

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

Based on katadata.co.id, there are a lot of industries that could not survive in a COVID-19 pandemic, but one of the industries that are still running is the Food and Beverages industry. The condition is determined based on the performance that has shown positive growth since a year ago. From the first quarter of 2021 (January to March), Food and Beverages industry has reached 2,45%, considered one of the highest manufacturing industries. Therefore, a lot of people are competing to start a Food and Beverages business. (Bayu, D. J., 2021). The food and Beverage industry has recorded a 38.42% contribution to Indonesia's non-oil and gas manufacturing industry growth and has made a 6.66% contribution to the country's Gross Domestic Product (GDP) based on the Director-General of Agro-industry at the Industry Ministry, Putu Juli Ardika. Ardika also said the performance of the Food and Beverage industry should be maintained adequately. (Gareta, 2021)

Every human being must stay well hydrated on daily basis, but not everyone enjoys drinking the same beverage. The most common and popular beverages around the world are water, of course. The simplest yet so important because water is the main ingredient in most beverages. Next is, coffee. Coffee beans are produced in at least 70 different countries around the world, and it is not uncommon to see one person drink several cups of coffee in a day. Coffee is mostly enjoyed hot, but iced coffee is also very popular, especially in the summer. Last but not least, alcoholic beverages. Starting from the easiest to find are beer, vodka, and wine.

Most working people consume caffeinated beverages because caffeine has two roles, the first one is to make the people's blood move and it helps the people who consummate coffee to feel energized, then it also helps to get them through their day from early morning workers usually have to spend hours in the office to do their tasks. Also, coffee is also considered a social beverage, similar to alcoholic beverages these days. People usually hang out with their friends at coffee shops,

and they eventually would order coffee. The same goes to when people hang out with their friends at bars, the best guess is they would order alcoholic beverages to fill the night.

1.2. Company Description

KOPIBON is a homemade beverage company that focuses on creating beverage innovations, the first one is with alcohol, Cap Tikus, specifically. Cap Tikus is a traditional Minahasa alcoholic beverage that is made from fermentation and distillation of Nira Water from Aren Trees. The beverage has been known for a long time and is generally consumed by aristocrats and by the general public in traditional events. (Anastasia Citra, 2019). People usually have bad assumptions about Cap Tikus because it contains a very high alcohol percentage, but KOPIBON wants to prove to everyone that if the beverage is used and consumed properly, it can create a great product. Therefore, by combining coffee and a little bit of Cap Tikus, not only people can enjoy coffee, they can also have a taste of a different and unique product.

A. Logo



Picture 1.1 Company Logo

A logo is essential for every company because it helps the company to communicate the uniqueness of the brand and what it represents visually to the customers. For KOPIBON, the logo is considered minimalistic since it only has a goofy-looking baboon on display. In general, baboon represents curiosity, communication, and sociableness which matches the company's vision.

B. Vision and Mission

Vision can be defined as the goal scenario for a company where it helps to define what will the company be in the future, meanwhile mission is a short explanation of what the company is about, what the company believes in, and what the company is doing to be even more successful in the future. Vision and mission are important to a company because it helps to find and master values in both the vision and mission statements.

The vision of KOPIBON is to become a premier coffee shop chain with a global presence, and the missions are to provide the most interesting and intriguing drinks to try, a clear statement about all of the ingredients used in the products, and to ensure the customers are provided with high-quality products.

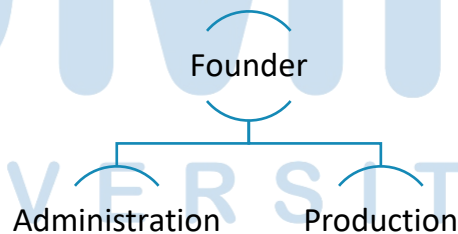
C. Business Legalities

As a small company with limited human resources and distribution channels, KOPIBON is going to be established in the form of limited partnership so it could help KOPIBON to expand more further. Therefore, KOPIBON would gladly get into great deals with interested investors.

D. Address

KOPIBON will have a stand coffee shop too while selling online. The place is located in Kios Pasar Modern Graha Raya at Jl. Boulevard Graha Raya, Pondok Aren, Tangerang, Banten.

E. Organizational Structure and Job Description



Picture 1.2 KOPIBON's Organizational Structure

KOPIBON's organizational chart structure only consists of the founder, administration, and production. Each one of them has its own job descriptions, starting from the founder, full responsibility for the company, the administration, responsible for handling social media platforms and online orders (e-commerce), and the production, responsible for making the products from the beginning until the finished products.

1.3. Product and Services

Table 1.1 Menu

2. Products	Descriptions
Chillin' Baboon	The main product, is a mixture of Robusta coffee beans with a tiny bit of Cap Tikus, but rum flavored.
Sober Baboon	Regular coffee latte, which only contains caffeine, milk, rum flavored.

Coffee is one of the most popular beverages in the world right now, and that is why the writer decided to take the initiative to convert caffeinated beverages to be unique and trendy, by mixing Robusta coffee beans with a tiny bit of Cap Tikus. The base of the beverages is rum-flavored to silence the bitterness so the products can be easily consumed by a lot of people.

KOPIBON mainly sells the products through their stand-coffee place and will distribute the products to liquor wholesalers. KOPIBON will provide beverages to spice up people's day in a safe way. Not only offering an alcoholic coffee beverage, but KOPIBON also offers regular cafe latte for those who are not open to tasting new innovations.

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