the project schedule will affect the cost of construction.
- Fine art equipment suppliers provide the raw materials necessary to create paintings, which are the goods produced by the craftsmanship by the company. The readiness of equipment supply needed will affect the smoothness of the custom painting production.
- Competitors in interior design consultancy and custom painting services are inspirational benchmarks generating the company's competitiveness, acting as case study figures to evaluate the strategies adopted by competitors in marketing the business as well as to refine the creative design process.

#### 1.3.1.2. Stakeholder

Stakeholders influencing the business environment are identified based on their relevancy to the project, namely the project owner, project sponsor, the design consultant's creative director, project manager, company employees involved in the

project, raw material supplier, project builder, and notary. Stakeholders are classified as internal or external, before being categorized as primary or secondary based on the level of importance and influence that each possesses. (Smith, L.W., 2000).

**Table 1.1 Stakeholders Interest-Influence Classification Analysis**

Stakeholders	Influence	Interest	Role, Assumptions, and Risks
Project Owner	H	H	Authority whose opinion of the conceptual design and agreement to the design prototype matters.
Project Sponsor	M	H	Generally, the project sponsor is the owner of the project and is responsible for contributing the fees of company services used.
Creative Director	H	H	Company executive who handles client meetings and leads the project's design process.
Project Manager	M	H	Main person responsible for designing work schedules for every project stage and supervising all parties carrying out their responsibilities according to the work contract signed; Delegating resolution of project-related problems that may arise with internal or external parties involved.
Company employees involved in the project	L	M	Carrying out their responsibilities based on their respective job roles, completing tasks on time based on the work schedule created by the project manager. .
Raw material supplier	M	M	Supplying goods that will be installed in the project design realization, delivering the goods to the project site; Chances of the raw materials to be delivered by a third-party courier, therefore safety of the goods when delivered are risked to be damaged upon arrival if not handled properly with care.

**Table 1.1 Stakeholders Interest-Influence Classification Analysis (Continuation)**

Project Builder	L	H	Building the project according to the technical drawings issued by the project designer; May run into miscommunication in understanding the technical drawing therefore having to redo incorrectly installed fixtures to meet the design plans agreed between the designer and project owner.
Notary	L	L	Attends as a witness in legalizing an MOU or other legal document signing.
High (H) : 7 – 10 ; Medium (M) : 4 – 6 ; Low (L) : 0 – 3			

Source: Personal Data (2023)

Internal stakeholders within the business environment include the creative director, project manager, and company employees, whereas the external stakeholders are the project owner, project sponsor, raw material supplier, project builder, and notary. Among the primary stakeholders are the project owners, project sponsor, creative director, and project manager. Secondary stakeholders of a project are composed of company employees involved in the project, raw material suppliers, project builders, and notary.

#### 1.3.1.3. Competitor (Incumbents)

Long-time players within the interior architecture consultant industry with years of experience provides insights that help in analyzing and observing strengths as well as learning from their mistakes. With the reputation built, these companies have accumulated a portfolio of clients to find prospective projects. However, an influx of competitors continues to grow over time therefore these companies need to stay relevant and equally if not more attractive against their competitors. Using

the Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis framework, examining competitors to benchmark companies:

- Berlin Studio

Creative director Carly Berlin founded Berlin Studio in Brooklyn, New York. As a design firm that has been around since 2011, Berlin Studio aims to cater to the consumer market with limited spending power, by providing interior design services ala carte per room as needed by clients. With a background as an artist, the company’s founder also offers design consultation services by the hour, curate and sells artwork, as well as accepting custom painting orders.

**Table 1.2 SWOT Analysis of Berlin Studio**

Berlin Studio	
<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> <li>▪ Works are covered by architecture journalism platforms such as <i>Architectural Digest</i>, <i>Dwell</i>, <i>Apartment Therapy</i>, and <i>House Beautiful</i></li> <li>▪ Known for her artwork among famous Hollywood celebrities like Pharrell Williams.</li> </ul>	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> <li>▪ Carly Berlin’s ink artworks are only shipped within the United States</li> <li>▪ Design services ala care per room offers free 15 minutes consultation, which might make customers feel rushed to convey what kind of design they desire.</li> </ul>
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> <li>▪ Price affordability due to variety in types of design services offered to fit the specific needs by each client</li> <li>▪ Classic contemporary interior design style and post-modernism art style has been identified as the niche signature style of the consultant’s designer.</li> </ul>	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> <li>▪ Design consultations by the hour competes against interior designers who charge consultations by the project, therefore it is more comfortable for clients to convey their needs and desired design without being hasty to meet certain time limits.</li> </ul>

Source: Personal Data (2023)



(a) Project President – Console Table



(b) Project President – Dining Area

**Figure 1.2 Berlin Studio Designs**

Source: Berlin Studio Company Website (2023)

▪ Liz Murphy Studio

Liz Murphy from Liz Murphy Studio is an abstract expressionism artist and designer alongside her partner Jen Brown as an interior designer. Founded since 2013 in New Jersey, United States, services offered include creating interior conceptual designs, schematic designs, project management, as well as design installations. Her works are marketed as buyable artwork, while offering custom order painting services. Beyond that, Liz also utilizes her visual arts talent to lead an art therapy retreat or workshop in countries around the world, from the US to Bali, Indonesia.

**Table 1.3 SWOT Analysis of Liz Murphy Studio**

Liz Murphy Studio	
<p><u>Strengths</u></p> <ul style="list-style-type: none"> <li>▪ Liz Murphy’s global presence who originated from England as a kids’ cartoon animation artist to the United States</li> <li>▪ Over 40 years experience in the creative industry</li> </ul>	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> <li>▪ Rigidity to expand availability of interior design services outside of Liz Murphy Studio’s region to other cities.</li> </ul>
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> <li>▪ Attracting attention from the niche market of consumers interested in abstract/expressionist art styles.</li> <li>▪ Partnerships with designers who are interested in collaborating with Liz Murphy to use her artwork in their interior projects.</li> </ul>	<p><u>Threats</u></p> <ul style="list-style-type: none"> <li>▪ Interior design services compete against newcomers who offer a more affordable service price.</li> </ul>

Source: Personal Data (2023)



(a) New Orleans Bedroom



(b) Montclair Townhouse

**Figure 1.3 Liz Murphy Studio Designs**

Source: Liz Murphy Studio Website (2023)

▪ **Sunflower Interior Design**

Architect Sandra Irawan started a design consultant firm in 2003, Sunflower Interior Design, as a specialist for residential and show unit projects. With 11~50 female employees working under her guidance, the teamwork between junior and senior designers altogether attracts a vast target market with varying purchasing powers. Throughout the 20 years of practice, Sunflower Interior Design has completed over 300 projects in its time.

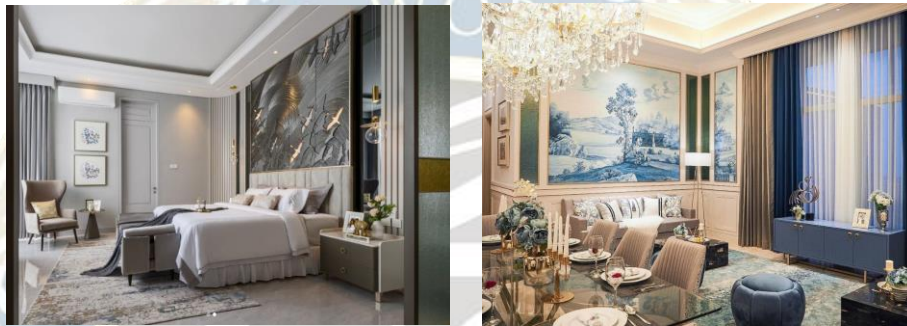
**Table 1.4 SWOT Analysis of Sunflower Interior Design**

Sunflower Interior Design	
Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▪ Ability to create designs and realise projects under a short timeframe without sacrificing quality</li> <li>▪ Frequent project tender for property developers' show units in Surabaya, namely Citraland, Pakuwon Group, dan Graha Famili (Intiland).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Rigidity to expand company branch outside of Surabaya, despite the vast channels to offer prospective projects if involved in the infrastructure development of other cities or in other islands.</li> </ul>

**Table 1.4 SWOT Analysis of Sunflower Interior Design (Continuation)**

<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> <li>▪ Relations maintained over the 20 years of practice with project clients and material suppliers.</li> <li>▪ Partnering with property developers in marketing new property units by decorating and styling the unit according to the interior design trends of the time.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Designer team composed of all women may experience gender discrimination by clients who have sexist biases.</li> <li>▪ Price competition with newcomers who offer more affordable design services.</li> </ul>

Source: Personal Data (2023)



(a) Pakuwon Indah Enya Show Unit (b) Penthouse One Icon Design

**Figure 1.4 Sunflower Interior Design Designs**

Source: Instagram @sunflower.interior (2023)

- **Zinnia Mural & Arts Finish**

Well-known amongst interior designers from the capital city Jakarta to Surabaya, Zinna Arts is a service company providing custom wall mural and art finishes. Operating in the creative industry for almost 20 years, their reputation is known as the go-to provider for accessorizing luxurious residential and commercial projects for the upper-class consumer.



(a) Chinoiserie style painting for Align Studio (b) Panel painting for Herve Studio

**Figure 1.5 Zinnia Mural & Arts Finish Designs (Residential)**

Source: Instagram @zinnia\_arts (2023)



(a) Wall mural for Xiang Fu Hai (b) Ceiling painting for Gereja Katolik St. Yakobus

**Figure 1.6 Zinnia Mural & Arts Finish Designs (Commercial)**

Source: Instagram @zinnia\_arts (2023)

**Table 1.5 SWOT Analysis of Zinnia Mural & Arts Finish**

Zinnia Mural & Arts Finish	
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>▪ Expertise in creating luxurious feel to paintings in various art styles like chinoiserie, classical style, religious.</li> <li>▪ 20 years of experience</li> <li>▪ Strong channels to prospective clients via relationships with well-known interior designers around Indonesia.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>▪ Process of planning and producing the painting takes time</li> <li>▪ High price tag</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>▪ Variety in creations appeal to a wider market segment</li> <li>▪ Surfaces to create painting is not constrained to a canvas, painting can be created on various surfaces such as walls, ceilings, furnitures, and more.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>▪ Wall finishes alternatives developed and introduced in the marketplace challenge the substitutability of this finished goods produced by this service due to the affordability.</li> <li>▪ Market segment that this service reaches is for those with a higher purchasing power.</li> </ul>

Source: Personal Data (2023)

**Table 1.6 BMC Benchmark of Incumbents**

BMC Benchmark					
BMC Block	Firm Name	Berlin Studio	Liz Murphy Studio	Sunflower Interior Design	Zinnia Mural & Arts Finish
Value Proposition	Model Identification	Getting the job done, Cost reduction, Customization, price	Getting the job done, Brand/status, Design	Getting the job done, Customization, Design	Getting the job done, Customization, Brand/status
	Evidence	Website: Price list and specification of services sold depicting custom	Website: reputation of the company for wellness	Instagram: Portfolio posts showing various interior design styles	Instagram: Portfolio posts of collaborative work with famous interior designers in Indonesia
Customer Segments	Market model and customer profile identification	Mass market, customers with limited budget but interested in contemporary style interior design and art	Segmented market, Customers interested in abstract art or art as a form of therapy	Mass market, clientele from middle to upper middle class, likes trendy interior designs	Niche market, upper class clients with high purchasing powers and interests for luxurious and lavish designs
	Evidence	Pricing strategy applied on the categorization of services sold	Variety of services related to interior designs, art therapy, custom painting orders	Variety of clientele from B2C and B2B, Instagram portfolio of finished designs from kitsch to lavish	Instagram portfolio of painting services as an accessory for extravagant interior designs
Customer Relationship	Model	Dedicated personal assistance through co-creation	Personal assistance, dedicated personal assistance through co-creation	Personal assistance through co-creation	Personal assistance through co-creation
	Evidence	One-on-one consulting services offered via online	One-on-one mentoring, interior design consultation	Design employee gets assigned multiple projects by superior	Artwork creation by painters who are directed by company's designer

**Table 1.6 BMC Benchmark of Incumbents (Continuation)**

Channels	Model	Awareness	Digital marketing: Social media, website, architecture publication	Digital marketing: social media , website, networking and collaborations in relevant events	Digital marketing, Business network with property developers	Digital marketing: social media, word of mouth marketing
		Evaluation	Price lists accessible online on company website, social media marketing	Website's workshop/ events schedule, social media marketing	Portfolio of finished projects on social media	Portfolio of finished projects on social media, testimony from famous interior designers
		Purchasing	Online booking through form, email, online purchase	Online booking through form, email, one-on-one consultation , online purchase	Scheduling consultation and meeting designer online	Online communication, consultation with painter
		Delivery	Direct: Online communication by phone consultation and email throughout design process	Direct: Design process and direct communication with customers	Direct: Design process while incorporating input and feedback that clients' want through Whatsapp and email	Direct: Creating quality painting works according to design and colour palette ordered
		After sales	Accepting hourly charged consultation	Product installation and communication through email	Available for communication via Whatsapp online chat	Available for communication via Whatsapp online chat
	Evidence	Information available on the services and FAQ website page	Information on Liz Murphy Studio's website	Information on Sunflower Interior's Instagram	Through company's Instagram and Whatsapp	

**Table 1.6 BMC Benchmark of Incumbents (Continuation)**

	Model Identification	Problem solving, Production	Problem solving, production	Problem solving, production	Production	
Key Activities	Evidence	Design process to solve users' problems and fulfill their needs, production of artwork	Process of interior design to solve users' problems and fulfill their needs, production of artwork construction project realization	Process of interior design to solve users' problems and fulfill their needs, production of artwork construction project realization	Portfolio of producing custom paintings on canvas/wall panels/ furniture on company's Instagram	
Key Partner	Model and Profile	Coopetition with interior designer who want to use artwork and collaboration	Joint venture to acquire particular resources and activities, buyer supplier relationship	Strategic alliance between non-competitors, buyer supplier relationship	Strategic alliance between non-competitors for optimization and economies of scale	
	Evidence	Company Instagram post announcing collaboration with designer's sister who is an interior designer	Company website declaring partnership between artist and interior designer	Company Instagram showing partnership with businesses supplying interior supply materials installed in company's realized projects	Company Instagram showing multiple repeating orders from interior design firms who purchase the service in different project designs	
Key Resources	Resources Identification per type	Physical	Facilities to create art and design interior projects	Painting studio, facilities to design interior and create paintings	Office, company transport (car), facilities to design projects	Facilities to create paintings and murals (scaffolding, paint, and tools), transport (pickup truck)
		Human	Interior designer	Painter, designer	Company's designers	Company's craftsmen

**Table 1.6 BMC Benchmark of Incumbents (Continuation)**

Key Resources	Intellectual Property	Design and artwork portfolio	Design and artwork portfolio	Design portfolio	Artwork portfolio
	Financial	Capital	Capital	Capital	Capital
	Evidence	Company's Instagram posts	Company's website information	Company's Instagram account	Company's Instagram account
Cost Streams	Model Identification	Cost-driven, economies of scope	Value-driven, economies of scope	Cost-driven, economies of scale	Value-driven, economies of scale
	Evidence	Categorization of services provided by the company	Pricing of services as mentioned on brochures found on company's website	Based on observation of variety in scale of realized projects found on the company's Instagram	The variety of painting materials used in creating artworks, maximizing the amount produced as to not waste
Revenue Streams	Stream Model Identification	Asset sale, Usage fee	Asset sale, Usage fee	Usage fee	Usage fee
	Pricing Model Identification	Fixed Menu Pricing for design services and paintings sold, Dynamic pricing for services charged based on usage and custom painting orders	Fixed Menu Pricing for paintings sold and art therapy sessions/events, Dynamic pricing for interior designs and custom painting orders	Dynamic pricing depending on interior design project area/m2 of the site	Dynamic Pricing from a starting price point depending on the material, design difficulty, and size of the ordered painting surface
	Evidence	Company website's service price list	Company website's e-brochure available to download	Inquiry to company	Inquiry to company

Source: Personal Data (2023)

#### 1.3.1.4. New Entrants (Insurgents)

Newcomers of the market of interior architecture design consultants and custom painting services entail a competitive edge to survive against other service providers who have years of experience to account for. Aside from the years of experience,

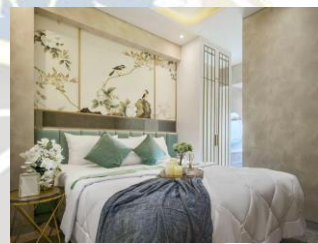
newcomers must be equipped with a credible portfolio and quality communication to attract clients to use their services.

