


## Senja Coffee Coffee Shop Business Plan In Sentul

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Article Info	ABSTRACT
<b>Keywords:</b> coffee shop, business plan, SWOT analysis, business model canvas	The development of coffee shops in the modern era is currently growing, it is proof that people who behave consumptively as coffee connoisseurs are increasing. Senja Coffee Sentul is located in the highlands of Sentul, using a 50:50 mixture of Robusta and Arabica coffee so that the sweet, sour, bitter taste of the original coffee beans produced will be balanced/balanced and delicious. SCS has a Romantic-Ethnic concept as a place with beautiful, simple, clean, comfortable, but romantic views at affordable prices for young people, or families with an attractive layout and interior, which consists of Indoor (there is a special romantic table spot) and outdoor with beautiful open spaces. Payment methods are not only in cash but can also be non-cash through an EDC machine for debit/credit cards, or with a QR Code that is connected to supporting applications such as Gopay, OVO, Shopeepay, Travelokapay and mobile banking. The method used in this research is a qualitative descriptive analysis based on information obtained from the literature study and the applied business model, with the Business Model Canvas instrument. The assessment of Senja Coffee Sentul's business plan is carried out with NPV analysis parameters with positive results, Payback Period of 0.9 or for 10 months with an IRR of 69%, which means that SCS is feasible to run.
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### INTRODUCTION

Natural resources in Indonesia are widely known and abundant. One of the products produced is coffee. There are two well-known types of coffee produced in Indonesia, namely Arabica and Robusta coffee. Coffee in Indonesia has its own unique taste and characteristics due to various factors, such as the type and structure of the soil, as well as the height of the planting area. The coffee shop itself has now become a business that continues to develop and has a more modern impression. Apart from that, several coffee shops already use modern equipment such as espresso machines, grinding machines, French presses, seal machines, and other modern equipment. There is a study which states that working in a coffee shop can increase creativity to be able to think outside the box (Gunawan, 2014). Therefore, many people are also interested in working as baristas who mix and experiment with various types of coffee by mixing various types of other raw materials such as milk, syrup, creamer and so on.

There are more and more coffee shops, especially in big cities where there is high activity, namely selling in shophouses or houses. This indicates the large business potential

in this field, so that it is accompanied by many existing and emerging competitors. Viewed from a competitor's perspective, coffee shops in this area have quite a lot of competitors in the sub-district. Babakan

Madang, Kab. Bogor, namely the closest ones are Teras Sentul, Kopi Aitam Café, Kedai Bukit Sentul, Kedai KM 0 Mountain, and several other coffee shops with various prices.

Therefore, Senja Coffee will be established in the Sentul area, a suburb of the capital, which will not only sell coffee drinks and snacks, but also views that are pleasing to the eye for customers who come. Based on this, coffee shops have long-term prospects, so the author has the idea to open a coffee shop with the name Senja Coffee Sentul (SCS) with a Romantic-Ethnic concept. Senja Coffee Sentul has its own advantages and uniqueness, especially in terms of taste and location, namely that it still prioritizes the distinctive taste of Coffee House Blend Robusta 50% and Arabica 50% quality from the various coffee menus sold, has a lot of diversity and unique types and flavors, has equipment that is no less sophisticated than its competitors, and the prices offered by Senja Coffee Sentul (SCS) are affordable and cheaper than competitors. SCS also provides a spot on the 2nd floor specifically for couples who want to enjoy the natural view and want privacy with their partner, which is called the romantic table.

The long-term target of this business is to be able to open new branches in other highland places with beautiful natural nuances in the next 3-5 years. Meanwhile, the short term targets are: 1). Sales turnover per month can be met, this is done by giving a specific sales target every month, for example in the 1st month during the Soft and Grand Opening, calculate the coffee business target with total sales having to reach IDR 30,000,000.00. 2nd month sales target IDR 30,000,000.00; if achieved, then the 3rd month is increased to IDR 40,000,000.00.

The promotional target can be widely known with its characteristic outdoor natural and indoor homey minimalist concept, not only from the Jakarta, Bogor, Depok Tangerang, Bekasi area who come, but also from outside the area who want to stop by this SCS coffee shop, namely by actively carrying out word of mouth marketing and social media, such as Instagram, Facebook, Twitter and so on. Some consumers will be interested in buying coffee products if they have been directly influenced by promotional activities.

