

ABSTRACT

Kami pencinta kopi sangat mengharapkan dapat menikmati kopi yang berbeda dari yang disajikan atau dihidangkan di *Café* atau di *Coffee Shop*.

Dalam hal ini kami membuka coffee shop yang bernama **Coffee Land shop**, yang menghadirkan kopi yang berbeda dari kopi yang disajikan di *Café* atau *Coffee Shop*. **Coffee Land** merupakan jenis usaha dalam bidang kopi, selain itu **C'Land** menghadirkan makanan ringan dan jenis minuman yang lain.

Karena itu di dalam *business plan* ini kami memaparkan mengenai perusahaan ini, latar belakang perusahaan, target market, rencana kerja, perekrutan karyawan dan keuangan perusahaan.

EXECUTIVE SUMMARY

Coffee Land Shop (C'Land Shop)



"Refresh Every Time"

Dr. Djunjunan Street no.84

Bandung

Main Activities

C'Land Shop has an aim to satisfy the customers by providing beverages and light meals to the customers. Our specialty is coffee especially *Viennese Coffee*; it is a mixture of chocolate, strong coffee, cinnamon, and cocoa. It is served in a coconut shell. Besides, we also provide facilities such as; free internet areas, a mini library, a juke box, and a billiard table.

Market Potential

C'Land Shop has a great potential in the market because almost all people in Indonesia like drinking coffee and tea. Furthermore, many people especially young people like spending their time to drink tea, coffee, and chocolate with homey and cozy ambience. The customers will absolutely enjoy the panoramic view of an island in our homey and cozy coffee shop.

Finance Projection

After calculating Cash Inflow, Cash Outflow, Cash Flow, and Net Present Value, it turns out that **C'Land Shop** Pay Back Period is 3 years and 7 months. There are two major investors, each of them invested Rp150.000.000 for this business.

Investment Allocation

Initial investment is Rp217.070.500 which includes equipment, place renovation, decoration, and furniture. ***C'Land Shop*** chooses the best equipment and furniture to make the customers comfortable. Undoubtedly, this coffee shop is a profitable and promising business.

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