- Her Studio

Previously operating under name ICS Interior Architecture and renamed to Her Studio since 2021, Michelle Bani is a graduate from University Ciputra running an entrepreneurial interior architectural design consultant firm in Surabaya. Projects undertaken by Her Studio include landed and apartment residential projects, commercial projects, and show unit.



(a) D'Yoga



(b) Anderson Tower Residential

**Figure 1.7 Her Studio Designs**  
Source: Instagram @hertudioid (2023)

**Table 1.7 SWOT Analysis of Her Studio**

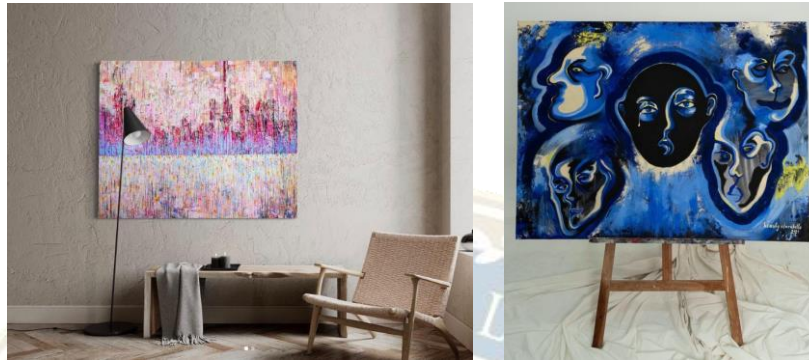
Her Studio	
<p><u>Strengths</u></p> <ul style="list-style-type: none"> <li>▪ Portfolio consists of well-designed projects with attractive up-to-date trends according to market demands.</li> <li>▪ Over 10 realized projects as a new entrant.</li> </ul>	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> <li>▪ Locations of realized projects so far are within Surabaya city scope.</li> <li>▪ Limited staff, causing other job role's responsibilities to be mainly managed by the lead designer.</li> <li>▪ Company's cash flow dependent to each project phase payments.</li> </ul>
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> <li>▪ Founder's personal connections as channels to attract prospective clients.</li> <li>▪ Variety in residential and commercial project typologies designed, attracting diverse consumer segments.</li> </ul>	<p><u>Threats</u></p> <ul style="list-style-type: none"> <li>▪ Job vacancies are often left open for longer periods of time, due to the lack of applicants to a relatively new consultant company.</li> <li>▪ Competing against other new entrants to earn projects.</li> </ul>

Source: Personal Data (2023)

- Beauty Clarabelle

Abstract artist Beauty Clarabelle started her career as a professional painter in 2020, working on acrylic and mixed-media canvas works to make

a painting collection or create custom order paintings. Residing in Surabaya, Beauty’s paintings are exhibited in big cities around Indonesia and sells her paintings to an international clientele, mostly to Japan.



(a) “Skyscraper” 2023

(b) “Endless Phase” 2021

**Figure 1.8 Beauty Clarabelle Paintings**  
Source: Instagram @beautyclarabelle (2023)

**Table 1.8 SWOT Analysis of Beauty Clarabelle (painter)**

Beauty Clarabelle, painter	
<p><u>Strengths</u></p> <ul style="list-style-type: none"> <li>▪ Signature painting technique and colour palette</li> <li>▪ Consistency in the number of paintings created per year</li> </ul>	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> <li>• Works are only able to be produced by the artist herself</li> </ul>
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> <li>▪ A strong social media presence to reach and connect to prospective clients through content created of the paintings created by the artist</li> <li>▪ Participating in competitions and exhibitions to showcase the artist’s works</li> </ul>	<p><u>Threats</u></p> <ul style="list-style-type: none"> <li>▪ As an independent artist without any agency affiliation, lacking the connection to market segment interest in the artist’s paintings</li> </ul>

Source: Personal Data (2023)

**Table 1.9 BMC Benchmark of New Entrants**

BMC Benchmark			
BMC Block	Firm Name	Her Studio	Beauty Clarabelle (painter)
Value Proposition	Model Identification	Getting the job done, customization	Getting the job done, design
	Evidence	Company’s portfolio on Instagram	Painter’s portfolio on Instagram

**Table 1.9 BMC Benchmark of New Entrants (Continuation)**

Customer Segments	Market model and customer profile identification		Mass market, clientele from middle to upper middle class for residential and commercial projects, interested in currently trending interior designs with relatively	Niche market, clients with upper-middle purchasing powers and interests for artistic paintings with the painter's signature technique and color palette
	Evidence		Instagram: caption describing the client of realized projects and the concepts/mood desired	Painter's interview with online news media about clientele who orders custom paintings
Customer Relationship	Model		Dedicated personal assistance through co-creation	Personal assistance through community and co-creation
	Evidence		Consultation services provided as part of key activities to conduct business operations	Comment section of painter's Instagram to hear feedback and interests to finished works by audience, one-on-one communication with interested buyers/clients of custom painting services
Channels	Model	Awareness	Digital marketing: social media marketing, content creation, company website	Digital marketing: social media marketing, content creation
		Evaluation	Direct communication with designer through Whatsapp or by email	Direct communication through Instagram Direct Messages or by email
		Purchasing	Online consultation appointment	Direct communication to place order

**Table 1.9 BMC Benchmark of New Entrants (Continuation)**

Channels	Model	Delivery	Taking consideration to clients' input and feedback for co-creating a design that meets the clients' wants and needs	Understanding the concept that the clients want and produce a painting based on the painter's interpretation of that concept with the client's desired mood.
		After sales	Maintaining customer engagements by visiting project after handover	Publication of the completed painting and maintaining relationship with client
	Evidence	Company's website and Instagram	Instagram direct message for inquiring about services' specification	
Key Activities	Model Identification	Problem solving, production	Production	
	Evidence	Design development to create a space that solves clients' problems and meets their needs	Creating the paintings based on the clients' request and input, with consideration to painter's authentic technique and interpretation of the concept through symbolic detail	
Key Partner	Model and Profile	Strategic alliance between non-competitors, buyer supplier relationship	Strategic alliance between non-competitors for optimization and economies of scale	
	Evidence	Company's Instagram shows partnership with businesses supplying interior supply materials applied in projects	Instagram post showing partner third-party logistics to ship completed paintings to clients	

**Table 1.9 BMC Benchmark of New Entrants (Continuation)**

Key Resources	Resources Identification per type	Physical	Office, facilities to create designs, transportation	Facilities to create paintings, transportation
		Human	Employees	Painter herself
		Intellectual Property	Portfolio of conceptual and realized projects	Completed paintings
		Financial	Privately funded	Privately funded
	Evidence		Company's website information	Observed from painter's Instagram
Cost Streams	Model Identification		Cost-driven, economies of scale	Value-driven, economies of scale
	Evidence		Concerned to keep design cost low without sacrificing quality of the design produced and project realization.	Immanent value that of a one-of-a-kind hand painted painting priced based on the value rather than price of the labor cost to produce and raw materials.
Revenue Streams	Stream Model Identification		Asset sale and usage fee	Asset sale
	Pricing Model Identification		Dynamic pricing strategies depending on the area of the project site to be designed and built	Dynamic pricing strategies to set price tag to each painting created or ordered, depending on the painting size of the painting and the material grade.
	Evidence		Inquiry to company	Inquiry to painter

Source: Personal Data (2023)

#### 1.3.1.5. Substitute Products and Services

Understanding the barriers of entering a market due to preexisting substitute products and services available helps in creating the potential gaps to determine the competitive value that the products and services created will have to withstand its position. (Avgeropoulos & McGee, 2015). Miseulukis Studio as an interior

architecture design consultant also offering custom painting services as a complementary service. As a result, the end products created from the services being conceptual interior designs created complete with technical drawing plans and finished paintings are prone to be compared with other alternatives available in the market, therefore an analysis is conducted to substitute products or services that may replace the need for Miseulukis Studio's services.

- HomeDesignsAI

Artificial intelligence powered interior design services software that aid in the conceptual design phase of an interior project; that is limited in its ability to create permanent built-in furniture customized to match the needs of clients and the suitability to the existing project site. However, HomeDesignsAI is an attractive alternative for clients with a very limited budget who are only interested in decorating a space with mass-produced furniture readily available in the marketplace.

- Walline Façade Wallart

Utilizing CNC laser cutting on thin building materials to be applied in interior and exterior settings, Walline Façade Wallart creates the custom-order product produced for an interior designer or architect to apply to surfaces for functional or as a decorative accent. The aesthetic value offered by the product offered potentially replaces the need for a painting in a room.

## 1.3.2. Market Forces

### 1.3.2.1. Market Issues

Polarization arises between two groups with opposing interests, due to the emergence of social factors that divide them. The impact that technology has brought upon the perception of reality in society's understanding of socialization. Humans have grown dependent on handheld devices to socialize within virtual reality as well as the development of integrated information technology accessible with internet connection through a phone such as digital wallets or digital access codes. As the human brain works 10 million times slower than a computer (Luo, 2018), making the intended purpose of these devices to optimize productivity and improve efficiency by minimizing the physical proximity between people and information accessibility (Esteves, 2020) reveal its downsides.

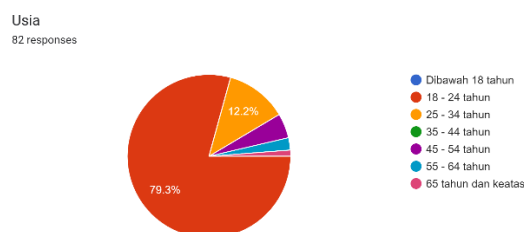
Device users intrinsically develop increasing levels of impatience due to constant exposure to quick-paced sensory responses. As a result, humans are prone to feeling stressed and under high levels of pressure, which is a known trigger to decrease the mental state (Racine, 2020). Among the 17 SDGs proposed by the UN between years 2016 until 2030, the third goal being 'good health and well-being' encompasses point 3.4 in efforts to reduce levels of premature death by prevention and promotion of mental health (United Nations, 2016). One of the many ways to promote mental health is through designing the surrounding environment to create a healthy and comfortable atmosphere to live in.

### 1.3.2.2. Market Segment

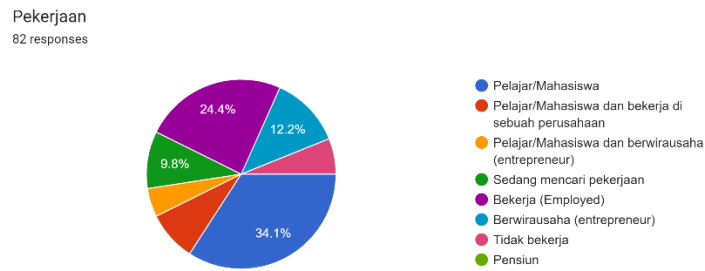
Determining the prospective consumer market of Miseulukis Studio's clients being national citizens of Indonesia, narrowed down to refer to the general norms in the country as the design guideline in examining the habits of the users. Qualitative data obtained supports the study of market segmentation through 34 questions delivered through a digital online survey powered by Google Forms. Declarative generalization (Devane, 2023) in arranging behavioral and attitudinal questions to answer the objective of the survey: determining the value proposition of Miseulukis Studio.

This survey consists of four sections: respondents' profile, questions about interior architectural design services, questions about custom painting services, and the market interest towards the combination of both services packaged as one – offered by Miseulukis Studio. The number of respondents from this survey is 82 respondents, provided that they are Indonesian citizens.

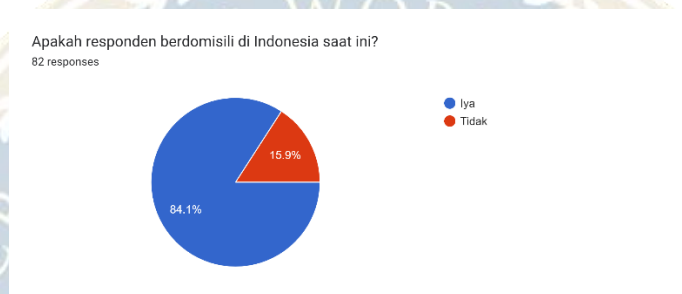
The first section of the survey collects general respondent data. This basic information helps further classify the information collected in the other segments of the survey by the correlation between age groups, occupations, and geographic location.