## METHODS

The method used is a descriptive qualitative method to describe the Senja Coffee Sentul business model. Descriptive qualitative is a research method based on the philosophy of postpositivism. According to Sugiyono (2008), postpositivism philosophy is the truth of a science if it has been verified by various groups in various ways, which is usually used to research natural objective conditions where researchers act as key instruments. The data used in this research are primary and secondary data.

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Threats	S-T Strategy	W-T Strategy
1. There is a high level of competition for coffee shops that sell similar products, even though the taste is not the same, at cheaper prices	S <sub>1</sub> , T <sub>1</sub> Make your own signature drink & dish as a differentiator S <sub>1</sub> , T <sub>1</sub> Create added value to the product so that it is different from competitors (taste, packaging, price, etc.)	W <sub>1</sub> , T <sub>1</sub> Innovate products to make them attractive W <sub>4</sub> , T <sub>2</sub> Recruit the right and experienced human resources, so that it doesn't take long to adapt/adjust
2. It is difficult to recruit the right human resources	S <sub>4</sub> , T <sub>2</sub> Recruit employees with experience in the Food and Beverage sector	W <sub>4</sub> , T <sub>3</sub> Instill good attitudes and behavior in all employees, to always maintain consistency of taste, provide friendly, honest, diligent service, maintain the cleanliness of the shop and groom each employee
3. Bad rating from consumers	S <sub>4</sub> , T <sub>3</sub> Always maintain standardization of recipes & SOPs so that taste, packaging, service are always the same/consistent and maintained every day	W <sub>5</sub> , T <sub>4</sub> Continue to actively promote and introduce products digitally, such as posting hot coffee lattes on rainy days/ice matcha lattes in hot weather, which is recommended by drinking the right coffee to enjoy in every condition, so that a positive desire to come to visit is embedded in all conditions. situation
4. The weather is unpredictable and often rains	S <sub>5</sub> , T <sub>4</sub> Provides umbrellas that can be opened and closed outdoors, which is useful at the moment hot and rainy weather	

From the results of observations/observations of market conditions, company resources, market targets, as well as research through literature studies such as books, scientific journals, scientific articles, and statistical data, research reports and the internet. Then the business will be visualized using the Business Model Canvas (BMC) method. There are nine (9) elements of BMC, namely customer segments, value propositions, channels, revenue streams, customer relationships, key activities, key resources, and cost structure. The BMC strategy can be seen in Table 1.2

**Table 1.2** BMC Senja Coffee Sentul Strategy

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segmentation
a. Raw material b. Consumer	a. Production b. Marketing	a. Delicious coffee and unique, has a distinctive taste b. Price as needed	a. Discount (Day Eid, certain holidays, repeat year, free shipping) b. Promotion Buy 1 Ice Chocolate get 1 Ice chocolate c. Service which friendly and responsive	a. Urban society b. Age 17 until 60 years old c. All levels (lower, middle, upper)
	<b>Key Resources</b>		<b>Channels</b>	
	a. Man b. Material (coffee, milk, water minerals, ice cubes, electricity) c. Gadgets (smartphones and monitors) d. Finance		a. Shop Offline b. On line c. Social Media (Instagram and Facebook) d. Marketplaces (Gojek, Grab, Shopee)	
<b>Cost Structure</b>		<b>Revenue Streams</b>		
a. Cost production b. Cost marketing		Sale offline and online		

Senja Coffee Sentul's business plan based on the BMC visualization above is as follows:

