

PROFIT CALCULATION OF MICRO, SMALL, MEDIUM ENTERPRISES AND COOPERATIVES IN MANADO AND TOMOHON CITY “A CASE STUDY”

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Abstract:-

This study is intended to learn the advantages of micro, small, medium enterprises and cooperatives in Manado and Tomohon City. This study was conducted at urban area in Manado and Tomohon based on case study approach to 30 enterprises and several cooperatives. The data was analyzed to set up the relationship of profit received.

The result of this study indicates the total profit of the enterprises in both cities which consists of micro enterprises by Rp. 1.652.542 up to Rp. 3.740.105 per month, small enterprises by Rp. 5.967.417 up to Rp. 57.947.792 per month, medium enterprises by Rp. 49.921.944 up to Rp. 180.321.500 per month and cooperatives by Rp. 193.811.667 per month in Manado. On the other hand, the total profit of the enterprises in Tomohon consists of micro enterprises by Rp. 2.725.000 up to Rp. 9.452.042 per month, small enterprises by Rp. 6.651.889 up to Rp. 41.669.940 per month, medium enterprises by Rp. 63.666.471 up to Rp. 127.554.722 per month and cooperatives by Rp. 2.114.250 per month.

Key words:-Micro, small, medium enterprises, cooperatives, profit.

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CHAPTER I. PREFACE

According to the data of Department of Cooperatives and Small & Business Enterprises of North Sulawesi, there are 54.964 units of total micro, small, medium enterprises and cooperatives in North Sulawesi which consists of 33.867 units of micro enterprises, 16.722 units of small enterprises, and 2.375 units of medium enterprises. The amount of assets owned is Rp. 4.828.423.000.000 consisting of Rp. 327.076.000.000 of micro enterprises, Rp. 1.596.216.000.000 of small enterprises and Rp. 2.905.131.000.000 of medium enterprises. The amount of turnover is Rp. 5.913.216.000.000 which consists of micro enterprise by Rp. 353.582.000.000, small enterprises by Rp. 3.283.776.000.000 and medium enterprises by Rp. 2.276.496.000.

There are 165.482 manpower which consists of 34.056 people of micro enterprises, 57.192 people of small enterprises, and 74.234 people of medium enterprises. The low level of education and bad management of the entrepreneurs bring impacts to various problems to their business such as:

1. Lack of access and market share expansion
2. Lack of access to financing sources, especially banks
3. Limited access to information
4. Lack of technology utilization
5. Lack of ability in organizational management

These problems will surely influence the competitiveness of the enterprises. The new era of economy will no longer acknowledge the boundaries among the countries. Also supported by the rapid development of information and communication technology will lead to the continuity of the flow of goods like flowing water from upstream to the valley. That is what will happen in the future. Ability upgrade is needed in order to be able to produce products that are highly competitive to face the era of globalization and upcoming challenges which known for democratization, decentralization and autonomization.

Democratization is characterized by freedom of thought, speech and action. In this era of democratization, the entrepreneurs and businessmen are required to always be innovative and creative and be able to adapt to the environment and autonomization era that each of these enterprises obtains different treatment according to the capacity of the area in where they were established.

CHAPTER II. RESEARCH METHODOLOGY

This research was conducted in North Sulawesi using case study in two cities, Manado and Tomohon. The research method used is survey method by examining the situation of income, cost and profit of micro, small, medium enterprises and cooperatives with 5 (five) respondents each so the total respondents of Manado is 15 and also the same for Tomohon. Primary data of the respondents consists of output data, assets, capital, type of business, labor, production, income, financing issues, profit, business management system and secondary data consisting of regional condition, population, type of business, communication and technology utilization.

The data were processed by using Financial and Economic Method, Analysis Model, SPSS and Balance Sheet Analysis Method.

CHAPTER III. RESULT AND DISCUSSION

3.1 Profit Calculation, Advantages and Disadvantages of Micro, Small, Medium Enterprises and Cooperatives in Manado

3.1.1 Capital, Cost, Income, Profit, Advantages and Disadvantages of Micro Enterprises in Manado

The capital owned by micro enterprises in Manado is Rp. 5.000.000 up to Rp. 10.000.000 which consists of several kind of enterprises. Below is the chart:

1. Souvenirs Shop : Rp. 5.000.000
2. Tofu and Fermented Soybean : Rp. 5.000.000
3. Another Souvenirs Shop : Rp. 10.000.000
4. Herb Beverages Business : Rp. 5.000.000
5. Grocery Store : Rp. 5.000.000

The capital of these business ventures is entirely self-funded.

The total cost incurred by micro enterprises in Manado is Rp. 12.855.764 per month up to Rp. 21.299.875 per month consisting of souvenir shop by Rp. 12.855.764 per month, tofu and fermented soybean business by Rp. 14.192.516 per month, another souvenirs shop by Rp. 21.299.875 per month, herb beverages business by Rp. 14.741.458 per month and grocery store by Rp. 13.859.438 per month.

The amount of income received by micro enterprises in Manado City per year is Rp. 187.350.000 up to Rp. 430.080.000 per year consisting of souvenir shop by Rp. 187.350.000 per month, tofu and fermented soybean business by Rp. 208.200.000 per month, another souvenir shop by Rp. 430.080.000 per month, herb beverages business by Rp. 196.752.000 per month and grocery store by Rp. 204.360.000 per month.

The amount of income received by micro enterprises in Manado per month is Rp. 15.612.500 up to Rp. 35.840.000 per year consisting of souvenir shop by Rp.

15.612.500 per month, tofu and fermented soybean business by Rp. 17.350.000 per month, another souvenir shop by Rp. 35.840.000 per month, herb beverages business by Rp. 16.396.000 per month and grocery store by Rp. 17.030.000 per month.

The amount of profit received by micro enterprises in Manado City per year is Rp. 1.652.542 up to Rp. 3.740.125 per year consisting of souvenir shop by Rp. 2.756.736 per month, tofu and fermented soybean business by Rp. 3.007.484 per month, another souvenir shop by Rp. 3.740.125 per month, herb beverages business by Rp. 1.652.542 per month and grocery store by Rp. 3.170.653 per month.

Micro enterprise in Manado which has the highest profit is another souvenir shop with Rp. 3.740.125 of profit per month. The amount of the capital is Rp. 10.000.000 that is also the highest of all capitals in micro enterprises. Occupies the second position of the largest profit is grocery store with Rp. 3.170.563 per month. The amount of the capital is Rp. 5.000.000. The third position of the largest profit is tofu and fermented soybean with Rp. 3.007.484 per month. The amount of the capital is Rp.5.000.000. The fourth position of the largest profit is souvenir shop with Rp. 2.765.736 per month. The amount of the capital is Rp.5.000.000. The fifth position of the largest profit is herb beverages business with Rp. 1.652.542 per month. The amount of the capital is Rp. 3.000.000. Here are the products that has been produced by micro enterprises in Manado:

- Souvenir Shop : home accessories, knick-knacks
 - Tofu and Fermented Soybean : soy milk, tofu, tahu gula (processed tofu served with melted ginger-flavored brown sugar), tofu pulp
 - Another Souvenir Shop : key chain, brooch, necklace, ornaments
 - Herb Beverages Business : red ginger juice, white turmeric juice, temulawak juice
 - Grocery Store : grocery goods (rice, sugar, coconut oil, mineral water etc.)
- Types of expenses incurred for micro enterprises in Manado

1. Expenses details of Souvenir Shop

- a. The cost of labor in the family consisting only men with Rp. 1.820.000 per month (Rp. 70.000 per day) and work 8 hours per day.
- b. The depreciation costs consist of depreciation of office/house by Rp. 158.353 per month (Rp. 1.900.000 per year), depreciation of warehouse by Rp. 33.333 per month (Rp. 400.000 per year), depreciation of factory by Rp. 58.333 per month (Rp. 700.000 per year), depreciation of store by Rp. 83.333 per month (Rp. 1.000.000 per year), depreciation of main engine by Rp. 111.111 per month (Rp. 1.333.333 per year), depreciation of complementary engine by Rp. 41.667 per month (Rp. 500.000 per year), depreciation of supporting engine by Rp. 75.000 per month (Rp. 900.000 per year), depreciation of main equipment by Rp. 15.278 per month (Rp. 183.333 per year), depreciation of complementary equipment by Rp. 4.167 per month (Rp. 50.000 per year) and depreciation of supporting equipment by Rp. 1.042 per month (Rp. 12.500 per year).
- c. Other costs consists of transportation cost by Rp. 350.000 per month (Rp. 4.200.000 per year), electricity charges by Rp. 200.000 per month (Rp. 2.400.000 per year), phone charges by Rp. 100.000 (Rp. 1.200.000 per year), water charges by Rp. 200.000 per month (Rp. 2.400.000 per year), production machine repair cost by Rp. 62.500 per month (Rp. 750.000 per year), variable cost by Rp. 12.170.000 per month, fixed cost by Rp. 685.764 per month and production cost by Rp. 9.500.000 per month (Rp. 114.000.000 per year).