**Figure 1.9 Market Research Survey – Respondents' Age**  
Source: Personal Data (2023)



**Figure 1.10 Market Research Survey – Respondents' Occupation**  
Source: Personal Data (2023)



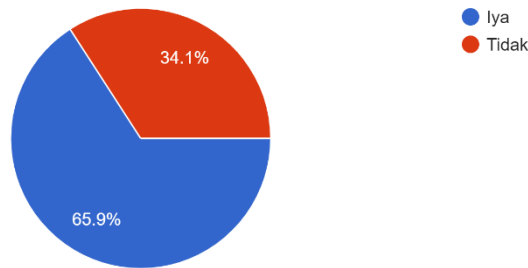
**Figure 1.11 Market Research Survey – Respondents' Geographical Location**  
Source: Personal Data (2023)

Respondents to this market survey consisted of several age groups: 79.3% are aged 18 - 24 years old, 12.2% are aged 25 – 34 years old, dan 8.5% are aged 45 years and above. The demography of respondents were divided in half, 50% earning an income and 50% without income. Among those who earn incomes are employed students 8.5%, entrepreneurial students 4.9%, company employees 24.4%, dan entrepreneurs 12.2%. Respondents without an income are made up of students 34.1%, jobseekers 9.8%, dan unemployed 6.1%. The domicile of 84.1% of the respondents are residing in Indonesia and 15.9% are residing overseas.

The second section of the survey includes questions about the respondents' needs in interior architectural design services, obtained through multiple-choice questions, ticking options, and putting options in order from highest to lowest importance.

1. Apakah responden pernah membutuhkan jasa desain interior arsitektur?

82 responses

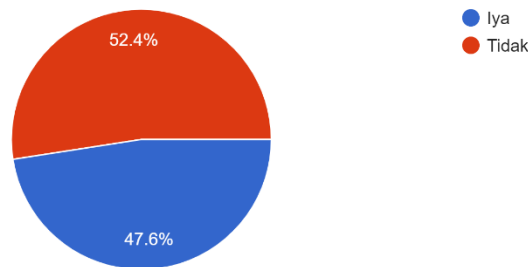


**Figure 1.12 Market Research Survey – Section 2**

Source: Personal Data (2023)

2. Apakah responden pernah menggunakan jasa desain interior arsitektur?

82 responses



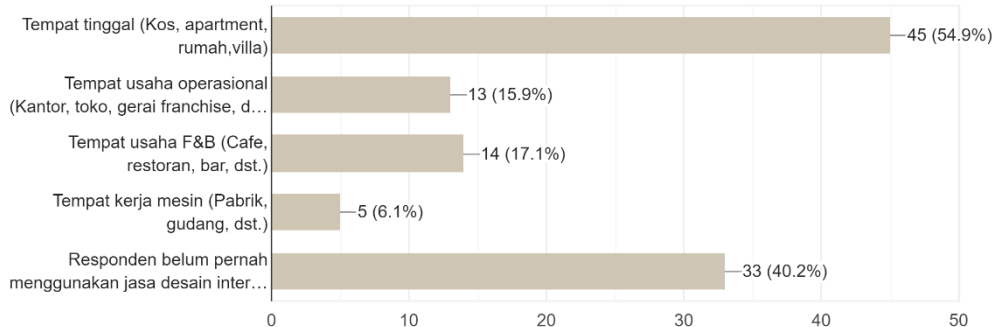
**Figure 1.13 Market Research Survey – Section 2**

Source: Personal Data (2023)

Questions surrounding the interests and needs for an interior architectural design consultant services area conveyed to respondents. Followed by the exploration of the consumer decision-making process in considering the need for design services based on project typologies, frequency of services needed, evaluating the crucial factors considered when selecting a suitable consultant.

3. Jenis tempat yang didesain oleh desainer adalah: (Dapat mencentang lebih dari satu jawaban)

82 responses

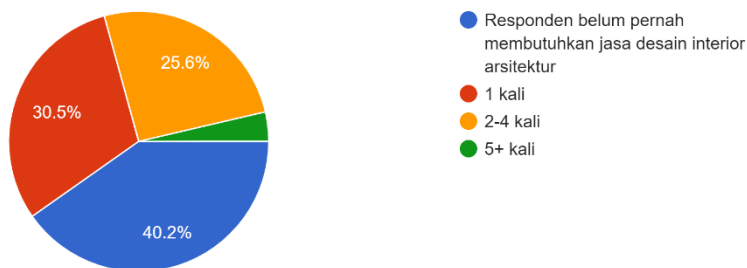


**Figure 1.14 Market Research Survey – Section 2**

Source: Personal Data (2023)

4. Sudah berapa kali responden membutuhkan jasa desain interior arsitektur?

82 responses

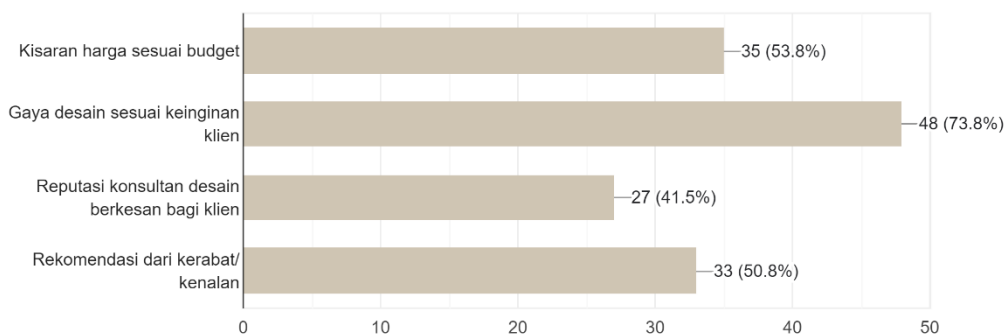


**Figure 1.15 Market Research Survey – Section 2**

Source: Personal Data (2023)

5. Mengapa responden memilih konsultan desain tersebut? (Dapat mencentang lebih dari satu jawaban)

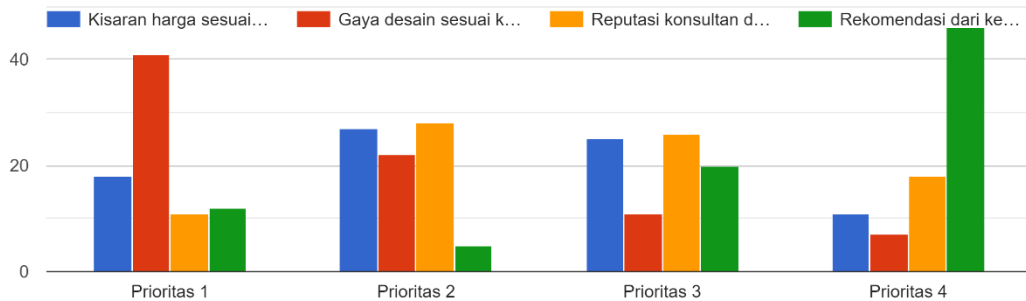
65 responses



**Figure 1.16 Market Research Survey – Section 2**

Source: Personal Data (2023)

6. Urutkan prioritas pertimbangan, jika responden diminta untuk memilih jasa desain:



**Figure 1.17 Market Research Survey – Section 2**

Source: Personal Data (2023)

According to the survey results, 49 of the 82 respondents have used interior architectural design services before as much as 77 times. Respondents' outlier of this survey are the 33 respondents who have never used the design services before.

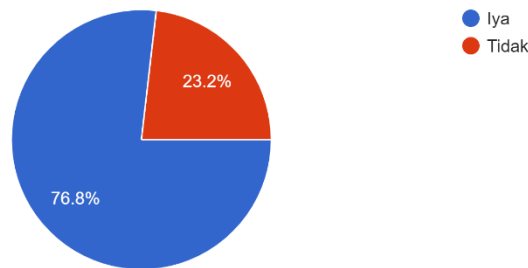
58.4% of the interior architectural design services were procured in designing residential projects whereas the remaining 41.6% were for workplaces. There are three types of workplaces that needed interior architectural design services, namely: operational business premises (offices, stores, chain franchises) comprising 16.8%, F&B businesses 18.2%, and machinery workplaces (factories, warehouses) 6.6%.

A set of four fit factors presented to see which had the most significant influence when clients consider which consultant to design their projects based on budget estimates, design style, company's reputation, and personal recommendations. The factor that garnered the most votes with 48 votes was the suitability of the consultant's design style with the project concept envisioned by

the client, followed by the appropriate budget estimates with 35 votes, the third being recommendations from relatives/acquaintances with 33 votes, and lastly the company's reputation with 27 votes.

7. Apakah responden berkemungkinan untuk memilih jasa desain yang berbasis di kota yang berbeda daripada lokasi proyek?

82 responses

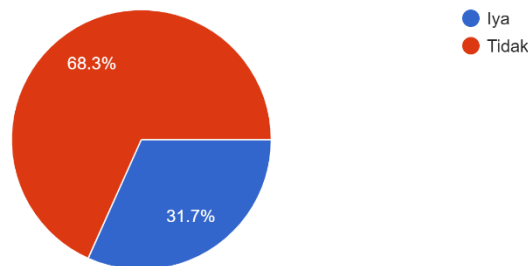


**Figure 1.18 Market Research Survey – Section 2**

Source: Personal Data (2023)

8. Apakah responden berkemungkinan untuk memilih jasa desain yang berbasis di negara yang berbeda daripada lokasi proyek?

82 responses

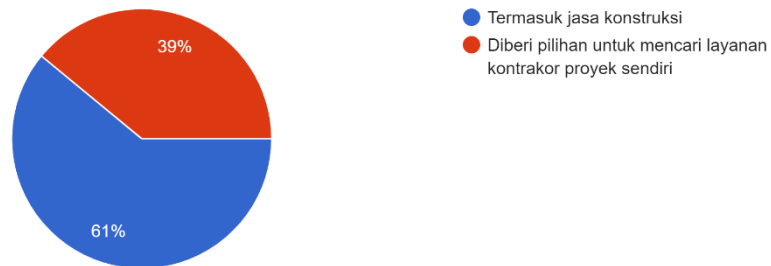


**Figure 1.19 Market Research Survey – Section 2**

Source: Personal Data (2023)

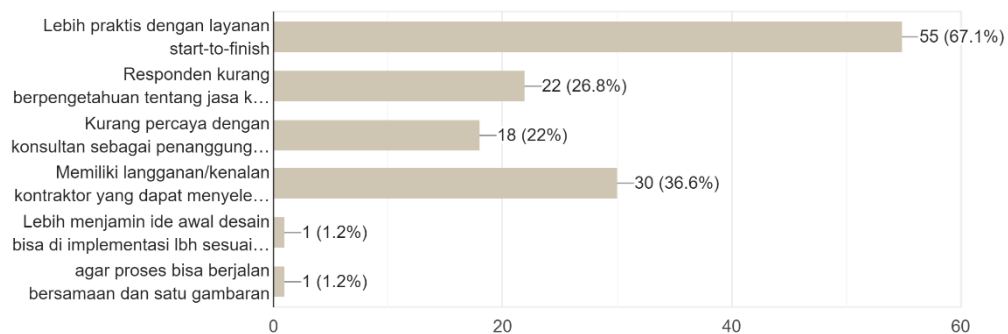
Data has shown that 76.8% of respondents may consider to seek interior architectural services by a consultant based in a different city than their project site, however only 31.7% of respondents are open to seeking services of a consultant based overseas.

9. Apakah responden lebih cenderung untuk mencari jasa desain interior arsitektur yang sudah termasuk jasa konstruksi atau diberi pilihan untuk mencari layanan kontraktor proyek sendiri?  
82 responses



**Figure 1.20 Market Research Survey – Section 2**  
Source: Personal Data (2023)

10. Faktor apa saja yang mempengaruhi kecenderungan responden untuk jasa desain tersebut? (Dapat mencentang lebih dari satu jawaban)  
82 responses



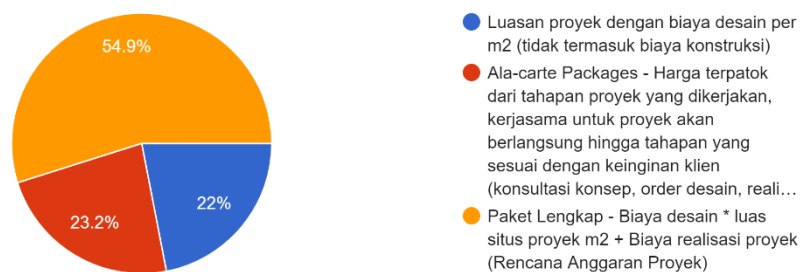
**Figure 1.21 Market Research Survey – Section 2**  
Source: Personal Data (2023)

It is uncommon to hear incidents of a fraudulent case or a lack of trust towards contractors who are responsible in realizing the project design. To confirm this prejudice, questions asked to respondents if they are more willing to choose a consultant inclusive of construction services or to be given the option to choose a contractor for their project independently. 61% of respondents still prefer an inclusive design-to-build consultant service while 39% prefer to choose their own contractors.

A set of four factors as reasoning for the respondents' decisions who prefer design services inclusive with the project construction or to choose their own contractors being: practicality of start-to-finish services, respondents' lack of knowledge about construction services, having acquaintances in the construction business, or to ensure that the implementation of the design in the project site will be accurate to the conceptual design agreed on.

Practicality of start-to-finish services garnered 55 votes and respondents' lack of knowledge about construction services garnered 22 votes, making up 61% of respondents preferring an inclusive construction service. On the other hand, having acquaintances in the construction business garnered 30 votes ensuring that the implementation of the design in the project site will be accurate to the conceptual design agreed, garnering 18 votes comprises 39% of respondents who prefer to choose their own contractors independently.

11. Responden lebih cenderung memilih jasa desain dengan skema fee yang terpatok oleh:  
82 responses



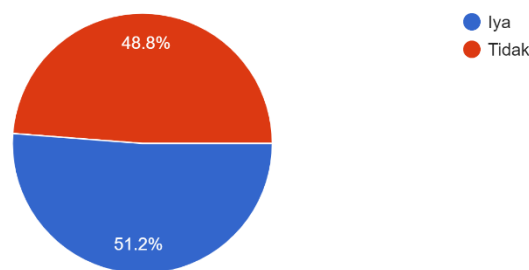
**Figure 1.22 Market Research Survey – Section 2**  
Source: Personal Data (2023)

Pricing strategies to determine an estimate cost of design was asked to respondents to choose between three options: design fee charged per square meter of the project site excluding construction costs, ala-carte packages (design costs

charged depending to which phase the project is assisted by the consultant) or start-to-finish (design fee charged per square meter of the project site including construction costs). 54.9% respondents selected start-to-finish (design fee charged per square meter of the project site including construction costs) as the best pricing strategy, 23.2% respondents selected the ala-carte packages, dan 22% respondents selected the design fee charged per square meter of the project site excluding construction costs. While over half of the respondents prefer the start-to-finish pricing strategies, the accumulation of respondents choosing the remaining pricing strategies indicates that the ala-carte and design fee per square meter pricing strategies are equally attractive to be applied into the business model.

