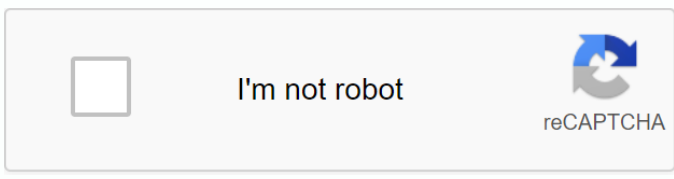


Studi kelayakan bisnis cafe pdf



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1. BUSINESS FEASIBILITY STUDY PROPOSAL KEDAI KOPI BANG BEN This proposal was made to fulfil the group's tasks by Didi Sujadi, S.E., M.M. By: Group II - Almas Izzaty Syahida 2016121203 - Felby Agustini Arneliya 201612146 - Moch. Syawal 2016120975 - Muhammad As'ad 2016120242 - Rika Putri Amelia Listiana 2016121325 - Weni Solekha 2016121831 ACCOUNTING STUDY PROGRAMME 51 FACULTY OF ECONOMICS PAMULANG UNIVERSITY TANGERANG SELATAN 2019 2. FOREWORD Assalamualaikum W. Wb. Praise the grateful author of climbing Allah SWT. Because his grace and strength will enable the writing of suggestions to be completed. The aim of the writing of this proposal is to meet one of the requirements for narrowing the course of the undergraduate degree programme in business feasibility research at the Faculty of Economics at The University of Pamulang, Tangerang. The idea of opening a cafe business actually came from the idea with my friends who were eager to open the business. We also want to open up a wide range of jobs in order to reduce the unemployment rate in Jakarta. Pamulang, March 2019 Building 3. ii. Table of Contents Foreword Page Chapter II INTRODUCTION 1.1 Background 1.1.2 Overview of business potential 2.1.3 Industry Overview CHAPTER III LEGAL ASPECTS 2.1 Business names 2.2 Legality of the business CHAPTER 6 III MANAGEMENT ASPECTS 3.1 CHAPTER 8 MARKETING ASPECTS 4.1 Segmentation, targeting, locating 10.4.2 Requests 10.4.3 Offers 12.4.4 Marketing strategies 12.4.5 Analysis of business opportunities CHAPTER 14 IV PERSPECTIVE LOCATION OR USE 5.1 Location of the product 16.5.2 Commercial Real Estate 17.5.3 Business plan CHAPTER 18 ECONOMIC AND SOCIAL ASPECTS 6.1 Economic aspects 18.6.2 Economic barriers 20.4. II. 6.1. Social aspects CHAPTER VII FINANCIAL ASPECTS 7.1 Source of funds and 23.7.2 Investment needs and working capital CHAPTER 23. Chapter VII CONCLUSIONS 8.1 Conclusions 26.8.2 Proposals 26.5. CHAPTER 1 INTRODUCTION 1.1 Background Higher stress levels make people need a place where they can just relax, or a refreshing place that can rejuvenate the atmosphere. The cafe will have one of the community's favorite choices. In addition to being a special culture in Indonesia, people have been shown to have a great interest in visiting places loved by people of all ages. Cultural changes increasingly make the existence of cafes in the community. The role of the media – often the media that socialized cafes support the development of specialty cafes. Cafes were originally used as a gathering place for people, but now it seems that cafes have an additional function as a place to meet old friends, friends or even business relationships to discuss a particular business. This business is supported by the growing economy of the Jakarta region. This can be seen in the development of business centres and offices in the centre of Jakarta. This makes the business opportunities at bang ben cafe fully transparent in accordance with the standard of living of the people of Jakarta. The development of people's lifestyles and eating habits – chatting and gathering while drinking coffee spurred the establishment of this business. The number of Jakarta employees and young people certainly needs space to get together and interact, and the answer is to build Business 6. 2 Bang Ben Cafe. In addition, we do not see any special place that offers other drinks as its main product. Most shops today in Jakarta only serve the same level of food and drinks in every store. The concept of our efforts to embrace all circles of parents, employees, students and others can be gathered to discuss – to discuss. By offering many flavor and coffee variants, this business is very strategic combined with snacks with a nice place, and our efforts are easy to find. 1.2 An overview of the potential of coffee potential in different parts of the archipelago is quite easy for companies to meet groundbreaking business development coffee raw material needs. Of course, companies listed as one world-class coffee-producing country can exploit Indonesia's natural resources without having to import coffee raw materials from overseas markets. In addition, coffee is one of all people's favorite drinks. Not just men who like coffee as friends. With the creativity of a businessman combining the menu of coffee options, several young people, women, even parents, also like different coffee drinks with increasingly diverse choices. This condition still makes the opportunity for the coffee drinks business pretty good, because the market opportunities you can pursue are so vast, so you're 7. 