2. Expenses details of Tofu and Fermented Soybean Business

- a. The cost of labor in the family consisting of men with Rp. 1.846.000 per month (Rp. 71.000 per day) and work 7 hours per day; women with Rp. 1.820.000 per month (Rp. 70.000 per day) and work 6 hours per day; and children with Rp. 1.040.000 per month (Rp. 40.000 per day) and work 4 hours per day. The labor of outside family consists only men with Rp. 1.820.000 per month (Rp. 70.000 per day) and work 8 hours per day.
- b. The depreciation costs consist of depreciation of office/house by Rp. 125.833 per month (Rp. 1.510.000 per year), depreciation of warehouse by Rp. 20.833 per month (Rp. 250.000 per year), depreciation of factory by Rp. 66.667 per month (Rp. 800.000 per year), depreciation of store by Rp. 41.667 per month (Rp. 500.000 per year), depreciation of main engine by Rp. 125.000 per month (Rp. 1.500.000 per year), depreciation of complementary engine by Rp. 5.556 per month (Rp. 66.667 per year), depreciation of supporting engine by Rp. 23.148 per month (Rp. 277.778 per year), depreciation of main equipment by Rp. 20.833 per month (Rp. 250.000 per year), depreciation of complementary equipment by Rp. 2.083 per month (Rp. 25.000 per year) and depreciation of supporting equipment by Rp. 1.563 per month (Rp. 18.750 per year).
- c. Other costs consists electricity charges by Rp. 75.000 per month (Rp. 900.000 per year), phone charges by Rp. 50.000 (Rp. 600.000 per year), water charges by Rp. 75.000 per month (Rp. 900.000 per year), production machine repair cost by Rp. 37.500 per month (Rp. 450.000 per year), variable cost by Rp. 13.726.000 per month, fixed cost by Rp. 466.516 per month and production cost by Rp. 7.000.000 per month (Rp. 84.000.000 per year).

3. Expenses details of Another Souvenir Shop

- a. The The cost of labor in the family consisting of men with Rp. 1.872.000 per month (Rp. 72.000 per day) and work 8 hours per day; women with Rp.

1. 690.000 per month (Rp. 65.000 per day) and work 6 hours per day. labor of outside family consists only women with Rp. 1.690.000 per month (Rp. 65.000 per day) and work 6 hours per day.
- b. The depreciation costs consist of depreciation of office/house by Rp. 149.333 per month (Rp. 1.792.000 per year), depreciation of warehouse by Rp. 45.833 per month (Rp. 550.000 per year), depreciation of factory by Rp. 60.417 per month (Rp. 725.000 per year), depreciation of store by Rp. 104.167 per month (Rp. 1.250.000 per year), depreciation of main engine by Rp. 104.167 per month (Rp. 1.250.000 per year), depreciation of complementary engine by Rp. 62.500 per month (Rp. 750.000 per year), depreciation of supporting engine by Rp. 36.458 per month (Rp. 437.500 per year), depreciation of main equipment by Rp. 18.750 per month (Rp. 225.000 per year), depreciation of complementary equipment by Rp. 4.167 per month (Rp. 50.000 per year) and depreciation of supporting equipment by Rp. 2.083 per month (Rp. 25.000 per year).
- c. Other costs consists electricity charges by Rp. 100.000 per month (Rp. 1.200.000 per year), phone charges by Rp. 80.000 (Rp. 960.000 per year), water charges by Rp. 100.000 per month (Rp. 1.200.000 per year), variable cost by Rp. 20.662.000 per month, fixed cost by Rp. 637.875 per month and production cost by Rp. 15.000.000 per month (Rp. 180.000.000 per year).

4. Expenses Details of Herb Beverages Business

1. The cost of labor in the family consisting of men with Rp. 1.872.000 per month (Rp. 65.000 per day) and work 6 hours per day; women with Rp. 1.690.000 per month (Rp. 65.000 per day) and work 6 hours per day; and children with Rp. 1.131.000 per month (Rp. 43.500 per day) and work 4 hours per day. The labor of outside family consists only men with Rp. 820.000 per month (Rp. 70.000 per day) and work 8 hours per day.
- b. The depreciation costs consist of depreciation of office/house by Rp. 134.583 per month (Rp. 1.615.000 per year), depreciation of warehouse by Rp. 20.833 per month (Rp. 250.000 per year), depreciation of factory by Rp. 50.000 per month (Rp. 600.000 per year), depreciation of store by Rp. 41.667 per month (Rp. 500.000 per year), depreciation of main engine by Rp. 125.000 per month (Rp. 1.500.333 per year), depreciation of complementary engine by Rp. 12.500 per month (Rp. 150.000 per year), depreciation of supporting engine by Rp. 8.333 per month (Rp. 100.000 per year), depreciation of main equipment by Rp. 10.417 per month (Rp. 125.000 per year), depreciation of complementary equipment by Rp. 1.042 per month (Rp. 12.500 per year) and depreciation of supporting equipment by Rp. 26.250 per month (Rp. 315.000 per year).
- c. Other costs consists of transportation cost by Rp. 75.000 per month (Rp. 900.000 per year), electricity charges by Rp. 25.000 per month (Rp. 300.000 per year), phone charges by Rp. 50.000 (Rp. 600.000 per year), water charges by Rp. 75.000 per month (Rp. 900.000 per year), other unspecified cost by Rp. 54.000 per month (Rp. 648.000 per year), variable cost by Rp. 14.292.000 per month, fixed cost by Rp. 451.458 per month and production cost by Rp. 7.500.000 per month (Rp. 90.000.000 per year).

5. Expenses Details of Grocery Store

- a. The cost of labor in the family consisting of men with Rp. 1.885.000 per month (Rp. 72.500 per day) and work 8 hours per day; women with Rp. 1.768.000 per month (Rp. 68.000 per day) and work 6 hours per day. The labor of outside family consists only women with Rp. 1.768.000 per month (Rp. 65.000 per day) and work 6 hours per day.
- b. The depreciation costs consist of depreciation of office/house by Rp. 165.000 per month (Rp. 1.980.000 per year), depreciation of warehouse by Rp. 25.000 per month (Rp. 300.000 per year), depreciation of store by Rp. 41.667 per month (Rp. 500.000 per year), depreciation of supporting engine by Rp. 62.500 per month (Rp. 750.000 per year), depreciation of complementary equipment by Rp. 2.604 per month (Rp. 31.250 per year).
- c. Other costs consists of transportation cost by Rp. 50.000 per month (Rp. 600.000 per year), electricity charges by Rp. 100.000 per month (Rp. 1.200.000 per year), phone charges by Rp. 50.000 (Rp. 600.000 per year), water charges by Rp. 100.000 per month (Rp. 1.200.000 per year), variable cost by Rp. 13.521.000 per month, fixed cost by Rp. 13.859.438 per month and production cost by Rp. 7.860.000 per month (Rp. 93.600.000 per year).