The third section of the survey includes questions about the respondents' needs in custom painting services, through multiple-choice questions, ticking options, and putting options in order from highest to lowest importance.

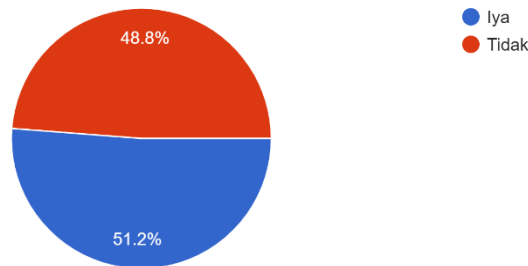
1. Apakah responden pernah mendengar tentang jasa komisi lukisan?  
82 responses



**Figure 1.23 Market Research Survey – Section 3**  
Source: Personal Data (2023)

2. Apakah responden pernah tertarik untuk membuat pesanan jasa komisi lukisan?

82 responses

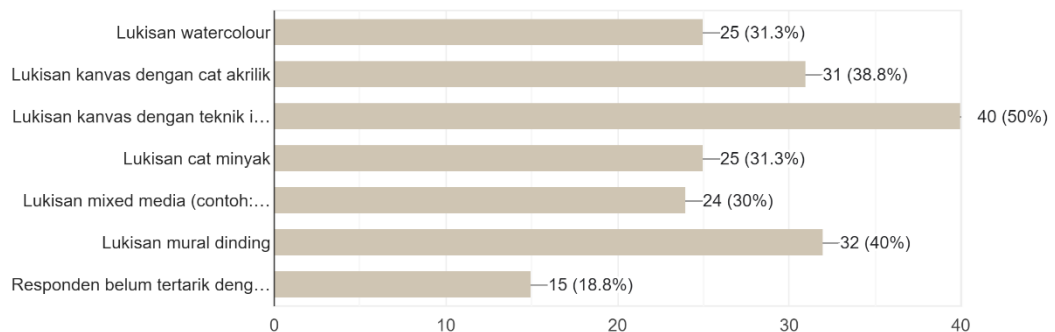


**Figure 1.24 Market Research Survey – Section 3**

Source: Personal Data (2023)

3. Berilah centang pada jenis lukisan yang menarik untuk dikaryakan sebagai komisi lukisan custom: (Dapat mencentang lebih dari satu jawaban)

80 responses



**Figure 1.25 Market Research Survey – Section 3**

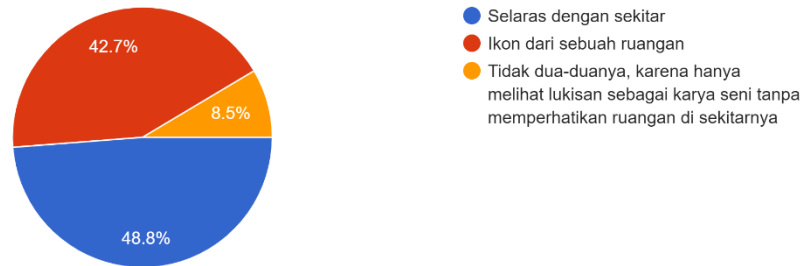
Source: Personal Data (2023)

Firstly, finding out the respondents' familiarity to custom painting services through figures 1.24 and 1.25 that has shown only 51.2% of respondents have heard of custom painting services, while 51.2% are interested in buying this service. Understanding which type of paintings and the potential to diversify the type of paintings based on the respondents' general interest. The highest interest of paintings are acrylic canvas paintings with an impasto technique with 40 votes, following a wall mural with 32 votes, generic acrylic canvas paintings with 31 votes, a tie between watercolor paintings and oil paintings with 25 votes each,

lastly mixed media paintings with 24 votes. The outlier of respondents uninterested in ordering a custom painting are as much as 15 votes.

4. Apakah responden lebih cenderung menyukai karya seni lukisan yang selaras dengan sekitarnya atau lukisan yang menjadi ikon dari sebuah ruangan?

82 responses



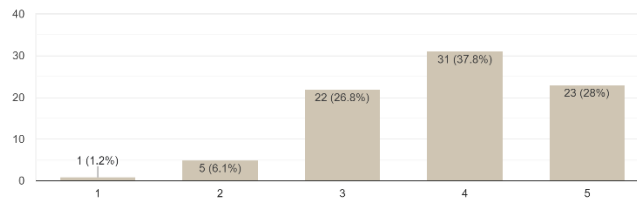
**Figure 1.26 Market Research Survey – Section 3**

Source: Personal Data (2023)

As a niche value that is being tested to refine the innovation implemented in the custom painting design services, respondents are asked on their preference of paintings to be in harmony of the existing interior design that the painting is placed in or as a focal point to the interior design of the room. The multiple choice question shows that 48.8% of respondents prefer the painting to be in harmony with its surroundings, while 42.7% of the respondents prefer a painting to be a focal point of the room, with the outlier of the respondents who have no preference in whether or not a painting is in harmony with its surrounding as much as 8.5%.

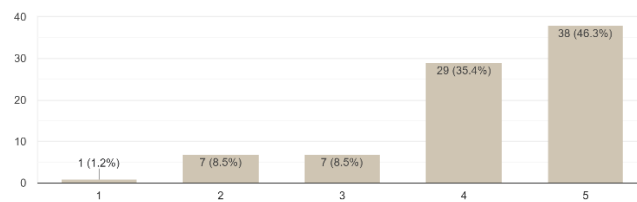
The final section of the survey includes questions relevant to the services offered by Miseulukis Studios to test the level of importance or agreement of respondents with a numeric scale from 1~5.

1. Melihat karya lukisan adalah hal yang menenangkan pikiran saya.  
82 responses



**Figure 1.27 Market Research Survey – Section 4**  
Source: Personal Data (2023)

2. Saya suka dengan desain perabot ruangan yang bisa dipindah dan atur ulang tatanan ruangnya sewaktu-waktu sesuai kenyamanan aktivitas.  
82 responses



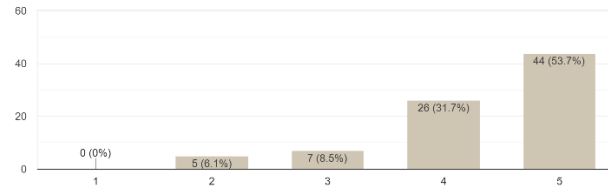
**Figure 1.28 Market Research Survey – Section 4**  
Source: Personal Data (2023)

The first question of the fourth section inquires if respondents feel calm when looking at paintings: 37.8% respondents agreeing on a numeric scale of 4 out of 5, following 28% respondents agreeing on a numeric scale of 5 out of 5, 26.8% agreeing on a numeric scale of 3 out of 5. A general assumption based on this result shows that respondents greatly see a direct correlation between looking at paintings and feeling a calming effect to the mind.

Next, respondents were asked if they liked furniture that can be rearranged from time to time based on activities conducted in the room: 46.3% respondents agreeing on a numeric scale of 5 out of 5.

3. Saya suka dengan ruangan yang terlihat ringkas, barang-barang tersimpan rapi tertutup, dan berbasis satu warna.

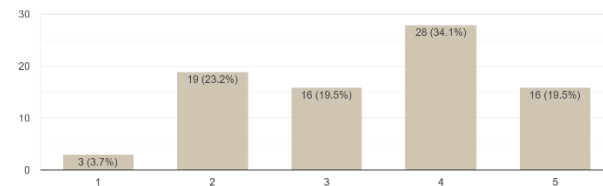
82 responses



**Figure 1.29 Market Research Survey – Section 4**  
Source: Personal Data (2023)

4. Saya suka dengan ruang yang memperlihatkan barang yang disimpan, mudah untuk mencari barang di lemari, dan berbasis satu warna.

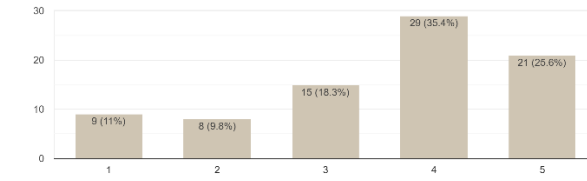
82 responses



**Figure 1.30 Market Research Survey – Section 4**  
Source: Personal Data (2023)

5. Saya suka dengan ruang yang memperlihatkan barang yang disimpan, mudah untuk mencari barang di lemari, dan berbasis lebih dari satu warna.

82 responses



**Figure 1.31 Market Research Survey – Section 4**  
Source: Personal Data (2023)

Three questions related to the combination between storage style and color palettes (monochromatic or multicolored) to better understand the general public's style preferences:

- Figure 1.29 — Closed storage with one color:
  1. 5 out of 5 voted 53.7%
  2. 4 out of 5 voted 31.7%
  3. 3 out of 5 voted 8.5%
  4. 2 out of 5 voted 6.1%
  5. 1 out of 5 voted 0%

- Figure 1.30 — Displayed storage with one color:

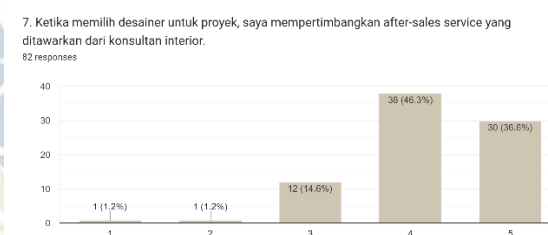
1. 4 out of 5 voted 34.1%
2. 2 out of 5 voted 23.2%
3. 5 out of 5 voted 19.5%
4. 3 out of 5 voted 19.5%
5. 1 out of 5 voted 3.7%

- Figure 1.31 — Displayed storage with  $\geq 2$  colors:

1. 4 out of 5 voted 35.4%
2. 5 out of 5 voted 25.6%
3. 3 out of 5 voted 18.3%
4. 1 out of 5 voted 11%
5. 2 out of 5 voted 9.8%



**Figure 1.32 Market Research Survey – Section 4**  
Source: Personal Data (2023)



**Figure 1.33 Market Research Survey – Section 4**  
Source: Personal Data (2023)

Figure 1.32 asks if respondents prefer a consultant company based within city proximity to the project site with 93.8% respondents generally prefer a consultant based in the same city as the project site. Figure 1.33 asks if respondents consider selecting a consultant based on its post-occupancy services: 46.3%

respondents agreeing on a numeric scale of 4 out of 5, 36.6% respondents agreeing on a numeric scale of 5 out of 5, and 14.6% respondents agreeing on a numeric scale of 3 out of 5.



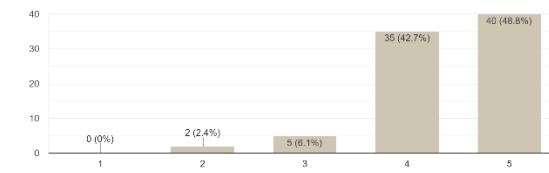
**Figure 1.34 Market Research Survey – Section 4**  
Source: Personal Data (2023)



**Figure 1.35 Market Research Survey – Section 4**  
Source: Personal Data (2023)

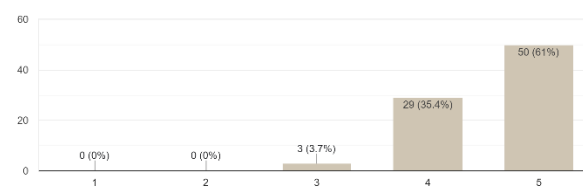
Two questions surrounding the consumer decision making process in determining a design consultant, based on the suitability of design style to the concept desired for a project or if consumers are open to try experiential store concepts as a marketing shtick to reach a segmented market. Figure 1.34 shows the 62.2% respondents agreeing on a numeric scale of 5 out of 5, followed by 32.9% respondents agreeing on a numeric scale of 4 out of 5. On the other hand, Figure 1.35 shows a fragmented response of 63.4% (24.4% (4 out of 5) and 39% (5 out of 5)) respondents are interested in pitching a new ambience while the remainder 36.6% are reluctant to that marketing approach.

10. (Untuk proyek komersil) Saya akan memilih desain yang memicu pola bekerja di organisasi bisnis saya agar semakin produktif.  
82 responses



**Figure 1.36 Market Research Survey – Section 4**  
Source: Personal Data (2023)

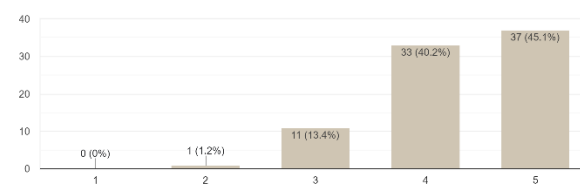
11. Desain interior yang memiliki sentuhan personal dapat membuat tempat itu lebih berkesan bagi pengunjung.  
82 responses



**Figure 1.37 Market Research Survey – Section 4**  
Source: Personal Data (2023)

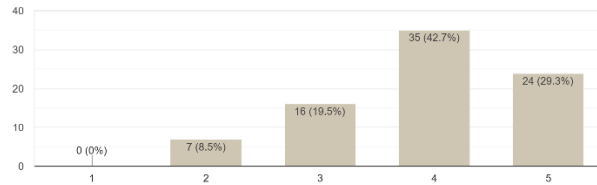
The aura of a space is created to boost productivity of a commercial space (Figure 1.36) and the importance of personal touch (Figure 1.37) shows that most respondents agree with both statements. Quantitative data from figure 1.36 are as follows: 48.8% respondents agreeing on a numeric scale of 5 out of 5, 42.7% respondents agreeing on a numeric scale of 4 out of 5, 6.1% respondents agreeing on a numeric scale of 3 out of 5, and 2.4% respondents agreeing on a numeric scale of 2 out of 5. Quantitative data from figure 1.37 are as follows: 61% respondents agreeing on a numeric scale of 5 out of 5, 35.4% respondents agreeing on a numeric scale of 4 out of 5, and 3.7% respondents agreeing on a numeric scale of 3 out of 5.