3 no need to worry about the presence of a modern cafe that brings famous brands from abroad. Nowadays, the habit of coffee or crowding – crowded a cup of coffee not only to meet needs, but also began to become their own way of life for most people throughout the archipelago. No wonder the phenomenon is now also exploited by many people to make a big profit by opening a cafe business: Filling your free time while enjoying a cup of coffee with family or friends is fun. Who would have thought that this way could also create attractive business opportunities with impressive wins. Given the huge public interest in a variety of coffee drinks, the coffee shop business has never abandoned customers, despite being in the midst of a coffee shop that has recently begun to emerge. This is, of course, a great opportunity for beginners who want to dive into the business world. 1.3 The coffee industry overview is an important type of drink for most people around the world. Not only because of the enjoyment of coffee drinkers, but also because of the economic value of countries that make and export coffee beans (such as Indonesia). For some people, this product, made from dried coffee beans (flowering plants of the Rubiaceae family), is called the second most legally traded commodity in human history. Indonesia is one of the most important coffee producers and exporters. The top four in the world. Most of the products are low-quality varieties, Indonesia is also famous for a number of specialty coffees, including premium coffee (known as the world's most expensive coffee) and Mandailing coffee. In the case of agricultural commodities, coffee is Indonesia's fourth largest currency producer after palm oil, rubber and cocoa. Coffee was brought to the archipelago by the Dutch, who initially planted coffee trees around their area in Batavia, but then quickly expanded coffee production to the Bogor and Sukah regions of West Java in the 17th and 18th centuries. Indonesia proved to have an almost ideal climate for coffee production, which is why the plantations were soon established in other areas of Java, Sumatra and also Sulawesi. Straits. The Finnish coffee industry is very diverse, from domestic business units to the multinational coffee industry. The products are manufactured not only for the needs of domestic coffee consumption, but also to fill the market abroad. This shows that coffee consumption in the country is an attractive market for entrepreneurs, who continue to offer prospects and opportunities while demonstrating favourable conditions for investing in the coffee industry. 3 CHAPTER II LEGAL ASPECTS 2.1 The business name of this business unit is Kedai Kopi Bang Ben sales coffee drinks by producing delicious coffee drinks. Organization name : Bang Ben Coffee Shop Organization Type : Owner : Almas Izzaty Syahida Felby Agustini Arneliya Moch. Syawal Muhammad Acal Rika Putri Amelia Listiana Weni Solekha Address : 3. Serengeng Sawah, (Front Station Universitas Pancasila, directed by Pa. Minggu), Kel. Serengeng Sawah, Kec. Jagakarsa, South Jakarta No. Phone : 0822 3344 6789 10. 6.2.2 Legality of the business in terms of the legality of the business, our business unit has several legal entity documents as a condition of the business to ensure business flow the following day. Some of the legal documents relating to legal aspects are: 1. Legal entity The business form related to the use of the Company is Company. Since the company consists of 6 members, the company chooses the form of the company's business. The company itself is a business unit set up by 2 or more companies, in which each member is solely responsible for the company. The capital comes from the founding members. The earnings or profits are distributed to the member by comparison according to the actions of its establishment. 2. The lease concluded by Kedai Kopi Bang Ben's landowner and entrepreneur in the form of either a written agreement or an oral agreement has been established that the purpose of the contract is to be used as a business. 3. Bang Ben Coffee Shop's business register or business license prepared a business license from the Office of Industry and Commerce. 4. NPWP (Taxpayer Identification Number) As a business unit, the Bang Ben Coffee Shop business also registers 11. NPWP for corporate assets to the local tax department. NPWP is the amount used as a self-identification or identity identifier for the taxable person's tax rights and obligations. 5. A Business License (STLU) is a company license obtained by applying to a local local office. On this basis, the company also draws up a license for the site. 6. Domicile and IIB permits, as the Bang Ben Coffee Shop business requires the establishment of a warehouse for a piece of land. For the sake of smooth business, the company licenses the use of land as a country where the warehouse operates out to the company's business. 12. CHAPTER III MANAGEMENT ASPECTS 3.1 Organization chart The establishment of this business certainly requires good management of goods, financing and workers in order to achieve the expected results. Before managing the business, it is necessary to pass on the form of ownership of Kedai Kopi Bang Ben's business as an individual (relative) so that the participants in the processing of this business are relatives, in this case comrades. As far as labour needs are concerned, there are 10 people in the workforce, which are then divided into two shifts, namely shift 1 between 11 a.m. and 7 p.m., and shift 2 between 7 p.m. and 1 a.m., when the business is jointly owned by the capital system. Business managed together, and each person has their own tasks, for example from 10. (1) 5 persons responsible for finding and processing materials. (1) a person whose job it is to deliver orders and the labour when needed. When considering the form of ownership of a business, i.e. individuals (relatives), the form of organisational management or division of business tasks is as follows: 13. 