



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

CHAPTER I

COMPANY OVERVIEW

A. Business Concept

Kopi Da Jo sells coffee drinks with specialty Padang coffee. The reason this coffee shop was made is because there is no coffee shop with specialty coffee from West Sumatra. And the concept of this coffee is contemporary coffee, but what makes Kopi Da Jo different is that only one type of coffee bean is used from West Sumatra.

Kopi Da Jo also came to introduce Coffee from West Sumatra, and this is a great mission to live. The distinctive feature that is owned by Da Jo coffee is expected to satisfy visitors who come and buy this coffee. Hopefully this coffee can remind you of the taste of coffee from the Minangkabau realm.

B. Goal (Vision & Mission)

1. Vision:
 - a. Make the name Kopi Da Jo become a famous brand
 - b. Make Frenchise
 - c. Become the lead of West Sumatra coffee suppliers to Jakarta / Tangerang
2. Mission:
 - a. Make coffee with a distinctive taste from West Sumatra
 - b. Making good relationship with costumer
 - c. Make guests feel a new experience when visiting the coffee shop

