

Kedai Kopi Pandu

BUSINESS PLAN & PROYEKSI KEUANGAN

Disusun pada: 03 January 2026



GRAPADI STRATEGIX

FREE VERSION

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BAGIAN I

LATAR BELAKANG UMUM & LEGAL



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1. RINGKASAN EKSEKUTIF

Kedai Kopi Pandu adalah perusahaan bisnis yang bergerak di kategori Kuliner. Dengan fokus utama pada kedai kopi premium dengan suasana cozy untuk komunitas mahasiswa dan profesional muda di jember. kami menyajikan kopi specialty berkualitas tinggi dengan harga terjangkau dan layanan terbaik. dilengkapi dengan wifi super cepat, ruang meeting nyaman, dan berbagai pilihan makanan sehat untuk menemani aktivitas harian anda., perusahaan ini dirancang untuk memberikan solusi terbaik bagi pelanggannya. Visi perusahaan adalah menjadi coffee shop pilihan utama dan "third place" terfavorit bagi mahasiswa dan young professionals di jember pada tahun 2025, dengan reputasi sebagai tempat yang menyajikan specialty coffee terbaik, atmosfer paling kondusif untuk produktivitas, dan komunitas paling supportive.

pada tahun 2027, kami ingin menjadi regional chain dengan 5 outlets di kota-kota pendidikan di jawa timur (malang, surabaya, kediri, madiun) dan dikenal sebagai brand yang champion sustainability, quality, dan community empowerment.

visi jangka panjang kami adalah menjadi social enterprise yang tidak hanya profitable, tetapi juga memberikan positive impact kepada ecosystem kopi indonesia - dari petani hingga consumer - melalui fair trade practices, quality education, dan community development programs.. Sementara misi utamanya mencakup misi operasional:

1. product excellence
- menyajikan specialty coffee dengan consistency score 95%+
- menggunakan 100% biji kopi arabica dari petani lokal dengan fair trade pricing
- refresh menu setiap quarter dengan minimal 2 new signature drinks
- maintain freshness dengan roasting cycle maksimal 2 minggu
2. service excellence
- memberikan warm greeting dan genuine smile kepada setiap customer
- response time maksimal 3 menit untuk order taking
- serving time maksimal 5 menit untuk standard drinks
- handle complaints dengan 24-hour resolution guarantee
- training staff secara regular untuk product knowledge dan soft skills
3. space & atmosphere
- menciptakan "third place" yang comfortable untuk work, study, atau socialize
- maintain cleanliness dengan hourly cleaning protocol
- provide reliable wifi (99% uptime) dan sufficient power outlets
- curate playlist dan lighting yang conducive untuk berbagai activities
- temperature control untuk comfort level optimal
4. community building
- host minimal 2 community events per bulan (open mic, book club, workshop)
- partnership dengan student organizations untuk co-create value
- support local artists dengan exhibition space dan commission-free sales
- loyalty program yang rewarding untuk regular customers
5. sustainability commitment
- zero single-use plastic pada 2025
- waste reduction minimal 80% melalui composting dan recycling
- energy efficiency dengan renewable energy usage
- water conservation dengan filtration system
6. social impact
- fair pricing untuk farmers dengan direct trade partnership
- employment untuk local youth dengan competitive wage dan benefits
- scholarship program untuk barista training
- donate 2% dari profit untuk community development programs. Pasar target kami adalah: Primary 70%: Students (18-24) & grad students (24-28) seeking study space, Rp 30-80K/visit. Secondary 20%: Young professionals & freelancers, Rp 80-150K. Tertiary 10%: Dosen & community.. Kami menawarkan 10 produk/layanan utama yang dirancang untuk memenuhi kebutuhan pasar. Strategi pemasaran kami mencakup 1 pendekatan yang terintegrasi untuk mencapai target audience. Tim kami terdiri dari 12 profesional berpengalaman yang siap mendukung pertumbuhan bisnis. Dengan proyeksi pendapatan bulanan sebesar Rp 32.000.000, kami memperkirakan pertumbuhan yang konsisten dan berkelanjutan dalam periode mendatang. Rencana bisnis komprehensif ini dirancang untuk memberikan panduan strategis dalam mencapai target bisnis dan pertumbuhan jangka panjang.

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2. LATAR BELAKANG USAHA

Deskripsi Bisnis

Kedai kopi premium dengan suasana cozy untuk komunitas mahasiswa dan profesional muda di Jember. Kami menyajikan kopi specialty berkualitas tinggi dengan harga terjangkau dan layanan terbaik. Dilengkapi dengan WiFi super cepat, ruang meeting nyaman, dan berbagai pilihan makanan sehat untuk menemani aktivitas harian Anda.

Gambaran Umum Usaha

Kedai Kopi Pandu merupakan coffee shop yang didirikan pada Juni 2023 dengan fokus utama melayani komunitas mahasiswa Universitas Jember dan profesional muda di area Jember. Dengan konsep "Third Place" - tempat ketiga setelah rumah dan kantor/kampus - kami menciptakan atmosfer yang mendukung produktivitas, kreativitas, dan interaksi sosial yang bermakna.

Kami mengusung konsep specialty coffee dengan menggunakan 100% biji kopi Arabica pilihan dari petani lokal Jawa Timur, khususnya dari perkebunan Ijen dan Bondowoso. Setiap biji kopi dipilih dengan cermat, disangrai fresh setiap minggu dengan profil medium roast untuk menghasilkan rasa yang balance antara acidity, sweetness, dan body.

Selain kopi berkualitas, kami juga menyediakan berbagai pilihan non-coffee beverages seperti matcha latte premium, chocolate drinks, dan fresh juice. Menu makanan kami mencakup berbagai pilihan healthy meals, pastries homemade, dan snacks yang perfect untuk menemani aktivitas belajar atau meeting.

Fasilitas yang kami tawarkan meliputi: WiFi super cepat 100 Mbps, power outlet di setiap meja, AC full, ruang meeting untuk 6-8 orang, outdoor seating area, dan private booth untuk diskusi kelompok. Kami juga menyediakan board games gratis dan mini library untuk menambah kenyamanan pengunjung.

Target market kami sangat spesifik: mahasiswa aktif (70%), profesional muda dan startup founders (20%), serta komunitas dan freelancer (10%). Dengan positioning ini, kami berhasil menciptakan loyal customer base yang kuat dengan repeat visit rate mencapai 65% per bulan.

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3. PROFIL USAHA KEDAI KOPI PANDU

Kedai Kopi Pandu merupakan sebuah bisnis yang bergerak di bidang **Kuliner** dengan tipe usaha **UMKM (Usaha Mikro Kecil Menengah) - Perseroan Terbatas (PT)**. Usaha ini didirikan pada **01 June 2023** dan berlokasi di **Ruko Kampus, Jalan Kalimantan No. 45, Tegalboto, Jember, Jawa Timur 68121 (50 meter dari gerbang utama Universitas Jember)**. Dengan fokus pada industri ini, Kedai Kopi Pandu berkomitmen untuk memberikan produk/layanan berkualitas kepada pelanggan.

Informasi Umum

Nama Bisnis	Kedai Kopi Pandu
Kategori	Kuliner
Lokasi	Ruko Kampus, Jalan Kalimantan No. 45, Tegalboto, Jember, Jawa Timur 68121 (50 meter dari gerbang utama Universitas Jember)
Tipe Bisnis	UMKM (Usaha Mikro Kecil Menengah) - Perseroan Terbatas (PT)
Tanggal Mulai	01 June 2023

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4. VISI, MISI, DAN TUJUAN USAHA

Visi

Menjadi coffee shop pilihan utama dan "Third Place" terfavorit bagi mahasiswa dan young professionals di Jember pada tahun 2025, dengan reputasi sebagai tempat yang menyajikan specialty coffee terbaik, atmosfer paling kondusif untuk produktivitas, dan komunitas paling supportive.

Pada tahun 2027, kami ingin menjadi regional chain dengan 5 outlets di kota-kota pendidikan di Jawa Timur (Malang, Surabaya, Kediri, Madiun) dan dikenal sebagai brand yang champion sustainability, quality, dan community empowerment.

Visi jangka panjang kami adalah menjadi social enterprise yang tidak hanya profitable, tetapi juga memberikan positive impact kepada ecosystem kopi Indonesia - dari petani hingga consumer - melalui fair trade practices, quality education, dan community development programs.

Misi

MISI OPERASIONAL:

- PRODUCT EXCELLENCE**\n - Menyajikan specialty coffee dengan consistency score 95%+\n - Menggunakan 100% biji kopi Arabica dari petani lokal dengan fair trade pricing\n - Refresh menu setiap quarter dengan minimal 2 new signature drinks\n - Maintain freshness dengan roasting cycle maksimal 2 minggu
- SERVICE EXCELLENCE**\n - Memberikan warm greeting dan genuine smile kepada setiap customer\n - Response time maksimal 3 menit untuk order taking\n - Serving time maksimal 5 menit untuk standard drinks\n - Handle complaints dengan 24-hour resolution guarantee\n - Training staff secara regular untuk product knowledge dan soft skills
- SPACE & ATMOSPHERE**\n - Menciptakan "Third Place" yang comfortable untuk work, study, atau socialize\n - Maintain cleanliness dengan hourly cleaning protocol\n - Provide reliable WiFi (99% uptime) dan sufficient power outlets\n - Curate playlist dan lighting yang conducive untuk berbagai activities\n - Temperature control untuk comfort level optimal
- COMMUNITY BUILDING**\n - Host minimal 2 community events per bulan (open mic, book club, workshop)\n - Partnership dengan student organizations untuk co-create value\n - Support local artists dengan exhibition space dan commission-free sales\n - Loyalty program yang rewarding untuk regular customers
- SUSTAINABILITY COMMITMENT**\n - Zero single-use plastic pada 2025\n - Waste reduction minimal 80% melalui composting dan recycling\n - Energy efficiency dengan renewable energy usage\n - Water conservation dengan filtration system
- SOCIAL IMPACT**\n - Fair pricing untuk farmers dengan direct trade partnership\n - Employment untuk local youth dengan competitive wage dan benefits\n - Scholarship program untuk barista training\n - Donate 2% dari profit untuk community development programs

Tujuan Bisnis

Menyediakan tempat nongkrong yang nyaman, berkualitas, dan terjangkau khususnya untuk mahasiswa UNEJ dan area sekitarnya. Kami berkomitmen menciptakan ruang yang inspiratif untuk belajar, bertemu, dan berkolaborasi sambil menikmati kopi terbaik.