Advantages and Disadvantages of Micro Enterprises in Manado:

1. Souvenirs Shop

Advantage: The business is located in strategic area nearby the downtown and the products come from various regions with different shapes and sizes.

Disadvantage: Lack of capital in business expansion and lack of professional business management, for example, dusty display products.

2. Tofu and Fermented Soybean Business

Advantage : The stock and order rate are always safe and streamlined and the soy milk has many customers because of its freshness and known for nonpreservatives.

Disadvantage : The production process is still manual and can only be produced in a small capacity and the products are sold by foot every morning

3. Another Souvenir Shop

Advantage : The products has various interesting shapes from small to large, the products are often requested by the government to be displayed in various exhibitions and the business owners are often hired to be souvenirmaking instructors who train craftsmen from other regions.

Disadvantage : Lack of capital in business expansion and there is still often a problem the acquisition of raw materials because it is still ordered in the area of Central Sulawesi.

4. Herb Beverages Business

Advantage : The business already has official permission from the Ministry of Health, the products has a distinctive flavor that attracts many customers and the main raw ingredients are quite easy to obtain.

Disadvantage : The package bottle and the white ginger (one of the main raw materials) still have to be ordered in Java, and the products that are sold in the store are generally still sold in the form of “deposited then sold.”

5. Grocery Store

Advantage : The business is located in strategic location nearby to several restaurants so the sale of mineral water runs well.

Disadvantage : Lack of capital in business expansion and lack of professional business management.

3.1.2 Capital, Cost, Income, Profit, Advantages and Disadvantages of Small Enterprises in Manado

The total amount of capital owned by small enterprises in Manado is Rp. 145.000.000 up to Rp. 525.000.000 which consists of self-funded by Rp. 5.000.000 up to Rp. 25.000.000 and bank loan by Rp. 130.000.000 up to Rp. 520.000.000. Below is the chart of small enterprises in Manado:

1. Tofu (Processed Soybean) Business

The total amount of capital owned is Rp. 175.000.000; Rp. 25.000.000 by self-funded and Rp. 150.000.000 by bank loan.

2. Cassava Chips Business

The total amount of capital owned is Rp. 145.000.000; Rp. 15.000.000 by self-funded and Rp. 130.000.000 by bank loan.

3. Rice-selling Business

The total amount of capital owned is Rp. 525.000.000; Rp. 5.000.000 by self-funded and Rp. 520.000.000 by bank loan.

4. Tetelan Homemade Noodles Business

The total amount of capital owned is Rp. 326.000.000; Rp. 6.000.000 by self-funded and Rp. 320.000.000 by bank loan.

5. Savings and Loan Business

The total amount of capital owned is Rp. 407.000.000; Rp. 7.000.000 by self-funded and Rp. 400.000.000 by bank loan.

The total cost incurred by small enterprises in Manado is Rp. 22.832.583 per month up to Rp. 77.652.208 per month consisting of tofu business by Rp. 77.652.208 per month, cassava chips business by Rp. 42.894.752 per month, rice-selling business by Rp. 73.682.292 per month, tetelan homemade noodles by Rp. 22.832.292 per month, and savings and loan business by Rp. 43.081.708 per month.

The total amount of income received by small enterprises per year in Manado is Rp. 345.000.000 per year up to Rp. 1.627.000.000 per year consisting of tofu business by Rp. 1.627.000.000 per year, cassava chips business by Rp. 810.000.000 per year, rice-selling business by Rp. 1.536.000.000 per year, tetelan homemade noodles by Rp. 345.600.000 per year, and savings and loan business by Rp. 900.000.000 per year.

The amount of income received by small enterprises per month in Manado is Rp. 28.800.000 up to Rp. 135.600.000 per month consisting of tofu business by Rp. 135.600.000 per month, cassava chips business by Rp. 67.000.000 per month, rice-selling business by Rp. 128.000.000 per month, tetelan homemade noodles by Rp. 28.800.000 per month, and savings and loan business by Rp. 75.000.000 per month.

The amount of profit received by small enterprises per month in Manado is Rp. 5.967.417 up to Rp. 57.947.792 per month consisting of tofu business by Rp. 57.947.792 per month, cassava chips business by Rp. 24.605.248 per month, rice-selling business by Rp. 49.067.708 per month, tetelan homemade noodles by Rp. 5.967.417 per month, and savings and loan business by Rp. 31.918.292 per month.

Small enterprise in Manado which has the highest profit is tofu business with Rp. 57.947.792 of profit per month. The amount of the capital is Rp. 175.000.000 which is the fourth of small enterprise capital ownership. Occupies the second position of the largest profit is rice selling business with Rp. 49.067.708 per month. The amount of the capital is Rp. 525.000.000. The third position of the largest profit is savings and loan business with Rp. 31.918.292 per month. The amount of the capital is Rp.407.000.000. The fourth position of the largest profit is cassava chips business with Rp. 24.605.248 per month. The amount of the capital is Rp. 145.000.000. The fifth position of the largest profit is tetelan homemade noodles business with Rp. 5.967.417 per month. The amount of the capital is Rp. 326.000.000. Here are the products that has been produced by micro enterprises in Manado:

- Tofu (Processed Soybean) : tofu and soybean pulp
- Cassava Chips Business : cassava chips
- Rice-selling business : grocery goods such as rice, eggs, cattle fodder, mineral water
- Tetelan Homemade Noodles : noodles with meatballs
- Savings and Loans Business : souvenirs

Type of expenses incurred for small enterprises in Manado:

1. Expenses details of Tofu Business

- a. The cost of labor in the family consisting of men with Rp. 1.898.000 per month (Rp. 77.000 per day) and work 7 hours per day; women with Rp. 1.820.000 per month (Rp. 70.000 per day) and work 6 hours per day; and children with Rp. 1.144.000 per month (Rp. 44.000 per day) and work 4 hours per day. The labor of outside family consists only men with Rp. 1.820.000 per month (Rp. 70.000 per day) and work 8 hours per day.
- b. The depreciation costs consist of depreciation of office/house by Rp. 10.417 per month (Rp. 125.000 per year), depreciation of warehouse by Rp. 83.333 per month (Rp. 1.000.000 per year), depreciation of factory by Rp. 104.167 per month (Rp. 1.250.000 per year), depreciation of store by Rp. 41.667 per month (Rp. 500.000 per year), depreciation of main engine by Rp. 138.889 per month (Rp. 1.667.667 per year), depreciation of complementary engine by Rp. 55.556 per month (Rp. 666.667 per year), depreciation of supporting engine by Rp. 31.250 per month (Rp. 375.000 per year), depreciation of main equipment by Rp. 26.042 per month (Rp. 312.500 per year), depreciation of complementary equipment by Rp. 8.333 per month (Rp. 100.000 per year) and depreciation of supporting equipment by Rp. 13.889 per month (Rp. 166.667 per year).
- c. Other costs consists of electricity charges by Rp. 150.000 per month (Rp. 1.800.000 per year), phone charges by Rp. 100.000 (Rp. 1.200.000 per year), water charges by Rp. 250.000 per month (Rp. 3.000.000 per year), loans by Rp. 416.667 per month (Rp. 5.000.000 per year), vehicle repair cost by Rp. 125.000 per month (Rp. 1.500.000 per year), machinery repair cost by Rp. 8.333 per month (Rp. 1.000.000 per year), variable cost by Rp. 770.038.667 per month, fixed cost by Rp. 613.542 per month and production cost by Rp. 68.000.000 per month (Rp. 816.000.000 per year).

