



*Premium Coffee from crop to cup*

Present by

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# Welcome to OOTE

Premium Coffee from Crop to Cup

**We are sure you do not compromise in quality, fine taste and pure goodness, and that's why we know you will love Indonesia Beans Coffee.**



#wegrow



#wefarm



#weprocess



#weroast



#wedeliver



# USER PERSONA

## **RIO DEWANTO**

- 28yo
- Indonesian actor, model, and singer
- Coffee activist and coffee addict
- Owner of the Coffee shop "Filosofi Kopi"





## Wants & Needs



- Deepen the knowledge of coffee.
- Rio wants good quality coffee beans directly that are sourced from farmers in Indonesia.

## Frustrations



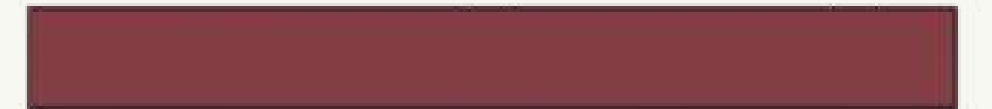
- Dislike the quality of global brand coffee in Indonesia.
- Worried about coffee farmers in Indonesia.

## Personality

Social



Active



Emotional



## Social Media





# SEGMENTATAION AND TARGET CUSTOMER



**Traditional**  
50-70



**Busy Bees**  
35-50



**Youngadult**  
25-35

**Demographics:**

Middle - Upper income  
Age : 25 - 70

**Geographics:**

Short Term - 1st year : Bali (Q1), Java Island (Q2), and Sumatra Island (Q3)  
Long Term - 2nd year : International (Australia (Q1) and Europe (Q3): Italia & Paris)





# VALUE PROPOSITION

There's no need to spend so much  
on great quality coffee.



## FEATURES

- Franchise
- Management
- Staff

**Serve affordable coffee  
that everyone loves**

## BENEFITS

- Great location
- Hands-on staff
- Reliable team

# Business Model Canvas

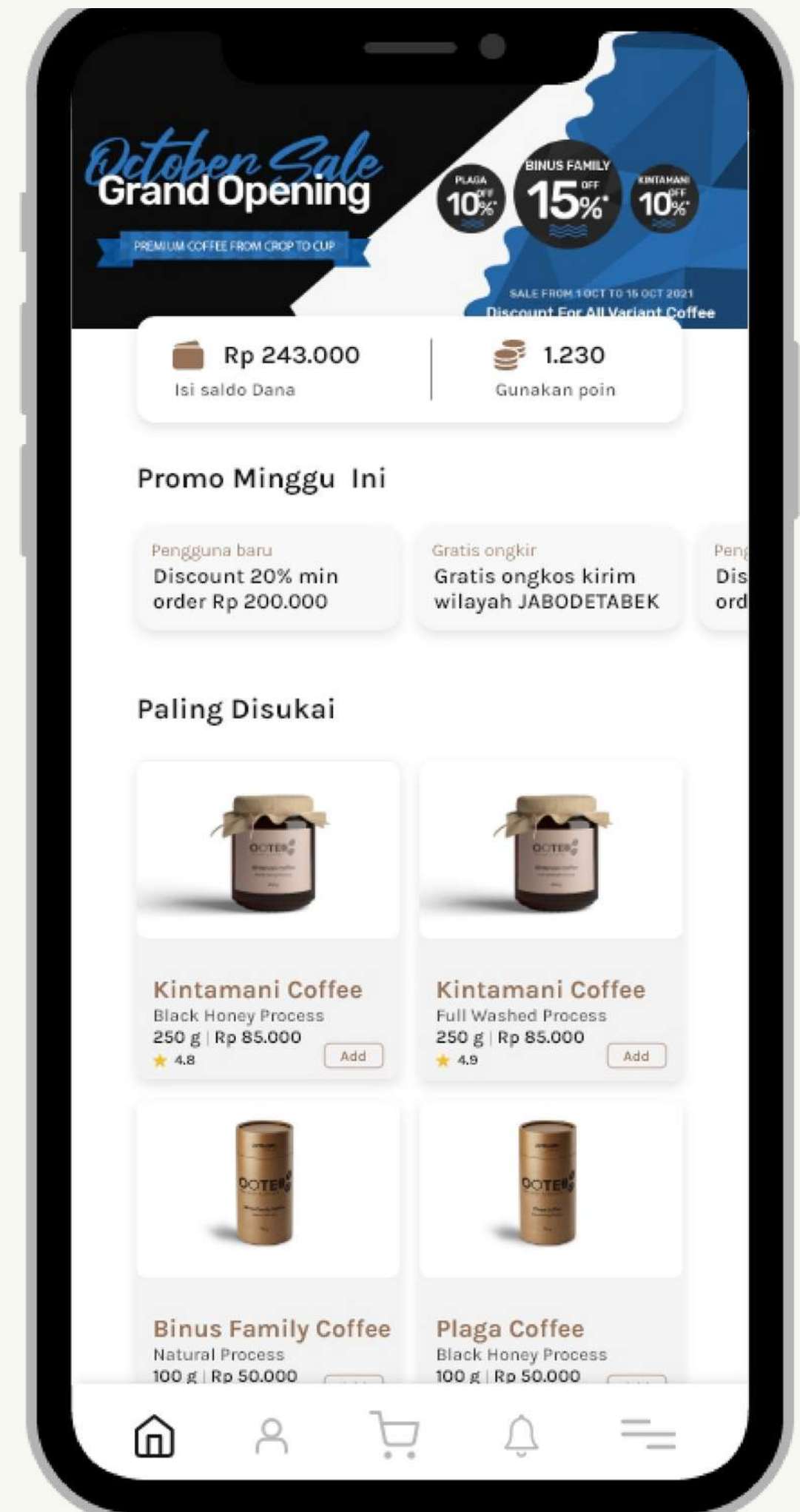
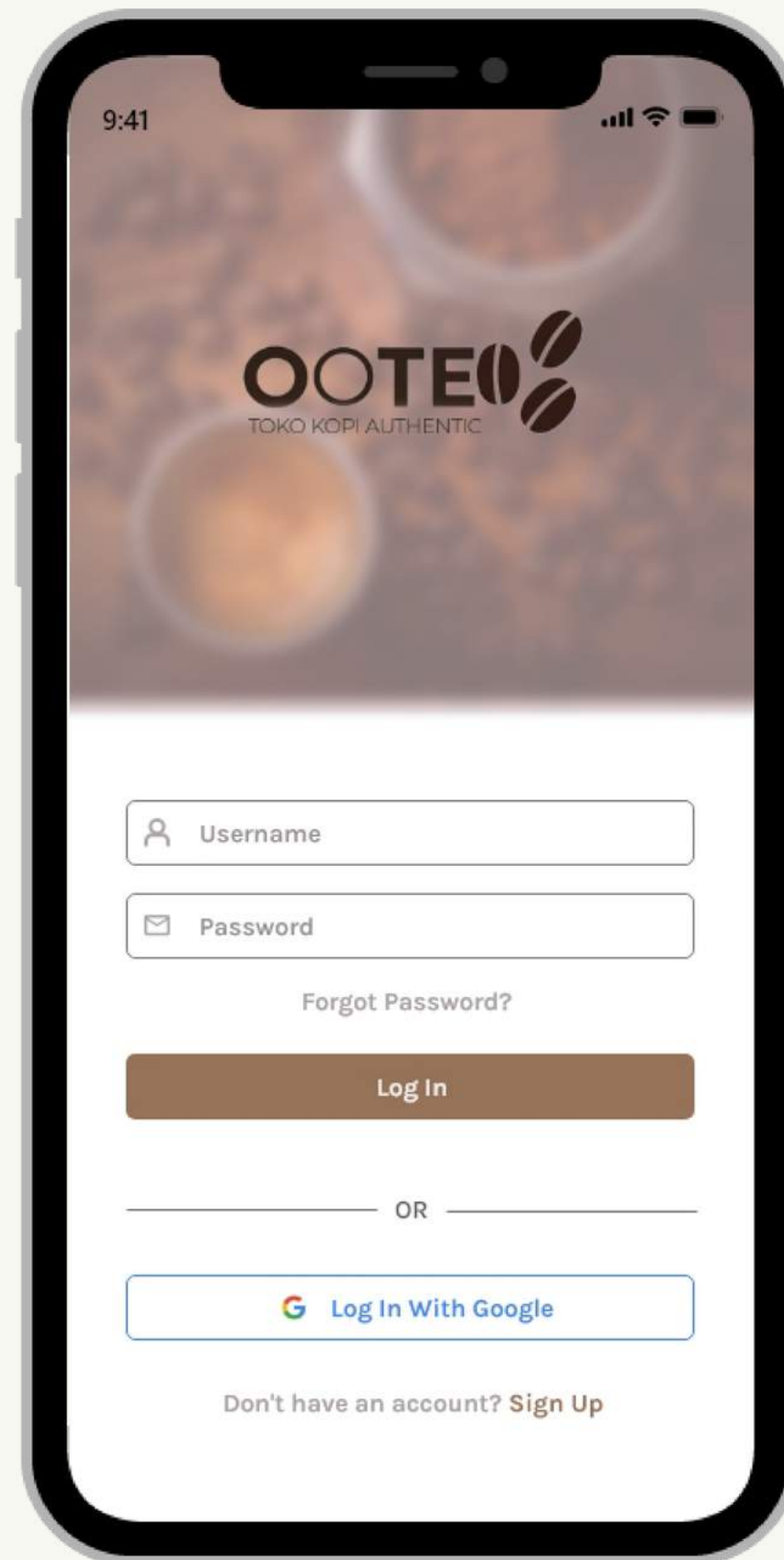




