


mantra project

man·tra

/ˈmɑntərə, ˈmæn-/ 

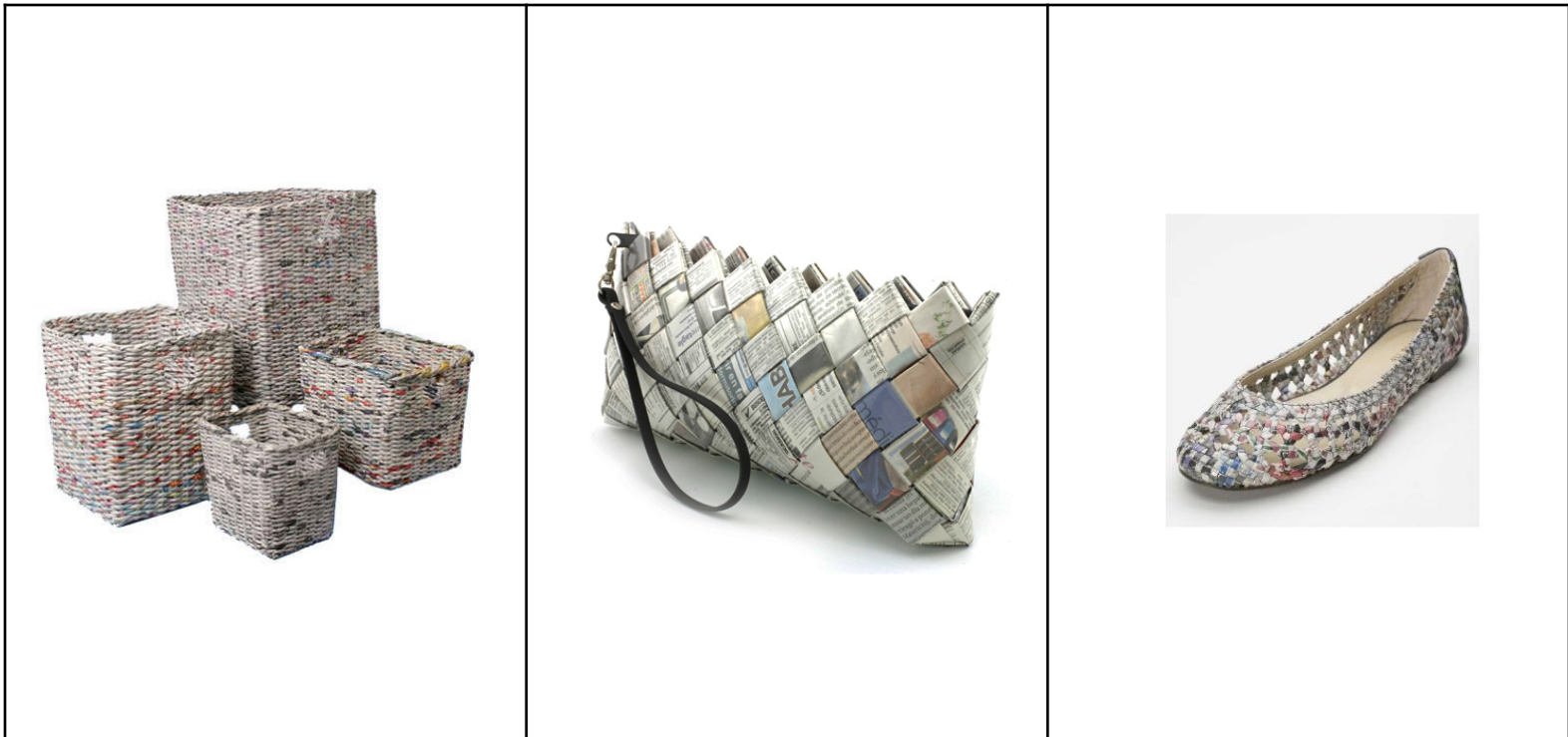
noun

(originally in Hinduism and Buddhism) a word or sound repeated to aid concentration in meditation.