9 OWNER Rika Princess Amelia Listiana MANAGER Moch. Syawal ACCOUNTING Weni Solekha ASI. Director Felby Agustini Arneliya MARKETING Almas Izzaty Syahida SUPERVISOR Muhammad A'ad EMPLOYEE 14. CHAPTER 10 IV MARKETING ASPECTS 4.1 Segmentation, targeting and positioning 1. Segmentation For this coffee product, the company segments consumers, especially teenagers or adolescents and adults in general. The age group of the business segments consumers especially in their teens is because teenagers love new and different things and teens like to drink coffee that differs from homemade. 2. Targeting the company selects the target market, which is niche marketing, where the company has limited resources and the company serves only one segment, namely the age segment. 3. The unmixing of the company's products shall be coffee drinks produced by the company using coffee beans from different regions of Indonesia sold between 5 000 and Rp 20 000 4.2 Request 1. Current demand development Today demand for coffee drinks is growing as the community lifestyle grows by 15. 11 aims to illustrate the western way of life and the normality of people who want to gather and chat – to chat over coffee. 2. The possibility of future demand in the interests of increasing income, community activities and lifestyle coffee making, it becomes a community habit. In addition, future coffee drinking becomes a trend along with the growing activity of someone who usually needs a drink that is able to make a fresh activity, which is one of the options is coffee. The many options on the coffee menu make people interested in continuing to try all the flavors of coffee. 33% 28% 30% Bang Ben Coffee Shop Other office students 16. 12. 4.3 Offer 1. Jakarta's current offering has developed very rapidly in the cafe business as new cafes and instant coffee permits have increased. But there is still no offer for Bang Ben Coffee Shop itself in Jakarta, so our business is still the only one in Jakarta that gives more benefits to the appeal of cafes and franchises that already exist today. 2. Future offering Given the huge potential of the cafe business in the future then we need a product offering that offers more value and benefits to consumers. The offer will be more diverse and competitive as it has been supported by IT equipment that facilitates the scope of transactions or exchange of information between sellers and buyers. Companies in the sector should therefore be able to make innovative offers in order to attract the market. 4.4 Marketing Strategy Bang Ben Coffee Shop's marketing strategy uses a 4P marketing portfolio. Here's an explanation: 1. Price (Price) The price of the company's products is affordable for consumers, especially 17 consumers. 13 teenagers who love quality products at affordable prices. 2. Place (Place) Place operates in a crowded area of activity, such as Jalan Serengeng sawah, in front of pancasila university's Statun and campus, where there aren't many students – students looking for a place where they can hang out or do lecture assignments, and places with educational institutions and other offices. 3. Product (product) Products

that the production company is a product that uses high-quality raw materials and without artificial sweeteners. In addition to selling the company's products, the company also provides services to satisfy its customers so that if the customer is satisfied with the company's services and products, the company expects the customer to return to buy the company's coffee drink products. 4. Promotion (promotion) of the company using as much social media as possible for 18. 14 Help showcase the company's products. In addition, according to the company, many children - young people use social media so that information about the company's products is faster in the company's consumers. Facebook, Twitter and Instagram are used by social media companies. The company disseminates information about where the company sells, information about discounts, if it follows the company's Twitter and tweeted the most unique mention of the company's products, then gets a discount. The company also shares images of variations - raw variations of the company's products and photos - from which the company sells. 4.5 SWOT Business opportunity analysis is a feasibility analysis against a company, including business strength or strength, business weakness or weakness, opportunities or opportunities that must be achieved in the context of the business being executed. Threats or threats that may arise and disrupt the course of the business. The SWOT analysis carried out at Bang Ben Coffee Shop is: 1. Strength a. Unique product with basic ingredients coffee b. Made from coffee of high quality c. It tastes good. Processing process without scars, without preservatives, without 18. 