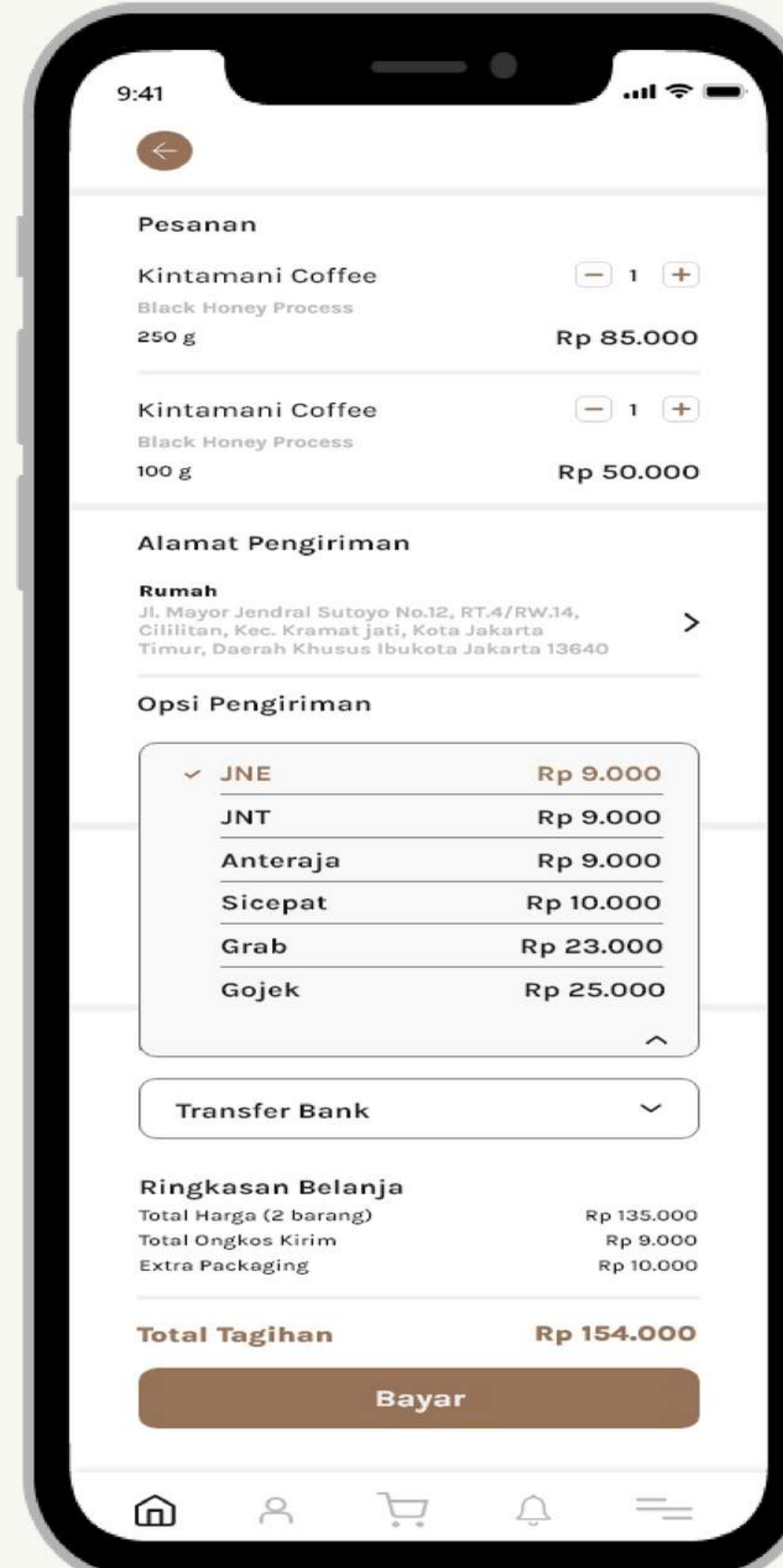
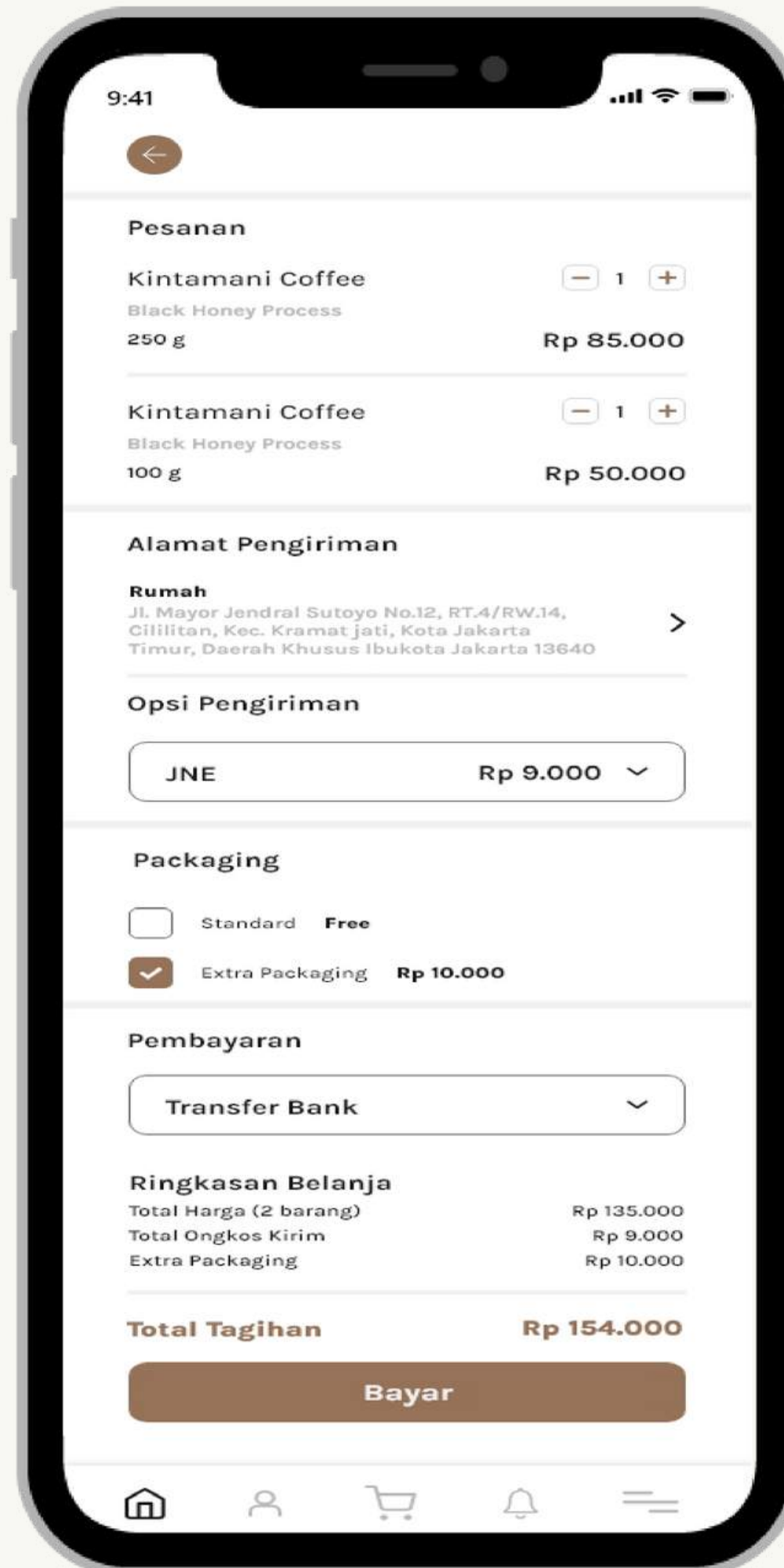