12. Karya lukisan custom dapat memberikan hiasan sentuhan personal.  
82 responses



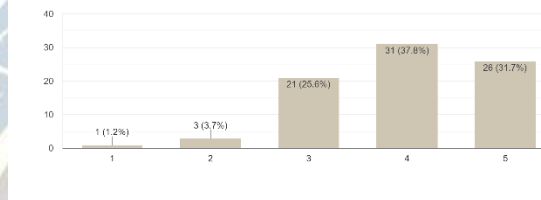
**Figure 1.38 Market Research Survey – Section 4**  
Source: Personal Data (2023)

13. Apakah responden tertarik dengan layanan interior desain yang dilengkapi oleh pembuatan karya lukisan personal?  
82 responses



**Figure 1.39 Market Research Survey – Section 4**  
Source: Personal Data (2023)

14. Apakah responden tertarik untuk memesan karya lukisan custom yang cocok dan mengacu pada interior ruang yang sudah terhias?  
82 responses



**Figure 1.40 Market Research Survey – Section 4**  
Source: Personal Data (2023)

Figures 1.38, 1.39, and 1.40 are comprised of questions surrounding the custom painting services offered by Miseulukis Studio. Quantitative data from figure 1.38 are as follows: 45.1% respondents agreeing on a numeric scale of 5 out of 5, 40.2% respondents agreeing on a numeric scale of 4 out of 5, 13.4% respondents agreeing on a numeric scale of 3 out of 5, and 1.2% respondents agreeing on a numeric scale of 2 out of 5.

Quantitative data from figure 1.39 are as follows: 42.7% respondents agreeing on a numeric scale of 4 out of 5, 29.3% respondents agreeing on a numeric scale of 5 out of 5, 19.5% respondents agreeing on a numeric scale of 3 out of 5, and 8.5% respondents agreeing on a numeric scale of 2 out of 5.

Quantitative data from figure 1.40 are as follows: 37.8% respondents agreeing on a numeric scale of 4 out of 5, 31.7% respondents agreeing on a numeric scale of 5 out of 5, 25.6% respondents agreeing on a numeric scale of 3 out of 5, 3.7% respondents agreeing on a numeric scale of 2 out of 5, and 1.2% respondents agreeing on a numeric scale of 1 out of 5.

Based on the results collected, there is a potential market interested in purchasing custom paintings, despite the fragmentation in responses collected. The fragmented responses show that the market is segmented and considered a niche market for this service.



**Figure 1.41 Market Research Survey – Section 4**  
Source: Personal Data (2023)



**Figure 1.42 Market Research Survey – Section 4**  
Source: Personal Data (2023)

Through questions in figures 1.41 and 1.42, the company realizes that there is a demand for creating custom paintings as presents. The information collected regarding the demand for ordering a custom painting as a housewarming present and a business opening present. The majority of respondents as much as 45.1% are interested in purchasing custom paintings as a housewarming present on a scale of 4 out of 5, while 37.8% are interested in purchasing custom paintings as a business opening present on a scale of 4 out of 5.

### 1.3.2.3. Needs and Demand

The market research survey conducted observes Miseulukis Studio's consumers' needs towards the services that design consultant by obtaining quantitative data.

Figure 1.12 shows that 65.9% of respondents have needed interior design services before. Figure 1.15 specifies further on the frequency of service usage as much as 59.8% of respondents have used the services before: 30.5% respondents once, 25.6% respondents 2-4 times, and 3.7% over 5 times.

Based on figures 1.18 and 1.19, the need for interior architectural design services in proximity to the project site, whether the consultant is based within the city/country of the site or in a different city/overseas, respondents are still willing and interested to use the consultant's expertise. 61% of respondents prefer design service inclusive of construction build services, due to practicality and lacking knowledge of construction services available.

Aside from the quality of services during the design and construction phases, figure 1.33 respondents have shown that the post-occupancy after-sales services offered by the design consultant is a factor evaluated. Figure 1.36 shows 48.8% of respondents have a high need for interior designs that can boost its users' productivity, 42.7% of respondents feel the need, and 6.1% are neutral on this need.

Further exploring the interest for ordering a custom painting, data extracted from figure 1.24 shows 51.2% of respondents who are interested in making a purchase. Figures 1.39 and 1.40 examine this demand by categorizing the need for paintings in. 42.7% of respondents on a numeric scale of 4 out of 5 are interested to

order custom paintings that are in harmony with the existing interior design, while 37.8% respondents on a numeric scale of 4 out of 5 prefer to order one that stands out as a contrasting focal point to the room. Interpreting the outcome of these questions signals that this tertiary product has a fragmented market demand, also classifying under a niche market catering to a specific clientele.

#### 1.3.2.4. Switching Cost

Consumer behavior describes how users are selecting and considering between the goods or services available in the market (Kotler et al., 2022). Among what is purchased, when and why the transaction is made are studied to gauge the value provided of a goods or services sold by a company against its replacement. The five stages of a consumer behavior analysis are namely recognizing the consumers' problems, searching for products or services available in the market, evaluating between product alternatives, purchase decision, and post-purchase evaluation (Doyle, 2016).

Switching cost is a cost inflicted to a consumer on the third and fourth stages of a consumer decision-making process, as repeating the process of evaluating between product alternatives and purchase decision is time and effort consuming. There are three types of switching costs: procedural, financial, and relational. Efforts made to anticipate consumers from switching to purchase goods and services sold by other companies, strategies applicable to prevent this are:

- Building an emotional relationship between client and Miseulukis Studio

Through good customer service communication and hospitality delivered as a service provider, Miseulukis Studio hopes to build a great reputation through increasing customer engagements to build trust and loyalty towards the company during and after the service period. Brand relationship cost inflicted to customers aims to retain a clientele portfolio built for repeating orders.

- Contract-bound agreement

Designers are protected by a mutually signed MOU that binds the client's obligations to follow the payment schedule as designers fulfill their services. While an exit fee clause is an optional contract clause, the general purpose of the MOU states that clients must oblige in paying the designers according to schedule therefore securing the project design fees designers are due to receive. Having signed a contract makes clients reluctant to break the contract of an ongoing project, due to the money already spent on this company, rather than repeating the project from scratch to another company.

#### 1.3.2.5. Revenue Attractiveness

The attractiveness of a business is largely based on the market's interest in the goods or services provided. With the market survey conducted, qualitative data obtained through figures 1.39, 1.40, 1.41 and 1.42 examines the respondents' interest towards the services provided by Miseulukis Studios as an interior architecture design and custom painting consultant services.

Quantitative data was obtained from answers to questions regarding the level of interest using a numerical scale of 1 to 5, with 1 being not interested and 5 being very interested. The results obtained are:

▪ Interested in hiring interior design services with a custom painting:

1. 4 out of 5 voted 42.7%
2. 5 out of 5 voted 29.3%
3. 3 out of 5 voted 19.5%
4. 2 out of 5 voted 8.5%
5. 1 out of 5 voted 0%

▪ Interested in ordering a custom painting for a furnished room:

1. 4 out of 5 voted 37.8%
2. 5 out of 5 voted 31.7%
3. 3 out of 5 voted 25.6%
4. 2 out of 5 voted 3.7%
5. 1 out of 5 voted 1.2%

▪ Interested in ordering a custom painting as a housewarming gift:

1. 4 out of 5 voted 45.1%
2. 5 out of 5 voted 31.7%
3. 3 out of 5 voted 12.2%
4. 2 out of 5 voted 6.1%
5. 1 out of 5 voted 4.9%

▪ Interested in ordering a custom painting as a business opening gift:

1. 4 out of 5 voted 37.8%

2. 5 out of 5 voted 29.3%
3. 3 out of 5 voted 17.1%
4. 2 out of 5 voted 9.8%
5. 1 out of 5 voted 6.1%

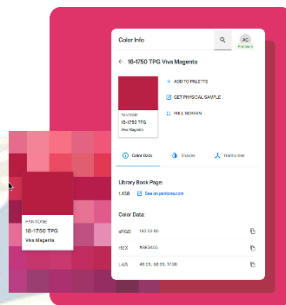
The majority of the interest on a Likert scale of 4 out of 5 for interior design services as well as custom painting services indicates that Miseulukis Studio needs to find a suitable marketing and pricing strategy to convert the interest into a transaction.

### 1.3.3. Key Trends

Trend is defined as a general direction of changes or developments (Cambridge University Press, n.d.). Every year, interior design accent trends, newly released furniture products, color palette trends, and popular materials are developing innovations to set the scene of what is relevant. The process of forecasting design trends through research on a macro scale that analyzes global issues and how to design translations into the language of design principles that can be realized universally (Rihter, 2023), a team of expert color analysts at Pantone, an institute that specializes in color analysis and forecasts color trends, among other furniture designers make predictions of design styles which will appear frequently in the following year.

The executive director of the Pantone Color Institute stated that the color determined as Color of the Year 2023 is a color called 'Viva Magenta' inspired by an insect that produces a bright red pigment (Cano, 2022). The psychological effect

expected from the bright magenta, synonymous with joy, to spark happiness and optimism in 2023, a year predicted to be experiencing a global economic recession.



**Figure 1.43 Colour of the Year 2023 Viva Magenta**

Source: Pantone <https://www.pantone.com/color-of-the-year/2023/designer-tools> (2023)

Salone del Milano 2023 is a design exhibition held annually in Milan Italy to showcase the latest products and technological advances in materials engineering implemented into furniture design (Hahn, 2023). In April 2023, several trends that are generally observed from exhibitions featuring more than 2000 brands include the integration of physical and digital forms of fine art, the reuse of industrial waste as materials or media to create new art, surrealism style, maximalist approaches in design, neo-brutalism, and ambient light lampshades filtered with translucent organic materials such as paper and silk.

### 1.3.3.1. Technology Trends

According to (Pundir, 2023), technological developments that will become a trend in 2023 include the development of the cloud computing industry as a storage and functional medium for hybrid workspaces. Programs such as Cloudalize and Coohom combine the modelling software used by interior designers and architects

in the design process utilizing BIM and IoT, as well as reality visualization tools such as augmented reality, virtual reality, and mixed reality. Utilizing these visualization tools can better deliver the conceptual designs to clients as they can better imagine the real size scale of the furniture designed.

#### 1.3.3.2.Regulatory Trends

Practicing regulatory trends referring to third edition of the guidebook published by HDII (Rohadi et al., 2021) to breakdown the contents of a legally binding work contract between clients and interior designers as follows:

- A. Letter of Agreement as a customer contract
  - i. Letter of Command (LoC)
  - ii. Certain Period Employment Contract
    - a. The task provider and designers involved
    - b. Project location
    - c. Project scale
    - d. Scope of work assigned
    - e. Time period
    - f. Payment sum
    - g. Payment schedule and stages
    - h. Reimbursement of non-personnel costs
    - i. Party Representative or Behalf
    - j. Intellectual property rights and usage rights
    - k. Arbitrage

- l. Termination of contract and contract addendum
  - m. Insurance
  - n. Sanctions and fines
  - o. Applicable law
- B. Task execution stage
- i. Pre-design
  - ii. Conceptual design
  - iii. Design development
  - iv. Technical drawing production
    - Technical plans
    - Material specification
    - Bill of Quantities
    - Cost Budget Plan
  - v. Auction / Aanwijzing (Explanation of the articles in the LoC and Terms of References before project realization)
  - vi. Regular interior construction supervision during construction

Pricing a painting order (Martin, 2023) is done by multiplying the surface of the canvas per unit square to the painting fee per unit square of the artist. The cost of materials and quality grade are also considered to determine the total cost of painting production, before factoring in the profit margin desired to mark the painting's price.

### 1.3.3.3.Societal and Cultural Trends

Living in an era that relies on digital literacy, young Indonesian citizens are growing up with the latest technological advances from an early age (Fallahnda & Koesno, 2023), making it a point to improve internet safety and health to limit exposure to age-inappropriate content. child. Efforts to provide appropriate education in warning about the dangers of publicly sharing personal information accessible to strangers are implemented as a prevention measure. Generation Alpha children are highly dependent on handheld devices with daily screen time of more than 4 hours a day are more prone to suffer from mental health disorders. A survey conducted on children aged 14 to 17 years by (Twenge & Campbell, 2018) showed that high daily screen time above 7 hours per day had twice the likelihood of being diagnosed with depression, having been diagnosed with anxiety, and having received treatment. or professional mental health care or taking prescription medication to regulate psychological or behavioral issues.

Post-pandemic Indonesia has opened many opportunities for showcasing artwork of young artists in exhibitions across malls, art galleries, and other public spaces (Andaresta, 2023). This newfound interest in looking at art as an activity is popularized through short-form content platforms *TikTok* and *Instagram* where content creators of small and big audiences shoot pictures or videos with paintings in the background as an ‘gallery date’ aesthetic (CNN Indonesia, 2023).

#### 1.3.3.4. Socio Economic Trends

A contrast often identified in the era of digitalization is the unequal distribution of infrastructure nationwide Indonesia to support the technology platforms available. Digital wallets are popularized for transactions through customers' e-money platform accounts accessible through their respective handheld devices. While the technology for contactless or tap-to-pay transactions without having to insert a PIN code making transactions easier (Nababan, 2023) has arrived in Indonesia, it is unfortunately not implemented optimally due to the lack of infrastructure and security education. Therefore, cash is still prevalently used in offline transactions.

Regarding security, it has been recently discovered that applications offering financial loan services (Ranggasari & Afifa, 2023) have a loophole in their security and are being misused to falsify the borrower' guarantee data without their consent. Overall, stronger internet networks, platform security and education on digital literacy are areas that need strengthening to improve financial digitalization.

#### 1.3.4. Macro Economic Trends

##### 1.3.4.1. Global Market Condition

Post-pandemic global economy is forecasted to experience the second recession since the coronavirus recession in 2020 (Ingham, 2022). Amid geopolitical unrests as a constituent among other triggers to the global inflation since 2021 (Beckworth, 2022), economists believe that the threat of a global recession in 2023 is expected to face a reduction in global GDP growths as much

as 0.8% from the previous year. The tightening of labor markets, where companies are actively choosing to downsize their workforce and a drop in job openings, are contributing to the rising unemployment rates (Markovitz & Karunska, 2023) that leaves the public feeling distressed.

In retrospect, the reality of Q1 and Q2 of 2023 proven that the expected recession is yet to hit, postponed until around the end of 2023 or the start of the following year (J.P. Morgan, 2023), however the comparison in investment volume of the commercial real estate sector has declined drastically between respective Q2 of 2022 and 2023 with a variance of USD 89 billion less (Hota & Joshi, 2023).

#### 1.3.4.2. Capital Market

The Indonesian capital market in 2023 has bright prospects (Nurjani, 2023) from domestic and foreign investors whose investments into the economy will impact in stabilizing the inflation rates, subsequently suppressing the increase in mortgage rates. Aided investment reform and an emphasis on carrying out safer transactions within the capital stock market through guarantees signed by the capital market authorities, the projected market calculation is good with transactions of 6.45 trillion rupiah until June 2023.