Tujuan spesifik kami adalah:\n1. Menjadi daily destination bagi minimal 150 pelanggan per hari di tahun pertama operasional\n2. Mencapai customer satisfaction score minimal 4.5/5.0 berdasarkan review online\n3. Membangun komunitas loyal dengan membership program yang mencapai 500 anggota aktif\n4. Mendukung petani kopi lokal dengan membeli minimal 500kg biji kopi per bulan dari koperasi petani setempat\n5. Menciptakan 15 lapangan kerja untuk pemuda lokal dengan pelatihan barista profesional\n6. Break even point dalam 18 bulan pertama dan profit margin 25% di tahun kedua

Maksud & Tujuan Pendirian Usaha

OBJEKTIF JANGKA PENDEK (Tahun 1-2):

1. Pertumbuhan Revenue:\n - Mencapai omzet Rp 150 juta per bulan di tahun pertama\n - Meningkatkan menjadi Rp 200 juta per bulan di tahun kedua\n - Gross profit margin minimal 60%
2. Customer Acquisition:\n - Mendapatkan 3000 unique customers dalam 12 bulan pertama\n - Average transaction value Rp 45.000 per customer\n - Customer retention rate minimal 40%
3. Operational Excellence:\n - Service time maksimal 5 menit per order\n - Product consistency score 95%\n - Zero food safety incidents
4. Brand Building:\n - Instagram followers mencapai 10.000 dalam tahun pertama\n - Engagement rate minimal 5%\n - Featured di minimal 3 media lokal

OBJEKTIF JANGKA MENENGAH (Tahun 3-4):

1. Ekspansi Bisnis:\n - Membuka cabang kedua di area kampus yang berbeda\n - Meluncurkan delivery service dan online ordering system\n - Mengembangkan product line berupa packaged coffee beans untuk retail
2. Market Leadership:\n - Menjadi Top 3 coffee shop pilihan mahasiswa di Jember\n - Market share 15% di segmen specialty coffee\n - Brand awareness 60% di target demographic
3. Sustainability:\n - Implementing zero waste policy dengan 80% waste reduction\n - Partnership dengan 5 farmer cooperatives\n - Solar panel installation untuk 30% energy needs

OBJEKTIF JANGKA PANJANG (Tahun 5+):

1. Regional Expansion:\n - 5 outlets di kota-kota berbeda di Jawa Timur\n - Franchise opportunity untuk entrepreneur lokal\n - Central kitchen untuk supply chain efficiency
2. Diversifikasi Bisnis:\n - Coffee academy untuk training barista\n - Roastery sendiri untuk kontrol kualitas penuh\n - E-commerce platform untuk coffee beans dan merchandise

Nilai-Nilai

CORE VALUES Kedai Kopi Pandu:

1. **QUALITY FIRST** - Tidak pernah berkompromi dengan kualitas. Dari pemilihan biji kopi, proses penyeduhan, hingga presentation, semuanya harus excellence. Kami percaya bahwa kualitas adalah investasi jangka panjang untuk kepercayaan pelanggan.
2. **CUSTOMER CENTRICITY** - Setiap keputusan bisnis kami dimulai dengan pertanyaan: "Apa yang terbaik untuk customer kami?" Kami mendengarkan feedback, beradaptasi dengan kebutuhan, dan selalu berusaha exceed expectations.
3. **SUSTAINABILITY & SOCIAL RESPONSIBILITY** - Kami berkomitmen pada praktik bisnis yang sustainable. Dari sourcing biji kopi yang fair trade, menggunakan packaging ramah lingkungan, hingga program community development untuk petani kopi lokal.
4. **INTEGRITY & TRANSPARENCY** - Kejujuran adalah fondasi bisnis kami. Kami transparan dalam pricing, jujur tentang produk kami, dan fair dalam semua partnership. No hidden costs, no false promises.
5. **INNOVATION & CONTINUOUS IMPROVEMENT** - Industri F&B terus berkembang, dan kami harus selalu berinovasi. Dari menu development, service improvement, hingga technology adoption - kami embrace perubahan positif.
6. **PEOPLE DEVELOPMENT** - Team kami adalah asset terbesar. Kami invest dalam training, menciptakan career path yang jelas, dan membangun work culture yang supportive dan inclusive.
7. **COMMUNITY BUILDING** - Lebih dari sekadar coffee shop, kami adalah community hub. Kami facilitate connections, support local talents, dan create space untuk meaningful interactions.



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5. BENTUK BADAN USAHA DAN LEGALITAS

Legalitas Usaha

Kedai Kopi Pandu telah memiliki legalitas usaha yang lengkap dan sesuai dengan regulasi pemerintah Indonesia. Berikut adalah dokumen legal yang kami miliki:

1. NIB (Nomor Induk Berusaha): 1234567890123 - terdaftar di OSS (Online Single Submission) sejak Juli 2023
2. NPWP Badan Usaha: 12.345.678.9-012.000 - untuk keperluan perpajakan dan pelaporan keuangan
3. Izin Usaha Mikro Kecil (IUMK) dari Dinas Perindustrian dan Perdagangan Kabupaten Jember
4. Sertifikat Halal dari MUI Jawa Timur No. 00112233445566 - berlaku hingga 2026, mencakup seluruh produk makanan dan minuman yang kami sajikan
5. Izin Edar PIRT (Pangan Industri Rumah Tangga) No. 2157890123456789 untuk produk pastries dan makanan homemade
6. Tanda Daftar Usaha Pariwisata (TDUP) untuk kategori restoran/kafe
7. Perjanjian sewa lokasi dengan masa kontrak 5 tahun (2023-2028) yang telah dinotariskan
8. Izin Gangguan (HO) dari pemerintah setempat
9. Asuransi properti dan liability dari PT Asuransi XYZ dengan coverage hingga 500 juta rupiah

Semua dokumen legal diperbaharui secara berkala dan kami memastikan kepatuhan penuh terhadap regulasi kesehatan, keamanan pangan, dan standar operasional yang berlaku.

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6. STRUKTUR ORGANISASI DAN TIM MANAJEMEN

Total Anggota: 12 orang | Kategori Tim: 4 kategori | Anggota Aktif: 12 orang

Bagian Owner

No	Nama	Posisi	Gaji	Job Desk	Pengalaman
1	Rizky Pratama	Founder & CEO	Rp 4.500.000	-	Berpengalaman 10 tahun dalam manajemen bisnis dan pengembangan strategi perusahaan.

Bagian Manager

No	Nama	Posisi	Gaji	Job Desk	Pengalaman
1	Andi Setiawan	Operations Manager	Rp 3.800.000	-	5 tahun pengalaman mengelola operasional harian dan supervisi tim.
2	Siti Nurhaliza	Marketing Manager	Rp 3.500.000	-	6 tahun pengalaman dalam strategi pemasaran digital dan brand management.
3	Bagas Nurrahman	Technical Manager	Rp 3.600.000	-	7 tahun pengalaman dalam pengembangan sistem dan maintenance server.

Bagian Supervisor

No	Nama	Posisi	Gaji	Job Desk	Pengalaman
1	Rina Oktaviani	Customer Service Supervisor	Rp 2.700.000	-	4 tahun pengalaman dalam layanan pelanggan dan handling complain.
2	Ahmad Hidayat	Sales Supervisor	Rp 2.500.000	-	5 tahun pengalaman dalam penjualan dan manajemen target penjualan.

No	Nama	Posisi	Gaji	Job Desk	Pengalaman
1	Dina Cahyani	Customer Support Staff	Rp 2.800.000	-	2 tahun pengalaman dalam customer service dan handling support tickets.
2	Budi Santoso	Customer Support Staff	Rp 2.800.000	-	2 tahun pengalaman dalam customer support dan problem solving.
3	Hendra Wijaya	Sales Staff	Rp 3.000.000	-	3 tahun pengalaman dalam penjualan dan prospecting.
4	Lina Mardiana	Marketing Staff	Rp 3.500.000	-	2 tahun pengalaman dalam content creation dan social media management.
5	Ricky Gunawan	Backend Developer	Rp 3.200.000	-	4 tahun pengalaman dalam pengembangan API dan database design.
6	Eka Putri	Frontend Developer	Rp 3.000.000	-	3 tahun pengalaman dalam React development dan UI/UX implementation.

Total Gaji Karyawan (Bulanan)

Rp 38.900.000

Berdasarkan 12 karyawan aktif

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7. RENCANA OPERASIONAL USAHA

Aspek Operasional	Keterangan		
Lokasi Bisnis	Ruko Kampus, Jalan Kalimantan No. 45, Tegalboto, Jember, Jawa Timur 68121		
Deskripsi Lokasi	<div><div><div>- DESKRIPSI LOKASI LENGKAP:</div><div><div>- 1. AREA & LAYOUT:</div><div><div>- • Total Area: 100 m² (2 lantai @ 50 m²)</div><div>- • Lantai 1 (Main Floor - 50 m²):</div><div><div>- - Coffee bar & brewing station: 8 m²</div><div>- - Kitchen area: 6 m²</div><div>- - Customer seating: 28 m² (20 seats)</div><div>- - Cashier & POS: 3 m²</div><div>- - Restroom: 3 m²</div><div>- - Storage: 2 m²</div></div><div>- • Lantai 2 (Upper Floor - 50 m²):</div><div><div>- - Additional seating: 25 m² (15 seats)</div><div>- - Meeting room: 15 m² (capacity 8 people)</div><div>- - Private booths: 10 m² (2 booths for 4 people each)</div></div></div></div><div><div>- 2. STRATEGIC ADVANTAGES:</div><div><div>- • Hanya 50 meter dari gerbang utama Universitas Jember</div><div>- • High foot traffic area (500+ pedestrians/day)</div><div>- • Visible dari jalan raya (excellent signage visibility)</div><div>- • Surrounded by student housing (kos-kosan area)</div><div>- • Near public transportation stops (angkot, ojek online)</div><div>- • Ample parking space (6 motor, 2 mobil)</div><div>- • Safe & well-lit area (security 24/7)</div></div><div><div>- 3. ACCESSIBILITY:</div><div><div>- • Wheelchair accessible (ramp available)</div><div>- • Easy access untuk delivery drivers</div><div>- • Ground floor entrance (no stairs barrier)</div><div>- • Clear signage & wayfinding</div></div><div><div>- 4. NEIGHBORHOOD PROFILE:</div><div><div>- • 15+ student boarding houses dalam radius 200m</div><div>- • 3 mini markets within walking distance</div><div>- • Campus facilities: Library (100m), Faculty buildings (50-200m)</div><div>- • Mixed commercial area: food stalls, stationery shops, laundry services</div></div><div><div>- 5. INFRASTRUCTURE:</div><div><div>- • Reliable electricity (PLN with backup generator)</div><div>- • Clean water supply (PDAM + filtration system)</div><div>- • High-speed internet (Fiber optic 100 Mbps)</div><div>- • Good drainage system</div><div>- • Waste management access</div></div><div><div>- 6. LEASE TERMS:</div><div><div>- • Lease duration: 5 years (2023-2028)</div><div>- • Renewable with negotiation</div><div>- • Security deposit: 3 months rent (Rp 7.5 jt)</div><div>- • Annual increment: Max 10%</div><div>- • Landlord responsibilities: Structural maintenance, property tax</div><div>- • Tenant responsibilities: Utilities, interior maintenance</div></div></div></div></div></div></div></div><tr><td>Kedai Kopi Pandu - Laporan Lengkap (Tahun 2026) - Mode: FREE Tipe Lokasi</td><td>rented</td></tr></div>	Kedai Kopi Pandu - Laporan Lengkap (Tahun 2026) - Mode: FREE Tipe Lokasi	rented
Kedai Kopi Pandu - Laporan Lengkap (Tahun 2026) - Mode: FREE Tipe Lokasi	rented		

