COFFINE

Your Online Coffee-Source

FanBots

Team Members:

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ABOUT

Coffine is a dropship platform that is created by FanBots in an attempt to provide Indonesian coffee producer a platform for them to distribute their coffee beans around Indonesia.
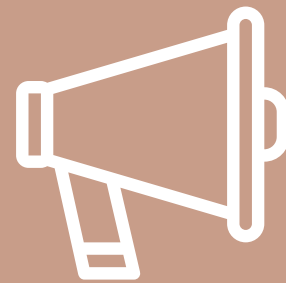
We aim to create a platform that will help coffee producers to survive in this pandemic moments and provide a platform for us coffee enthusiast a place to find various type of coffee, In an online, modern and practical platform yet providing the best for all of us.
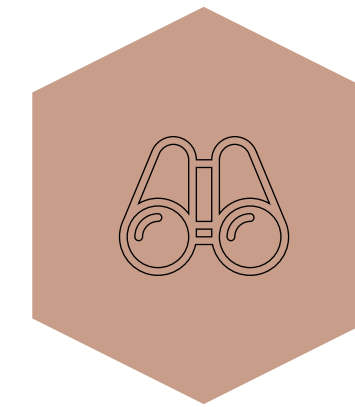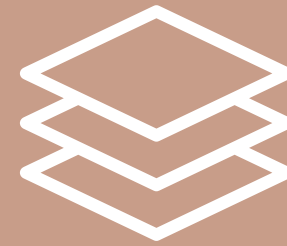
Our Vision

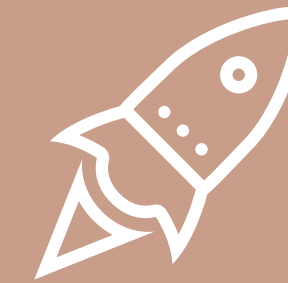**Providing the best platform for you.**

What We Do?

ADVERTISING

Our platform for Indonesian to obtain their coffee easily

DROPSHIPPING

Creating a dropship platform for coffee related items.

FAST-RESPONSE SYSTEM

We aim to be a responsive system for both our customer-care and innovating our platform.

Our team's SWOT

STRENGTH | WEAKNESS | OPPORTUNITIES | THREATS

Strengths

Providing various type of coffee.
Good UI/UX Platform Experience.
Provide feature that allows buyer to compare price.
Allow buyer to purchase in large quantity.

Weaknesses

Unreliable cash-flow.
Lack of database around coffee
Domestic-focus platform (Regional)

S **W**

O **T**

Opportunities

Many coffeeshop around nowadays.
Online shopping is now a thing.
Wide variative of customer.
Providing coffee for people during pandemic.

