

# **CHAPTER I**

## **BACKGROUND**

### **1.1 Background of Study**

Nowadays, coffee has become a popular beverage in Bandung, as there are many coffee shops now in Bandung such as Starbucks, Coffee Bean, Ngopi DoeLoe, Dakken, Kopi Ireng, Kopi Selasar, Lisung, Oh'LaLa, and Black Canyon. Many cafes also provide coffee menus. Most people like to drink coffee, whether they make a cup of coffee with instant coffee or buy a cup of coffee in the coffee shop.

According to [exploreStartups.com](https://www.explorestartups.com) (1), there are many people who come to a coffee shop, not just to drink coffee, but also to enjoy life or to continue their work while drinking coffee. Not just business people but students also come to coffee shops to enjoy lattes and catch up with news. It can transform a storefront into a neighborhood anchor where people converse and share and learn, all while enjoying the nuances of their coffees or teas or espresso-based drinks. That is why I would like to open a coffee shop.

The coffee shop is located in Pasirkaliki Street. It will be opened

On the second floor of Prima Rasa Bakery. Prima Rasa Bakery will

be opened at 161 Pasirkaliki Street. The location is near BPK High School, banks and offices.

As there are a lot of coffee shops in Bandung, and many names of coffee shops, I want to give a name to the coffee shop which is different from the other coffee shops. The name of my coffee shop is "Coffeeholic Shop". The coffee shop will provide various kinds of coffee, including frappuccino, latte and espresso. We also prepare breakfast packages, meals for lunch, snacks, and pastries. People who come to the coffee shop can enjoy good coffee and food.

Based on my observation, there are some competitors around Pasirkaliki Street. Dunkin Donuts is one of the competitors, as they also sell coffee, and the location is near this coffee shop. The other competitors are coffee shops and bakeries at Istana Plaza.

The target market will be the students parents of the students at BPK High School, teachers at BPK High School, students of ARYANTI (next to Istana Plaza), bank staff (Mega, Permata, BCA, Danamon, DBS), and the customers who come to Prima Rasa Bakery. I think that the coffee shop has a strategic location.

For the unique selling products, the "Coffeeholic Shop" sells different kinds of coffee. We prepare good quality coffee. Our specialty coffees are made by our own recipes. Our specialty coffees are Avocado-Macchiato Frappe, Vanilla-Almond Cappuccino, Peachy Coffee, Ice Chai Cappuccino, White Chocolate Mocha, Caramel Vanilla Coffee, Chocolate Caramel Cappuccino,

Mocha Chocolate Fluff, Ice Honey Coffee, and Yoghurt Coffee. The coffee shop also prepares traditional coffee. Many kinds of coffee are provided, both hot and cold. Not only coffee, but other beverages are also sold in the coffee shop. Besides beverages and food, the coffee shop also prepares coffee gifts (see the picture in Chapter II). The coffee shop prepares coffee cakes, coffee candles, and coffee “lulur”.

The coffee shop also provides food, snacks, and pastries. The food is made from our own recipes. We also provide meals for breakfast. For snacks, we also prepare various kinds of appetizer, onion rings and fried mushrooms. The pastries will be supplied by Prima Rasa Bakery.

The design of the coffee shop is simple and comfortable. There are some sofas, so people who come to the coffee shop can relax while enjoying the coffee and food. The coffee shop will have a free hotspot from MELSA, so the people who come to the coffee shop can also use the Internet. The price of the coffee is not as expensive as the price of the coffees at the coffee shops in Istana Plaza.

## 1.2 SWOT analysis

In this part, I would like to analyze the SWOT of the coffee shop. First of all, I would like to analyze the strengths of the coffee shop. The coffee shop has a strategic location. The location is near BPK

High School, banks, and offices. It is profitable for me to open the coffee shop because the coffee shop will be opened on the second floor of Prima Rasa Bakery. As a result, the target market will be the teachers, students, and the parents of the students of BPK High School, bank staff (BCA, Mega, Permata, Danamon), students of ARYANTI (next to Istana Plaza), and the people who come to Prima Rasa Bakery. The coffee shop will be opened from 7 a.m to 8 p.m. Based on my observation, I find no coffee shops open in the morning. That is why this coffee shop provides a breakfast menu for people who want to have breakfast in the morning. The coffee in Coffeeholic shop is taken from a famous coffee factory in Bandung. The quality of the beans of coffee is not made by spraying the essence of coffee, so, it is safe for people to drink the coffee. Coffeeholic shop is different from other coffee shops in Bandung. We prepare various products of coffee. A coffee gift is one of our specialty products.

The weakness of running the coffee shop is, as the owner, I have no experience in opening a coffee shop, as this will be the first time for me to open a coffee shop. In running the coffee shop, the owner of Prima Rasa Bakery and I will make joint decisions about the coffee shop, as I will be using the premises of Prima Rasa Bakery.

The coffee shop will cooperate with Mega Bank. People who buy a cup of coffee will receive a 35% discount if they use a Mega

Credit Card.

We also prepare a breakfast package for the employees who work in the offices around Pasirkaliki Street, teachers at BPK High School and students at ARYANTI (next to Istana Plaza).

The threat of the business is that there are competitors around Pasirkaliki Street. One of the competitors is Dunkin Donuts. The location of Dunkin Donuts is near the coffee shop and of course we will compete with each other. The other competitors are coffee shops at Istana Plaza, such as O'Lala, J.CO, Coffee Bean, and EXELCSO.

The coffee shop has a vision and mission. The vision of the coffee shop is to make the coffee shop become the most popular coffee shop in selling the best quality coffee and coffee gifts. The mission of the coffee shop is providing great coffee. The coffee will be taken from a famous factory in Bandung. The Coffeeholic Shop uses a modern machine to make coffee and espresso to get a great taste. We want to communicate to people that our coffee shop is different from the others. It means that our coffee shop not only prepares a cup of coffee but also other products, such as coffee gifts. Also, as part of our mission, we want later to open branches of Coffeeholic Shop in other Prima Rasa Bakery shops in Bandung.