Aspek Operasional	Keterangan
Ukuran Lokasi	100 m²
Biaya Sewa	Rp 2.500.000/bulan



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Aspek Operasional	Keterangan
Alur Kerja Harian	<ul style="list-style-type: none"> - WORKFLOW OPERASIONAL HARIAN - STANDARD OPERATING PROCEDURES: - === PAGI (06:00 - 08:00) - OPENING PROCEDURES === - 06:00 - Maintenance Staff Arrival: <ul style="list-style-type: none"> - [*] Unlock premises, disable security alarm - [*] Turn on all lights and AC units - [*] Deep cleaning: floors, tables, chairs, restrooms - [*] Window cleaning, entrance area tidying - [*] Waste disposal from previous day - [*] Restroom supply check (tissue, soap, hand sanitizer) - 07:00 - Kitchen Staff Arrival: <ul style="list-style-type: none"> - [*] Kitchen hygiene check and cleaning - [*] Equipment warming (ovens, grills) - [*] Inventory check: food supplies - [*] Receive fresh produce delivery - [*] Food prep: washing vegetables, marinating proteins - [*] Prepare daily specials - 07:30 - Head Barista & Manager Arrival: <ul style="list-style-type: none"> - [*] Coffee machine warm-up and calibration - [*] Grinder setting check and adjustment - [*] Espresso quality test (2 test shots) - [*] Milk steaming practice for staff - [*] Coffee bean inventory check - [*] Pastry/food display setup - [*] Menu board update (daily specials, sold-out items) - 07:45 - Opening Staff Briefing (10 minutes): <ul style="list-style-type: none"> - [*] Review yesterdays performance & feedback - [*] Todays specials & promotions announcement - [*] Assign stations & responsibilities - [*] Safety & hygiene reminder - [*] Motivational team huddle - 08:00 - GRAND OPENING: <ul style="list-style-type: none"> - [*] Unlock doors, flip OPEN sign - [*] Background music on (morning playlist) - [*] All staff at stations - [*] Welcome first customers dengan warm greeting - === OPERASIONAL PAGI (08:00 - 12:00) === - * Barista Station: <ul style="list-style-type: none"> - - Prepare beverages sesuai order - - Maintain quality standards (taste test every hour) - - Keep workspace clean & organized - - Refill supplies as needed - - Latte art untuk every milk-based drink - * Kitchen Station: <ul style="list-style-type: none"> - - Cook food orders promptly (target: <10 mins) - - Plate presentation sesuai standard - - Food safety compliance (temperature, hygiene) - - Communicate dengan waiters untuk special requests - * Service Staff: <ul style="list-style-type: none"> - - Greet & seat customers - - Take orders accurately (POS system) - - Serve food & beverages promptly - - Table clearing & resetting within 5 minutes - - Handle customer inquiries & complaints - * Cashier: <ul style="list-style-type: none"> - - Process payments accurately - - Issue receipts - - Handle cash & digital transactions - - Track daily sales in POS system - - Customer loyalty program enrollment - * Manager: <ul style="list-style-type: none"> - - Floor supervision - - Customer relationship management - - Handle escalations - - Monitor inventory levels - - Social media check & response - === SIANG (12:00 - 15:00) - PEAK HOURS

Aspek Operasional	Keterangan
Kebutuhan Peralatan	<ul style="list-style-type: none"> - PERALATAN OPERASIONAL LENGKAP: - === COFFEE EQUIPMENT (Investment: Rp 85 juta) === - 1. Espresso Machine: <ul style="list-style-type: none"> - Brand: La Marzocco Linea Classic 2 Group - Price: Rp 60 juta - Function: Espresso extraction, milk steaming - Maintenance: Daily cleaning, monthly descaling - 2. Coffee Grinder (Primary): <ul style="list-style-type: none"> - Brand: Mahlkönig E65S - Price: Rp 15 juta - Function: Fresh grinding untuk espresso - Maintenance: Daily cleaning, burr replacement yearly - 3. Coffee Grinder (Secondary/Filter): <ul style="list-style-type: none"> - Brand: Baratza Forte BG - Price: Rp 8 juta - Function: Filter coffee, cold brew grinding - 4. Cold Brew System: <ul style="list-style-type: none"> - Brand: Toddy Commercial System - Price: Rp 2 juta - Function: Cold brew production (12-24 hours steeping) - === KITCHEN EQUIPMENT (Investment: Rp 35 juta) === - 5. Commercial Refrigerator (2 units): <ul style="list-style-type: none"> - Price: Rp 10 juta (Rp 5 juta each) - Function: Food & beverage ingredient storage - 6. Freezer: <ul style="list-style-type: none"> - Price: Rp 4 juta - Function: Frozen ingredients, ice cream storage - 7. Ice Machine: <ul style="list-style-type: none"> - Price: Rp 8 juta - Capacity: 50 kg/day - Function: Ice production untuk iced beverages - 8. Blender (Commercial - 2 units): <ul style="list-style-type: none"> - Price: Rp 6 juta (Rp 3 juta each) - Function: Smoothies, blended drinks - 9. Microwave Oven: <ul style="list-style-type: none"> - Price: Rp 2 juta - Function: Reheating food - 10. Toaster Oven: <ul style="list-style-type: none"> - Price: Rp 3 juta - Function: Toasting bread, heating pastries - 11. Rice Cooker (Commercial): <ul style="list-style-type: none"> - Price: Rp 2 juta - Capacity: 10 liter - === FURNITURE & FIXTURES (Investment: Rp 40 juta) === - 12. Tables & Chairs: <ul style="list-style-type: none"> - 15 tables (2-4 seater): Rp 15 juta - 40 chairs: Rp 12 juta - 2 private booths: Rp 8 juta - 13. Coffee Bar Counter: <ul style="list-style-type: none"> - Custom-built: Rp 5 juta - === POS & TECHNOLOGY (Investment: Rp 25 juta) === - 14. POS System: <ul style="list-style-type: none"> - Hardware: Touchscreen register, receipt printer, cash drawer - Software: Cloud-based POS (subscription) - Investment: Rp 8 juta - 15. WiFi Router & Infrastructure: <ul style="list-style-type: none"> - Commercial-grade router: Rp 3 juta
Kedai Kopi Pandu - Laporan	<ul style="list-style-type: none"> - 100 Mbps fiber connection - Lengkap (Tahun 2026) - Mode: FREE - Backup connection
Disclaimer: Laporan ini disusun secara otomatis berdasarkan data yang dimasukkan oleh pengguna. Grapadi Strategix tidak bertanggung jawab atas keakuratan input maupun hasil keputusan bisnis yang diambil dari data ini.	<ul style="list-style-type: none"> - 16. Laptops (2 units): <ul style="list-style-type: none"> - For admin & marketing: Rp 20 juta - 17. CCTV System: <ul style="list-style-type: none"> - 8 cameras: Rp 6 juta - DVR recording system - 18. Sound System: <ul style="list-style-type: none"> - Speakers & amplifier: Rp 4 juta

Aspek Operasional	Keterangan
<p>Teknologi Digunakan yang</p>	<ul style="list-style-type: none"> - TECHNOLOGY INFRASTRUCTURE: - === OPERATIONAL TECHNOLOGY === - 1. POS System: <ul style="list-style-type: none"> - Platform: Moka POS (Cloud-based) - Features: Sales tracking, inventory management, customer database, reporting - Subscription: Rp 500K/month - Mobile app untuk staff - 2. Accounting Software: <ul style="list-style-type: none"> - Platform: Jurnal.id - Features: Invoicing, expense tracking, financial reports - Subscription: Rp 300K/month - 3. Internet & WiFi: <ul style="list-style-type: none"> - Provider: Indihome Fiber 100 Mbps - Cost: Rp 500K/month - Backup: Unlimited mobile hotspot - 4. Security System: <ul style="list-style-type: none"> - CCTV: 8 cameras dengan cloud recording - Service: Rp 200K/month - === CUSTOMER-FACING TECHNOLOGY === - 5. Online Ordering: <ul style="list-style-type: none"> - Platforms: GoFood, GrabFood, ShopeeFood - Commission: 20-25% per order - 6. Payment Systems: <ul style="list-style-type: none"> - Cash register - EDC machines: BCA, Mandiri - E-wallet: GoPay, OVO, Dana, ShopeePay - QRIS universal - 7. Customer WiFi: <ul style="list-style-type: none"> - Separate network dari operational - Speed: 50 Mbps dedicated - Landing page dengan social media integration - === MARKETING TECHNOLOGY === - 8. Social Media Management: <ul style="list-style-type: none"> - Platform: Later or Hootsuite - Content calendar & scheduling - Analytics tracking - 9. WhatsApp Business: <ul style="list-style-type: none"> - Automated responses - Broadcast lists - Catalog integration - 10. Website: <ul style="list-style-type: none"> - Platform: WordPress - Hosting: Niagahoster - Features: Menu, online ordering, blog, event calendar - Cost: Rp 500K/year - 11. Email Marketing: <ul style="list-style-type: none"> - Platform: Mailchimp (free tier initially) - Newsletter distribution - === PRODUCTIVITY TOOLS === - 12. Project Management: <ul style="list-style-type: none"> - Google Workspace for collaboration - Google Drive untuk file storage - 13. Design Tools: <ul style="list-style-type: none"> - Canva Pro untuk social media graphics - Subscription: Rp 150K/month - === FUTURE TECHNOLOGY ROADMAP === - Year 2: <ul style="list-style-type: none"> - Mobile app development (ordering, loyalty program) - Advanced CRM system - Inventory automation system - Year 3: <ul style="list-style-type: none"> - AI-powered demand forecasting - Automated marketing campaigns - Customer behavior analytics

BAGIAN II

ASPEK PASAR

Periode: Tahun 2026



GRAPADI STRATEGIX

FREE VERSION

PLAN IT, DO IT

Kedai Kopi Pandu

8. GAMBARAN UMUM INDUSTRI DAN TREN PASAR (TAHUN 2026)

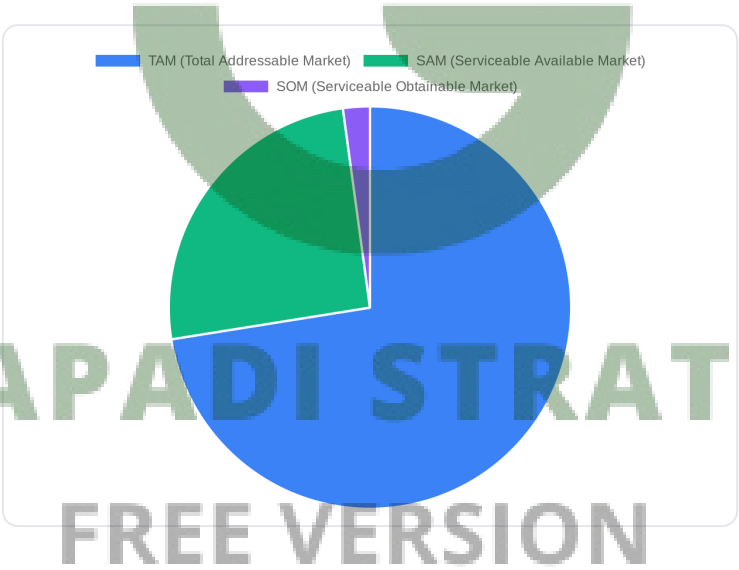
Ukuran Pasar

Primary market 0-1km: 42K population (UNEJ 35K students, residential 5K, office 2K). Secondary 1-3km: 26K (schools 8K, homes 15K, office 3K). Total addressable: 68K.

Potential coffee drinkers: 30K.

Analisis Ukuran Pasar

Metrik	Nilai	Keterangan
Total Addressable Market (TAM)	Rp 6.680.000.000	Total pasar yang tersedia
Serviceable Available Market (SAM)	Rp 2.338.000.000	Pasar yang dapat dilayani
Serviceable Obtainable Market (SOM)	Rp 198.730.000	Pasar yang dapat diraih



Tren Pasar

Indonesia coffee +8% annually. Specialty coffee +15% YoY. Work-from-cafe trend, study cafe boom.