#### 1.3.4.3. Commodity and Other Resources

Domestic and foreign investors in the Indonesian property market have accumulated an investment of 328.9 trillion Rupiahs in the first quarter of 2023 alone (Nurdifa, 2023). Economists speculate that the Indonesian property market in Q3 of

2023 is secured by relative inflation, reducing the mortgage value after it is inflation-adjusted, therefore making it an attractive time to take out a house credit loan to purchase property (Hutauruk, 2023).

#### 1.3.4.4. Economic Forces

The Indonesian state budget of 2023 highlights the agenda in allocating funds for developing infrastructure of the country: reducing the disparity of access to basic needs inhibited by a lack of infrastructure and building the country's new capital city Ibu Kota Nusantara (Kemenkeu, 2022). With a new capital city on the rise, the prospect of investing in commercial property markets increases in attractiveness, as an emerging business district is being built.

#### 1.3.5 Conclusion

##### 1.3.5.1 Problems and Opportunities

Clients have trouble choosing a suitable designer to design a project and to order affordable custom painting artwork, without incurring artwork acquisition costs to artists or galleries. There is a demand for consultants who meet a client's need for reparation and maintenance services after a project is completed. Opportunity to start a design consultant business with post-occupancy service for clients who are ready to help evaluate design results and help repair furniture after the place has been occupied. Additionally, providing dual services for sales to businesses and clients alike branches the source of revenue streams for the company.

**Table 1.10 Selected Problem Statement**

Problem Definition		Existing Solution
How might we create design solutions for spaces that is lacks personification and a distinct sense of its owner/company's image?		Utilizing art and design approaches in interior design through creation of customized paintings as a personal touch to communicate the mood and purpose of a space, aligned with the owner/company's image.
Desirability	Feasibility	Viability
Market research shows there is a demand for interior design services for both interior design services and custom painting orders. Clients enjoy design customization that suits their aesthetic concept.	Market shows that the demand for custom painting orders is for a niche market: clients who are interested in fine art or personalizing a space to reflect their aesthetic sense.	Minimizing overhead cost for production of custom art to reduce service price while still earning an attractive profit margin; Trend study shows that the visual arts scene in gaining attention and popularity in Indonesia among the youth, therefore it has high potential to have a wider market interest in the future.

Source: Personal Data (2023)

#### 1.3.5.2 Business Innovation, Targeting Market

- Business Innovation

Bridging between the need for custom paintings as a personal touch to the interior design without involving external artists: cutting artwork acquisition fees and the painting produced is symbolically attuned to the interior design. By integrating services of two sub-sectors within the creative economy as one company minimizes outsourcing for running operations.

Feasibility level to launch a consultancy business providing interior architectural design services with custom painting services in Indonesia where the infrastructure industry is growing and highlighted in the state budget has a high market demand as market survey shows, whereas the viability of the business highly depends on the applied marketing strategy to make sure the company's brand awareness reaches its consumer segments effectively and generate leads. <sup>1</sup>

- Targeting Market

Miseulukis Studio aims to meet the reach markets as a B2B for the custom painting services and a B2C for both interior design services and custom painting orders services respectively.

- Business owners/entrepreneurs operating in hospitality, entertainment, and recreational sectors.
- Clientele portfolio who admires paintings.
- Newlywed families planning a residential project.
- Interior designers who need to order custom paintings as visual accessories to their designs at an affordable price tag.

- Positioning

- The comparative value for axis in the positioning mapping are:
  1. Necessity vs. Luxury
  2. Price points: Low price vs. High Price

- Mapping Miseulukis Studio as a company providing both interior architecture design services and custom painting order services while still retaining a new entrants status in both interior design services market and custom painting order services market.



**Figure 1.44 Positioning Map of Miseulukis Studio against competitors**  
Source: Personal Data (2023)

## 1.4 Business Model

### 1.4.1. Business Model Summary

The initial business idea to establish Miseulukis Studio started out as a desire to integrate the fine arts of painting together with interior architecture, which continued to be tested on the feasibility to run operations as a sole proprietor business led by founder, who is also the creative director as an interior designer and in-house painter of the company.

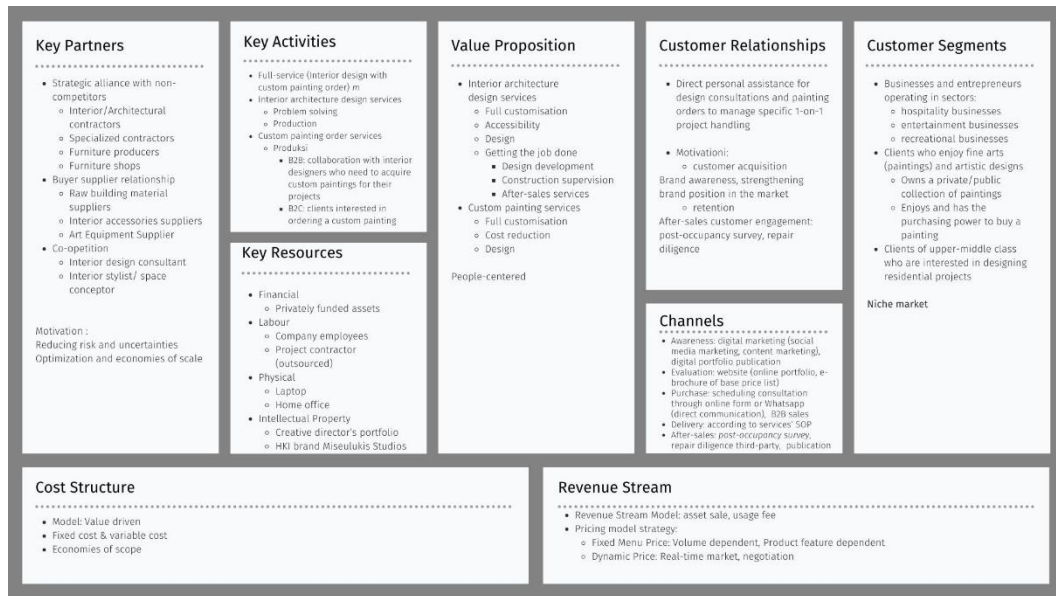


Figure 1.45 Miselukis Studio Business Model Canvas

Source: Personal Data (2023)



Chart 1.1. Miselukis Studio Organizational Chart

Source: Personal Data (2023)

### 1.4.2. Value Proposition

As a people-centered interior architecture design consultant concerned in creating meaningful and aesthetic environments, aiming to influence user behavior to be productive and comfortable through visual arts and design. There are two

types of services offered, therefore each respective service has its own value proposition:

- Interior architecture design services

- a. Full Customization — the designs created are based on each client's existing project site to the users' respective needs and concept/company image theme. Designers in the studio will create a coherent environment according to each client's input.

- b. Accessibility — Miseulukis Studio aims to operate free from the physical barrier of distance between the consultant company's base to its clients' domicile and project site. Through cloud-based communication platforms, the company aims to coordinate and carry out key activities of the respective services offered without hindrance.

- c. Getting the job done — completing the work entrusted from the pre-design to project realization as well as maintaining client relationships post-occupancy period of a project.

- Custom painting services

The creative director of Miseulukis Studio, who holds an International Baccalaureate Visual Arts certificate, bridges the client's need for a custom painting order without outsourcing.

- a. Full Customization — the final one-of-a-kind product obtained from this service offering is specifically designed to meet the customer's needs. As a complementary product to the interior design service by Miseulukis Studio, made-

to-order painting service referring to a client's furnished space, or for businesses who need custom paintings.

b. Cost reduction — in-house artist entails that there are no additional costs to produce the custom painting, Costs are minimized for the raw materials for the painting and the cost of artist's labor to produce the painting, depending on the size of the painting ordered.

Through digital marketing though actively posting content on social media accounts and online publication platforms to promote the company's service portfolio, Miseulukis Studio can connect with potential clients of both services. Using keywords or hashtags in the captions can help search engine optimization when uploading contents of the production process or finished result from both services, the potential of gaining virality by attracting the attention of viewers or followers of their social media accounts. Apart from that, brand awareness, Miseulukis Studio aims to build a reputation among interior designers alike and online art communities to build a network to reach potential customers.

#### 1.4.3. Customer Relationship

In efforts to be familiar with the potential consumers, an empathy map is constructed to see the connection between which communication approach is suitable with the segmented consumers of this business model. Data used to construct this empathy map is from the market research survey conducted online through platform Google Forms.

Miseulukis Studio wants to carry out relationships with consumers as a personal assistance service provider, where the relationship between designers or artists who help clients with interior and custom design services for each client is singlehandedly led by a lead designer or artist. Professional and friendly language of the communications officer who operates of the company's WhatsApp for client handling is important to establish the impression of the company, a crucial step that can build a sense of trust towards the company. Involving clients in discussions and feedback during concept design phase and post-occupancy is a form of co-creation that improves communication with clients both in the short and long term.

**Table 1.11 Empathy Map**

Empathy Map				
Say & Do	Think & Feel	Hear & Say	Pain	Gain
Service practicality from start-to-finish	Similar design style between interior designer and the client's desired concept/vision.	Seeing paintings makes the mind feel calm.	Doesn't trust entities who lack experience.	An environment designed to increase the productivity and give positive energy for users of the room.
Interior design services in residential and commercial projects		Personal touches in a room leave a lasting impression to its visitors.	High cost	
Custom paintings at an affordable price point				

Source: Personal Data (2023)

The primary motivation behind maintaining relationships with clients is primarily for customer acquisition by building a reputation and establishing the company's position in the market as an interior architecture design consultant and custom painting service. Second is as an effort for retention for upholding the clientele portfolio, a strategy aimed in maintaining the quality of relationships with

clients by delivering quality services accordingly to each service's SOP during the project's contract period and continues to stay engaged post-occupancy.

#### 1.4.4. Customer Segment

The niche consumer markets targeted by Miseulukis Studio are segmented among several groups of direct clients and businesses. Aside from the need for visually pleasing interior spaces, customers also determine the quality of a design based off the design implementation to the site, construction supervision, and post-occupancy services among many others. A common complaint observed among customers is that they have a lack of trust in newly established consultants with limited work experience to ensure their consumers' confidence in the services offered.

The consumer segment model is primarily based on consumer demographics and needs-based segmentation so that the target consumers have a close relationship with the needs of the services offered. The consumer segment profile targeted by Miseulukis Studio are:

- Consumers who need interior design services for commercial projects, primarily those operating under the hospitality, entertainment, and recreational sector.
- Consumers who are fond of fine arts (paintings) and artistic designs
- Consumers who want to design upper-middle class residential projects

This segmentation helps to increase the company's presence among consumers whose purchasing power enables to fulfill their need for the interior

design and painting services. Strategies to retaining past clients' are through meeting their needs for maintenance or reparation services post-occupancy and attract new customers through optimizing digital marketing channels through the company's social media accounts for content creation. Nowadays, short-form content platforms have algorithms that show its users the type of content they are interested in as well as featuring interactive widgets such as online poll surveys, which will help attract more attention by engaging with the content's targeted audience.

#### 1.4.5. Channel

Two types of client interactions applied by Miseulukis Studio are:

- Direct channels: Contract signings, meetings at the end of each design phase
- Indirect channels: Initial consultation scheduling, project progress update

The five phases of a channel structure implemented are namely:

##### A. Awareness

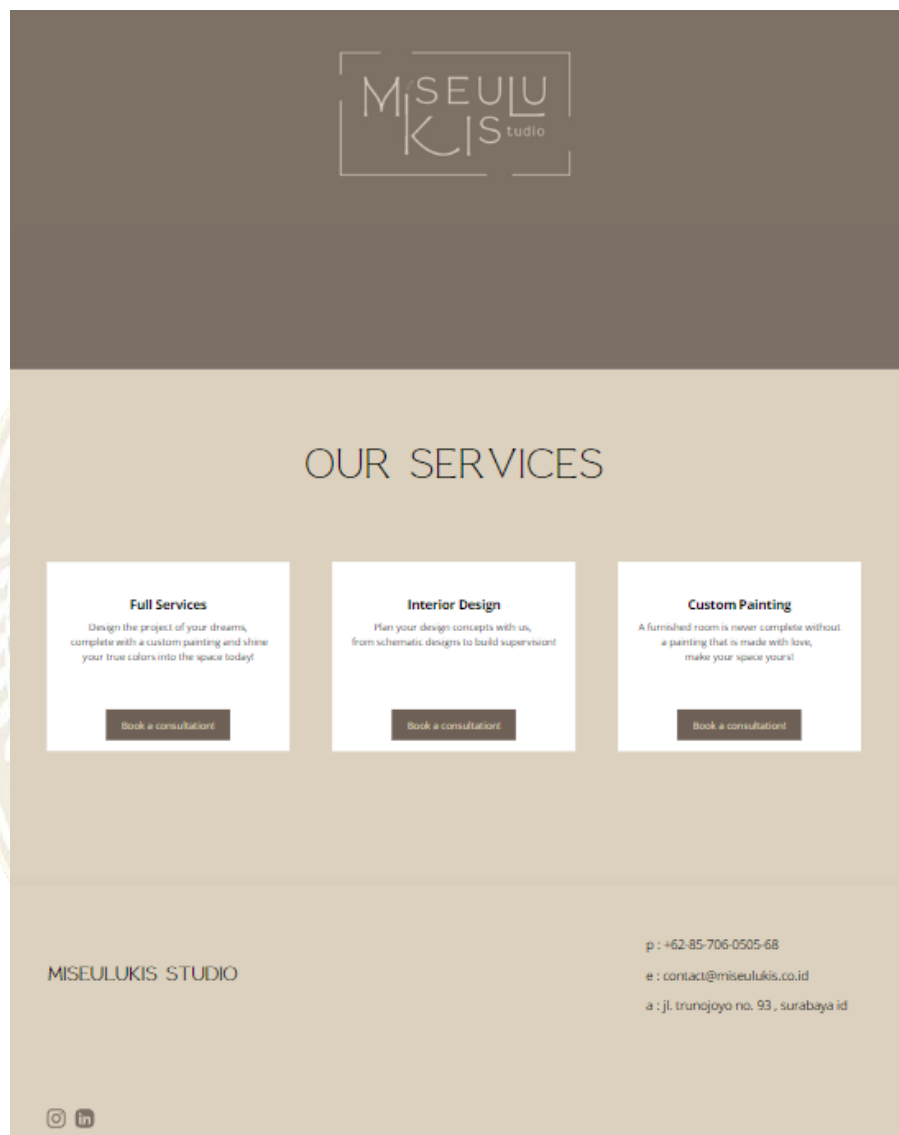
###### i. Digital marketing through social media accounts in Instagram

- (a) Neutral sepia color palette feed
- (b) Post captions in Bahasa Indonesia and English
- (c) Post captions with tags

###### ii. Digital marketing through company website

- (a) Neutral sepia website template
- (b) Dual language

- (c) Company e-catalogue with starting base price list of services (price of interior design per meter square and custom painting per centimeter square)



**Figure 1.46** Miseulukis Studio Dummy Website  
Source: Personal Data (2023)

- iii. Reasoning: A neutral color palette scheme will match with various interior design concepts and completed paintings concepts, so using

a neutral theme will harmonize the company's color-coordinated digital and physical attributes.

