

# CHAPTER 1

## BACKGROUND

Nowadays many people especially young people like spending their time to drink tea, coffee, chocolate or even some snack at a café or a coffee shop while they are reading, relaxing, working, or just hanging out with friends and colleagues. In *Republika* newspaper dated 12 June 2007, there is an article entitled “*Meneguk Nikmatnya Secangkir Kopi*”, which states that almost all people in Indonesia like drinking coffee and tea. Moreover, an expert of coffee, Astrid Amalia says that a cup of coffee or tea is a best friend for their time (p.20). This is why, we are going to open a coffee shop named ***C’Land (Coffee’s Island)***.

### 1.1. Vision

The vision of ***C’Land*** is to give the best service and needs of every customer with the best price. We use this vision because ***C’Land*** intends to show that consumer satisfaction is the most important thing in this business.

## 1.2. Mission

The mission is to become the coffee shop which provides the best service to satisfy the customers.

## 1.3. Slogan

*“Refresh every time”*. It means that our coffee shop aims at providing first-class service to make the customer feel fresh, comfortable and welcomed at our coffee shop.

## 1.4. Logo



### **1.5. Company Ownership**

**C'Land** is a partnership business. There are two major investors involved, Mr. Erick and Ms. Leoni. Each of us invests Rp150.000.000 for initial investment.

### **1.6. Company Summary**

We choose the name of **C'Land** because when people enter the area of the shop they will feel the comfortable ambience of a little island. When they come into the coffee shop, they will see the artistic decorations combined with brown yellow carpet. Besides, people can enjoy drinking a cup of coffee or tea in a relaxed atmosphere of an island. Moreover, the name is simple and easy to remember. We believe that our business can be a new competitor of other coffee shops such as Starbuck in Cihampelas Walk and Paris Van Java mall, Excelso in Istana Plaza, and Black Canyon in Paris Van Java mall.

### **1.7. Company Location and Facilities**

**C'Land** is located in Dr. Junjunan Street, it is near to Grand Aquila Hotel, and the Honda office, so the hotel guests and the employees of Honda office can stop by at our coffee shop. Furthermore, it is not far away from Maranatha Christian University, so the Maranatha students can also stop by at our coffee shop.

We notice that other coffee shops have great facilities. Some coffee shops even provide an excellent service. So we are going to make a one-stop coffee shop, where we provide qualitative service with more competitive price than other coffee shops. Our coffee shop will also provide a place for costumers to spend their time with supporting facilities such as free internet areas (hot spot), a mini library, a juke box, a billiard table, and sofa. Our place is homey and it has a cozy ambience. The outside area of the shop is nicely designed with natural atmosphere. We open everyday from 08.00 a.m. until 09.00 p.m. and every weekend we will have a group discussion about books and movies. We also provide book club card, for those who like reading books, and every month we will invite book writers.

### **1.8. Product and Services**

In terms of the quality of the beverages, we offer the special coffee. We name it *Viennese Coffee*, it is a mixture of chocolate, strong coffee, cinnamon, and cocoa. Our beverages also have different various qualities and flavors, such as Unique Blend Cappuccino, Midnight Coffee, Urban Fix Coffee, Copacabana, Blend Tea, and others. We will supply the coffee from other areas in Indonesia such as Toraja, Medan, and Aceh. Besides, the recipe of our product is unique. In order to satisfy the customers we also provide Western light meals such as soup, sandwich, salad, and others.

### **1.9. Class of Customer**

Our customers are young people, families and professional workers, aged 16 – 50 years old. Furthermore, our potential customers are the visitors of Grand Aquila Hotel and Maranatha Christian University students. The social classes of the customers are from the middle to high class.