Gen Z: 60% prefer sustainable brands. Digital payment: 70% adoption. Social media: 85% influence purchase.

Target Pasar

Primary 70%: Students (18-24) & grad students (24-28) seeking study space, Rp 30-80K/visit. Secondary 20%: Young professionals & freelancers, Rp 80-150K. Tertiary 10%: Dosen & community.

Kedai Kopi Pandu

9. ANALISIS KOMPETITOR

Nama Kompetitor	Tipe	Alamat	Penjualan Tahunan	Harga Jual	Kelebihan	Kekurangan
Kedai Kopi Pandu	Usaha Sendiri	Ruko Kampus, Jalan Kalimantan No. 45, Tegalboto, Jember	Rp 198.730.000	Rp 18.000	KEUNGGULAN KOMPETITIF: ••• Quality-Price Balance: Premium specialty coffee dengan harga 15-20% lebih murah dari national chains • Perfect Third Place: Space design yang ideal untuk study, work, dan socialize •• Community Integration: Deep connection dengan student community melalui regular events dan partnerships •• Sustainability Leadership: First zero single-use plastic coffee shop di Jember •• Service Excellence: Trained barista, friendly staff, consistent quality •• Versatile Space: Meeting room, event hosting capability, multiple ambiance zones •• Local Authenticity: 100% Indonesian beans, fair trade dengan petani lokal •• Student-Centric: Long sitting tolerance, fast WiFi, affordable pricing	AREA PENGEMBANGAN: ••• Brand Awareness: Masih relatif baru (1.5 tahun), competing dengan established brands •• Financial Resources: Limited working capital, tidak bisa aggressive expansion •• Single Location: High business risk, no backup facility •• Technology: No proprietary app, basic POS system, manual inventory •• Marketing Budget: Limited dibanding national chains •• Supply Chain: Limited supplier options, vulnerability to price fluctuation •• Market Reach: Primarily walk-in customers, limited delivery presence
Kopi Kenangan	Kompetitor	Roxy Square Jember, Jl. Gajah Mada No. 201	Rp 1.200.000.000	Rp 22.000	KEKUATAN: ••• Brand Power: National brand dengan massive awareness, unicorn startup status •• Marketing Budget: Large-scale advertising campaigns, celebrity endorsements •• Technology: Sophisticated mobile app dengan loyalty program •• Operational Excellence: Standardized processes, efficient supply chain •• Economies of Scale: Lower COGS karena bulk purchasing •• Multiple Locations: 2 outlets di Jember (Roxy Square, Lippo Plaza) •• Strong Social Media: 100K+ Instagram followers •• Consistent Product: Standardized recipes across outlets •• Fast Service: Optimized untuk high-volume takeaway	KELEMAHAN: ••• Price Premium: 25-30% lebih mahal dari local competitors •• Limited Seating: Small footprint, focus on takeaway, tidak ideal untuk study sessions •• Impersonal Service: High staff turnover, transactional interactions •• Space Constraints: No meeting rooms, cramped during peak hours •• One-Size-Fits-All: Tidak customized untuk local preferences •• Queue Issues: Long waiting time during peak hours •• Quality Variance: Inconsistency across locations dan shifts
Janji Jiwa	Kompetitor	Jl. Kalimantan No. 88, dekat kampus UNEJ (3 lokasi)	Rp 1.000.000.000	Rp 18.000	KEKUATAN: ••• Wide Franchise Network: 3 outlets di strategic locations •• Affordable Pricing: Competitive price point untuk students •• Menu Variety: Extensive menu dengan seasonal specials •• Brand Recognition: Well-known national brand •• Promo Frequency: Regular discounts dan bundle offers •• Delivery Presence: Available di semua major platforms •• Strategic Locations: High foot traffic areas •• Proven Business Model: Successful franchise system	KELEMAHAN: ••• Quality Inconsistency: Taste varies by location, barista skill level tidak uniform •• Cramped Space: Limited seating, primarily takeaway focus •• Service Speed: Slow during peak hours, inefficient workflow •• No Study-Friendly Environment: Not designed for long stays •• Generic Ambiance: Cookie-cutter interior design •• Limited Community Engagement: Transactional relationship dengan customers •• Staff Training: Basic training, high turnover •• No Premium Options: Focus on volume over quality
Fore Coffee	Kompetitor	Lippo Plaza Jember, Lt. 1	Rp 500.000.000	Rp 25.000	KEKUATAN: ••• Tech-First Approach: Advanced mobile app dengan AI recommendations •• Premium Positioning: High-quality specialty coffee •• Modern Branding: Sleek design, Instagram-worthy •• Cashless Only: Efficient, data-driven operations •• Quality Consistency: Strict quality control standards •• Innovative Menu: Unique signature drinks •• Delivery Focus: Strong online presence	KELEMAHAN: ••• High Price Point: Premium pricing alienates budget-conscious students •• Limited Seating: Very small space, mostly takeaway •• Single Location: Only 1 outlet, limited accessibility •• No Cash Payment: Barrier untuk some customer segments •• Not Student-Friendly: No study amenities, discourages long stays •• Corporate Feel: Lacks warmth dan personal touch •• New Market: Still building brand awareness di Jember

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Kopi Tuku	Kompetitor	Jl. Letjen Suprpto (dekat Alun-alun)	Rp 400.000.000	Rp 20.000	KEKUATAN: ••• Signature Products: Famous untuk Es Kopi Susu Tetangga •• Premium Ingredients: High-quality dairy dan coffee •• Strong Brand Identity: Distinctive branding •• Social Media Presence: Active Instagram marketing •• Consistent Quality: Well-trained barista ••Loyal Following: Cult-like fanbase	KELEMAHAN: ••• Limited Menu: Focused on few signature items •• Small Space: Minimal seating, mostly takeaway •• Single Location: Accessibility limited •• No Food Options: Only beverages ••High Price: Not budget-friendly untuk daily consumption •• Location: Not close to campus
Kopi Corner	Kompetitor	Jl. Kalimantan, seberang UNEJ	Rp 180.000.000	Rp 12.000	Lowest price, strategic location, fast service, local favorite	Basic quality, limited space, no WiFi, cash only
Study Hub Café	Kompetitor	Jl. Mastrip, kompleks ruko mahasiswa	Rp 240.000.000	Rp 15.000	Study-focused design, good WiFi, affordable pricing, long hours, food options available	Average coffee quality, worn out interior, inconsistent service, weak online marketing
Café Anak Kampus	Kompetitor	Jl. Kalimantan Gang 5	Rp 150.000.000	Rp 10.000	Budget-friendly, generous portions, casual vibe, no time limit, student discounts	Poor coffee quality, dated interior, limited space, inconsistent cleanliness, weak WiFi
Xing Fu Tang	Kompetitor	Mall Jember, Lt. Ground	Rp 600.000.000	Rp 28.000	Trendy product, premium quality, Instagram-worthy, strong brand, high foot traffic mall location	Different category, high price point, limited seating, not accessible for daily campus visit

Kompetitor Utama

Kopi Kenangan 25% (Rp 1.2B). Janji Jiwa 20% (Rp 1B). Fore Coffee 10% (Rp 500M).
 Kopi Tuku 8% (Rp 400M). Local shops 20%. Indirect: warung kopi, fast food, convenience stores.

Analisis Kelebihan & Kekurangan Kompetitor

Kekuatan Kompetitor	Kelemahan Kompetitor
Chains: National brand, consistent quality, SOPs, capital, marketing power. Locals: Community bonds, agility, unique concepts, low costs. Our advantage: Quality + affordable price + perfect study space.	Chains: Impersonal, 20-30% price premium, small spaces, inconsistent. Locals: Limited resources, weak brands, operation issues, hard to scale. Common: Poor food options, weak loyalty, no sustainability.

Keunggulan Kompetitif

1) 15-20% cheaper premium coffee 2) Perfect third-place (100sqm, 40+ seats, fast WiFi, power) 3) Community-first (events, loyalty) 4) 100% local fair-trade beans 5) Zero-plastic sustainability 6) Consistent quality 7) Instagram venue 8) Tech integration (QR, mobile order)

Kedai Kopi Pandu

11. ANALISIS SWOT

Analisis SWOT merupakan alat strategis yang digunakan untuk mengevaluasi posisi Kedai Kopi Pandu di pasar. Analisis ini mengidentifikasi kekuatan internal yang dapat dimanfaatkan, kelemahan yang perlu diperbaiki, serta peluang dan ancaman eksternal yang mempengaruhi pertumbuhan bisnis. Dengan pemahaman mendalam tentang faktor-faktor ini, Kedai Kopi Pandu dapat mengembangkan strategi yang lebih efektif untuk mencapai tujuan bisnis.

Kategori	Deskripsi
Strengths (Kekuatan)	Premium coffee quality. Perfect location near UNEJ. 100sqm modern facility, 40+ seats. Experienced barista team. Competitive pricing, 60%+ margin. Growing customer base, 4.8/5 reviews.
Weaknesses (Kelemahan)	New brand (1.5 yrs). Limited marketing budget. Single location risk. Limited capital. No mobile app. Limited suppliers. Geographic walk-in only.
Opportunities (Peluang)	Coffee market +8-15% annually. Work-from-cafe trend. Delivery platforms. Student partnerships. Expand products: retail beans, training. Franchise opportunities.
Threats (Ancaman)	Chain expansion, price wars, coffee volatility, consumer shifts, rising costs, wages, regulations, equipment breakdown, rental increases, negative reviews.

Kesimpulan Analisis SWOT

Berdasarkan analisis SWOT di atas, Kedai Kopi Pandu memiliki beberapa kekuatan yang dapat menjadi fondasi pengembangan bisnis. Kekuatan utama terletak pada premium coffee quality. perfect location near unej. 100sqm modern facility, 40+..., yang dapat dimanfaatkan untuk merebut peluang pasar yang ada. Peluang bisnis yang signifikan mencakup coffee market +8-15% annually. work-from-cafe trend. delivery platforms. student....

Namun demikian, perlu perhatian khusus terhadap kelemahan internal dan ancaman eksternal untuk memastikan keberlanjutan bisnis. Kelemahan yang perlu dibenahi meliputi new brand (1.5 yrs). limited marketing budget. single location risk. limited cap..., sementara ancaman potensial dari pasar antara lain chain expansion, price wars, coffee volatility, consumer shifts, rising costs, w.... Dengan strategi yang tepat untuk meminimalkan kelemahan dan mengantisipasi ancaman, Kedai Kopi Pandu dapat memaksimalkan pertumbuhan dan pencapaian target bisnis.

