RICHIAMO COFFEE

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INTRODUCTION OF COMPANY

Richiamo Coffee is a Malaysian-born cafe chain that provides quality, halal-certified coffee and meals in a cozy, affordable setting. With over 100 outlets nationwide, it committed to excellent customer service and unique cafe experiences.

PROBLEM IDENTIFICATION

- **Limited digital visibility**

  Richiamo has a limited digital presence, with low social media engagement and an outdated website, making it hard to attract and retain modern customers.

- **No digital order system**

  Without a digital ordering system, manual processing causes delays, longer wait times, lower efficiency, and customer frustration during peak hours.

SWOT ANALYSIS

STRENGTH

1. **Halal-certified**

   Builds trust among Muslim customers by ensuring all ingredients and process comply with alal standards.

2. **Cozy ambiance**

   Comfotable environment encourage longer visits, enhances customer satisfaction, and support social or work activities.

WEAKNESSES

1. **No digital marketing**

   Limits online visibility and engagement, reducing opportunities to attract tech-savvy and younger customer segments.

2. **Manual ordering**

   Increases wait time, errors, and detail and increased staff workload during busy periods, reducing overall satisfaction.

OPPORTUNITIES

1. **Expansion via GrabFood/Foodpanda**

   Delivery services can reach more customers, especially urban areas, increasing accessibility and daily sales volume.

2. **Collaborate with influencers**

   Partnering with lifestyle influencers enhances brand awareness and encourages trend-following audiences to visit

THREATS

1. **High number of competitors**

   Local and international cafe offer similar services, making differentation and customer retention more challenging

2. **Fluctuating coffee bean prices**

   Global price changes impact cost control, potentially increasing menu prices and reducing profit margins.

TECHNOLOGY-BASED SOLUTIONS

- **Digital ordering app**

  Develop a simple, efficient ordering system to reduce wait time and improve customer experience instantly.

- **Online marketing**

  Implement social media campaigns to increase visibility, attract customers, strengthen online brand presence.

REFERENCE

- Richiamo Coffee Official Website. https://richiamocoffee.com
- Richiamo Coffee Facebook Page. https://facebook.com/richiamocoffee
- Richiamo Coffee Instagram. https://instagram.com/richiamocoffee