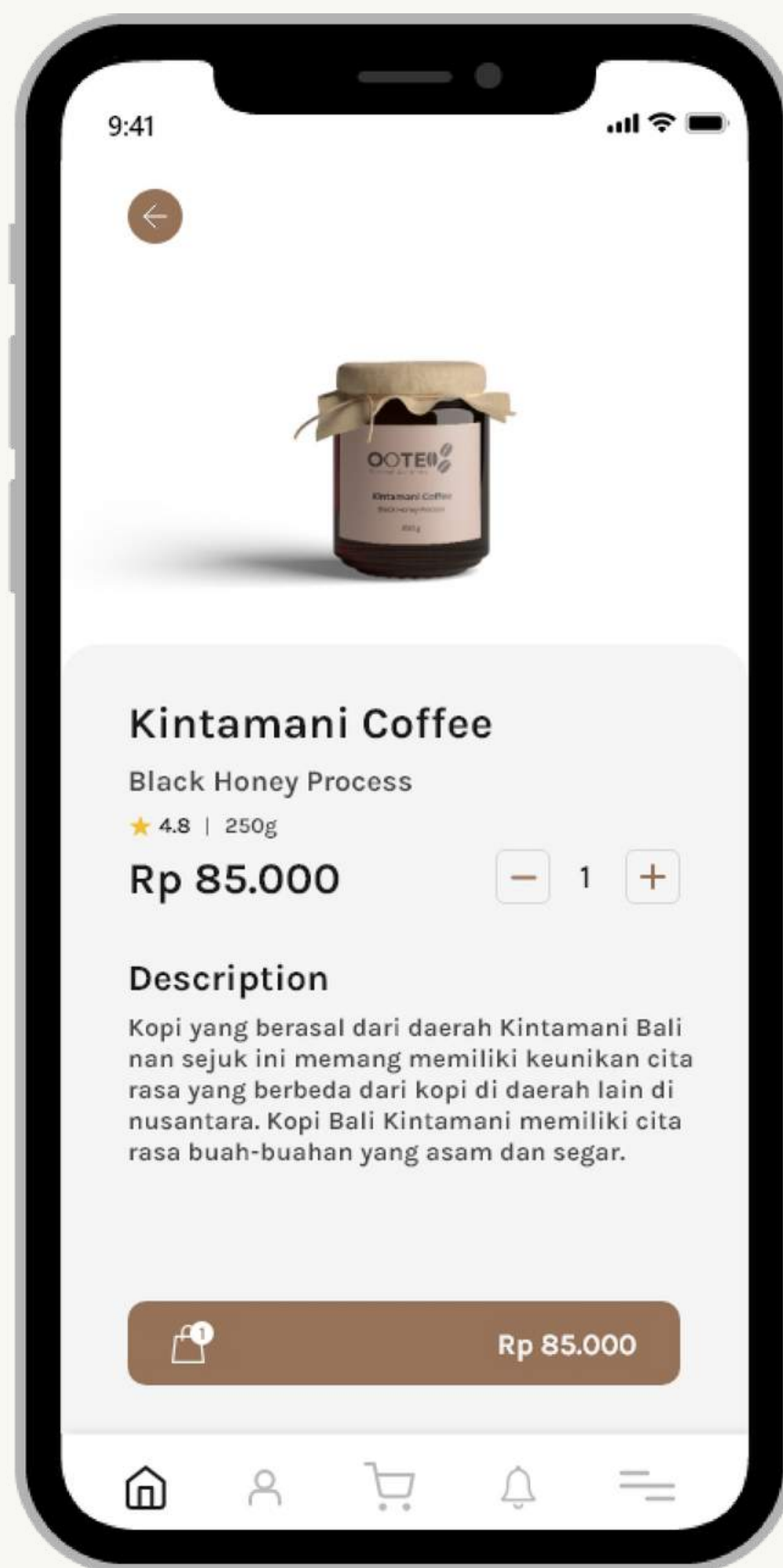
# Prototype