- a Vedic hymn.
- a statement or slogan repeated frequently.
"the environmental mantra that energy has for too long been too cheap"
synonyms: slogan, motto, maxim, catchphrase, catchword, watchword, byword, buzzword, tag (line)
"their newest mantra is "stay connected""

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ACTION PLAN | LBD 5 – Indonesia

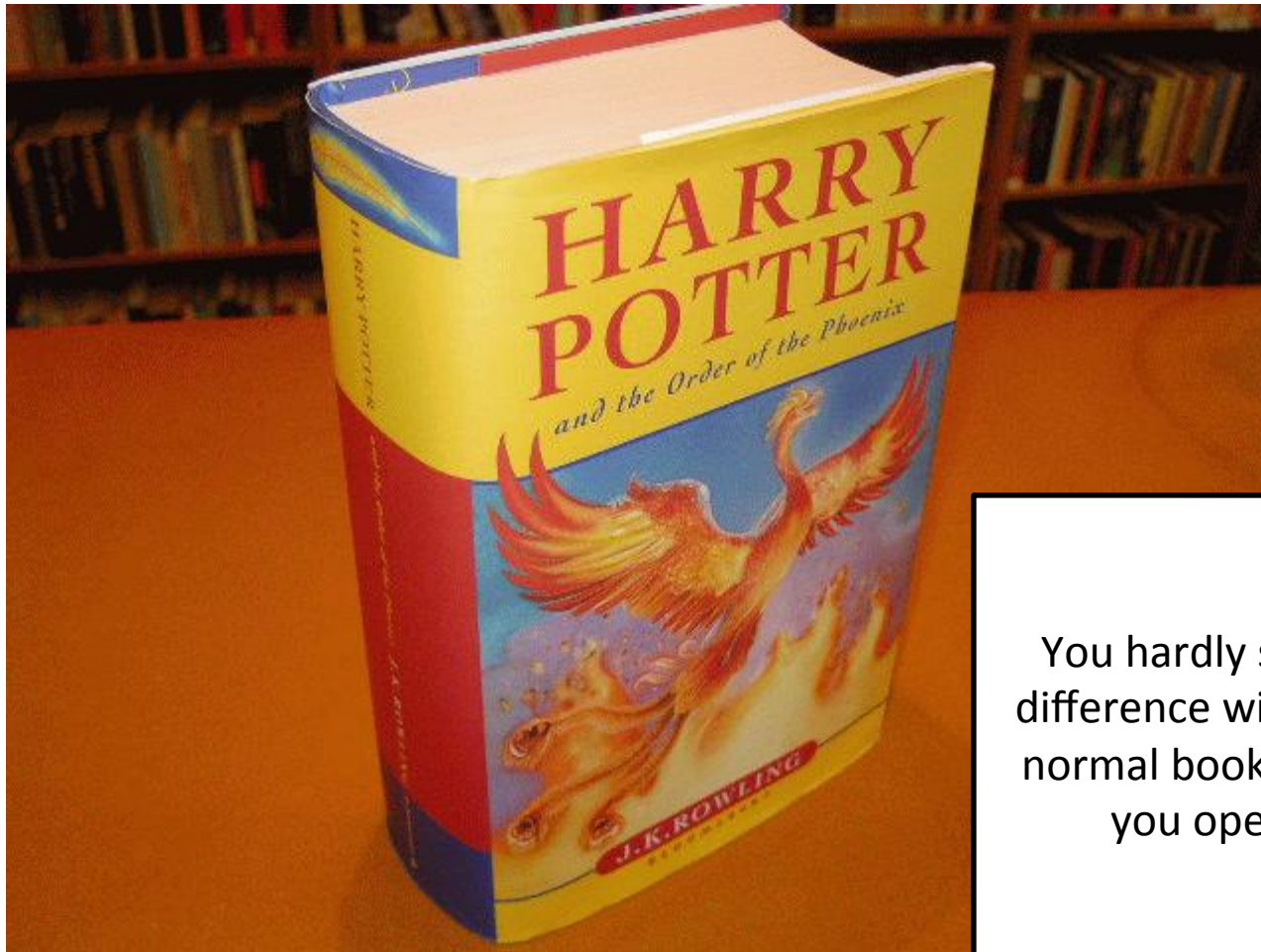
Current Products of Recycled Newspaper



What mantra projects will do?