2. Expenses details of Cassava Chips Business

- a. The cost of labor in the family consisting of men with Rp. 2.028.000 per month (Rp. 78.000 per day) and work 8 hours per day and women with Rp. 1.950.000 per month (Rp. 75.000 per day) and work 5 hours per day. The labor of outside family consists only men with Rp. 1.768.000 per month (Rp. 68.000 per day) and work 8 hours per day.
- b. The depreciation costs consist of depreciation of office/house by Rp. 50.000 per month (Rp. 600.000 per year), depreciation of warehouse by Rp. 10.417 per month (Rp. 125.000 per year), depreciation of factory by Rp. 41.667 per month (Rp. 500.000 per year), depreciation of store by Rp. 50.000 per month (Rp. 600.000 per year), depreciation of main engine by Rp. 145.833 per month (Rp. 1.750.000 per year), depreciation of complementary engine by Rp. 62.500 per month (Rp. 750.000 per year), depreciation of supporting engine by Rp. 27.778 per month (Rp. 333.333 per year), depreciation of main equipment by Rp. 31.944 per month (Rp. 383.333 per year), depreciation of complementary equipment by Rp. 2.958 per month (Rp. 35.500 per year) and depreciation of supporting equipment by Rp. 4.405 per month (Rp. 52.857 per year).
- c. Other costs consists of transportation cost by Rp. 1.050.000 per month (Rp. 12.600.000 per year), electricity charges by Rp. 100.000 per month (Rp. 1.200.000 per year), phone charges by Rp. 90.000 (Rp. 1.080.000 per year), water charges by Rp. 100.000 per month (Rp. 1.200.000 per year), loans by Rp. 250.000 per month (Rp. 3.000.000 per year), other unspecified cost by Rp. 100.000 per month (Rp. 1.200.000 per year), cart's tire repair cost by Rp. 375.000 per month (Rp. 4.500.000 per year), variable cost by Rp. 42.436.000 per month, fixed cost by Rp. 458.752 per month and production cost by Rp. 35.000.000 per month (Rp. 420.000.000 per year).

3. Expenses details of Rice-selling Business

- a. The cost of labor in the family consisting of men with Rp. 1.950.000 per month (Rp. 75.000 per day) and work 7 hours per day and women with Rp. 1.820.000 per month (Rp. 70.000 per day) and work 5 hours per day. The labor of outside family consists only women with Rp. 1.950.000 per month (Rp. 75.000 per day) and work 6 hours per day.
- b. The depreciation costs consist of depreciation of office/house by Rp. 104.167 per month (Rp. 1.250.000 per year), depreciation of warehouse by Rp. 50.000 per month (Rp. 600.000 per year), depreciation of store by Rp. 41.667 per month (Rp. 500.000 per year), depreciation of complementary engine by Rp. 52.083 per month (Rp. 625.000 per year), depreciation of supporting engine by Rp. 20.833 per month (Rp. 250.000 per year), depreciation of complementary equipment by Rp. 833 per month (Rp. 10.000 per year).
- c. Other costs consists of transportation cost by Rp. 1.500.000 per month (Rp. 18.000.000 per year), electricity charges by Rp. 500.000 per month (Rp. 6.000.000 per year), phone charges by Rp. 350.000 (Rp. 4.200.000 per year), water charges by Rp. 250.000 per month (Rp. 3.000.000 per year), loans by Rp. 83.000 per month (Rp. 1.000.000 per year), rental car cost by Rp. 250.000 per month (Rp. 3.000.000 per year), variable cost by Rp. 73.403.333 per month, fixed cost by Rp. 278.958 per month and production cost by Rp. 65.000.000 per month (Rp. 750.000.000 per year).

4. Expenses details of Tetelan Homemade Noodles

- a. The cost of labor in the family consisting of men with Rp. 2.002.000 per month (Rp. 77.000 per day) and work 8 hours per day; women with Rp. 1.950.000 per month (Rp. 75.000 per day) and work 6 hours per day; and children with Rp. 1.053.000 per month (Rp. 40.500 per day) and work 4 hours per day. The labor of outside family consists only men with Rp. 1.950.000 per month (Rp. 75.000 per day) and work 8 hours per day.
- b. The depreciation costs consist of depreciation of office/house by Rp. 166.667 per month (Rp. 2.000.000 per year), depreciation of factory by Rp. 33.333 per month (Rp. 400.000 per year), depreciation of store by Rp. 66.667 per month (Rp. 800.000 per year), depreciation of restaurant by Rp. 25.000 per month (Rp. 300.000 per year), depreciation of main engine by Rp. 125.000 per month (Rp. 1.500.000 per year), depreciation of complementary engine by Rp. 41.667 per month (Rp. 500.000 per year), depreciation of supporting engine by Rp. 62.500 per month (Rp. 750.000 per year),

depreciation of main equipment by Rp. 20.833 per month (Rp. 250.000 per year), depreciation of complementary equipment by Rp. 23.750 per month (Rp. 285.000 per year) and depreciation of supporting equipment by Rp. 12.500 per month (Rp. 150.000 per year).

- c. Other costs consists of transportation cost by Rp. 168.000 per month (Rp. 2.016.000 per year), electricity charges by Rp. 25.000 per month (Rp. 300.000 per year), water charges by Rp. 25.000 per month (Rp. 300.000 per year), loans by Rp. 100.000 per month (Rp. 1.200.000 per year), variable cost by Rp. 22.253.000 per month, fixed cost by Rp. 579.583 per month and production cost by Rp. 14.980.000 per month (Rp. 179.760.000 per year).

5. Expenses details of Savings and Loan Business

- a. The cost of labor in the family consisting of men with Rp. 1.950.000 per month (Rp. 75.000 per day) and work 8 hours per day and women with Rp. 1.820.000 per month (Rp. 70.000 per day) and work 6 hours per day. The labor of outside family consists only men with Rp. 1.950.000 per month (Rp. 75.000 per day) and work 6 hours per day.
- b. The depreciation costs consist of depreciation of office/house by Rp. 58.333 per month (Rp. 700.000 per year), depreciation of warehouse by Rp. 33.333 per month (Rp. 400.000 per year), depreciation of factory by Rp. 29.167 per month (Rp. 350.000 per year), depreciation of store by Rp. 83.333 per month (Rp. 1.000.000 per year), depreciation of main engine by Rp. 104.167 per month (Rp. 1.250.000 per year), depreciation of complementary engine by Rp. 69.417 per month (Rp. 833.000 per year), depreciation of supporting engine by Rp. 89.583 per month (Rp. 1.075.000 per year), depreciation of main equipment by Rp. 26.042 per month (Rp. 312.500 per year), depreciation of complementary equipment by Rp. 8.333 per month (Rp. 100.000 per year) and depreciation of supporting equipment by Rp. 41.667 per month (Rp. 500.000 per year).
- c. Other costs consists of electricity charges by Rp. 250.000 per month (Rp. 3.000.000 per year), phone charges by Rp. 350.000 per month (Rp. 4.200.000 per year), water charges by Rp. 100.000 per month (Rp. 1.200.000 per year), loans by Rp. 116.667 per month (Rp. 1.400.000 per year), variable cost by Rp. 42.536.667 per month, fixed cost by Rp. 545.042 per month and production cost by Rp. 36.000.000 per month (Rp. 432.000.000 per year).

The advantages and disadvantages of small enterprises in Manado:

1. Tofu and Fermented Soybean

Advantages: the product has the good taste that attracts many customers

Disadvantages: the production process is still manual so the production capacity is still small that sometimes have not been able to fulfill customer's order and lack of capital in business expansion

2. Cassava Chips Business

Advantages: the products has known for its good taste and wide marketing, and the raw materials are easy to obtain.

Disadvantages: small capacity of production, the absence of MOH's permission makes the product not yet able to enter supermarket, products can only be sold in certain places because it is guarded by the Civil Service Police, and lack of capital in business expansion

3. Rice-selling Business

Advantages: the business is located in strategic location nearby the traditional market.

Disadvantages: lack of capital is a main problem in business expansion and transportation cost is high for transporting products.

4. Tetelan Homemade Noodles Business

Advantages: the product has the good taste that attracts many customers

Disadvantages: lack of capital in business expansion and the business location is less strategic because it is not in the main street.

5. Savings and Loan Business

Advantages: the business is located in the downtown and the business owner establishes cooperation with the hotels and tourism industry.