15-eyes, without artificial sweeteners and made of really ripe water and hygienic. 6. Affordable fragrant aroma 1. There haven't been many competing projects. 2. Weakness a. MAM (Mouth By Mouth) is still the most promoted. The price of raw materials, especially coffee, is volatile b. Opportunity a. It can be a very promising business opportunity b. Could be an icon who gathers young GenZs, friends to hang out together. 4. Threat a. Manufacturing is so easy that it's easy to emulate, so it creates business competition. 20. CHAPTER 16 VI PERSPECTIVE LOCATION OR ACTIVITY 5.1 Production site As a production company, the company does not use the office or factory as the company's products. But the company as a manufacturing company needs a warehouse located in the Jakarta area. The location the company decides to run this business is designed for the area: General: Lontong Agung District (Pancasila University) Students: Near the Campus of Pancasila University, University of Indonesia and Guna Darma University Office Employees: Jalan Seneng Sawaah Office 21. 17 Advantages of production sites: 1. Availability of labour. The workforce we hire has coffee-making labour and an ordinary worker who works as a waitress and janitor. If a company needs more manpower later, it is very easy to find as it is close to a densely populated urban center. 2. The availability of facilities and infrastructure in an urban center is certainly a problem of facilities and infrastructure that is very easy to achieve compared to other regions. 3. Easy to expand. One of the considerations of the company's expansion is due to potential consumers that the company can see and evaluate. 4. The state of Community customs, culture or attitude shall give a positive response. 5. The laws applicable in the area shall not be laborious. 6. Implementation schedule: This business will start to start and be presented to the community as of April 1, 2019. 5.2 The company's business is based on the production of coffee drinks. The company's business is to process coffee beans into delicious coffee drink and other good quality. The company also gives extra taste to be more innovative. 22. 18 5.3 Business plan 1. Business Business The company's operations include sales plans, product inventory plans, employee payroll scheduling, quality control, and sales cost control. 2. The operational materials of Bang Ben Coffee Shop shall be managed by owners who participate fairly in their own field divisions, which include financing, product quality and marketing. 3. Maintenance Operations We use experts to do the maintenance that is specific to this business. Care is carried out periodically and continuously with the help of experts from our partners. 23. CHAPTER 19 VI ECONOMIC AND SOCIAL ASPECTS 6.1 ECONOMIC ASPECTS 1. Give The manufacturing companies in the Community manufactured by this company produce the product in the form of coffee drinks. Although at the beginning of the company the company did not need a workforce. But in the future, the company will need an experienced local workforce. 2. With the help of local resources, this company will certainly need raw materials in order to produce the product. The raw materials used here in the production of coffee come from Indonesia in a quality that is not of the same quality as products abroad. In other words, the company does not have to import raw materials from outside in order to obtain high quality, as Indonesia itself already has raw materials that meet the company's quality requirements. 3. Currency rescue This manufacturing undertaking shall use only raw materials and labour from within the country and shall not use raw materials or labour from abroad. Therefore, reducing the use of imported goods means that it can save currency. 4. The growth of other industries through this new business, which is expected to result in, or is expected to be, 24 June 2004, will be the result of the 24th day of 2016. 20. encourages citizens to grow other support sectors. Like raw materials industries or other commercial sectors. This is one of the positive evidence of this action. 5. Increasing national income As this product can be produced and consumed domestically so that imports and other charges are reduced even if they do not exist at all. 6.2 Economic barriers 1. Tropical climate Here the climate has a good impact on meeting raw material needs. How much raw materials are obtained depends greatly on the climate, where weather and seasons are the main factors. If the supply of raw materials decreases, it can increase the price of the raw material. As a result, the price of a coffee drink will also rise, allowing consumers to look for replacement products. 2. Low productivity Where the consumer's income or the Purchasing Power of the Community is low, the consumer shall give priority to the main basic needs first. 3. The value of foreign income is due to the fact that poor countries rely on the export of elastic raw materials by 25 June 2004. 