Kedai Kopi Pandu

12. PRODUK DAN LAYANAN

Signature Caramel Latte (Produk)

Deskripsi	Best seller kami! Espresso double shot dari biji Arabica Ijen, dikombinasikan dengan fresh milk dan caramel sauce homemade yang creamy. Disajikan dengan latte art yang cantik. Perfect balance antara sweetness dan coffee boldness. Available hot or iced.
Harga	Rp 25.000
Keunggulan	KEUNGGULAN: • Caramel sauce dibuat sendiri tanpa artificial flavoring • Espresso berkualitas tinggi dari single origin Ijen • Consistency guaranteed dengan standard recipe • Instagram-worthy presentation • Rasa smooth, tidak terlalu manis • Popular choice (30% dari total coffee sales) • Great untuk coffee beginners dan enthusiasts
Strategi Pengembangan	STRATEGI PENGEMBANGAN: 1. Seasonal Variant: Salted Caramel (winter), Coconut Caramel (summer) 2. Size Options: Small (Rp 20K), Regular (Rp 25K), Large (Rp 30K) 3. Bundling: Caramel Latte + Pastry combo (Rp 40K) 4. Retail Product: Bottled caramel sauce untuk dijual terpisah 5. Caramel Latte Workshop: Monthly event untuk teach customers 6. Instagram Campaign: #PanduCaramelMoment untuk user-generated content
Status	launched

Business Model Canvas Alignment

Value Proposition	Premium quality dengan harga affordable, consistent taste, Instagram-worthy
Customer Segments	Mahasiswa (18-24), pekerja muda (25-35), pecinta kopi pemula hingga enthusiast
Channels	Dine-in, takeaway, delivery apps (GoFood, GrabFood, ShopeeFood), pre-order via WhatsApp
Customer Relationships	Loyalty program (buy 10 get 1 free), personalized service, customer feedback loop
Revenue Streams	Direct sales (70%), delivery (25%), catering/event (5%)
Key Resources	Premium Arabica beans, skilled barista, homemade caramel recipe, espresso machine
Key Activities	Daily fresh caramel production, quality control, barista training, social media content
Key Partnerships	Koperasi Petani Kopi Ijen, delivery platforms, Instagram influencers
Cost Structure	COGS 35% (coffee beans 15%, milk 10%, caramel ingredients 7%, cup/packaging 3%), labor 15%

Pandu Specialty Espresso (Produk)

Deskripsi	Pure double shot espresso dari single origin Arabica Bondowoso yang disangrai medium. Notes of chocolate, caramel, dan subtle fruitiness. Untuk true coffee lovers yang appreciate simplicity dan quality. Served dengan complimentary sparkling water untuk cleanse palate.
Harga	Rp 18.000
Keunggulan	KEUNGGULAN: •• 100% Arabica single origin dari Bondowoso •• Roasted fresh setiap minggu •• Extraction time 25-30 detik untuk optimal flavor •• Crema yang thick dan golden •• Complex flavor profile: chocolate, caramel, fruity notes •• Perfect untuk evaluate kualitas kopi •• Barista dapat custom grind size berdasarkan preferensi
Strategi Pengembangan	STRATEGI PENGEMBANGAN: 1. Single Origin Series: Rotasi bulanan dari berbagai daerah (Aceh, Toraja, Papua) 2. Tasting Flight: 3 espresso shots dari origins berbeda (Rp 45K) 3. Espresso-Based Workshop: Teach customers about extraction, grind size 4. Barista Competition: Quarterly espresso brewing competition 5. Espresso Subscription: Monthly subscription untuk regulars (10 cups = Rp 150K) 6. Partnership: Kolaborasi dengan coffee farmers untuk farm visit
Status	launched

Business Model Canvas Alignment

Value Proposition	Authentic specialty espresso, traceable origin, barista expertise
Customer Segments	Coffee enthusiasts, barista, foodies, age 22-40
Channels	Primarily dine-in (85%), takeaway (15%)
Customer Relationships	Educational approach, tasting notes sharing, personalized recommendations
Revenue Streams	Direct sales, coffee bean retail, workshop fees
Key Resources	Direct trade relationship dengan farmers, professional espresso machine, trained barista
Key Activities	Quality control, cupping sessions, barista training, farmer collaboration
Key Partnerships	Coffee farmers, roaster, specialty coffee community
Cost Structure	COGS 40% (premium beans 35%, packaging 5%), labor 15%, equipment maintenance 5%

FREE VERSION

PLAN IT, DO IT

Iced Vietnamese Coffee (Produk)

Deskripsi	Strong Vietnamese-style coffee dibuat dengan drip method, mixed dengan condensed milk dan served over ice. Robust, sweet, dan incredibly refreshing. Perfect untuk hot Jember weather. Our unique twist: menggunakan local Robusta dari Jember untuk authenticity.
Harga	Rp 22.000
Keunggulan	KEUNGGULAN: • • Authentic Vietnamese brewing method • • Strong caffeine kick (Robusta beans) • • Perfect sweetness balance • • Very refreshing untuk cuaca panas • • Unique di market (competitor tidak punya) • • Local Robusta dari Jember = support local • • Great profit margin (COGS rendah)
Strategi Pengembangan	STRATEGI PENGEMBANGAN: 1. Vietnamese Coffee Flight: Original, Coconut, Egg Coffee (Rp 55K) 2. DIY Kit: Jual Vietnamese dripper + beans + condensed milk (Rp 150K) 3. Seasonal Variant: Mango Vietnamese Coffee, Avocado Vietnamese Coffee 4. Education: Instagram reels showing brewing process 5. Partnership: Kolaborasi dengan Vietnamese restaurant untuk cross-promo 6. Loyalty: Vietnamese Coffee Club - exclusive deals untuk regulars
Status	launched

Business Model Canvas Alignment

Value Proposition	Unique experience, authentic taste, affordable premium
Customer Segments	Students (harga affordable), young workers, coffee explorers
Channels	Dine-in (60%), delivery (35%), takeaway (5%)
Customer Relationships	Story-telling (Vietnamese coffee culture), brewing demonstrations
Revenue Streams	Beverage sales, DIY kit sales
Key Resources	Vietnamese dripper, local Robusta beans, condensed milk supplier
Key Activities	Brewing demonstration, content creation, sourcing local Robusta
Key Partnerships	Local Robusta farmers, condensed milk supplier, Vietnamese community
Cost Structure	COGS 30% (Robusta cheap 10%, condensed milk 15%, ice/packaging 5%), labor 10%

FREE VERSION

PLAN IT, DO IT

Cold Brew Tonic (Produk)

Deskripsi	Trendy beverage yang refreshing! Cold brew coffee yang smooth di-pour over tonic water dan fresh lemon. Effervescent, slightly sweet, dengan coffee acidity yang balanced. Layered presentation yang stunning. Perfect afternoon pick-me-up.
Harga	Rp 28.000
Keunggulan	KEUNGGULAN: •• Unik dan trendy (viral di social media) •• Refreshing alternative untuk yang bosan dengan standard coffee •• Low acidity karena cold brew method •• Instagram-worthy layered presentation •• Sparkling sensation yang berbeda •• High margin product •• Dapat jadi signature drink
Strategi Pengembangan	STRATEGI PENGEMBANGAN: 1. Flavor Variants: Passion Fruit Tonic, Lychee Tonic, Yuzu Tonic 2. Seasonal: Summer exclusive untuk maximize demand 3. Marketing: Focus pada visual content (TikTok, Instagram Reels) 4. Workshop: Cold brew making workshop untuk customers 5. Wholesale: Supply ke gym, yoga studios (health-conscious market) 6. Batch Production: Pre-made cold brew untuk efficiency
Status	launched

Business Model Canvas Alignment

Value Proposition	Trendy, refreshing, low-acid, Instagram-worthy, unique experience
Customer Segments	Gen Z, health-conscious millennials, Instagram influencers
Channels	Dine-in (primary), delivery, social media pre-order
Customer Relationships	Social media engagement, influencer collaboration, photo opportunities
Revenue Streams	Direct sales, wholesale to fitness centers
Key Resources	Cold brew equipment, tonic water supplier, fresh fruits
Key Activities	Cold brew production (12-24 hours), content creation, influencer management
Key Partnerships	Tonic water distributor, local fruit supplier, fitness influencers
Cost Structure	COGS 35% (cold brew coffee 15%, tonic 12%, fruits/garnish 5%, special glass 3%), marketing 10%

FREE VERSION

PLAN IT, DO IT

Premium Matcha Latte (Produk)

Deskripsi	Japanese ceremonial grade matcha dari Kyoto, whisked traditionally dan mixed dengan fresh milk. Creamy, smooth, dengan natural sweetness. Rich dalam antioxidants. Option: oat milk, almond milk, atau regular milk. Available hot or iced.
Harga	Rp 30.000
Keunggulan	KEUNGGULAN: •• Ceremonial grade matcha (highest quality) •• Health benefits: antioxidants, metabolism boost, calm energy •• No coffee jitters •• Traditionally prepared (bamboo whisk) •• Vibrant green color (Instagram-worthy) •• Plant-based milk options available •• Popular among health-conscious customers (25% of non-coffee sales)
Strategi Pengembangan	STRATEGI PENGEMBANGAN: 1. Matcha Series: Matcha Strawberry, Matcha Cookies & Cream, Dirty Matcha (matcha + espresso shot) 2. Matcha Food Pairing: Bundle dengan matcha-flavored pastries 3. Matcha Ceremony Experience: Monthly traditional matcha ceremony event 4. Retail: Sell matcha powder dan bamboo whisk untuk home brewing 5. Collaboration: Partner dengan Japanese restaurant atau culture center 6. Membership: Matcha Lovers Club dengan special discount
Status	launched

Business Model Canvas Alignment

Value Proposition	Premium quality, health benefits, authentic preparation, alternative to coffee
Customer Segments	Health-conscious millennials, Gen Z, non-coffee drinkers, wellness enthusiasts
Channels	Dine-in, delivery, retail (matcha powder)
Customer Relationships	Educational content (health benefits), matcha preparation tutorials
Revenue Streams	Beverage sales (80%), retail products (15%), workshop fees (5%)
Key Resources	Ceremonial grade matcha supplier, bamboo whisk, trained staff
Key Activities	Staff training (proper matcha preparation), content creation, sourcing quality matcha
Key Partnerships	Japanese matcha supplier, health/wellness influencers, yoga studios
Cost Structure	COGS 45% (matcha premium 30%, milk 12%, packaging 3%), labor 15%

Chicken Teriyaki Rice Bowl (Produk)

Deskripsi	Comfort food yang filling! Grilled chicken teriyaki dengan homemade sauce, served over Japanese rice dengan mixed vegetables (edamame, carrot, corn), soft-boiled egg, dan sesame seeds. Portion yang generous, perfect untuk lunch atau dinner.
Harga	Rp 32.000
Keunggulan	KEUNGGULAN: • • Porsi besar, mengenyangkan • • Balanced nutrition: protein, carbs, vegetables • • Homemade teriyaki sauce (no MSG) • • Fresh daily preparation • • Value for money • • Quick serve time (8-10 menit) • • Popular lunch option (40% food sales)
Strategi Pengembangan	STRATEGI PENGEMBANGAN: 1. Bowl Variants: Salmon Teriyaki Bowl, Beef Teriyaki Bowl, Tofu Bowl (vegan) 2. Spice Level Options: Original, Spicy, Extra Spicy 3. Meal Subscription: Daily lunch subscription untuk office workers (5 days = Rp 140K) 4. Bundle: Rice Bowl + Drink combo (Rp 45K) 5. Catering: Untuk campus events, office lunch 6. Delivery Optimization: Partner dengan multiple platforms
Status	launched

Business Model Canvas Alignment

Value Proposition	Affordable, filling, healthy, quick service, consistent quality
Customer Segments	Students (budget-conscious), office workers (convenience), health-conscious eaters
Channels	Dine-in (50%), delivery (40%), catering (10%)
Customer Relationships	Subscription program, bundle deals, loyalty stamps
Revenue Streams	Direct sales, subscription, catering contracts
Key Resources	Kitchen facility, suppliers (chicken, rice, vegetables), trained cook
Key Activities	Daily food prep, quality control, inventory management, kitchen hygiene
Key Partnerships	Chicken supplier, vegetable supplier, rice distributor, delivery platforms
Cost Structure	COGS 40% (chicken 18%, rice 8%, vegetables 8%, egg 3%, sauce/seasoning 3%), labor 20%, kitchen overhead 10%