3.1.3 Capital, Cost, Income, Profit, Advantages and Disadvantages of Medium Enterprises in Manado

The total amount of capital owned by medium enterprises in Manado is Rp. 698.000.000 up to 1.030.000.000 which consists of self-funded by Rp. 10.000.000 up to Rp. 50.000.000 and bank loan by Rp. 660.000.000 up to Rp. 980.000.000. Below is the chart of medium enterprises in Manado:

1. Klapertart Business

The total amount of capital owned is Rp. 910.000.000; Rp. 10.000.000 by self-funded and Rp. 900.000.000 by bank loan.

2. Noodles Business

The total amount of capital owned is Rp. 1.030.000.000; Rp. 50.000.000 by self-funded and Rp. 980.000.000 by bank loan.

3. Typical Manado Food Business

The total amount of capital owned is Rp. 805.000.000; Rp. 25.000.000 by self-funded and Rp. 780.000.000 by bank loan.

4. Furniture Shop

The total amount of capital owned is Rp. 698.000.000; Rp. 38.000.000 by self-funded and Rp. 660.000.000 by bank loan.

The total cost incurred by medium enterprises in Manado is Rp. 118.933.250 per month up to Rp. 225.261.833 per month consisting of klapertart business by Rp. 178.828.056 per month, noodles business by Rp. 219.859.181 per month, typical Manado food business by Rp. 118.933.250 per month, and furniture business by Rp. 225.261.833 per month.

The amount of income received by medium enterprises in Manado per year is Rp. 2.745.000.000 up to Rp. 7.066.992.992 per year consisting of klapertart business by Rp. 2.745.000.000 per year, noodles business by Rp. 3.819.060.000 per year, typical Manado food business by Rp. 3.012.540.000 per year, and furniture business by Rp. 7.066.992.992 per year.

The amount of income received by medium enterprises in Manado per month is Rp. 228.750.000 up to Rp. 588.916.000 consisting of klapertart business by Rp. 228.750.000 per month, noodles business by Rp. 318.255.000 per month, typical Manado food business by Rp. 251.045.000 per month, and furniture business by Rp. 588.916.666 per month.

The amount of profit received by medium enterprises in Manado per month is Rp. 49.921.944 up to Rp. 180.321.500 per month consisting of klapertart business by Rp. 49.921.944 per month, noodles business by Rp. 69.070.819 per month, typical Manado food business by Rp. 94.909.250 per month, and furniture business by Rp. 180.321.500 per month.

Medium enterprise in Manado which has the highest profit is furniture business with Rp. 3.740.125 of profit per month. The amount of the capital is Rp. 698.000.000. Occupies the second position of the largest profit is typical Manado food with Rp. 94.909.250 per month. The amount of the capital is Rp. 805.000.000. The third position of the largest profit is noodles business with Rp. 69.070.819 per month. The amount of the capital is Rp. 1.030.000.000. The fourth position of the largest profit is klapertart business with Rp. 49.921.944 per month. The amount of the capital is Rp. 698.000.000.

Here are the products that has been produced by micro enterprises in Manado:

- Klapertart Business : klapertart in large, medium and small plate, cake
- Noodles Business : wet noodles
- Typical Manado Food : fried food, soft drinks
- Furniture Business : wardrobe, dining table, bed

Type of Expenses incurred for medium enterprises in Manado:

1. Expenses Details of Klapertart Business

- a. The cost of labor in the family consisting of men with Rp. 2.210.000 per month (Rp. 85.000 per day) and work 9 hours per day and women with Rp. 2.080.000 per month (Rp. 80.000 per day) and work 6 hours per day. The labor of outside family consists only men with Rp. 1.300.000 per month (Rp. 70.000 per day) and work 8 hours per day.
- b. The depreciation costs consist of depreciation of office/house by Rp. 483.333 per month (Rp. 5.260.000 per year), depreciation of warehouse by Rp. 73.333 per month (Rp. 880.000 per year), depreciation of factory by Rp. 125.000 per month (Rp. 1.500.000 per year), depreciation of store by Rp. 41.667 per month (Rp. 500.000 per year), depreciation of main engine by Rp. 187.500 per month (Rp. 2.250.000 per year), depreciation of complementary engine by Rp. 166.667 per month (Rp. 2.000.000 per year), depreciation of supporting engine by Rp. 50.000 per month (Rp. 600.000 per year), depreciation of main equipment by Rp. 972 per month (Rp. 11.667 per year), depreciation of complementary equipment by Rp. 10.417 per month (Rp. 125.000 per year) and depreciation of supporting equipment by Rp. 8.333 per month (Rp. 100.000 per year).
- c. Other costs consists of transportation cost by Rp. 3.000.000 per month (Rp. 36.000.000 per year), electricity charges by Rp. 140.000 per month (Rp. 1.680.000 per year), phone charges by Rp. 100.000 (Rp. 1.200.000 per year), water charges by Rp. 100.000 per month (Rp. 1.200.000 per year), loans by Rp. 17.500.000 per month (Rp. 210.000.000 per year), other unspecified cost by Rp. 150.000 per month (Rp. 1.800.000 per year), promotion cost by Rp. 250.000 per month (Rp. 3.000.000 per year), name card cost by Rp. 150.000 per month (Rp. 1.800.000 per year), brochure cost by Rp. 150.000 (Rp. 1.800.000 per year), rent cost by Rp. 916.667 per month (Rp. 11.000.000 per year), variable cost by Rp. 177.230.000 per month, fixed cost by Rp. 1.598.056 per month and production cost by Rp. 150.000.000 per month (Rp. 1.800.000.000 per year).

2. Expenses Details of Noodles Business

- a. The cost of labor in the family consisting of men with Rp. 2.392.000 per month (Rp. 85.000 per day) and work 8 hours per day and women with Rp. 2.106.000 per month (Rp. 81.000 per day) and work 8 hours per day. The labor of outside family consists only men with Rp. 1.560.000 per month (Rp. 70.000 per day) and work 8 hours per day.
- b. The depreciation costs consist of depreciation of office/house by Rp. 416.667 per month (Rp. 5.000.000 per year), depreciation of warehouse by Rp. 91.667 per month (Rp. 1.100.000 per year), depreciation of store by Rp. 50.000 per month (Rp. 600.000 per year), depreciation of factory by Rp. 266.667 per month (Rp. 3.200.000 per year), depreciation of main engine by Rp. 216.667 per month (Rp. 2.600.000 per year), depreciation of complementary engine by Rp. 475.000 per month (Rp. 5.700.000 per year), depreciation of main equipment by Rp. 48.056 per month (Rp. 576.667 per year), depreciation of complementary equipment by Rp. 6.250 per month (Rp. 75.000 per year) and depreciation of supporting equipment by Rp. 57.292 per month (Rp. 687.500 per year).
- c. Other costs consists of transportation cost by Rp. 3.000.000 per month (Rp. 36.000.000 per year), marketing cost by Rp. 6.000.000 per month (Rp. 72.000.000 per year), electricity charges by Rp. 500.000 per month (Rp. 6.000.000 per year), phone charges by Rp. 500.000 (Rp. 6.000.000 per year), water charges by Rp. 500.000 per month (Rp. 6.000.000 per year), loans by Rp. 45.833.333 per month (Rp. 550.000.000 per year), other unspecified cost by Rp. 5.000.000 per month (Rp. 60.000.000 per year), vehicle repair cost by Rp. 166.667 per month (Rp. 2.000.000 per year), machinery repair cost by Rp. 125.000 per month (Rp. 1.500.000 per year), business administration cost by Rp. 5.000.000 (Rp. 60.000.000 per year), packaging cost by Rp. 5.000.000 per month (Rp. 60.000.000 per year), label printing by Rp.

1.000.000 per month (Rp. 12.000.000 per year), variable cost by Rp. 217.641.333 per month, fixed cost by Rp. 2.217.847 per month and production cost by Rp. 150.250.000 per month (Rp. 1.803.000.000 per year).