21 supply of demand for inflexible price changes that will result in long-term losses. 4. High population pressure, where this can be a lack of public awareness of a healthy life and can be long-lasting. Alcohol, for example, can later become the culture of the country. 6.3 Social aspects The main purpose of a company is to make as much profit as it is. However, a company cannot live alone, the company lives together - together with other components, one of the other components that is intended is a social institution in order for the company to social responsibility. 1. The company's task as a social institution shall be to carry out various activities at the same time. For example, this manufacturing company can produce its raw materials as limited products and continue to market them directly to consumers with the best possible service. 2. Changes in complex social conditions Consumers are aware of health at any time and seek to obtain healthy products and sometimes regardless of costs. But sometimes consumers are used to a negative culture. 26.22 For example, pop culture - drinking with alcoholic beverages and they certainly no longer care about health. 3. In a pluralistic society, change A pluralistic society is the life of different groups that affects the business environment in order to obtain social, economic and political expectations. Each group strives to develop itself in such a way that the system is effective. With regard to the above, companies should have social benefits that should be accepted by society, such as opening up new jobs, improving the quality of life, giving positive trends and positive social benefits. 27.23 CHAPTER VI FINANCIAL ASPECTS: 7.1 Source and use of funds for the needs of this risk capital, then this enterprise uses its equity capital and the funds are allocated to all the needs of the funds for all activities. 7.2 Investment needs and working capital 1. The rental costs of the place are 5,000,000.00/month and Rp 60,000,000.00/year. 2. The license fee for this business is Rp 1,500,000.00 Rp. 3. Fixed assets and fixed assets Modified coffee maker, 1 pc refrigerator beverage appliances, 40 sets of containers, 20 sets of tableware - Fan chairs Cleaning equipment Trash Mini generator 1500 watts Cashier complete Fixed asset total Rp. 40,000,000.00 Rp. 8,000,000.00 Rp. 2,689,000.00Rp. 1,200,000.00Rp. 400,000.00 Rp. 3,000,000.00Rp. 2,400,000.00 Rp. 1,200,000.00Rp. 1,010,000.00 Rp. 1,000,000.00Rp. 2,000,000.00Rp. 8,000,000.00 Rp. 700,000.00 Rp. 707,000.00 Cash coffee ingredients Total inventories Rp. 10,000,000.00Rp. 1,000,000.00Rp. 3,000,000.00 Rp. 20,000.00 Rp. 24.4. Economic forecasts a. Forecasted net sales: (1) Net sales per day: (2) Net sales per month Net sales in year: (3) Coffee and food supply: (4) Employees' salaries - 6 executives - 10 employees (5) Electricity costs (6) Limited histories (7) Peps (8) Number of telephone costs c. Projected sales / Profit / Loss = Income - Expenses Rp. 3,000,000.00 Rp. 70,000,000.00 Rp. 380,000,000.00 Rp. 64,800,000.00 Rp. 57,600,000.00 Rp. 10,000,000.00 Rp. 2,400,000.00 Rp. 3,000,000.00 Rp. 840,000,000.00 Rp. 840,000,000.00 Rp. 0 Rp. 597 Rp. 242,200,000.00 d. Rental benefit analysis = Net result x 100 % = Rp 242,200,000.00 = 40.5 % Total capital 597 800 000.00 Profitability = Net profit x 100% = Rp 242,200,000.00 = 28.8 % Sales turnover Rp 840,000,000.00 Conclusion : Rental capacity Kedai Kopi Bang Ben greater than profitability, then this business is profitable. E. Calculating Break Even Point (BEP) using the cheapest selling price @ Rp. 5,000.00 Total cost or capital = Rp 597,800,000.00 = 119,560 cups part of the unit sales price Rp 5,000.00 So in one year we experienced a keep point when already 119,560 doses 29. 25 or if calculating BEPnya = 119,560 : 12 months: 30 days = 332.1 or 333 cups per day. 30. CHAPTER VIII CLOSURE 8.1 The conclusion of the Bang Ben Coffee Shop concludes that the business is worth turning, even though it includes a new project. The company hopes that the company's products can be a supporter and compete with other products, especially coffee drink products that have circulated in the Community. The company has high hopes for this business to be known to the public and many of its fans. The company's advantage is that the company's raw materials consist of fresh, high-quality and healthy coffee beans, so the company believes in the purpose of this business in addition to profit. The company hopes that Kedai Kopi Bang Ben's business can lift the spirit of entrepreneurship in Indonesia, especially the younger generation in Indonesia, because if there is a lot of entrepreneurship in the country, then surely the country's economy will grow rapidly. In addition, this operating profit is expected to help Bang Ben Coffee Shop's business capital in the future. 8.2 Advice on running this Bang Ben Coffee Shop must take into account how to store high-quality coffee drinks and find the right segment. Setting up a location also determines how this product is marketed to the public. Community, it's me.

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