Croissant Sandwich Selection (Produk)

Deskripsi	Buttery croissant kami yang flaky (baked fresh daily) dengan pilihan filling: Chicken Mayo, Tuna Melt, Smoked Beef & Cheese, atau Egg & Avocado. Served dengan side salad dan special sauce. Perfect untuk breakfast atau light meal.
Harga	Rp 28.000
Keunggulan	KEUNGGULAN: • • Fresh baked daily croissant • • Multiple filling options • • Premium ingredients • • Perfect untuk breakfast/brunch • • Light yet satisfying • • Pairs well dengan coffee • • Good profit margin
Strategi Pengembangan	STRATEGI PENGEMBANGAN: 1. Breakfast Set: Croissant + Coffee combo (Rp 40K) - most popular 2. Vegan Option: Vegan croissant dengan plant-based fillings 3. Seasonal Flavors: Limited edition monthly specials 4. Retail: Sell plain croissants untuk takeaway (6 pcs package) 5. Workshop: Croissant baking class untuk customers (weekend) 6. Partnership: Supply ke nearby office buildings (morning delivery)
Status	launched

Business Model Canvas Alignment

Value Proposition	Fresh daily baking, premium quality, perfect breakfast pairing dengan coffee
Customer Segments	Morning customers, breakfast lovers, office workers, brunch enthusiasts
Channels	Dine-in (60%), takeaway (30%), corporate delivery (10%)
Customer Relationships	Breakfast club membership, corporate contracts, morning regular rewards
Revenue Streams	Sandwich sales, retail croissants, breakfast combos, workshop fees
Key Resources	Bakery equipment, skilled baker, quality ingredients (butter, flour)
Key Activities	Early morning baking, quality control, ingredient sourcing, workshop hosting
Key Partnerships	Butter supplier (premium), flour supplier, filling ingredient suppliers
Cost Structure	COGS 38% (flour/butter 20%, fillings 12%, packaging 6%), labor 18%, bakery overhead 8%

Event Space Rental (Layanan)

Deskripsi	Sewa space kami yang cozy untuk berbagai acara: study group, organizational meeting, birthday party, workshop, product launch, atau gathering. Capacity hingga 30 orang. Include: WiFi, projector, whiteboard, AC, sound system basic. Minimum 3 hours rental.
Harga	Rp 200.000
Keunggulan	KEUNGGULAN: •• Strategic location (dekat kampus) •• Full AC, comfortable seating •• Complete facilities (WiFi, projector, sound system, whiteboard) •• Flexible space arrangement •• Photo-friendly interior •• Dedicated event staff •• F&B can be arranged (additional) •• Competitive pricing vs hotel meeting rooms
Strategi Pengembangan	STRATEGI PENGEMBANGAN: 1. Package Deals: - Basic Package: Space only (Rp 200K/3hrs) - Standard Package: Space + 20 drinks (Rp 400K) - Premium Package: Space + full F&B + decoration (Rp 800K) 2. Partnership: Dengan student organizations (discount 20%) 3. Recurring Events: Monthly booking gets discount 15% 4. Corporate Program: Partnership dengan nearby offices 5. Weekend Special: Lower rate untuk weekend bookings 6. Add-ons: Professional photography, decorations, upgraded sound system
Status	launched

Business Model Canvas Alignment

Value Proposition	Affordable, strategic location, complete facilities, flexible, intimate setting
Customer Segments	Student organizations, startups, freelancer community, small businesses, birthday celebrants
Channels	Direct booking (WhatsApp, website), student organization partnerships, corporate outreach
Customer Relationships	Dedicated event coordinator, customization support, follow-up for repeat booking
Revenue Streams	Space rental, F&B upselling, add-on services, recurring bookings
Key Resources	Event space (30 pax capacity), AV equipment, trained event staff, F&B capability
Key Activities	Space management, equipment maintenance, event coordination, marketing to organizations
Key Partnerships	Student organizations, event organizers, decoration vendors, photographer
Cost Structure	Variable costs: staffing (30K/3hrs), utilities (20K), wear-tear (10K), marketing (10K)

Barista Training Program (Layanan)

Deskripsi	Program training profesional untuk belajar espresso extraction, milk steaming, latte art, dan coffee knowledge. 2 levels: Basic (1 day, Rp 300K) dan Advanced (2 days, Rp 500K). Include: materials, practice session, certificate, dan take-home coffee beans. Limited to 6 participants per batch.
Harga	Rp 300.000
Keunggulan	KEUNGGULAN: • Taught by certified barista • Hands-on practice (not just theory) • Small class size (max 6) untuk quality learning • Professional certificate • Take-home coffee beans (250gr) • Can practice dengan professional equipment • Networking opportunity • Good revenue per event (Rp 1.8M gross revenue per batch)
Strategi Pengembangan	STRATEGI PENGEMBANGAN: 1. Curriculum Expansion: - Level 3: Competition Preparation (Latte Art, Brewers Cup) - Specialized: Home Brewing Masterclass - Business Track: How to Start Coffee Business 2. Corporate Training: Team building program untuk companies 3. University Partnership: Elective course atau student activity 4. Online Component: Hybrid model dengan video lessons 5. Alumni Network: Create barista community, job placement assistance 6. Certification Path: Partner dengan coffee associations untuk recognized cert
Status	launched

Business Model Canvas Alignment

Value Proposition	Professional training, hands-on experience, certified instructor, career opportunity
Customer Segments	Coffee enthusiasts, aspiring baristas, F&B workers, entrepreneurs, hobbyists
Channels	Social media ads, university bulletin boards, coffee community groups, word-of-mouth
Customer Relationships	Alumni network, ongoing mentorship, job referrals, community events
Revenue Streams	Training fees, advanced level upsell, corporate training contracts, equipment sales
Key Resources	Certified trainer, professional equipment, training curriculum, practice materials
Key Activities	Curriculum development, marketing to target audience, trainer scheduling, materials preparation
Key Partnerships	Coffee associations, universities, F&B businesses (for job placement), equipment suppliers
Cost Structure	Trainer fee (30%), materials/beans (20%), marketing (15%), certificate printing (5%), overhead (10%)

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Coffee Subscription Box (Layanan)

Deskripsi	Monthly subscription box untuk coffee lovers! Setiap bulan receive: 500gr freshly roasted beans (rotating origins), tasting notes card, brewing guide, exclusive merchandise, dan special discount voucher. Perfect gift atau untuk personal enjoyment. Subscription commitment: minimum 3 months.
Harga	Rp 150.000
Keunggulan	KEUNGGULAN: • • Recurring revenue model • • Customer loyalty builder • • Predictable cash flow • • Introduce customers ke different coffee origins • • Gift option (prepaid 3/6/12 months) • • Exclusive member benefits • • Direct relationship dengan customers • • High lifetime value
Strategi Pengembangan	STRATEGI PENGEMBANGAN: 1. Tier System: - Basic: 500gr beans + tasting notes (Rp 150K/month) - Premium: 1kg beans + brewing equipment + merchandise (Rp 280K/month) - Ultimate: 1kg beans + exclusive limited editions + priority access (Rp 400K/month) 2. Gift Subscriptions: Prepaid packages untuk gifts 3. Corporate Subscriptions: Office coffee supply (bulk discount) 4. Referral Program: Refer friend get 1 month free 5. Community: Exclusive subscribers-only events, farm visits 6. Add-ons: Brewing equipment, grinders, accessories
Status	in_development

Business Model Canvas Alignment

Value Proposition	Convenience, discovery, quality, education, exclusive access, perfect gift
Customer Segments	Coffee enthusiasts, home brewers, gift givers, offices/co-working spaces
Channels	Website subscription, social media marketing, gift registries, corporate sales
Customer Relationships	Subscription model, exclusive community, personalized recommendations, ongoing education
Revenue Streams	Monthly subscriptions, prepaid gift packages, corporate contracts, add-on sales
Key Resources	Coffee bean supply, roasting capacity, packaging materials, logistics partner
Key Activities	Sourcing beans, roasting, packing, shipping, content creation, community management
Key Partnerships	Coffee farmers, roaster, logistics/courier, packaging supplier, merchandise vendor
Cost Structure	COGS 50% (beans 30%, packaging 10%, shipping 10%), marketing 10%, ops 15%

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13. STRATEGI PEMASARAN DAN PENJUALAN

Strategi Promosi	<p>STRATEGI PROMOSI TERINTEGRASI: 1. DIGITAL MARKETING (Budget: 40% dari marketing spend): a) Social Media Marketing: • Instagram (Primary Channel): - Daily content: Product photos, behind-the-scenes, customer stories - Instagram Stories: Daily specials, polls, Q&A sessions - Reels: Trending content, latte art videos, barista tips (target: 100K views/month) - Instagram Ads: Targeted to 18-35 years old, 5km radius (Budget: Rp 2 jt/month) - Influencer Marketing: Micro-influencers (10K-50K followers) untuk review (4 posts/month) - User Generated Content: #PanduCoffeeMoment campaign dengan repost strategy - Target: 15K followers in 12 months, 5% engagement rate • TikTok (Growth Channel): - 3-4 videos per week: Coffee recipes, "day in the life of barista", trending sounds - TikTok Challenges: Monthly challenge dengan prize (free coffee for week) - TikTok Ads: Untuk awareness campaign (Budget: Rp 1.5 jt/month) - Target: 20K followers in 12 months, viral content (1M views) • Facebook (Secondary): - Event promotion, community building - Facebook Groups: Active di grup mahasiswa UNEJ - Facebook Ads: Retargeting campaigns b) Google My Business Optimization: - Regular updates (posts, photos, offers) - Respond to all reviews within 24 hours - Encourage customer reviews (incentive: 10% discount untuk review) - Target: 4.8+ rating dengan 200+ reviews c) WhatsApp Business: - Broadcast lists untuk loyal customers (max 256 per list) - Weekly newsletter: New menu, events, exclusive promos - Order taking dan reservation via WhatsApp - Customer service channel (response time < 1 hour) d) Website & SEO: - Blog content: Coffee education, brewing guides, origin stories - Local SEO optimization: "coffee shop Jember", "best cafe UNEJ" - Online ordering integration - Email newsletter subscription</p> <p>2. OFFLINE MARKETING (Budget: 30%): a) Campus Marketing: - Flyer distribution di area kampus (5000 pcs/semester) - Banner placement di strategic locations - Student organization partnerships (sponsor events) - Campus ambassador program (recruit 10 ambassadors) b) Event Marketing: - Host bi-weekly events: Open Mic Night, Board Game Night, Book Club - Collaborate dengan student organizations untuk event hosting - Workshop series: Coffee tasting, latte art, brewing methods - Seasonal events: Exam survival packages, graduation celebrations c) Guerrilla Marketing: - Coffee bike untuk sampling di campus events - Street art/mural dengan brand elements - Creative installations untuk photo opportunities - Flash mob atau creative stunts</p> <p>3. LOYALTY & RETENTION (Budget: 15%): a) Loyalty Program: - Stamp card: Buy 10 get 1 free - Birthday rewards: Free drink on birthday month - Referral program: Refer friend, both get 20% discount - VIP membership: Spend 1 jt in 3 months = VIP status dengan exclusive perks b) Student Packages: - Study bundle: Coffee + Snack (Rp 35K) - Group package: 4 drinks + sharing platter (Rp 120K) - Exam survival package: All-day unlimited coffee (Rp 60K) c) Subscription Model: - Daily coffee subscription: 20 drinks/month (Rp 300K = save Rp 100K) - Corporate subscription: Office coffee supply</p> <p>4. PARTNERSHIP & COLLABORATION (Budget: 10%): a) Influencer Partnerships: - Micro-influencers: Product review, giveaways (Rp 500K - 1jt per post) - Campus influencers: Student leaders, organization heads (barter system) - Food bloggers: Invite untuk tasting sessions b) Brand Collaborations: - Co-branding dengan local brands (apparel, accessories) - Cross-promotion dengan complementary businesses (bookstores, coworking) - Delivery platform partnerships: Featured merchant, exclusive promos c) Community Partnerships: - Sponsor student events dan competitions - Support local initiatives (environment, education) - Collaborate dengan artist community untuk exhibitions</p> <p>5. PUBLIC RELATIONS (Budget: 5%): a) Media Relations: - Press releases untuk milestones (opening, awards, new products) - Pitch stories ke local media (newspapers, radio, online media) - Host media gathering untuk new product launches b) Community Engagement: - CSR activities: Free coffee untuk public servants, donate to causes - Participate dalam local festivals dan exhibitions - Environmental initiatives: Beach cleanup, tree planting</p> <p>PROMOTIONAL CALENDAR: • Weekly: Flash sale Wednesdays (buy 1 get 1), happy hour 14:00-16:00 (20% off) • Monthly: New menu launch, loyalty member appreciation day • Seasonal: Back to school promo (August), exam season (November, May), graduation (July) • Holidays: Valentine, Independence Day, Year End Sale</p> <p>MEASUREMENT & KPI: - Social media growth: 20% MoM - Engagement rate: 5%+ - New customer acquisition: 100 per month - Customer retention rate: 40% - Promotion redemption rate: 30% - ROI: Minimum 3:1 (Rp 3 revenue for every Rp 1 spent)</p>
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Media yang Digunakan