3. Expenses Details of Typical Manado Food Business

- a. The cost of labor in the family consisting of men with Rp. 2.314.000 per month (Rp. 89.000 per day) and work 9 hours per day and women with Rp. 2.054.000 per month (Rp. 79.000 per day) and work 8 hours per day. The labor of outside family consists only women with Rp. 1.924.000 per month (Rp. 74.000 per day) and work 6 hours per day.
- b. The depreciation costs consist of depreciation of office/house by Rp. 375.000 per month (Rp. 4.500.000 per year), depreciation of restaurant by Rp. 41.667 per month (Rp. 500.000 per year), depreciation of main engine by Rp. 20.833 per month (Rp. 250.000 per year), depreciation of complementary engine by Rp. 139.583 per month (Rp. 1.675.000 per year), depreciation of supporting engine by Rp. 108.333 per month (Rp. 1.300.000 per year), depreciation of main equipment by Rp. 24.167 per month (Rp. 290.000 per year), depreciation of complementary equipment by Rp. 4.167 per month (Rp. 50.000 per year) and depreciation of supporting equipment by Rp. 45.833 per month (Rp. 550.000 per year).
- c. Other costs consists of transportation cost by Rp. 90.000 per month (Rp. 1.080.000 per year), marketing cost by Rp. 500.000 per month (Rp. 6.000.000 per year), electricity charges by Rp. 400.000 per month (Rp. 4.800.000 per year), phone charges by Rp. 400.000 (Rp. 4.800.000 per year), water charges by Rp. 150.000 per month (Rp. 1.500.000 per year), other unspecified cost by Rp. 300.000 per month (Rp. 3.600.000 per year), vehicle repair cost by Rp. 83.333 per month (Rp. 1.000.000 per year), promotion cost by Rp. 250.000 per month (Rp. 3.000.000 per year), internet cost by Rp. 300.000 per month (Rp. 3.600.000 per year), name card cost by Rp. 150.000 per month (Rp. 1.800.000 per year), variable cost by Rp. 118.132.000 per month, fixed cost by Rp. 801.250 per month and production cost by Rp. 110.000.000 per month (Rp. 1.320.000.000 per year).

4. Expenses Details of Furniture Business

- a. The cost of labor in the family consisting of men with Rp. 2.388.000 per month (Rp. 88.000 per day) and work 9 hours per day and women with Rp. 2.028.000 per month (Rp. 78.000 per day) and work 6 hours per day. The labor of outside family consists only men with Rp. 1.300.000 per month (Rp. 70.000 per day) and work 8 hours per day.
- b. The depreciation costs consist of depreciation of office/house by Rp. 200.000 per month (Rp. 2.400.000 per year), depreciation of warehouse by Rp. 125.000 per month (Rp. 1.500.000 per year), depreciation of store by Rp. 62.000 per month (Rp. 750.000 per year), depreciation of factory by Rp. 833.333 per month (Rp. 10.000.000 per year), depreciation of main engine by Rp. 379.167 per month (Rp. 4.550.000 per year), depreciation of supporting engine by Rp. 1.250.000 per month (Rp. 15.000.000 per year), depreciation of main equipment by Rp. 15.625 per month (Rp. 187.500 per year), and depreciation of complementary equipment by Rp. 6.250 per month (Rp. 75.000 per year).
- c. Other costs consists of transportation cost by Rp. 3.750.000 per month (Rp. 45.000.000 per year), electricity charges by Rp. 700.000 per month (Rp. 8.400.000 per year), phone charges by Rp. 600.000 (Rp. 7.200.000 per year), water charges by Rp. 600.000 per month (Rp. 7.200.000 per year), vehicle repair cost by Rp. 166.667 per month (Rp. 2.000.000 per year), machinery repair cost by Rp. 166.667 per month (Rp. 2.000.000 per year), labor cost by Rp. 416.667 (Rp. 5.000.000 per year), variable cost by Rp. 221.266.000 per month, fixed cost by Rp. 3.995.833 per month and production cost by Rp. 210.000.000 per month (Rp. 2.520.000.000 per year).

The advantages and disadvantages of medium enterprises in Manado:

1. Klapertart Business

Advantage : the product has the good taste that attracts many customers and there is capital assistance from PT. Askes Sulut.

Disadvantage : the raw material is quite difficult to obtain.

2. Noodles Business

Advantage : some of the production process has been using machine so the production capacity is large, the business is located in strategic location and the products has been marketed in supermarkets.

Disadvantage : the factory is uncomfortable and hot and the hygiene of the products is still doubted

3. Typical Manado Food Business

Advantage : the business is located in strategic location nearby the downtown and is known for its cozy eating place, and the business owner cooperates with hotels.

Disadvantage : the business location provides limited parking space that prevents more customers from coming.

4. Furniture Business

Advantage : the products are made with luxurious form in beautiful details

Disadvantage : the raw materials are still difficult to obtain that some of the production still needs to be completed in Java

3.1.4 Cooperatives in Manado City

The total amount of capital owned by Koperasi Simpan Pinjam (KSP) Manado is Rp. 10.045.000.000 which consists of self-funded by Rp. 15.000.000, bank loan by Rp. 2.000.000.000, mutual capital by Rp. 8.000.000.000 and others by Rp.

30.000.000.000. The number of cooperative's member is 1241 people with Rp. 7.500.000 of loan amount per member, and the money that has been circulated amounted to Rp. 9.307.500.000.

The total income received by the cooperative is Rp. 483.750.000 per month and Rp. 5.805.000.000 per year with 450 members. Total interest on loan per member is Rp. 450.000 per month, and the principal installment per member is Rp. 625.000 per month. The money that has been circulated amounted to Rp. 3.000.775.000.

The amount of expenses incurred is Rp. 289.938.333 per month consisting of variable cost by Rp. 262.196.667 per month and fixed cost by Rp. 27.741.667 per month.

The variable cost consists of the members' interest deposit by Rp. 202.500.000 per month, labor cost by Rp. 41.736.000 per month, additional charges by Rp. 1.300.000 per month and bank interest rate by Rp. 16.666.667 per month.

The fixed cost consists of land cost by Rp. 1.000.000 per month, office expenses by Rp. 5.833.333 per month, warehouse cost by Rp. 1.625.000 per month, machinery cost by Rp. 6.694.444 per month, equipment cost by Rp. 288.889 per month and unexpected cost by Rp. 12.300.000. The total profit received is Rp. 193.811.667 per month.

The advantages and disadvantages of cooperatives in Manado:

Advantage: the cooperative has many members that the interest on the loan decreases.

Disadvantage: the cooperative does not have its own office and the facilities still have to be rented.

3.2 Profit Calculation, Advantages and Disadvantages of Micro, Small, Medium Enterprises and Cooperatives in Tomohon

3.2.1 Capital, Cost, Income, Profit, Advantage and Disadvantage of Micro Enterprises in Tomohon

The capital owned by micro enterprises in Tomohon is Rp. 50.000.000 up to Rp. 100.000.000 which consists of several kind of enterprises. Below is the chart:

1. Ginger Chips Business

The total amount of capital owned is Rp. 100.000.000; Rp. 5.000.000 by selffunded, Rp. 80.000.000 by bank loan and Rp. 15.000.000 by other source.

2. Bamboo Handicraft Business

The total amount of capital owned is Rp. 50.000.000; Rp. 5.000.000 by mutual capital and Rp. 40.000.000 by bank loan.

3. Flower Cultivation Business

The total amount of capital owned is Rp. 72.000.000; Rp. 60.000.000 by bank loan and Rp. 12.000.000 by other source.

4. Handicraft Business

The total amount of capital owned is Rp. 81.500.000; Rp. 80.000.000 by bank loan and Rp. 1.500.000 by other source.

5. Another Flower Cultivation

The total amount of capital owned is Rp. 61.200.000; Rp. 60.000.000 by bank loan and Rp. 1.200.000 by other source.