Threats

Various marketplace with competitors for coffee.
Coffee price that fluctuates.
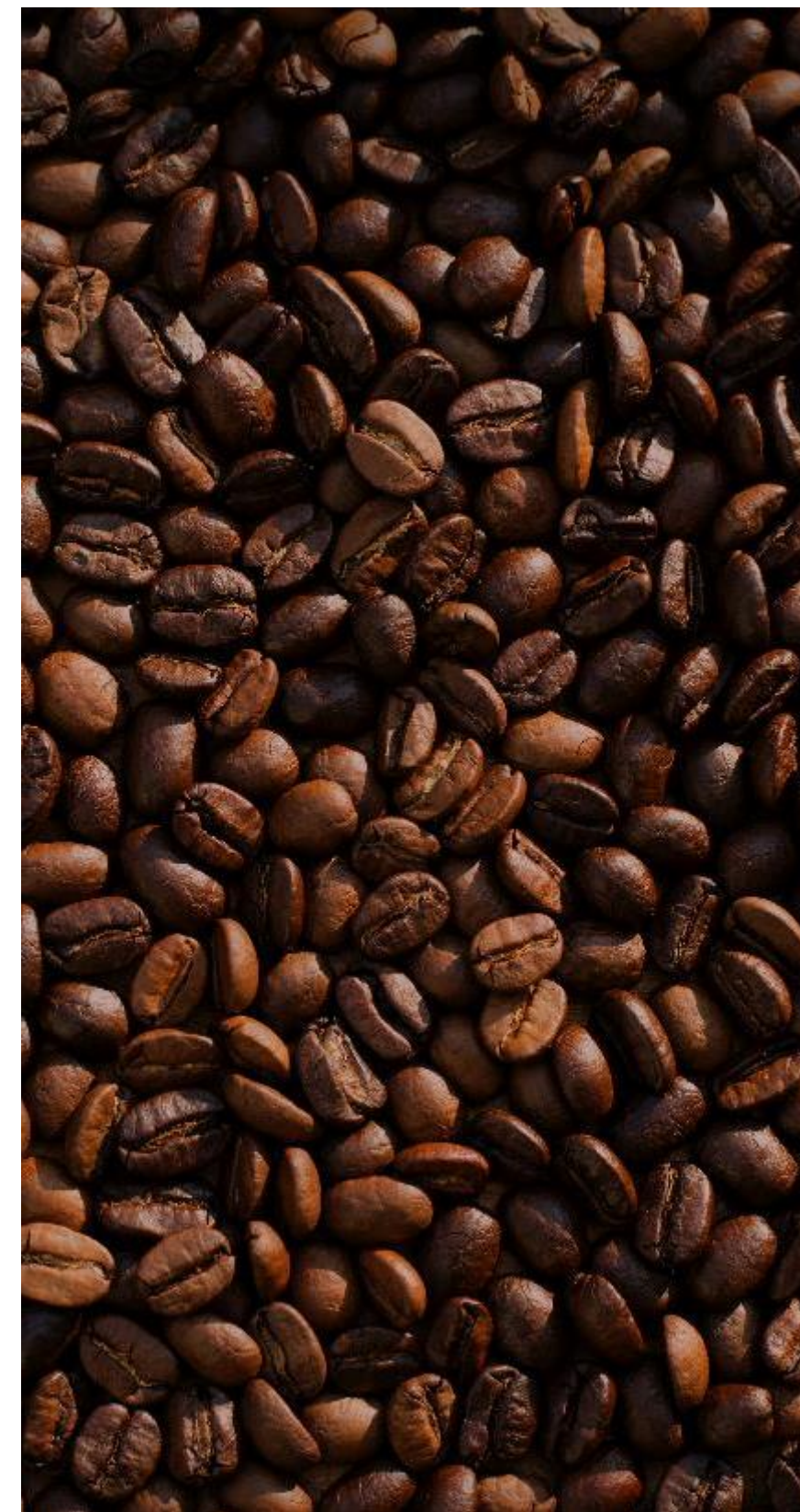Competing with other platforms.

VALUE PROPOSITION

Our **Coffee Dropship Platform**

Help(s) **Coffee Enthusiast**

Who wants to **Buy Coffee**

By **Providing Coffee-Oriented Platform**

& **Obtaining Reasonable Prices**

	2021	2022	2023	2024	2025	TOTAL
Revenue Sales	18,000,000	29,700,000	43,200,000	58,500,000	75,600,000	
Total Benefits	18,000,000	29,700,000	43,200,000	58,500,000	75,600,000	
PV of Benefits	17,307,692	27,459,320	38,404,643	50,006,045	62,137,689	195,315,389
PV of All Benefits	17,307,692	44,767,012	83,171,655	133,177,700	195,315,389	
Operational Labour	30,000,000	30,003,000	30,006,000	30,009,000	30,012,000	
Advertisement	360,000	360,000	360,000	360,000	360,000	
Server + Domain Hosting	2,001,120	-	-	-	790,680	
Total Operational Costs	32,361,120	30,363,000	30,366,000	30,369,000	31,162,680	
Total Costs	32,361,120	30,363,000	30,366,000	30,369,000	31,162,680	
PV of Costs	31,116,462	28,072,300	26,995,263	25,959,548	25,613,451	137,757,024
PV of All Costs	31,116,462	59,188,762	86,184,025	112,143,573	137,757,024	
Total Project Benefits – Costs	- 14,361,120	- 663,000	12,834,000	28,131,000	44,437,320	
Yearly NPV	- 13,808,769	- 612,981	11,409,379	24,046,497	36,524,238	57,558,364
Cumulative NPV	- 13,808,769	- 14,421,750	- 3,012,371	21,034,126	57,558,364	
Return on Investment	42%	(57.548.364 / 137.757.024)				
BEP	3,13 years	(break even occurs in year 4; [24.046.497-21.034.126] / 24.046.497 = 0,13)				
Intangible Benefits	Enhanced user experience through good website interface					
	Increased quality and amount of Information					