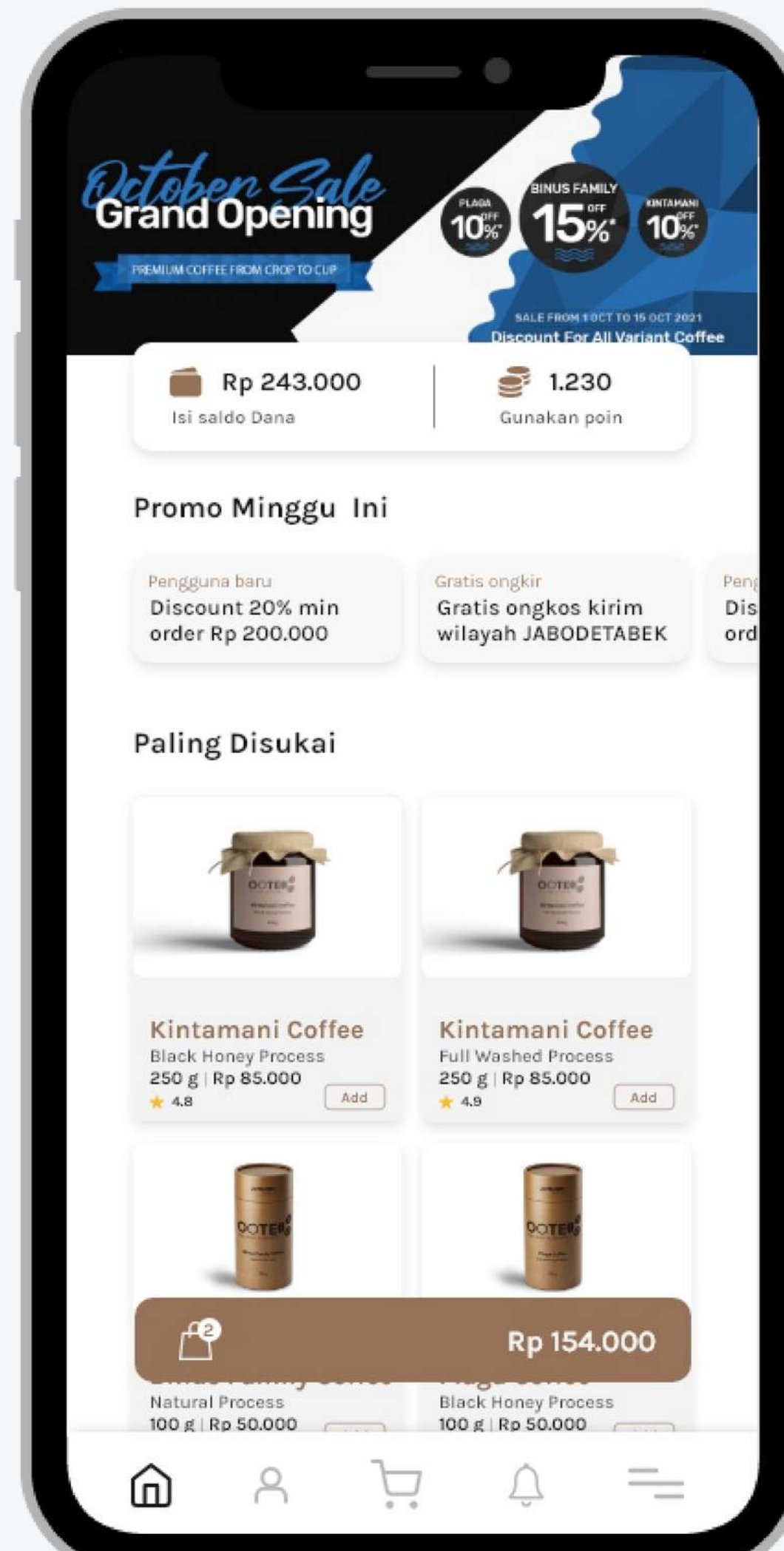
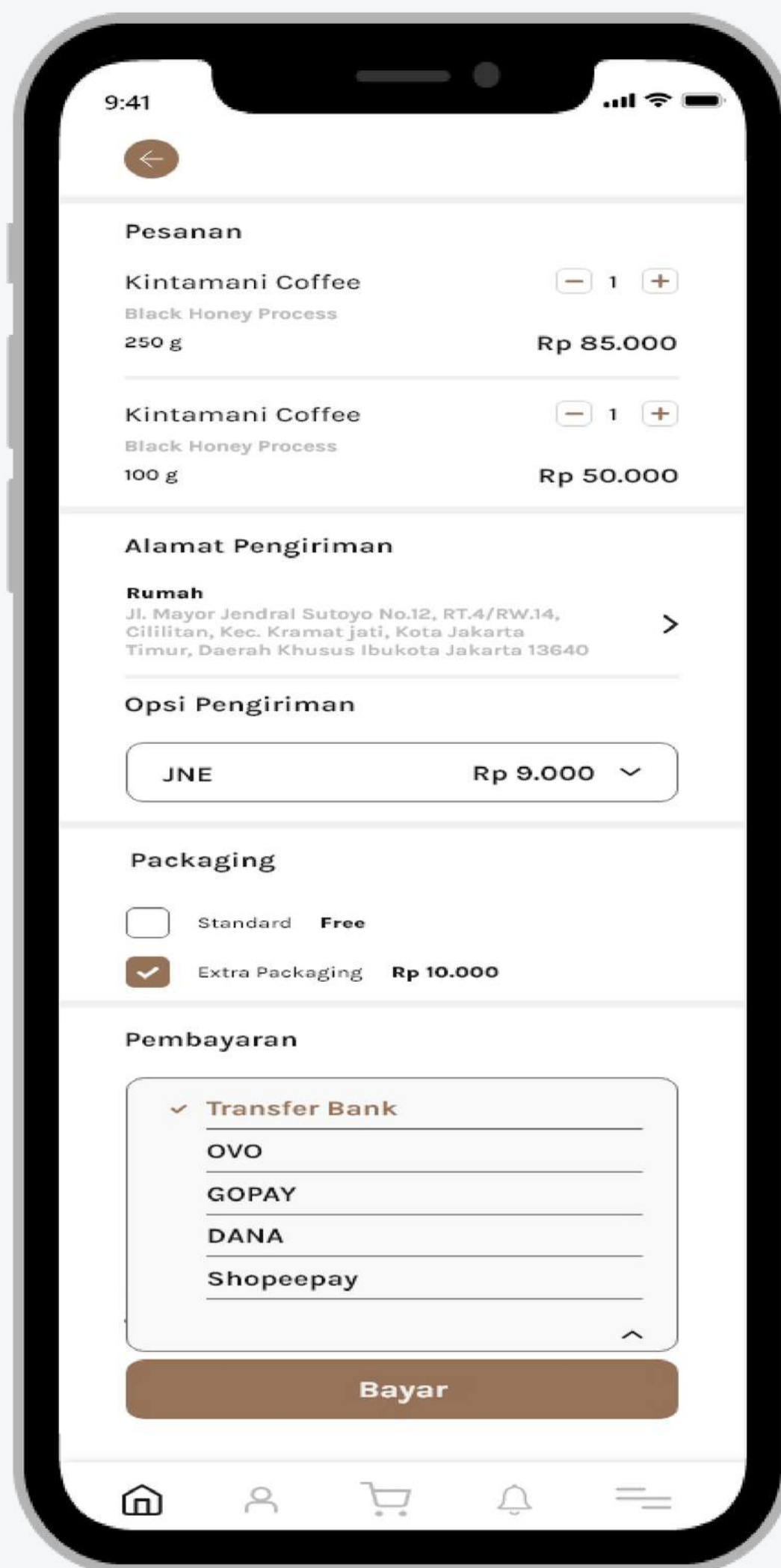