1. Key Partners a. Suppliers of raw materials, consisting of coffee beans, milk, gallons of mineral water, ice cubes and other raw materials are sourced from several different places. b. Consumers, who guarantee the revenue and business continuity of Senja Coffee Sentul.
2. Key Activities Key from A business can be widely known by the public by marketing the products it sells intensively and optimally. Therefore, SCS will introduce the products sold by holding a buy 1 get 1 free promo for each variant of beverage product sold during the soft opening by distributing brochures or through social media (Instagram ads and Facebook), then at the grand opening, SCS will not only continue to distribute buy 1 get 1 free promo brochures, but also provide 20% discount vouchers for purchase furthermore.
3. Value Propositions the coffee beans used are house blend coffee beans which have good quality with a ratio of 50% robusta and 50% arabica. Likewise with other raw materials, such as milk, for hot drinks, a different type of milk is used to cold drinks, so that the quality of the resulting taste is maintained. The price offered for each coffee menu is adjusted to what coffee menu will be ordered. Apart from that, SCS also provides a beautiful and attractive view for consumers who are tired of the hustle and bustle of urban areas to just relax with family, friends, colleagues and relatives as a selling point of our coffee shop.
4. Customer Relationships Communication moves very quickly in the current digital era, therefore, friendly and responsive service greatly influences customer satisfaction. If customers are satisfied, you can be sure that the positive effects will circulate quickly and vice versa. Therefore, all employees will be trained to comply with the same SOP, so that there are no differences in recipes, attitudes and behavior between one employee and another in facing customers .
5. Customer Segmentation SCS segmentation includes customers who like drinking coffee and are looking for a comfortable atmosphere after being tired from activities, and live in urban areas with ages ranging from 17 years to 60 years who are included in the community category intermediate to on .
6. Key Resources
  - a. SCS really pays attention to its human resources so that they always prioritize friendly and good service to all over the customers.
  - b. Operational something the business also determines that the business continues to maintain the stock availability of the products it sells. SCS requires the main raw materials, namely coffee, milk, ice cubes, mineral water, liquid sugar and electricity tokens. Continuous consistency is needed in the availability of all these raw materials so that the production process is not hampered, so that the entire menu is always in available stock.
  - c. Marketing is role important part of a business. Marketing makes a business widely known to all levels of society. In the current era, marketing in the digital world is

what really influences people, so the need for gadgets (smartphones and laptops) is very important to have and optimize.

7. Channels

- a. Social media used are Instagram and Facebook. This is because these two social media are the largest and most widely used as good platforms for interacting with other people. If in the future there are other channels that also bring in sales, SCS will also carry out marketing on that platform. You can try all channels that have the potential to generate sales. The challenge is consistency in being able to repeat content so that netizens always remember it endorsed brand.

- b. Marketplace is a channel owned by a third party, as an online shop which is currently very widely used, because of its ease of use by users. The advantage is that the users who access and download the marketplace application are those who really want to shop online.

The marketplaces used by SCS are Gofood in the Gojek app, Grabfood in the Grab app and Shopee Food in the Shopee app. These three marketplaces are marketplaces that are trusted and guarantee that the foods/drinks ordered will be delivered directly within a few minutes, so there is no need to be afraid of being deceived by orders not being delivered because there is a guarantee from the marketplace. These three marketplaces also provide attractive facilities for their customers and also their sellers (merchants), such as free shipping with minimum shopping, attractive promos/discounts, easy and simple payment methods with several ways that can be purchased and chosen by customers.

8. Cost Structure Costs include production/operational costs, marketing, development, and delivery. The nature of costs is divided into two (2), namely fixed costs and variable costs.

- a. Fixed costs are costs that are fixed/unchanging that the company must pay, such as employee salaries, electricity tokens, packaging, advertising on social media (Instagram ads or Facebook ads), internet quota, and so on. Even though these costs experience increases or decreases, they are still categorized as fixed costs because they do not change at any time.

- b. Variable costs are costs whose nature can change over an unpredictable period of time, such as the cost of attending certain events depending on the location and number of visitors offered, the cost of materials, standard, etc.

9. Revenue Stream Flow SCS's revenue comes from sales in offline and online stores. Offline sales are sales received when buyers come directly to the location/shop. Then online sales are sales received through online applications that have collaborated with SCS. The online sales used can be full online or click and mortar. Full online is all online transactions without the buyer having to visit the location and the goods are sent directly from the location/shop to the buyer's location. Meanwhile, click and mortar means buyers carry out online transactions and then go to the nearest outlet or production location, for example the self-pick up method provided gofood and grabfood.



## CONCLUSIONS

The conclusions from the results of this research are as follows: People's consumptive activities are very high, especially after the Covid 19 pandemic decreased, many tourist attractions reopened, so this could have an impact on increasing coffee sales. Improvement of appropriate technology so that quality continues to increase in quality and quantity. Developing labels and packaging that functions to: facilitate brand acceptance in the market; increase brand awareness of the brand; protect products from being easily damaged; shortening packaging time so that it can meet market demand more quickly. Adding signature dishes so that SCS has the characteristics of the food served and consumers have more diverse choices. Adding a heavy food menu (rice) as a main course. Increasing business channels/networks to all communities, individuals and non-businesses both offline and online. Be consistent in repeating softselling and hardselling content via social media. Friendly, clean and consistent service is the main thing that must be continuously remembered and improved.

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