FINANCIAL PROJECTION

BUSINESS MODEL CANVAS

Key Partners 🔗
- **Various kind of coffee Supplier**

Key Activities ✔
- **Looking for customer and supplier**
- **Design and maintaining Website**
- **Managing database about coffee**
- **Advertising our platform**

Key Resources
- **Web server and Domain**
- **Promoter / Advertiser**
- **Employees**

Value Propositions 🎁
- **Convenience online shopping**
- **Online shopping credibility**
- **Easily accessible online shop**
- **Provide platform for customer to buy various coffee product**
- **Provide feature that enable customer to compare coffee prices**

Customer Relationships ♥
- **Customer Service**
  Done through Website, E-mail, and WhatsApp

Channels 🚚
- **Web Sales**
- **Social Media marketing**
- **E-mail marketing**

Customer Segments
- **Buyer**
  Adult men
- **Buyer**
  Coffee shop owner
- **Buyer**
  Office worker
- **Buyer**
  Coffee enthusiast
- **Seller**
  Coffee supplier

Cost Structure 🏷
- **Advertising platform**
- **Administrative**
- **Research and Development**

Revenue Streams 💰
- **Sales Profit**
- **Investor**

OUR POSTER

INSTAGRAM POSTER

@ Coffine.id

That is our introductory post and prototype for our Instagram profile.

The 7P's of Coffine

Product

We provide a platform that will act as our online shop for dropshipping coffee bean or power, we aim to set a standard of coffee that is on our platform are the once's with high quality. Types of coffee we provide are Arabica, Robusta and Blend Coffee from various producers and farmers in Indonesia

Prices

We target our prices to fit our customer market which is mainly for adult men, coffee enthusiast and coffee shop owners as a platform that is reachable for them to supply their coffee needs.

We use a market-wise and psychological pricing where we aim to make coffee on our platform to suit our customers.

We also providing discounts for certain days and our company's special day.

Promotion

We do our advertising mainly from Instagram and e-mail subscription advertising which is for us the most practical way to reach our targeted customer, making it very reachable to them is our priority.

Place

Due to the pandemic state, our company decided to apply a new culture in our office work which is via online. Meaning we will solely use online tools to do meetings, annually discussion and research place, so there is no need of a physical place.

Process

We are standby for any order in our online shop and do an efficient work pace to deliver necessary information form our customers to our sellers though our platform.

We provide detailed information so customers won't worry about the product is on what delivery progress.

Collecting and providing feedbacks towards our customers has always been a way we aim to keep on improving and providing a good customer service to them.

People

We have people that are providing services to our customers in such term as accepting orders, giving customer service and receiving suggestion.

Involving people to maintaining a good seller and customer relationship as a platform to them

Quick response service is a way we connect to people involved in the platform.

Physical Evidence

Providing an website which is easily founded and access by many people where people can obtain our service .

Interactions are made with customers via many ways such as email suggestion box, an online customer care center.

As we have always aim to provide a reachable dropship platform for people and connecting people around us,

OUR LOCATION

BUSINESS DIVISON

LEADER

GARY WAHYUDI

TECHNICAL

IHSANURLISRA MAULANA

ANASTASIA AGUSTINE

MARKETING

MULYA FAJAR NINGSIH ALWI

CUSTOMER SERVICE

ADNELTI TESA

Thank You!

For listening and watching us!