



LOGBOOK Business Practice

Course MK-3003 Bachelor

Entrepreneurship 2025

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NIM : 19222001

Date: 03 / 10 / 2024

Session Week: 5

Mentor Sign: 

Business Progress

- Created a drive link for the proposal to enhance professionalism in approaching potential partners on Instagram.
- Started outreach to cafes and co-working spaces, contacting 20+ locations to inquire about consignment possibilities.
- Developed a spreadsheet to track targeted cafes and co-working spaces for partnership efforts.

Mentor Suggestion

- Continue approaching cafes until at least one partnership is secured.
- Use a more personalized approach if needed, such as visiting locations in person.

Cafe/Co-working Space	Current Status	Next Steps	Logo
Sans Co	In discussions, pending follow-up	Send follow-up, propose product trial	
Bahagia Kopi	In discussions, pending follow-up	Send follow-up, propose product trial	
Kopi Cantel	In discussions, pending follow-up	Send follow-up, propose product trial	
NAO Drinks	In discussions, pending follow-up	Send follow-up, propose product trial	
Bosscha Space	Initial contact made, awaiting response	Send follow-up, propose product trial	
Caffe Bene Indonesia	Initial contact made, awaiting response	Send follow-up, propose product trial	
The Garden Coffee	Initial contact made, awaiting response	Send follow-up, propose product trial	
Warung Kopi Kalamuda	Initial contact made, awaiting response	Send follow-up, propose product trial	
Its Loco	Initial contact made, awaiting response	Send follow-up, propose product trial	
Bagi Kopi	In discussions, pending follow-up	Send follow-up, propose product trial	
Capdangu - Kopi & Sajabana	Initial contact made, awaiting response	Send follow-up, propose product trial	
Sejiwa Coffee	Initial contact made, awaiting response	Send follow-up, propose product trial	
PECAH KOPI	Initial contact made, awaiting response	Send follow-up, propose product trial	

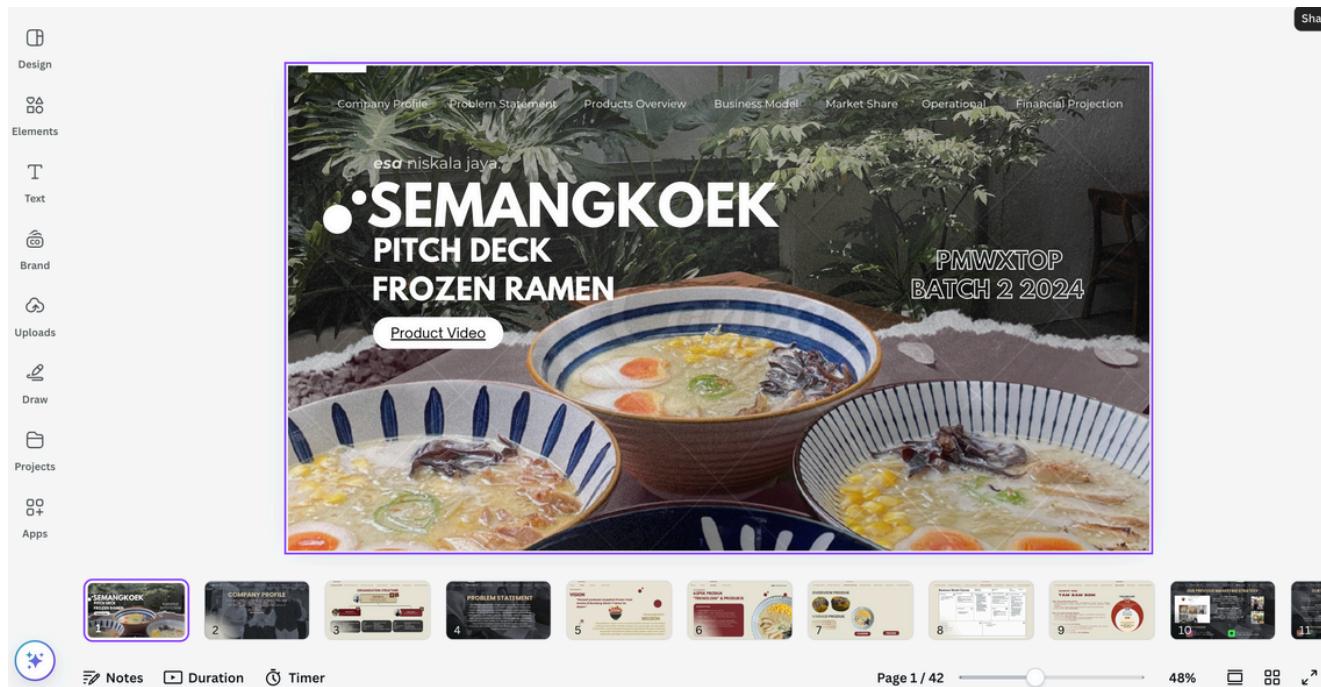
Date: 10 / 10 / 2024

Session Week: 6

Mentor Sign: 

Business Progress

- Refined consignment proposal content based on lecturer feedback.
- Prepared pitch materials, including proposal and deck, for PMWXTOP funding.
- Participated in PMWXTOP pitch with three ESA members (Mutia, Aulia, and Muthia).