PRIMARY CHANNELS: • • 1. OWNED MEDIA: • • Instagram (@kedaikopipandu) - Main communication channel • • TikTok (@kedaikopipandu) - Viral content & trends • • Facebook Page (Kedai Kopi Pandu Jember) - Community & events • • WhatsApp Business (+62 821-3456-7890) - Direct communication & orders • • Website (www.kedaikopipandu.com) - Online ordering & blog • • Email Newsletter (hello@kedaikopipandu.com) - Monthly updates • • Google My Business - Local search & reviews • • YouTube Channel (planning) - Long-form content • • 2. PAID MEDIA: • • Instagram Ads (Feed, Stories, Reels) • • TikTok Ads (In-Feed Video) • • Facebook Ads (Carousel, Video) • • Google Ads (Search, Display) - planning • • Influencer sponsored posts (4-8 per month) • • GoFood/GrabFood featured merchant • • 3. EARNED MEDIA: • • User-generated content (customer posts dengan hashtag) • • Customer reviews (Google, GoFood, GrabFood) • • Press coverage (local newspapers, online media) • • Word-of-mouth referrals • • Blog mentions & backlinks • • 4. OFFLINE MEDIA: • • Campus flyers & posters • • Banner & signage di strategic locations • • In-store materials (menu boards, table tents) • • Merchandise (tote bags, tumblers dengan branding) • • Event materials (booth, roll-up banners) • • CONTENT DISTRIBUTION SCHEDULE: • • Instagram: 2 posts/day (Feed) + 5-8 Stories/day • • TikTok: 3-4 videos/week • • Facebook: 1 post/day • • WhatsApp Broadcast: 1x/week (Fridays) • • Blog: 2 articles/month • • Email Newsletter: 1x/month • • CONTENT THEMES: • - Monday: #MondayMotivation (inspiring quotes dengan coffee) • - Tuesday: #TipsTuesday (coffee tips, brewing guides) • - Wednesday: #FlashSaleWednesday (promotional) • - Thursday: #ThrowbackThursday (customer stories, memories) • - Friday: #WeekendVibes (event announcements) • - Saturday: #SaturdaySips (new menu, seasonal drinks) • - Sunday: #SundayFunday (behind-the-scenes, team stories)



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STRATEGI PRICING KOMPREHENSIF: 1. VALUE-BASED PRICING PHILOSOPHY: - Price reflection dari quality & experience yang kami deliver - Competitive dengan national chains tapi dengan better value - Affordable untuk target market (students) tanpa sacrifice margin - Transparent pricing (no hidden charges) 2. PRICE POSITIONING: a) Competitor Benchmarking: • National Chains (Kopi Kenangan, Janji Jiwa): Rp 18K - 28K • Our Pricing: Rp 15K - 30K • Positioning: Premium quality dengan affordable price (sweet spot) b) Price Points per Category: • Coffee Beverages: - Basic Coffee (Americano): Rp 15K - Signature Drinks (Latte, Cappuccino): Rp 18K - 25K - Premium/Specialty: Rp 28K - 30K • Non-Coffee: - Tea & Other: Rp 15K - 22K - Premium (Matcha): Rp 28K - 30K • Food: - Snacks: Rp 15K - 25K - Main Course: Rp 30K - 35K - Pastries: Rp 25K - 28K 3. PSYCHOLOGICAL PRICING TACTICS: a) Charm Pricing: - End prices dengan 000 instead of 999 (Rp 25.000 not Rp 24.999) - Perceived as more honest dan straightforward b) Price Anchoring: - Display premium options first untuk make standard options look reasonable - Bundle pricing untuk increase perceived value c) Size Pricing: - Small (Rp 18K), Regular (Rp 22K), Large (Rp 28K) - Regular = most popular = highest margin 4. DYNAMIC PRICING STRATEGIES: a) Time-Based Pricing: - Happy Hour (14:00-16:00): 20% off all beverages - Late night discount (after 20:00): 15% off untuk encourage evening traffic - Weekend premium: No discount on weekends (natural high demand) b) Day-Based Promotions: - Flash Sale Wednesday: Buy 1 Get 1 selected items - Thirsty Thursday: Iced drinks 10% off c) Volume Discounts: - Group orders (4+ drinks): 5% discount - Catering (50+ cups): 10% discount - Corporate subscription: 15% discount 5. BUNDLING STRATEGY: a) Combo Pricing: - Coffee + Pastry: Rp 40K (save Rp 8K) - Rice Bowl + Drink: Rp 45K (save Rp 7K) - Study Package (Coffee + Snack + Extra shot): Rp 35K (save Rp 5K) b) Event Packages: - Basic Event: Rp 200K (space only) - Standard Event: Rp 400K (space + 20 drinks) - Premium Event: Rp 800K (full package) 6. LOYALTY PRICING: a) Membership Benefits: - Stamp Card: Buy 10 get 1 free (effectively 9% discount) - VIP Members: 10% off all purchases - Birthday Reward: 1 free drink - Referral Discount: 20% for both referrer and referee b) Subscription Pricing: - Daily Coffee Sub: 20 drinks for Rp 300K (Rp 15K/cup = 25% saving) - Coffee Bean Sub: 500gr monthly for Rp 150K (vs Rp 180K retail) 7. PREMIUM PRICING for PREMIUM VALUE: a) Specialty Series: - Single Origin Espresso: Premium pricing untuk rare origins - Seasonal Limited Editions: Premium 20-30% untuk exclusivity - Workshop/Training: Premium service pricing b) Customization Fees: - Extra shot: +Rp 5K - Alternative milk (oat, almond): +Rp 5K - Extra toppings: +Rp 3K-5K 8. COMPETITIVE RESPONSE STRATEGY: a) Match Pricing: - Monitor competitor pricing weekly - Match prices for comparable products when necessary - Never compete on price alone (compete on value) b) Promotional Response: - Counter competitor promotions dengan better value propositions - Focus on unique offerings yang competitor tidak punya 9. SEASONAL PRICING: a) Peak Season (exam period, events): - No discounts (demand already high) - Focus on volume dan upselling b) Low Season (semester break): - Aggressive promotions untuk maintain traffic - Special packages untuk non-student segments 10. COST-BASED PRICING FRAMEWORK: a) Margin Targets: - Beverages: 60-65% gross margin - Food: 55-60% gross margin - Services: 70%+ gross margin b) Break-Even Analysis: - Fixed costs per month: Rp 25 juta - Average transaction: Rp 45K - Break-even: 556 transactions/month (18.5/day) - Target: 4.500 transactions/month (150/day) untuk desired profit c) Price Adjustments: - Review quarterly based on: * COGS changes (coffee bean prices, milk, etc) * Competitor movements * Demand elasticity * Customer feedback PRICING COMMUNICATION: - Clear menu boards dengan no hidden fees - Price list available di social media - Transparent about why we price the way we do (quality, fair trade) - Educate customers on value (specialty grade, sustainability, community impact)