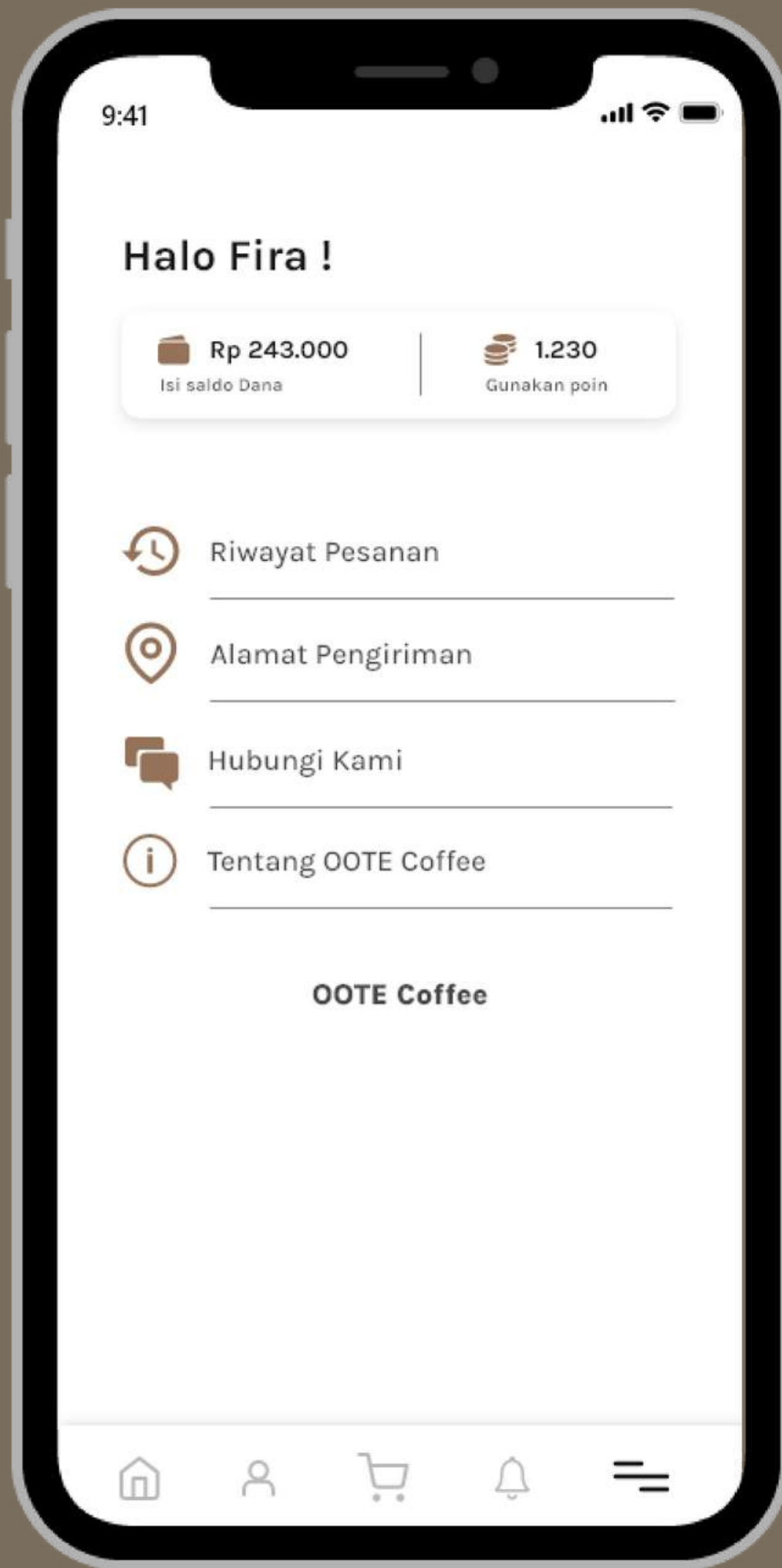














# PACKAGING





# Marketing Strategy



## Awareness

Promo product in grand opening with free coffee tester to customer and discount 50% during promo period

## Acquisition

User/Customer acquisition to get new customer with attractive content in social media platform

## Activation

Doing survey and giveaway for attract new customers in social media platform and Apps/los





# Marketing Strategy



## Retention

Engage with customer with Organizing the Customer Loyalty Program

## Revenue

Unconventional social media techniques of establishing consumer connection.

## Referral

Give incentives - Higher word of mouth marketing.

# SIMILAR START-UP COMPARISON

## OOTE.COM

OOTE is a Social Enterprise based website dedicated to welfare of coffee farmers in every region in Indonesia.

OOTE provides a wide range of premium coffee directly from farmers.

Every purchase of OOTE products, will be developed such as building school facilities, building training centers.

## KOPITANI.ID

KOPITANI is a Social Enterprise based website dedicated to welfare of coffee farmers in Indonesia

OOTE provides a wide variety of green bean directly from farmers.

Every purchase of KOPITANI products, will be done such as seed donation, education and farmer companion.





# Social Media Competitor Kopitani.id

kopitani

401 Posts2.045 Followers353 Following

kopitani

kopitani.ID

Kopi nusantara dari petani kopi Indonesia

official@kopitani.id

linktr.ee/kopitani

Jl. Tidung I No. 26, Makassar

See Translation

View Shop

FollowMessageContact

Supplier Kopi

Outlet Kedai

Cara Donasi

Gowa coffee

Enrekang

kopitani

Follow

NGGA MIKIR LAMA...

LANGSUNG PESAN! PAKET SUPPLIER ✓ PAKET RESEP ✓ KOPI BLEND 10 KG ✓

SEMOGA LANCAR USAHANYA KAK AMIIN...

LAGI NGANGGUR? PENGEN PUNYA USAHA YANG MODALNYA DIKIT?

ini solusinya

Uraha boleh sama tapi Rejeki beda-beda.

Lanjutkan

CURHATAN MEMBER SUPPLIER KOP

ALAMNYA KAMU KEMUDIAN PAKET SUPPLIER KOPITANI

GIVEAWAY

HADIAH 1 PAKET SUPPLIER KOPITANI + LOGO KAMU

CARA IKUTAN BACA CAPTION

UDAH TANGGAL 31 AGUSTUS 2 DAN KAMU MASIH MIKIR BUAT SUPPLIER KOPITANI?

TESTIMONI

GIVEAWAY

HADIAH 1 PAKET SUPPLIER KOPITANI + LOGO KAMU

CARA IKUTAN BACA CAPTION

MASIH BINGUNG NENTUIN PRODUK YANG AKAN DIJUAL?

ini solusinya

"I KNEW THAT IF I FAILE I WOULDN'T REGRET THAT, BUT I KNEW THE ONE THING I MIGHT REGRET IS NOT TRYING."

JEFF BEZOS

APA KATA MEMBER YANG SUDAH JOIN SUPPLIER KOPITANI DARI KOPITANI?

kopitani

Follow

Diolah ngopi sama teman pasti udah biasa.

BRO, NGOPITANI YUK..!!

SKUY LAH...

Yang ngopi biasa yang ini nih

Cara join nya gimana kak

Mau Join Franchise Kopitani Kedai?