<p>1. Collect (a lot) of old newspapers</p>	<p>2. Cut them into the size of A4/A5 letter</p>	<p>3. Print hundreds of quotes (mantra) in the size of small paper (half of namecard)</p>
<p>4. Attach these mantra(s) into the newspaper</p>	<p>5. Arrange 400-500 pages of newspaper</p>	<p>6. Bind the book with soft cover / hard cover</p>

What it will look like:



You hardly see the difference with other normal books unless you open it

The Business Plan

A. Production Cost

Production cost for newspaper in each book: IDR 2.000	Production cost for mantra in each book: IDR 1.000	Production cost for binding & cover in each book: IDR 10.000
Labor cost for each book (4 books for 1 labor/day): IDR 7.000	Total cost for each book: IDR 20.000	

The Business Plan

B. Marketing Plan

Promotion through social media, mini-expo in local café and occasional market	Selling price for each book: IDR 30.000	Gross profit IDR 10.000
Monthly target 5 events - @20 each 100 books	Income for labor: IDR 700.000	Income for company development plan & CSR IDR 1.000.000

The Business Plan

C. Responsibility Plan

<p>The labor is from people who are the victims of past disasters in Jogja (Merapi-Code-Bantul)</p>	<p>The net profit will be allocated for environment, disaster fast response facilities and general education. This is accomplished through several organization.</p>	
<p>Responsibility for environment: plant trees, plant trees everywhere! (Earth Hour Jogja & other LBD5 project)</p>	<p>Responsibility for disaster: recruiting more disaster-fast-response leader in society (PETABEJO)</p>	<p>Responsibility for general education: along with collecting newspaper, we will collect used books too! (Forum TBM Kota)</p>

Timeline (2014)

Activities	September	October	November	December
Create 5 prototype (by myself)				
Contract with SMES (binding the cover)				
Contract with labor (cutting & attaching)				
Contract with café				
Sell in occasional market				
Sell it online				
Collecting paper & used book				
Plant trees! Yaaay!				
Training for PETABEJO new leaders				
Donating books				

Timeline (2015)

Activities	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
Increase sale upto 200% (200 books / month)				
Display in TBM (local small library)				
Recruit professional team				
Expand the market to the other city				
Do research & intensive workshop in increasing the product's quality				
Rent small kiosk at local souvenir centre				
Buy a car (credit)				
Rent showroom				

Number of Books?

- As for the prototype, 5 books will be produced and for sale
- Market response toward these 5 books will be fundamental market review
- During the first 3 months, we will produce 100 books each month

Book criteria:

Each with at least 400 pages, both in soft & hard cover edition

The first pages of the book will explain about mantra project (its beneficiaries, social motive, etc.)

Indicators of Success

1. Sell out the first 5 books easily
2. Improve the tools / technique, so one person can produce 10 books each day easily

Before the end of the year:

1. Able to display in 3 local cafés
2. Held 2 fundraising events for used books
3. Held 1 workshop for PETABEJO
4. Allocate at least IDR 600.000, equal with 200 trees and collaborate with the LBD5 project in Merapi to plant it

Challenges

Short-term challenge

- Market access (still experimenting)
- Product quality is still prototype
- Copycat (very common in Jogja)
- Partners willing to work voluntarily / cheaply

Long-term challenge

- Human resource (marketing R&D, etc.): professional but also voluntary (if not low-waged)
- Financial management (should we raise the price once we got firm market?)

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