Target Bulanan

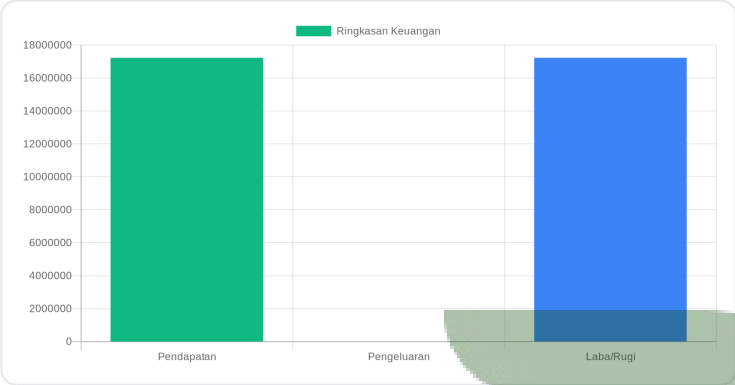
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RENCANA KOLABORASI STRATEGIS: 1. STUDENT ORGANIZATIONS (Target: 15 partnerships): a) BEM (Badan Eksekutif Mahasiswa) UNEJ: - Official venue partner untuk rapat dan acara - Discount 15% untuk anggota dengan ID card - Co-branding untuk campus events - Revenue sharing model: 10% dari event sales back to BEM b) Himpunan Mahasiswa (Student Associations): - Partnership dengan 10+ major himpunan (Teknik, Ekonomi, MIPA, dll) - Free event space untuk monthly meetings - Member discount program - Co-host workshop relevant to their major (e.g., "Business of Coffee" untuk FEB) c) UKM (Unit Kegiatan Mahasiswa): - Music UKM: Host monthly open mic night - Photography UKM: Photo exhibition space + photo sessions - Entrepreneurship UKM: Business talks & networking events - Creative UKM: Art exhibitions, poetry readings - Barter system: Space/F&B exchange untuk promotion d) Student Ambassador Program: - Recruit 10 influential students dari berbagai fakultas - Benefits: Free coffee (2 cups/day), exclusive merch, event invites - Responsibilities: Social media posts, word-of-mouth promotion, event mobilization - Target: Each ambassador bring min 10 new customers/month 2. INFLUENCER PARTNERSHIPS (Budget: Rp 6 jt/month): a) Micro-Influencers (10K-50K followers): - Target: 4-6 collaborations per month - Types: Food bloggers, lifestyle influencers, student influencers - Deliverables: 2 Instagram posts + 4 Stories + 1 TikTok video - Investment: Rp 500K - 1.5 jt per collaboration (atau barter) - Expected reach: 50K+ impressions per collab b) Campus Celebrities: - Student leaders, pageant winners, athlete - Barter system: Free coffee + merchandise - Authentic endorsements (genuine customers) c) Content Creators: - Partner dengan videographers untuk content creation - Exchange: Free space + F&B untuk their content shoots - We get content assets untuk our marketing 3. CORPORATE PARTNERSHIPS: a) Nearby Offices & Co-working Spaces: - Corporate catering packages - Daily office coffee delivery subscription - Meeting venue partnership - Employee discount program (15% dengan company ID) - Target: 10 corporate accounts within 12 months b) Supplier Partnerships: - Coffee Farmer Cooperatives (Ijen, Bondowoso): * Fair trade direct sourcing * Joint marketing: Farm-to-cup story * Farm visit events untuk customers * Co-branding opportunities - Local UMKM Suppliers: * Pastry makers, food suppliers * Featured supplier spotlight di social media * Cross-promotion 4. DELIVERY PLATFORM PARTNERSHIPS: a) GoFood, GrabFood, ShopeeFood: - Featured merchant status - Platform-sponsored promotions - Exclusive menu items untuk platform - Data sharing untuk customer insights - Joint marketing campaigns b) Payment Partners: - GoPay, OVO, Dana, ShopeePay - Cashback promotions - Featured in app promotions 5. COMPLEMENTARY BUSINESS PARTNERSHIPS: a) Bookstores: - Book reading sessions at our cafe - Display bestsellers for sale - Joint promotion: Buy book get coffee discount b) Gyms & Yoga Studios: - Post-workout coffee discount - Healthy menu collaboration - Cross-promotion to health-conscious segment c) Barber Shops / Salons: - Wait-time coffee service - Joint package promotions d) Hotels & Guesthouses: - Coffee supply untuk breakfast - Tourist recommendation - Accommodation-cafe package 6. EDUCATIONAL INSTITUTIONS: a) Universities: - Guest lecturer: "Entrepreneurship in F&B" - Student research partnerships - Internship program (hospitality/business students) - Campus career fair participation b) High Schools: - Career day presentations - Barista workshop untuk vocational schools - Field trip destination 7. COMMUNITY ORGANIZATIONS: a) Jember Creative Community: - Event space untuk creative meetups - Art exhibition hosting - Design collaboration untuk merchandise b) Startup Community: - Startup Weekend venue - Pitch night hosting - Free coffee for startup founders (community building) c) Environmental Groups: - Joint cleanup activities - Sustainability workshops - Tree planting initiatives - Reusable cup campaigns 8. MEDIA PARTNERSHIPS: a) Local Media Outlets: - Press coverage for events & milestones - Advertorial opportunities - Media gathering dengan F&B sponsorship b) Campus Media: - Student newspaper advertising - Campus radio shout-outs - Featured articles 9. EVENT ORGANIZERS: a) Music Event Organizers: - F&B concession at events - Coffee sponsorship - After-party venue b) Festival Organizers: - Pop-up booth at festivals - Festival partnership - Sampling opportunities 10. FRANCHISE & EXPANSION PARTNERSHIPS: a) Potential Franchisees (future): - Investor/entrepreneur partnerships - Knowledge transfer programs - Scalability planning COLLABORATION MANAGEMENT: • Dedicated Partnership Manager role • Partnership agreement templates • Performance tracking (KPI per partnership) • Regular partner meetings (quarterly) • Win-win mindset: Both parties must benefit • Long-term relationship building (not transactional) EXPECTED OUTCOMES: - 30% of new customers dari partnerships - 20+ active partnerships within 12 months - 500K+ social media reach from influencer collabs - Rp 10-15 jt additional monthly revenue from corporate accounts - Strengthened brand presence across different segments

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14. PROYEKSI PENJUALAN DAN TREN BULANAN

Grafik Proyeksi Penjualan

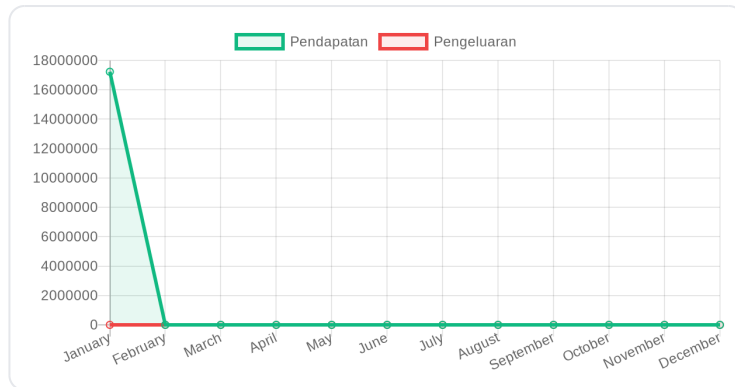


Analisis Penjualan:

Grafik menunjukkan perbandingan antara total pendapatan Rp 17.229.147 dan pengeluaran Rp 0. Bisnis mencapai keuntungan bersih sebesar Rp 17.229.147 dengan margin keuntungan 100,0%.

Tren Bulanan - Tahun 2026

Bulan	Pendapatan	Pengeluaran	Laba Bersih	Transaksi
January	Rp 17.229.147	Rp 0	Rp 17.229.147	2
February	Rp 0	Rp 0	Rp 0	0
March	Rp 0	Rp 0	Rp 0	0
April	Rp 0	Rp 0	Rp 0	0
May	Rp 0	Rp 0	Rp 0	0
June	Rp 0	Rp 0	Rp 0	0
July	Rp 0	Rp 0	Rp 0	0
August	Rp 0	Rp 0	Rp 0	0
September	Rp 0	Rp 0	Rp 0	0
October	Rp 0	Rp 0	Rp 0	0
November	Rp 0	Rp 0	Rp 0	0
December	Rp 0	Rp 0	Rp 0	0



Analisis:

Tren bulanan menunjukkan rata-rata pendapatan Rp 0 dan rata-rata pengeluaran Rp 0. Pendapatan tertinggi terjadi pada 1 sebesar Rp 0. Sementara pendapatan terendah pada 1 sebesar Rp 0. Pola ini membantu identifikasi musim ramai dan sepi untuk perencanaan cash flow yang lebih baik.



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BAGIAN III

ASPEK KEUANGAN

Periode: Tahun 2026



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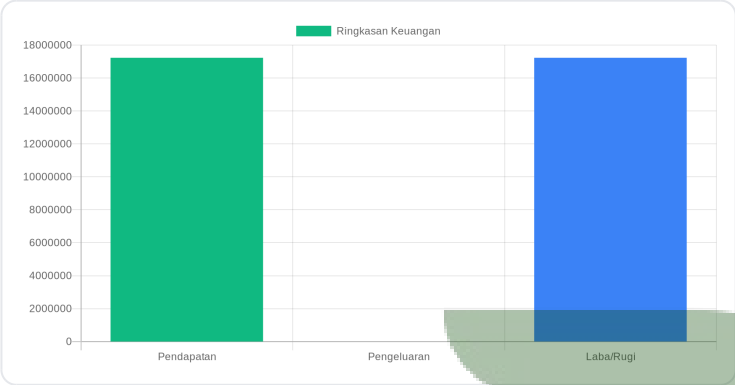
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15. PROYEKSI LAPORAN KEUANGAN

Grafik Pendapatan vs Pengeluaran



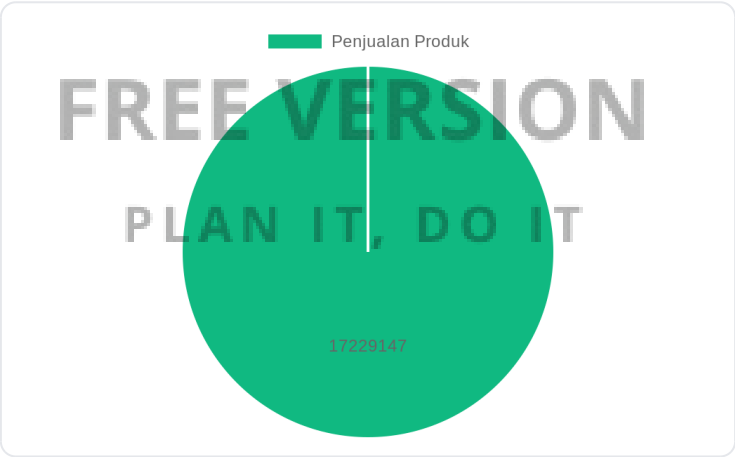
Analisis:

Grafik menunjukkan perbandingan antara total pendapatan Rp 17.229.147 dan pengeluaran Rp 0. Bisnis mencapai keuntungan bersih sebesar Rp 17.229.147 dengan margin keuntungan 100,0%.

Ringkasan Per Kategori

Top 5 Pendapatan

No	Kategori	Total	Transaksi	Rata-rata
1	Penjualan Produk	Rp 17.229.147	2	Rp 8.614.574



Analisis:

Kategori PENJUALAN PRODUK merupakan sumber pendapatan utama dengan kontribusi Rp 17.229.147 (100,0%). Perhatikan bahwa pendapatan terpusat pada satu kategori, risiko konsentrasi tinggi.

Top 5 Pengeluaran

No	Kategori	Total	Transaksi	Rata-rata
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17. RINGKASAN EKSEKUTIF KEUANGAN

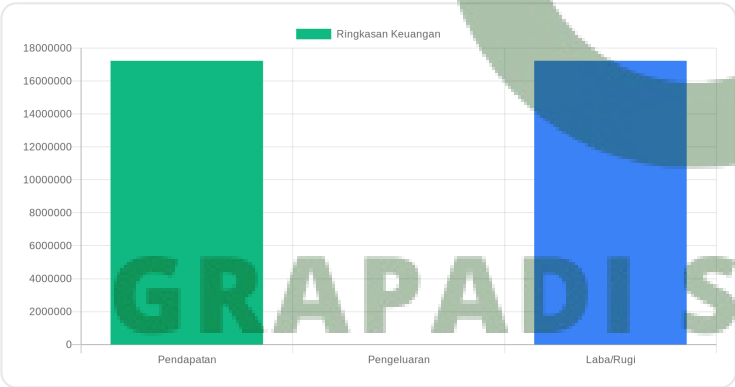
Ringkasan keuangan untuk periode 2026 menunjukkan bahwa bisnis mengalami keuntungan sebesar Rp 17.229.147. Total pendapatan mencapai Rp 17.229.147 dengan total pengeluaran sebesar Rp 0.

Kategori pendapatan tertinggi berasal dari Penjualan Produk, sedangkan pengeluaran terbesar untuk tidak ada. Saldo kas saat ini adalah Rp -12.171.784.

Ringkasan Metrik Keuangan

Metrik	Nilai
Total Pendapatan	Rp 17.229.147
Total Pengeluaran	Rp 0
Laba Bersih	Rp 17.229.147
Saldo Kas	Rp -12.171.784

Grafik Pendapatan vs Pengeluaran



Analisis:

Grafik menunjukkan perbandingan antara total pendapatan Rp 17.229.147 dan pengeluaran Rp 0. Bisnis mencapai keuntungan bersih sebesar Rp 17.229.147 dengan margin keuntungan 100,0%.

Data Forecast Belum Tersedia

Belum ada data forecast untuk periode Tahun 2026.
Silakan buat forecast terlebih dahulu untuk melihat proyeksi keuangan.



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