Begini caranya

FUN FACT

KOPITANI MENGANDUNG BANYAK ANTIOKSIDAN?

"Jalankan pekerjaan. Bekerja lebih kuat. Berpikir lebih keras. Jual lebih banyak harapan prediksi Anda. Tak ada jalan pintas"

MARK CUBAN

PAKET PELUANG USAHA KOPITANI KEDAI

6,9JT

INGIN KOPITANI ANDA TETAP SEHAT? IKUTI 5 CARA INI

Sharing Caring

Kopi apa yang paling sering kamu stok di rumah?

Mau buka usaha Kedai Kopi tapi belum punya ide?

4 LANGKAH MUDAH MENGHILANGKAN EFEK KOPITANI

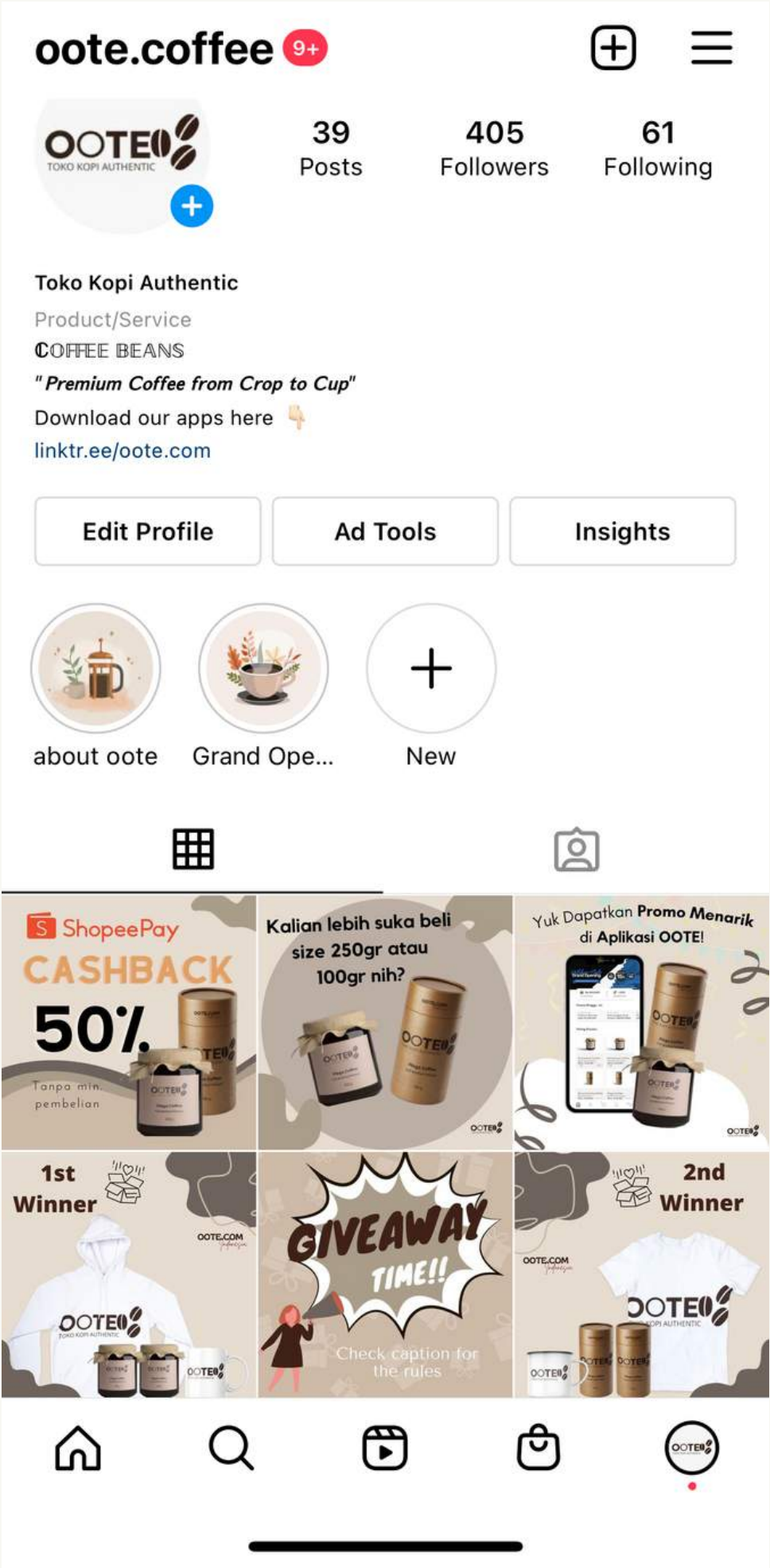
AGAR BISA TIAP HARI MENYUKAI

"Satu-satunya alasan untuk menghemat uang adalah dengan menginvestasikannya"