The total cost incurred by micro enterprises in Tomohon is Rp. 8.826.083 per month up to Rp. 13.158.500 per month consisting of ginger chips business by Rp. 11.974.500 per month, bamboo handicraft business by Rp. 9.745.250 per month, flower cultivation business by Rp. 9.758.583 per month, handicraft business by Rp. 8.826.000 per month and another flower cultivation business by Rp. 13.158.509 per month.

The amount of income received by micro enterprises in Tomohon per year is Rp. 14.700.000 up to Rp. 19.200.000 per year consisting of ginger chips business by Rp. 14.700.000 per month, bamboo handicraft business by Rp. 19.200.000 per month, flower cultivation business by Rp. 16.800.000 per month, handicraft business by Rp. 15.360.000 per month and another flower cultivation by Rp. 17.280.000 per month.

The amount of income received by micro enterprises in Tomohon per month is Rp. 2.725.500 up to Rp. 93.452.042 per year consisting of ginger chips business by Rp. 2.725.500 per month, bamboo handicraft business by Rp. 9.452.042 per month, flower cultivation business by Rp. 6.998.500 per month, handicraft business by Rp. 6.531.208 per month and another flower cultivation business by Rp. 4.116.080 per month.

Micro enterprise in Tomohon which has the highest profit is bamboo handicraft business with Rp. 9.452.042 of profit per month. The amount of the capital is Rp. 50.000.000 that is also the highest of all capitals in micro enterprises. Occupies the second position of the largest profit is flower cultivation business with Rp. 6.998.500 per month. The amount of the capital is Rp. 72.000.000. The third position of the largest profit is handicraft business with Rp. 6.531.208 per month. The amount of the capital is Rp.81.500.000. The fourth position of the largest profit is another flower cultivation business with Rp. 4.116.080 per month. The amount of the capital is Rp. 61.200.000. The fifth position of the largest profit is ginger chips business with Rp. 2.725.500 per month. The amount of the capital is Rp. 100.000.000. Here are the products that has been produced by micro enterprises in Tomohon:

- Ginger Chips Business : ginger chips
- Bamboo Handicraft Business : lamp handicraft, flower pot, etc
- Flower Cultivation Business : various kinds of flowers
- Handicraft Business : household goods like basket made from bamboo, etc
- Another Flower Cultivation : various kinds of flowers

The advantages and disadvantages of micro business in Tomohon:

1. Ginger Chips Business

Advantages: the product has the good taste that attracts many customers, and orders can be delivered directly to customers.

Disadvantages: lack of capital in business expansion, high cost of transportation and the cookies can only be produced in certain times like Christmas based on customer's order.

2. Bamboo Handicraft Business

Advantages: the shape of product is interesting and the raw materials are easy to obtain.

Disadvantages: lack of promotion and marketing, and the business location is less strategic.

3. Flower Cultivation Business

Advantages: the flowers are very interesting with different colors and shapes, the product has loyal customers from hotels, and the business is located in strategic location

Disadvantages: lack of capital in business expansion

4. Handicraft Business

Advantages: the business is located in strategic location and the raw materials are easy to obtain

Disadvantages: lack of capital in business expansion and lack of manpower in production process

5. Another Flower Cultivation Business

Advantage: the business is located in strategic location and the products are very interesting with different colors and shapes

Disadvantage: lack of capital in business expansion and the flower display is rather narrow so it looks less attractive.

3.2.2 Capital, Cost, Income, Profit, Advantage and Disadvantage of Small Enterprises in Tomohon

The capital owned by small enterprises in Tomohon is Rp. 20.000.000 up to Rp. 250.000.000 which consists of several kind of enterprises. Below is the chart:

1. Broiler Business

The total amount of capital owned is Rp. 250.000.000; Rp. 150.000.000 by bank loan and Rp. 100.000.000 by other source.

2. Carrot Cultivation Business

The total amount of capital owned is Rp. 45.000.000; Rp. 55.000.000 by bank loan and, Rp. 15.000.000 by other source.

3. Cakes and Cookies Business

The total amount of capital owned is Rp. 45.000.000 by bank loan.

4. Typical Minahasan Restaurant Business

The total amount of capital owned is Rp. 40.000.000 by bank loan.

5. Wooden Houses Industry

The total amount of capital owned is Rp. 20.000.000 by bank loan.

The total cost incurred by small enterprises in Tomohon is Rp. 12.814.792 per month up to Rp. 108.330.060 per month consisting of broiler business by Rp. 46.580.111 per month, carrot cultivation business by Rp. 12.814.792 per month, cakes and cookies business by Rp. 16.096.010 per month, typical Minahasan restaurant business by Rp. 36.285.750 per month and wooden houses industry business by Rp. 108.330.060 per month.

The total income received by small enterprises in Tomohon is Rp. 31.200.000 per month up to Rp. 150.000.000 per month consisting of broiler business by Rp. 53.232.000 per month, carrot cultivation business by Rp. 31.200.000 per month, cakes and cookies business by Rp. 34.800.000 per month, typical Minahasan restaurant business by Rp. 48.300.000 per month and wooden houses industry business by Rp. 150.000.000 per month.

The total amount of profit received by small enterprises in Tomohon is Rp. 6.651.889 per month up to Rp. 41.669.940 per month consisting of broiler business by Rp. 6.651.889 per month, carrot cultivation business by Rp. 18.385.208 per month, cakes and cookies business by Rp. 18.703.990 per month, typical Minahasan restaurant business by Rp. 12.074.250 per month and wooden houses industry business by Rp. 41.669.940 per month.

Small enterprise in Tomohon which has the highest profit is wooden houses industry with Rp. 41.669.940 of profit per month. The amount of the capital is Rp. 20.000.000 which is also the highest of all capitals in small enterprises. Occupies the second position of the largest profit is cakes and cookies business with Rp. 18.703.990 per month. The amount of the capital is Rp. 45.000.000. The third position of the largest profit is carrot cultivation with Rp. 18.385.208 per month. The amount of the capital is Rp. 70.000.000. The fourth position of the largest profit is typical Minahasan restaurant business with Rp. 12.074.250 per month. The amount of the capital is Rp. 40.000.000. The fifth position of the largest profit is broiler business with Rp. 2.725.500 per month. The amount of the capital is Rp. 250.000.000.

The advantages and disadvantages of small enterprise in Tomohon:

1. Broiler Business

Advantage

Advantages: the entrepreneurs establish partnership with companies where production facilities are provided by the companies and farmers only provide cages, labor and other facilities.

Disadvantage: the companies limit the production to only 2-3 times a year which should be up to 6 times a year.

2. Carrot Cultivation Business

Advantage : marketing has reached to national level, and buyers can buy directly in the cultivation area

Disadvantage : prices can fluctuate at any time, and the use of inorganic fertilizer is still not recommended by usage that sometimes the remaining fertilizer is still attached to the product.

3. Cakes and Cookies Business

Advantage : local marketing is quite smooth and the business serves customer's order.

Disadvantage : lack of capital in business expansion and the business location is less strategic

4. Typical Minahasan Restaurant Business

Advantage: the business is located in strategic area, the raw materials are easy to obtain, the business serves every day and also serves catering.

5. Wooden Houses Industry

Advantages: the business has wide marketing up to international level, and the business owner can directly supervise the production process because of years of experience.

Disadvantages: lack of capital in business expansion and the cost of transportation is high

3.2.3 Capital, Cost, Income, Profit, Advantage and Disadvantage of Medium

Enterprises in Tomohon

The capital owned by medium enterprises in Tomohon is Rp. 50.000.000 up to Rp. 330.000.000 which consists of several kind of enterprises. Below is the chart:

1. Laying Hens Business

The total amount of capital owned is Rp. 252.000.000; Rp. 2.000.000 by self-funded, Rp. 200.000.000 by bank loan and Rp. 50.000.000 by other source.

2. Strawberry Cultivation Business

The total amount of capital owned is Rp. 300.000.000; Rp. 260.000.000 by self-funded, and Rp. 40.000.000 by bank loan.

