Strategic Location Recommendation for Opening Coffee Shop in South Jakarta

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Introduction - Business Problem

South Jakarta is one of municipalities of Jakarta. South Jakarta is the richest municipality compared to other municipalities of Jakarta, with a lot of housing for middle to upper class citizens and a major business centre. South Jakarta has 10 districts with a population around 2.296.977 [2]. As you can see, South Jakarta is one of favourite city for starting business. However, what are the best business recommendations in 2020 ?. There are many options, but the best one maybe coffee shop.

According to nowjakarta.co.id's post The Emerging Business of Coffee Shops in Indonesia[3]. Indonesia's coffee shop business has good prospect in 2020, estimated the market value of coffee shops in Indonesia reach IDR 4 has increased very significantly where Kopi Kenangan, Janji Jiwa, Fore, a,8 trillion per year. Although the momentum started in 2016 where the market size of coffee shopsnd Tuku are the brands which considered as pioneer for this momentum. Opening coffee shop in 2020 still has good prospect because there is an online survey being conducted of young generation (generation Y and Z). The survey results , among others, showed that the coffee-to-go shops providing quality RTD Coffee at affordable prices is in high demand by this currently population dominating generation[3].

Therefore, as a resident of Indonesia and the potential of coffee shops business in 2020, i decided to analyse one of six key success factors, it is strategic location. In this project, we will give recommendations based on neighbouring business that can affect your business both negatively and positively.

References

[1] https://id.wikipedia.org/wiki/Daerah_Khusus_Ibukota_Jakarta#cite_note-DKI2020-3

[2] https://id.wikipedia.org/wiki/Kota_Administrasi_Jakarta_Selatan#cite_note-JAKSEL-1

[3] https://nowjakarta.co.id/dining/culinary-talk/the-emerging-business-of-coffee-shops-in-indonesia