Grant Cardone

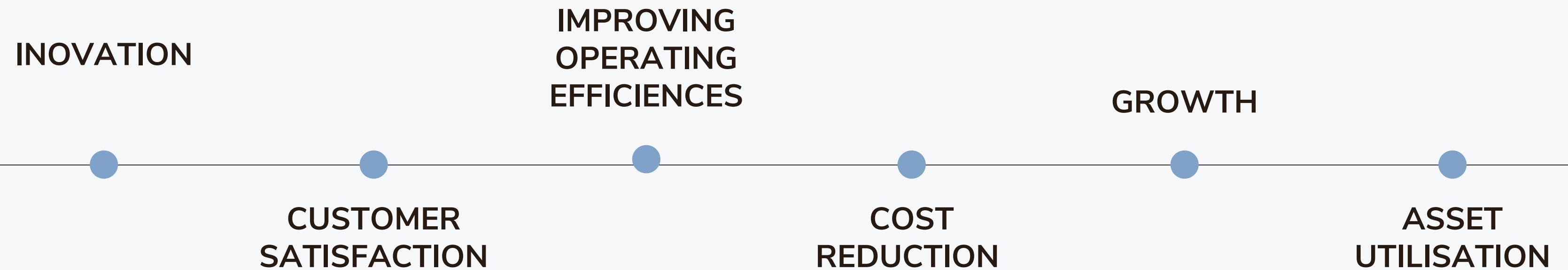


# Social Media Activities





## Key Performace Indicators (KPI)







## INOVATION

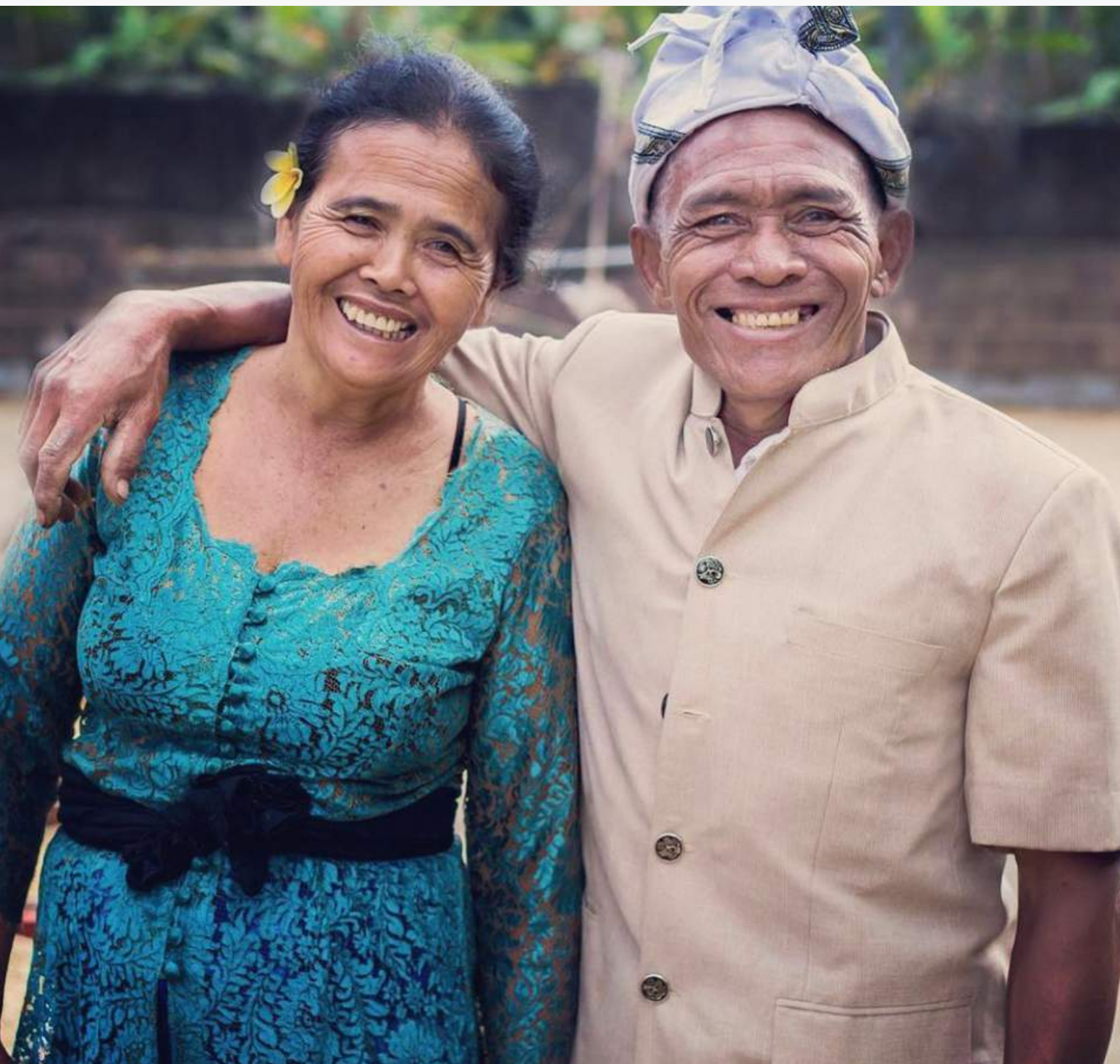
### Objective :

Social Digital Growth (Mobile/Apps order, pay, My Oote Rewards Loyalty Program)

### Mesures :

- Numbers of Mobil Application users
- Number of orders placed using the Mobile Apps
- Number of sign up and loyalty program
- Rate of increase in revenue from Mobile orders
- Total contribution of Mobile orders to revenue





## CUSTOMER SATISFACTION

### Objective :

Improve Product Quality

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### Mesures :

- Coffee bean quality
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### Objective :

Improve Service Quality

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### Mesures :

- Number of training session
  - Percentage of trained staff
- 

### Objective :

Environmental effort

### Mesures :

- Clean, safe stores
- Table, Wi-Fi Connection





## CUSTOMER SATISFACTION

### Objective :

Pre-purchase and Service satisfaction

### Mesures :

- Explanation for the products
- Number of complaints per years
- Time spent in the waiting line

### Objective :

Post-purchase and Product satisfaction

### Mesures :

- Sales of new product
- Tailored product, customization
- Numbers of returned drinks





## IMPROVING OPERATING EFFICIENCIES

### Objective :

Employee (Partner) Satisfaction

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### Mesures :

- Rate of employee turn over
  - Length of employee tenure
  - Rate of employee absenteeism
- 

### Objective :

Empowering Employee (College Achievement Plan)

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### Mesures :

- Number of training session completed
  - Number of employee completed their under grade degree while in oote.com
-





## GROWTH

Objective :  
Increase in Sales

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Mesures :  

- YoY % Increase in Sales

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Objective :  
Increase in Market Share

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Mesures :  

- % Increase in Market Share
- New Store
- New Products

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Objective :  
Profitability

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Mesures :  

- Earning per Share (EPS) & Return on Equity (ROE)





## COST REDUCTION

### Objective :

- Administration Costs
- Cost per Unit/Services

### Mesures :

- YoY % reduction
- % reduction in cost per unit

## ASSET UTILISATION

### Objective :

- Improve Asset Utilization

### Mesures :

- ROI (Return of Investment)



# Contact Us

Reach out to us for inquiries or comments.



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# Matur Suksma Terima Kasih