3. Sineleyan Restaurant

The total amount of capital owned is Rp. 50.000.000; Rp. 30.000 by bank loan and Rp. 20.000.000 by other sources.

4. Pig Farming Business

The total amount of capital owned is Rp. 330.000.000; Rp. 255.000.000 by bank loan and Rp. 75.000.000 by other sources.

The total cost incurred by medium enterprises in Tomohon is Rp. 101.254.167 per month up to Rp. 123.533.528 per month consisting of laying hens business by Rp. 108.992.555 per month, strawberry cultivation business by Rp. 123.533.528 per month, Sineleyan restaurant by Rp. 101.254.167 per month, and pig farming business by Rp. 118.565.278 per month.

The total amount of income received by medium enterprises in Tomohon is Rp. 168.480.000 per month up to Rp. 264.120.000 per month consisting of laying hens business by Rp. 174.792.000 per month, strawberry cultivation business by Rp. 187.200.000 per month, Sineleyan restaurant by Rp. 168.480.000 per month, and pig farming business by Rp. 246.120.000 per month.

The total amount of profit received by medium enterprises in Tomohon is Rp. 63.666.472 per month up to Rp. 127.554.722 per month consisting of laying hens business by Rp. 65.799.445 per month, strawberry cultivation business by Rp. 63.666.472 per month, Sineleyan restaurant by Rp. 67.225.833 per month, and pig farming business by Rp. 127.554.722 per month.

Medium enterprise in Tomohon which has the highest profit is pig farming business with Rp. 41.669.940 of profit per month. The amount of the capital is Rp. 330.000.000 which is also the highest of all capitals in medium enterprises. Occupies the second position of the largest profit is Sineleyan restaurant with Rp. 67.225.833 per month. The amount of the capital is Rp. 50.000.000. The third position of the largest profit is laying hens business with Rp. 65.799.445 per month. The amount of the capital is Rp. 252.000.000. The fourth position of the largest profit is strawberry cultivation business with Rp. 63.666.472 per month. The amount of the capital is Rp. 300.000.000.

The advantages and disadvantages of medium enterprises in Tomohon:

1. Laying Hens Business

Advantage: local marketing is quite promising and orders are delivered directly to customers

Disadvantage: lack of capital in business expansion

2. Strawberry Cultivation Business

Advantage : the profit is very promising because this business is the first and the only strawberry business in North Sulawesi, the business produces its own seeds and fertilizers and the business is cooperating with Bank BI Sulut in the capital and marketing.

Disadvantage : the production capacity is still low that caused the market demand is not sufficient, lack of capital in business expansion and sloping land of cultivation can lead to erosion.

3. Sineleyan Restaurant

Advantage: the raw materials are easy to obtain, the local marketing is very promising, the business is located in strategic area, the business location is cozy and the restaurant can be rented in any occasion.

Disadvantage: lack of capital in business expansion

4. Pig Farming Business

Advantage: the local marketing is very promising

Disadvantage: there are many competitors in the same line of business, the availability of feedstock is sometimes lacking due to increased feed prices and lack of capital in business expansion.

3.2.4 Cooperatives in Tomohon City

The total amount of capital owned by Koperasi Serba Usaha (KSU) and Mini Market Kodestar is Rp. 510.000.000 which consists of self-funded by Rp. 15.000.000, and bank loan by Rp. 2.000.000.000. The number of cooperative's member is 235 people with Rp. 1.250.000 of loan amount per member, and the money that has been circulated amounted to Rp. 293.750.000.

The total income received by the cooperative is Rp. 40.466.667 per month and Rp. 485.600.000 per year with 235 members. Total interest on loan per member is Rp. 62.500 per month, and the principal installment per member is Rp. 104.167 per month. The money that has been circulated amounted to Rp. 293.750.000.

The amount of expenses incurred is Rp. 38.352.417 per month consisting of variable cost by Rp. 34.904.157 per month and fixed cost by Rp. 3.448.250 per month.

The variable cost consists of the members' interest deposit by Rp. 14.687.500 per month, labor cost by Rp. 13.000.000 per month, additional charges by Rp. 3.050.000 per month and bank interest rate by Rp. 4.166.667 per month.

The fixed cost consists of land cost by Rp. 42.000.000 per month, office expenses by Rp. 250.000 per month, warehouse cost by Rp. 125.000 per month, machinery cost by Rp. 819.444 per month, equipment cost by Rp. 211.806 per month and unexpected cost by Rp. 2.000.000. The total profit received is Rp. 2.114.250 per month.

The advantages and disadvantages of cooperatives in Manado:

Advantage: the business has received funding support from the government and the building facilities is good.

Disadvantage: unprofessional business management remains a problem to the business

3.3 The Roles of Micro, Small and Medium Enterprises

In many developed countries, micro, small and medium enterprises are very prominent in the development of the market economy. These enterprises could provide new jobs and serve as the heart of the market economy as well as the basic chain of growth and economic development of society (Afshar Jahushahi Asghar, *et al*, 2011). These enterprises are also the most dynamic sector of the economic industry in India (Nalla Bala Kalyan Kumar and Sardar Gulgoth, 2012).

The development of small enterprises and credits in Bangladesh has

the effect of reducing poverty and unemployment on the country's social and economic development (Mahbubul Alam Chowdury and Kazuhino Miyagi, 2006). Government policy has an important role in the growth of micro, small and medium enterprises in India, especially for the purpose of opening more jobs for the society (Afshar Jahushahi Asghar, *et al*, 2011).

Education and training have a very positive effect with the success of micro and small enterprises in Nairobi, Kenya (Michael Brown, Makarius Morara and Samuel Murlithi, 2009). Small and medium enterprises also have an important role in the development of the country because the success of these enterprises contribute significantly to the development aspects (Javed Mahmood Jasra, *et al*, 2011).

Small and micro enterprises have the key role in improving family welfare. Its role in improving productivity is crucial for the sustainability of future generations. It also involves the increasing socio-economic development for rural communities, including jobs, services, commodity, product distribution and production of rural products (Paul Aondona Angahar, 2012).

Improvements of micro and small enterprises affects changes to macroeconomic activities, state policies and project activities (Donald C. Mead and Carl Liedholm, 1998).

These enterprises have the key role in the security and economic resilience of developing countries, contributing significantly to the Indian economy regarding the production of industrial, export, employment and basic structure of the enterprises (Sardas Gulgoth and Nalla Kalyan Kumar, 2011).

Small and medium enterprises have differences in business activities and it is the representation of the business activities itself (Esub Osai, Igwe Lucky and Adebayo Isalah Olusegun, 2012).

The best business strategy for micro and small enterprises is the need to develop for the growth of poor areas such as promotional activities by policy makers, donors and entrepreneurs (John Mark Obura, Evance Olhieng Abeka and Almadi Obere, 2012).

There are still many small and medium enterprises that have not been registered yet. The prospect of business development for economic growth is quite good (Navem Gadwal, 2011).

Women also have an important role in the economic development of many countries from year to year. Women's participation as labor continues to increase. Most Asian women hold the key position in the private sector, government and business ventures. The development of Asian women entrepreneurs make is a part of world development, as well as a potential factor in women's empowerment in bringing changes in the modernization of society (Dil Parir and Shohit Hussain, 2012).

Management factors affect the performance of micro, small and medium enterprises resulting in different outcomes in each of the enterprises (W.I. Njanja, Rene Pelissier and Martin Ogutu, 2012).

The majority of small enterprises in developing countries never use less labor in their business development (Simeon Nichter and Lara Goldmark, 2009).

IV. CONCLUSION

4.1 The development of micro, small, medium enterprises and cooperatives can be done in order to increase the profit and the prosperity of the people.

4.2 The empowerment of micro, small, medium enterprises and cooperatives to create employment and empowerment of workers and women is an important factor in economic development, increasing public incomes and increasing business profits.

4.3 The income earned from micro, small, medium enterprises and cooperatives outweigh the financing subject which resulting entrepreneurs to get more profits in running the enterprises.

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