- iv. Ownership: Sole proprietorship
- v. Technological implementation: AI content creation and caption prompts, social media platforms for digital marketing purposes, and cloud-based platforms as hybrid workspace.

#### B. Evaluation

- i. Accessibility of information online to find out:
  - (a) What kind of services are offered on the website page and digital catalogues.
  - (b) Company's contact information for direct communication with communication officer operating customer service.
  - (c) Website's online forms to submit an inquiry form for scheduling a potential consultation and design estimate cost.
- ii. Reasoning:
  - (a) Potential clients may feel reluctant to reach out to companies to find out information about the services offered in case the budget estimate exceeds their expectations or if they choose to pick services elsewhere. Offering the choice to access information without direct communication with customer services makes potential

clients more comfortable to consider and compare the service.

- (b) Developing clients' trust to see the quality of design and paintings as well as the production 'behind-the-scenes' processes.

### C. Purchase

#### i. Company website

- (a) Main features: company profile, portfolio, consultation schedule forms for interior design services/custom paintings, Q&A form, link to contact the company's Whatsapp, and basic information about the services offered with a brief SOP.
- (b) Website language in Bahasa Indonesia and English

#### ii. Reasoning:

- (a) Accessible globally, implementing search-engine optimization to increase traffic and brand awareness.
- (b) Majority of Indonesians are using Whatsapp as a communication platform., therefore it is a suitable intermediary between the company and clients.

### D. Delivery

#### i. Abiding to the SOPs issued for each type of service offered:

- (a) Full-service (interior design and custom painting order)
- (b) Interior design services

(c) Custom painting order

E. After sales

i. Post-occupation evaluation

(a) Interior design clients: post-occupancy survey one year after project handover and easiness to reach out for reparation services for damaged or worn down furniture.

(b) Painting clients: Determining client satisfaction after receiving painting work after one year.

ii. Customer engagement

(a) Offering help to clients by connecting them with subcontractors who can repair damage to interior furniture.

iii. Reasoning: Long-term customer engagement aims to retain clients to use Miseulukis Studio's services in future projects or to recommend the company to acquaintances.

1.4.6. Key Activities

Miseulukis Studio key activities encompasses problem solving and productions through the three types of services offered by the design consultant, namely:

- Full-service package — interior architecture design + custom painting order

**Table 1.12 SOP - Full Service by Miseulukis Studio**

<b>SOP – Full-service by Miseulukis Studio</b>	
<p><b><u>Purpose</u></b> Systematizing the services for consumers interested in interior architecture services with a custom painting order for a project site.</p>	<p><b><u>Scope</u></b> Tasks and implementation stages in completing both interior architecture design and custom painting.</p>
<p><b><u>Parties responsible</u></b></p> <ul style="list-style-type: none"> <li>• Creative director</li> <li>• Project Manager, lead designer, design support</li> <li>• Public relations, communications officer, marketing</li> <li>• Finance officer</li> <li>• In-house painter</li> </ul>	
<p><b><u>Procedure</u></b></p> <ol style="list-style-type: none"> <li>1. Clients fill out an online form on the company’s website/social media account:           <ul style="list-style-type: none"> <li>• Attach pictures of project site and specify which areas of the site to be designed.</li> <li>• Fills in a brief statement of what interior design style is desired and attach some reference pictures (optional)</li> <li>• Fills in a brief statement of what kind of painting is wanted (number of paintings, estimate size of painting wanted, type of painting, budget estimate, concept)</li> <li>• Scheduling a consultation for a project design and custom painting order</li> </ul> </li> <li>2. <u>Communication officer</u> contacts clients to notify the that:           <ul style="list-style-type: none"> <li>• Client’s form input (floor plan to be designed) has been received and to be informed for the estimate design fee that will be incurred.</li> <li>• Consultation schedule is secured (not confirmed) and informed about pending consultation fee charged after project design fee is calculated.</li> <li>• <u>Design support</u> calculates the project area and multiplies with the design fee/m<sup>2</sup> (within 48 hours after the form input is received).</li> <li>• <u>Communication officer</u> sends two price quotes to clients of the estimated design fee (to be charged now) and 90-minute consultation fee (to be charged now).</li> </ul> </li> <li>3. Client pays consultation fee quote to confirm scheduled consultation with Miseulukis Studio, <u>communications officer</u> crosschecks with <u>finance officer</u> if fee is received.</li> <li>4. Internal meeting agenda:           <ul style="list-style-type: none"> <li>• <u>Lead designer</u> and <u>design support</u> discuss concept and concept board alternatives to present to clients based on the design brief. <u>In-house painter</u> estimates the painting cost based on the desired painting size to the painting fee /cm<sup>2</sup> of the canvas or painting surface and creating mock-up painting alternative ideas.</li> </ul> </li> <li>5. <u>Communications officer</u> contacts clients via Whatsapp to remind the clients’ scheduled consultation 72 hours dan 24 hours before.</li> <li>6. Consultation attended by client, <u>creative director</u>, <u>project manager</u>, <u>lead designer</u>, and <u>in-house painter</u>:           <ol style="list-style-type: none"> <li>i. Discussing the desired interior design concept based on the form input received: hand-drawn sketches, taking notes from clients’ input, presenting the mock-up concept and concept board alternatives prepared, redefining what concept to develop in the next design phase.</li> </ol> </li> </ol>	

**Table 1.12 SOP - Full Service by Miseulukis Studio (Continuation)**

- ii. Discussing the desired painting concept: symbol and meaning behind the painting wanted, confirming the color palette wanted and estimated painting size (to be coordinated with the interior design team), specific painting details wanted by clients, painting material and quality grade, delivering the painter's vision, presenting the painter's pre-made alternative concepts.
  - iii. Creative director informs clients about the payment schedule estimate and clauses of the project contract. Design fee charged are broken down to three phases:
    - down payment 30% upon signing the contract
    - 35% on design development step III
    - 35% on design development step VI
  - iv. Signing Certain Period Employment Contract document between the client, creative director, project manager, and in-house painter for this project.
7. Communications officer:
- confirms down payment has been received to financial officer.
  - creates a group chat on Whatsapp for this project as the intermediary platform between clients and the team (project manager, lead designer, and in-house painter).
  - reports to client that down payment has been received.
8. Design development — interior design work (creative director, project manager, lead designer, design support) executed parallel with the custom painting planning process (creative director and in-house painter) for 4~6 weeks.

**Steps**

- i. Asking client for list of electronics and existing furniture that clients want to use in the project.
- ii. Creating the:
  - interior design (3D model SketchUp)
  - painting concept and price quote based on material
  - consultation presentation slides
- iii. Consultation with clients for:
  - presentation of interior design
  - to choose interior between materials choice alternatives
  - interior design feedback and approval
  - approving proposed painting concept and price quote
- iv. Asking client:
  - to approve the interior design revisions
  - to choose construction company for project realization
- v. Creating construction budget estimate
- vi. Hardcopy of the design documents, 2D floor plans, and construction budget estimate handover to clients

Clients are offered 3 design revisions throughout the design development process. Clients will receive additional charge per design revisions beyond that. Design progress and client input will be discussed via the project group chat on Whatsapp on stages I and IV. Consultation on stage III will be offline meeting.

**Table 1.12 SOP - Full Service by Miseulukis Studio (Continuation)**

<p>9. Client to pay 50% of the approved painting price quote. <u>Project manager</u> to crosscheck with the <u>financial officer</u> if payment is received. <u>In-house painter</u> starts painting production over the span of 2~5 weeks. <u>In-house painter</u> will report the painting progress to the <u>project manager</u> weekly.</p> <p>Consultation attended by client, <u>project manager</u> and client-chosen external construction company representative:</p> <p>i. Signing project construction contract by client as project owner, external construction company representative as project builder, and <u>project manager</u> as project supervisor.</p> <p>10. (Optional depending on project site location) Site visit by <u>project manager</u>, <u>lead designer</u>, and <u>design support</u> alongside external construction team to confirm the condition of the site and position of the interior design that will be implemented.</p> <p>11. <u>Project manager</u> supervises the construction process through digital reports or periodic site visits.</p> <p>12. Delivering custom painting order to the project site to be installed. Clients are due to pay the remaining 50% of the painting fee. <u>Project manager</u> to crosscheck with the <u>financial officer</u> if payment is received.</p> <p>13. Documenting completed project handled by the <u>marketing team</u> by content creating for Miseulukis Studio's portfolio archive.</p> <p>14. Completed project handover from <u>project manager</u> to clients. Clients are charged project supervision fee. <u>Project manager</u> to crosscheck with the <u>financial officer</u> if payment is received.</p> <p>15. <u>Communications officer</u> to:</p> <ul style="list-style-type: none"> <li>• delegate client complaints to the <u>project manager</u> to arrange appointments for any reparation or damages and quoting fees.</li> <li>• conduct post-occupancy survey of the project and report the survey response to the <u>project manager</u> for evaluation review.</li> </ul>
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Source: Personal Data (2023)

- Interior architecture design services

**Table 1.13 SOP - Interior Architecture Design Services by Miseulukis Studio**  
**SOP - Interior Design Services by Miseulukis Studio**

<b>SOP - Interior Design Services by Miseulukis Studio</b>	
<p><b><u>Purpose</u></b>                  Systematizing the services for consumers interested in interior architecture design services for a project site.</p>	<p><b><u>Scope</u></b>                  Tasks and implementation stages in completing an interior architecture design.</p>
<p><b><u>Parties responsible</u></b></p> <ul style="list-style-type: none"> <li>• Creative director</li> <li>• Project Manager, lead designer, design support</li> <li>• Public relations, communications officer, marketing</li> <li>• Finance officer</li> </ul>	
<p><b><u>Procedure</u></b></p> <ol style="list-style-type: none"> <li>1. Clients fill out an online form on the company's website/social media account:</li> <li>• Attach pictures of project site and specify which areas of the site to be designed.</li> </ol>	

**Table 1.13 SOP - Interior Architecture Design Services by Miseulukis Studio  
(Continuation)**

- Fills in a brief statement of what interior design style is desired and attach some reference pictures (optional)
  - Scheduling a consultation date for a project design
2. Communication officer contacts clients to notify the that:
    - Client's form input (floor plan to be designed) has been received and to be informed for the estimate design fee that will be incurred.
    - Consultation schedule is secured (not confirmed) and informed about pending consultation fee charged after project design fee is calculated.
    - Design support calculates the project area and multiplies with the design fee/m<sup>2</sup> (within 48 hours after the form input is received).
    - Communication officer sends two price quotes to clients of the estimated design fee (to be charged now) and 90-minute consultation fee (to be charged now).
  3. Client pays consultation fee quote to confirm scheduled consultation with Miseulukis Studio, communications officer crosschecks with finance officer if fee is received.
  4. Internal meeting agenda: Lead designer and design support discuss concept and concept board alternatives to present to clients based on the design brief.
  5. Communications officer contacts clients via Whatsapp to remind the clients' scheduled consultation 72 hours dan 24 hours before.
  6. Consultation attended by the creative director, project manager, lead designer:
    - i. Discussing the desired interior design concept based on the form input received: hand-drawn sketches, taking notes from clients' input, presenting the mock-up concept and concept board alternatives prepared, redefining what concept to develop in the next design phase.
    - ii. Creative director informs clients about the payment schedule estimate and clauses of the project contract. Design fee charged are broken down to three phases:
      - down payment 30% upon signing the contract
      - 35% on design development step III
      - 35% on design development step VI
    - iii. Signing Certain Period Employment Contract document between the client, creative director, and project manager for this project.
  7. Communications officer:
    - confirms down payment has been received to financial officer.
    - creates a group chat on Whatsapp for this project as the intermediary platform between clients and the team (project manager, lead designer).
    - reports to client that down payment has been received.
  8. Design development — interior design work (creative director, project manager, lead designer, design support) for 4~6 weeks.

### Steps

- i. Asking client for list of electronics and existing furniture that clients want to use in the project.
- ii. Creating the:
  - interior design (3D model SketchUp)
  - consultation presentation slides
- iii. Consultation with clients for:
  - presentation of interior design
  - to choose interior between materials choice alternatives
  - interior design feedback and approval
- iv. Asking client:
  - to approve the interior design revisions
  - to choose construction company for project realization
- v. Creating construction budget estimate
- vi. Hardcopy of the design documents, 2D floor plans, and construction budget estimate handover to clients

Clients are offered 3 design revisions throughout the design development process. Clients will receive additional charge per design revisions beyond that. Design progress and client input will be discussed via the project group chat on Whatsapp on stages I and IV. Consultation on stage III will be offline meeting.

9. Consultation attended by client, project manager and client-chosen external construction company representative:
  - ii. Signing project construction contract by client as project owner, external construction company representative as project builder, and project manager as project supervisor.
10. (Optional depending on project site location) Site visit by project manager, lead designer, and design support alongside external construction team to confirm the condition of the site and position of the interior design that will be implemented.
11. Project manager supervises the construction process through digital reports or periodic site visits.
12. Documenting completed project handled by the marketing team by content creating for Miseulukis Studio's portfolio archive.
13. Completed project handover from project manager to clients. Clients are charged project supervision fee. Project manager to crosscheck with the financial officer if payment is received.
14. Communications officer to:
  - delegate client complaints to the project manager to arrange appointments for any reparation or damages and quoting fees.
  - conduct post-occupancy survey of the project and report the survey response to the project manager for evaluation review.