Mentor Suggestion

- Focus on proposal details to ensure clarity and impact when presenting to potential partners.
- Maintain outreach consistency, emphasizing the value proposition for cafes and co-working spaces.



Date: 17 / 10 / 2024

Session Week: 7

Mentor Sign: 

Business Progress

- Continued outreach to potential partners and began offering alternative product options (such as ramen packages or broth) to increase flexibility for cafe partnerships.
- Started exploring event participation to boost brand awareness and sales.
- Approached Bagi Kopi regarding partnership, though they requested a lower price point of Rp12,000 per ramen.



Mentor Suggestion

- Consider offering customized ramen options for cafes, allowing them to add unique toppings as part of their menu.
- Explore additional ways to drive sales, such as selling alternative product packages if consignment is not viable.

Date: 24 / 10 / 2024

Session Week: 8

Mentor Sign: 

Business Progress

- Continued to contact cafes/co-working spaces to secure a consignment location.
- Secured Rp7,000,000 in funding from PMWxTop Batch 2 for equipment, marketing, and investor ROI.
- Completed the mid-term progress report based on achievements from weeks 1-8.
- Developed an IMC strategy covering branding, audience engagement on Instagram, and a soft launch plan.
- Finalized the production strategy, addressing raw materials, ramen preparation, freezing, quality control, and packaging processes.
- Addressed vendor issues, creating solutions such as SLA establishment and quality audits.

Mentor Suggestion

- Maintain communication with cafes until a consignment partner is secured.
- Use PMW funds to enhance brand visibility and market reach.
- Arrange a meeting with the TeKaPe owner to discuss the consignment partnership.

PENGUMUMAN PENDANAAN PITCHING PMWxTOP		
No.	Nama Kelompok	Rekomendasi
1.	Lameloen	Rp 7.500.000,00
2.	soyabae	Rp 7.000.000,00
3.	ESA NISKALA JAYA	Rp 7.000.000,00
4.	Amusphere	Rp 7.000.000,00
5.	Mofier	Rp 9.250.000,00
6.	dissop	Rp 10.000.000,00

Date	Action/Task	Objective	Channel/Approach	Expected Outcome
Nov 1-7, 2024	Go-to-Market Strategy Finalization	Finalize go-to-market strategy, including B2B and e-commerce plans	Internal discussions, coordination with operations team	Clear roadmap for B2B and e-commerce launches
Nov 8-14, 2024	B2B Outreach to Cafes and Restaurants	Establish partnerships with cafes and restaurants	Cold emailing, direct meetings, and presentations	Secure 2-3 B2B partners to distribute frozen ramen
Nov 15-21, 2024	E-Commerce Store Setup	Launch stores on Tokopedia and Shopee	Open e-commerce accounts, create listings, optimize product descriptions	Complete setup and make the product available for sale online
Nov 22-30, 2024	Launch Promotional Campaigns (B2B & B2C)	Drive initial awareness and sales through targeted promotions	B2B: Discounts for bulk orders, B2C: Social media ads, e-commerce vouchers	Reach at least 100 units sold through both channels
Dec 1-7, 2024	Scale Up B2B Engagement	Deepen relationships with existing partners and approach new prospects	Follow-up meetings, offer volume-based discounts	Increase B2B orders by 20%
Dec 8-14, 2024	Online Promotions for Holiday Sales	Boost online sales during the holiday season	Limited-time discounts on Tokopedia and Shopee, social media ad campaigns	Increase sales by 50% through online promotions
Dec 15-21, 2024	New Partner Acquisitions	Secure additional B2B clients and strengthen existing relationships	Outreach to new cafes/restaurants, offer loyalty incentives for partners	Secure at least 2 new B2B partnerships
Dec 22-31, 2024	Retention Strategy	Drive sales by offering attractive discounts on remaining stock	E-commerce flash sales, last-minute deals for cafes/restaurants	Clear 80% of remaining inventory