Source: Personal Data (2023)

- Custom painting orders

**Table 1.14 SOP – Custom Painting Orders by Miseulukis Studio**

<b>SOP – Custom Painting Orders by Miseulukis Studio</b>	
<p><b><u>Purpose</u></b> Systematizing the services for consumers interested in ordering custom paintings for a project site.</p>	<p><b><u>Scope</u></b> Tasks and implementation stages in ordering a custom painting.</p>
<p><b><u>Parties responsible</u></b></p> <ul style="list-style-type: none"> <li>• Creative director</li> <li>• Public relations, communications officer, marketing</li> <li>• In-house painter</li> </ul>	
<p><b><u>Procedure</u></b></p> <ol style="list-style-type: none"> <li>1. Clients fill out an online form on the company’s website/social media account: <ul style="list-style-type: none"> <li>• Attach pictures of existing location where painting will be hung</li> <li>• Fills in a brief statement of what kind of painting is wanted (number of paintings, estimate size of painting wanted, type of painting, budget estimate, concept)</li> <li>• Scheduling a consultation for a custom painting order</li> </ul> </li> <li>2. <u>Communication officer</u> contacts clients to notify the that: <ul style="list-style-type: none"> <li>• Client’s form input has been received.</li> <li>• <u>Communication officer</u> sends price quote of 60-minute consultation fee.</li> </ul> </li> <li>3. Client pays consultation fee quote to confirm scheduled consultation with Miseulukis Studio, <u>communications officer</u> crosschecks with <u>finance officer</u> if fee is received.</li> <li>4. Internal meeting agenda: <u>In-house painter</u> estimates the painting cost based on the desired painting size to the painting fee /<math>cm^2</math> of the canvas or painting surface and creating mock-up painting alternative ideas.</li> <li>5. <u>Communications officer</u> contacts clients via Whatsapp to remind the clients’ scheduled consultation 72 hours dan 24 hours before.</li> <li>6. Consultation attended by client, <u>creative director</u>, and <u>in-house painter</u>: <ol style="list-style-type: none"> <li>i. Discussing the desired painting concept: symbol and meaning behind the painting wanted, confirming the color palette wanted and estimated painting size (to be coordinated with the interior design team), specific painting details wanted by clients, painting material and quality grade, delivering the painter’s vision, presenting the painter’s pre-made alternative concepts.</li> <li>ii. <u>Creative director</u> informs clients about the payment schedule and clauses of the project contract. Custom painting fee charged are broken down to two phases: <ul style="list-style-type: none"> <li>• 50% of painting price quote upon starting production</li> <li>• 50% of painting price quote upon painting handover</li> </ul> </li> <li>iii. Signing contract of painting order between the client, <u>creative director</u>, and <u>in-house painter</u>.</li> </ol> </li> <li>7. <u>Communications officer</u>: <ul style="list-style-type: none"> <li>• creates a group chat on Whatsapp for this project as the intermediary platform between clients and the team (<u>creative director</u> and <u>in-house painter</u>).</li> <li>• reports to client that down payment has been received.</li> </ul> </li> </ol>	

**Table 1.14 SOP – Custom Painting Orders by Miseulukis Studio (Continuation)**

8. Custom painting planning process (creative director and in-house painter) for 1 week.

**Steps**

- i. Creating the mock-up 1:5 painting concept alternatives and calculating the estimate price quote based on material selected.
- ii. Offline consultation with clients for:
  - presenting the painting concept alternatives
  - approving proposed painting concept
  - confirming the price quote

Clients are offered 3 painting concept revisions throughout the design development process. Clients will receive additional charge per revisions beyond that. Painting concepts and client input will be discussed via the project group chat on Whatsapp.

9. Documenting completed painting by the marketing team in studio.
10. Client to pay 50% of the painting price quote. Project manager to crosscheck with the financial officer if payment is received. In-house painter starts painting production over the span of 2~5 weeks. In-house painter will report the painting progress to the project manager weekly.
11. Clients are due to pay the remaining 50% of the painting fee. Project manager to crosscheck with the financial officer if payment is received. Delivering custom painting order to the project site to be installed.
12. (Optional depending on project location) Marketing team document the completed painting hung on-site to create content for Miseulukis Studio's portfolio archive.
13. Communications officer to:
  - delegate any client complaints to the in-house painter to arrange appointments for any painting restoration or reparation and quoting fees.
  - conduct post-occupancy survey of the painting services and report the survey response to the creative director for evaluation review.

Source: Personal Data (2023)

#### 1.4.7. Key Partner

Building partnerships between Miseulukis Studio and its business partners is a means to minimize risk and uncertainties of the goods and labor supply that will affect the continuity of operational key activities within the company's work schedule. Additionally, partnerships can benefit the company by having

optimization and economies of scale by operating as a B2B as well as B2C service provider. Three types of partnerships that Miseulukis Studio has are:

1. Strategic alliances between non-competitors
  - a. Interior/architectural contractors
  - b. Specialist contractors
  - c. Furniture producers
  - d. Furniture stores
2. Buyer supplier relationship
  - a. Raw building material suppliers
  - b. Interior accessories suppliers
  - c. Art store suppliers
3. Co-opetition
  - a. Interior design consultants
  - b. Interior stylist consultants

Potential internal conflicts that may arise during these partnerships are if there are parties who do not fulfill their responsibilities according to the agreed schedule or if the quality of the goods or services are not as expected standards.

#### 1.4.8. Key Resources

- Financial

Capital acquired from private sourcing is characterized as a predictable and secure source for fund injection as it is from the founder's private assets.

- Human
  - Employees
    - a. Creative Director
    - b. Lead designer
    - c. In-house artist
  - Outsourced partner contractor
- Privately-owned physical assets
  - Technology: Laptop, mouse
  - Workplace: Home office
  - Art tools
- Intellectual Property
  - Miseulukis Studio's design and painting portfolio
  - Miseulukis Studio brand

The advantage of the key resources in supporting Miseulukis Studio's services is that they are mainly privately owned by the founders therefore compressing the costs to fund the business operation, the services' price tags can be made more affordable without sacrificing the profit margin earned.

#### 1.4.9. Cost Structure and Revenue Stream

Miseulukis Studio applies a value driven cost structure when pricing the services provided by the company.

##### A. Start-up Cost – Year 1

**Table 1.15 Miseulukis Studio Start-up Capital –Year 1**  
**Miseulukis Studio Start-up Capital –Year 1**

<b>Asset</b>			
Laptop (privately owned)	1		0
Laptop equipment (privately owned)	1		0
Gessoed canvas (custom order size)	12	400,000	4,800,000
Acrylic paint	?		8,000,000
Painting tools	1		5,000,000
Easel	1	117,000	117,000
Company stationery	?		5,000,000
Company Seal	1	90,000	90,000
Transportation - Car (privately owned)	1		0
<b>Labour (employee salary)</b>			
Creative Director	12	5,000,000	60,000,000
Project Manager	12	4,200,000	50,400,000
In-house artist	12	4,200,000	50,400,000
<b>Marketing</b>			
Design Web	1		1,500,000
Web hosting	1		7,000,000
		Total	

Source: Personal Data (2023)

**B. Operational Cost Forecast – Year 1**

**Table 1.16 Miseulukis Studio Operational Cost Forecast –Year 1**  
**Miseulukis Studio Operational Cost Forecast –Year 1**

<b>Asset</b>			
Software licenses (annual subscription)	1		1900000
HDII membership	1		860000
<b>Overhead</b>			
Cloud-based platform subscription	12	200,000	2400000
Transportation cost	12	800,000	9600000
Client meeting expenses	12	500,000	6000000
Wifi	12	400,000	4800000
Printing	12	1,000,000	12000000
<b>Marketing</b>			
Digital marketing (advertisements)	12	200000	2400000
		Total	54660000

Source: Personal Data (2023)

Miseulukis Studio's business model generates revenue stream through asset sale of quantity paintings sold and usage fee through the interior architecture design services and custom painting services provided. The pricing strategies implemented to earn revenue are:

- Fixed menu price
  - Volume Dependent
    - Dependent on the project site area per meter square
    - Dependent on the painting size ordered
  - Product feature dependent
    - Selecting the type of services
      - i. Full-service (interior architecture design services with custom painting order)
      - ii. Interior design services
      - iii. Custom painting order
    - Based on the add-on services
      - Per design revision exceeding 3<sup>rd</sup> revision
      - Project realization construction supervision fee
- Dynamic Price
  - Real-time market

- Raw materials price
- Adjusting to the minimum wage for labour of the city which the project is in calculating the variable cost from outsourcing subcontractors (construction budget estimate)
- Negotiation
  - Reaching a price that client and designer agree upon, after design cost is recapitulated by the project manager

Payment forms received by Miseulukis Studios are recurring revenues that are categorized based on the services fees quoted to the clients:

- Consultation fee:
  - Full-service: Rp.500,000.00- / 90 minutes
  - Interior design services: Rp.500,000.00- / 90 minutes
  - Custom painting order services: Rp.300,000.00- / 60 minutes
- Per design phase
  - Interior design services
    - Down payment – 30%
    - Payment 1 – 35%
    - Payment 2 – 35%
  - (May be excluded) Construction supervision fee
  - Custom painting services

- Payment 1 - 50%
- Payment 2 - 50%

Sales projection and monthly operational costs incurred to Miseulukis Studio on its first-year running is forecasted below:

**Table 1.17 Miseulukis Studio – Sales Revenue Forecast Projection Year 1**

Sales Revenue	Miseulukis Studio - Sales Revenue Projection Forecast - Year 1																									
	1		2		3		4		5		6		7		8		9		10		11		12			
Full Service	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price		
Consultation Fee	-	-	-	-	-	-	1	500,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Design Development DP 30%	1	8,000,000	-	-	-	-	-	-	1	12,000,000	-	-	-	-	-	-	1	28,900,000	-	-	-	-	-	2	4,760,000	
Design Development 35%: Painting production 50%	-	-	1	17,750,000	-	-	-	-	-	-	1	17,900,000	-	-	-	-	-	-	-	1	70,800,000	-	-	-	-	
Design Development 35%: construction supervision, Painting production 50%	-	-	-	-	1	21,000,000	-	-	-	-	-	-	1	17,900,000	-	-	-	-	-	-	-	1	70,800,000	-	-	
Interior Design Service	1	10,000,000	1	11,000,000	1	11,000,000	2	1,000,000	3	1,500,000	2	1,000,000	1	3,500,000	1	3,500,000	1	3,500,000	0	0	0	0	4	2,700,000	1	1,400,000
Consultation fee	-	-	-	-	-	-	2	500,000	3	500,000	2	500,000	-	-	-	-	-	-	-	-	-	-	3	500,000	-	-
Design Development DP 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1,200,000	-	-
Consultation fee, Design Development DP 30%	1	10,000,000	-	-	-	-	-	-	-	-	-	-	1	3,500,000	-	-	-	-	-	-	-	-	-	-	-	
Design Development 35%	-	-	1	11,000,000	-	-	-	-	-	-	-	-	-	-	1	3,500,000	-	-	-	-	-	-	-	-	1	1,400,000
Design Development 35%	-	-	-	-	1	11,000,000	-	-	-	-	-	-	-	-	-	1	3,500,000	-	-	-	-	-	-	-	-	
Couture Palating Service	1	15,000,000	1	20,000,000	2	18,000,000	1	27,000,000	2	1,000,000	0	0	1	500,000	1	18,000,000	3	1,500,000	2	30,000,000	1	19,700,000	3	1,500,000	-	-
Consultation fee	-	-	-	-	-	-	-	-	2	500,000	-	-	1	500,000	-	-	3	500,000	-	-	-	-	-	3	500,000	
Consultation fee, Painting production	1	15,000,000	1	20,000,000	2	9,000,000	1	27,000,000	-	-	-	-	-	-	1	11,000,000	-	-	2	15,000,000	-	-	1	19,700,000	-	-
Number of job orders per month	3		3		4		4		6		3		3		2		5		3		6		6			
Sales revenue per month	33,000,000		48,750,000		50,000,000		28,500,000		14,500,000		18,900,000		21,900,000		16,500,000		31,900,000		100,800,000		93,200,000		12,420,000			
																						Grand Total # of job orders		48		
																						Grand Total Sales Revenue		470,370,000		

Source: Personal Data (2023)

**Table 1.18 Miseulukis Studio – Operational Cost Forecast Projection Year 1**

Operational Cost	Miseulukis Studio - Operational Cost Projection Forecast - Year 1																								
	1		2		3		4		5		6		7		8		9		10		11		12		
Employee salary	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	Qty	Price	
Creative director	1	5,000,000	1	5,000,000	1	5,000,000	1	5,000,000	1	5,000,000	1	5,000,000	1	5,000,000	1	5,000,000	1	5,000,000	1	5,000,000	1	5,000,000	1	5,000,000	
Project Manager	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	
Business actor	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	1	4,200,000	
Cloud based platform subscription fees	1	200,000	1	200,000	1	200,000	1	200,000	1	200,000	1	200,000	1	200,000	1	200,000	1	200,000	1	200,000	1	200,000	1	200,000	
Business travel fee	1	800,000	1	800,000	1	800,000	1	800,000	1	800,000	1	800,000	1	800,000	1	800,000	1	800,000	1	800,000	1	800,000	1	800,000	
Client meeting expenses	1	500,000	1	500,000	1	500,000	1	500,000	1	500,000	1	500,000	1	500,000	1	500,000	1	500,000	1	500,000	1	500,000	1	500,000	
WiFi subscription	1	400,000	1	400,000	1	400,000	1	400,000	1	400,000	1	400,000	1	400,000	1	400,000	1	400,000	1	400,000	1	400,000	1	400,000	
Printing	-	2,000,000	-	1,000,000	-	1,000,000	-	1,000,000	-	1,000,000	-	1,000,000	-	1,000,000	-	1,000,000	-	1,000,000	-	1,000,000	-	1,000,000	-	1,000,000	
Annual web hosting fees	1	7,000,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Grand operational cost	31,500,000		14,500,000		14,500,000		14,500,000		14,500,000		14,500,000		14,500,000		14,500,000		14,500,000		14,500,000		14,500,000		14,500,000		14,500,000
																						Grand Total Operational Cost		205,000,000	

Source: Personal Data (2023)

Table 1.17 shows the projected incurred fees imposed to clients of several projects with the agreed payment schedule of each service's respective Standard Operating Procedure. Throughout the first 12 months of the business operations, Table 1.17 highlights the procurement of design fees based on payment schedules over the time span for each type of services sold and the overall workload handled per month. Averaging between 3 to 6 service orders per month, the total number of services sold amounts to 48 orders at revenue generated of Rp. 470,370,000.

Table 1.18 shows the projected overhead operational cost spent by Miseulukis Studios on its first year, calculating the total overhead operational cost for that year, at Rp. 205,000,000. Assuming that there are no additional emergency expenses within the first year of operations, it is expected that Miseulukis Studios can generate a profit of Rp. 265,370,000 that will be redirected as capital for further growing the business through effective advertisement or as cash reserves.

