

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

In general, all companies that involved in the processing of food ingredients, packaging, distribution, and presentation methods until they reach customers are considered part of the F&B industry. Food and beverage service (F&B service) is a term that is frequently used to describe the service of serving food to customers. Typically, companies that provide these services simultaneously sell foods and beverages such as Mangkokku, Indomie, Silverqueen, Kapal Api coffee, and others. The Food and Beverage industry has a very strong appeal because the market in Indonesia is very large. This is the reason that opens up very promising Food and Beverage business opportunities if managed properly and correctly. Since 2019, there have been numerous franchise and partnership business opportunities in the Food and Beverage industry sector, especially for coffee shops, Boba, Cheese tea, and Thai Tea. The Food and Beverage Industry sector remains dominant even now. According to the growing number of partnerships that have emerged from the F&B sector, both new and old culinary delights that issue new products. This indicates that the culinary industry is still at the top and is receiving great feedback from the public. However, a business that is developed based on trends that occur in society does in the end contain some consequences. First, the business must always be able to innovate its products. Second, the business must also be smart in playing many instruments to attract customers to buy. Such is the trend of developments that occur in the F&B industry sector in Indonesia today, (Admin LinovHR, 2021)

The Covid-19 pandemic has brought the national and global economy towards an economic recession. This is indicated by negative national and global economic growth or contraction. The national economy only contracted in the second quarter of 2020, with a -5.3 percent economic growth. The contraction was mainly due to a decrease in household consumption due to social restrictions to prevent Covid-19, a decrease in investment spending, including construction and acquisition of fixed assets, and a decrease in government spending, including spending on products. Furthermore, there was a dramatic decrease in foreign trade. The trough of the decline in economic growth has been passed in the second quarter, but Covid-19 will still restrain economic growth in the third and fourth quarters. As a result, the government intends to improve the national economy's performance in the third quarter, with economic growth in 2020 predicted to range between -0.4% and 1%. (Edward UP Nainggolan, August 24, 2020. Kakanwil DJKN Kalimantan Barat)

Originally, coffee shops provided a quick place to enjoy and drink coffee. However, due to the development and the increasing number of customer interests that are increasing and never ending, the coffee shop has developed into what it is today. At first, coffee drinking has been a tradition in Indonesian society since ancient times. Because Indonesia is the world's largest supplier of coffee beans. Coffee shops have become a potential business area, and the expansion of coffee shops in Indonesia has been linked to many big cities and small villages, despite the fact that they still have different standards and markets. At this time coffee has become part of the modern lifestyle. Many people visit coffee shops not only to sample the coffee shop's specialty, but also to spend time and relax with their

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A

friends and family. To keep this coffee shop advancing and surviving, it is important to improve the quality of food hygiene, service quality, and price promotions that will relate to consumer satisfaction. (Fauzan, 2021)

In this Era, the trend of hangouts is that it requires not only comfort but Instagram's ability as well. Currently, it's more about getting together, taking pictures at hangouts, and posting them on social media to show your existence among friends or to receive comments, rather than just as a memory. Aside from being a photo spot, a strategic position, an attractive and affordable food, and reasonable prices also attract customers to give it a try. Other than that, facilities, such as live music or free WiFi, help customers feel relaxed. Covee senja choose to make the design of the café looks comfortable and relaxed. With the old school theme inside the café, and there's an outdoor at the back of the café with a view of lake makes the person who hang out feel comfort. Covee senja will make sure to create chill vibes and nice ambient to make sure customer comfortable. Therefore, covee senja would provide the beverages menu in the form of coffee with a combination of mocktails, covee senja also provide non-coffee mocktail for those who doesn't like coffee at all. The age group this company seek are for young teenager to young adult.

1.2. Company Description



Figure 1.2.1 Covee Senja Logo

Covee senja is a coffee shop which is made for people who likes to hang out with friends or just come to do work with their laptop. Our cafe uses a design with an old school theme and we provide indoor and outdoor places for customers who want to enjoy a hangout with a lake view

Many people like to find a unique place to try, and also for their social media exposure. Some of people also like to drink or eat snacks while hangout. So, covee senja try to make a unique design and place that different with other café around here.

Vision :

Make the coffee shop "Covee Senja" introducing the coffee brandlifestyle and modern lifestyle throughout Indonesia

Mission :

- a. Provide a quality coffee and snacks
- b. Provide a comfortable place to gather and relax
- c. Providing excellent service and excellence in presentation

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

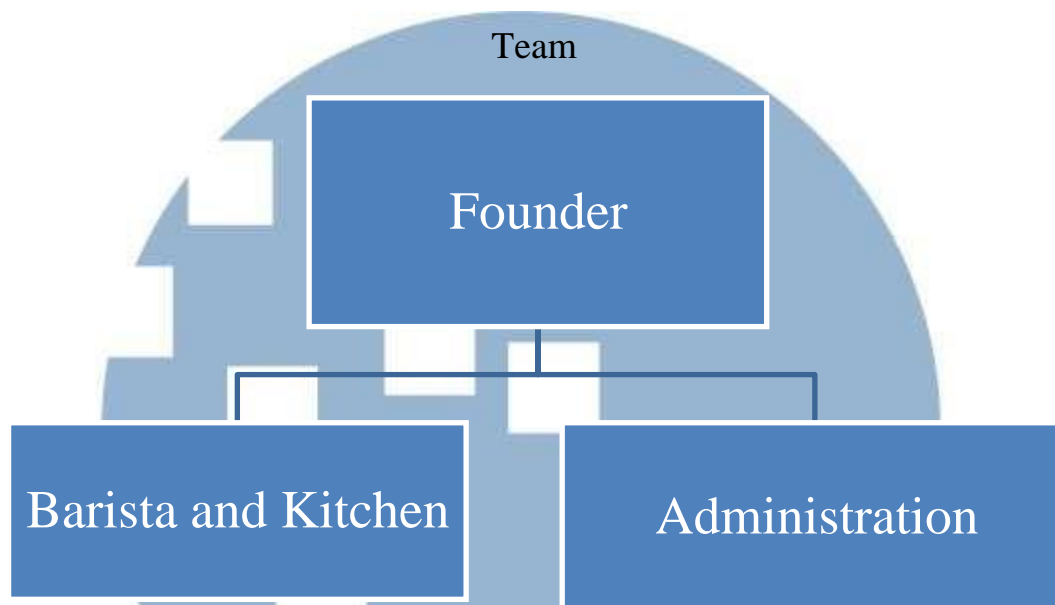


Chart 1.2.1 Company Organizational chart

Covee Senja company organizational structure consist of Founder, Head barista, Barista, Kitchen, and Administration. Every role has its own responsibilities for the company's development. The Founder mainly responsibility to set and achieve the company goals as well as the vision and mission. Founder also have to maintain the standard operational procedures, and create the strategy and innovation for the company. The head barista are responsible to organize and supervise all bar tasks and beverage processing in accordance with the standards operational procedure, and train the new barista. The barista and kitchen are

U M W N
 U N I V E R S I T A S
 M U L T I M E D I A
 N U S A N T A R A

responsible to do their task of making beverages in bar and making food snacks in kitchen. While the administration role is to entering restaurant data, compiling financial reports for restaurant tax matters, and managing and compiling documents and letters.

For address, covee senja are going to open at Green Lake City, Rukan Foodcity Duri Kosambi, Cengkareng, West Jakarta City, Jakarta 11750.

Email address : covee.senja@gmail.com

Instagram : [@covee.glc](https://www.instagram.com/covee.glc)



Figure 1.2.2 Location of Covee Senja

UIN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

1.3. Product and Services

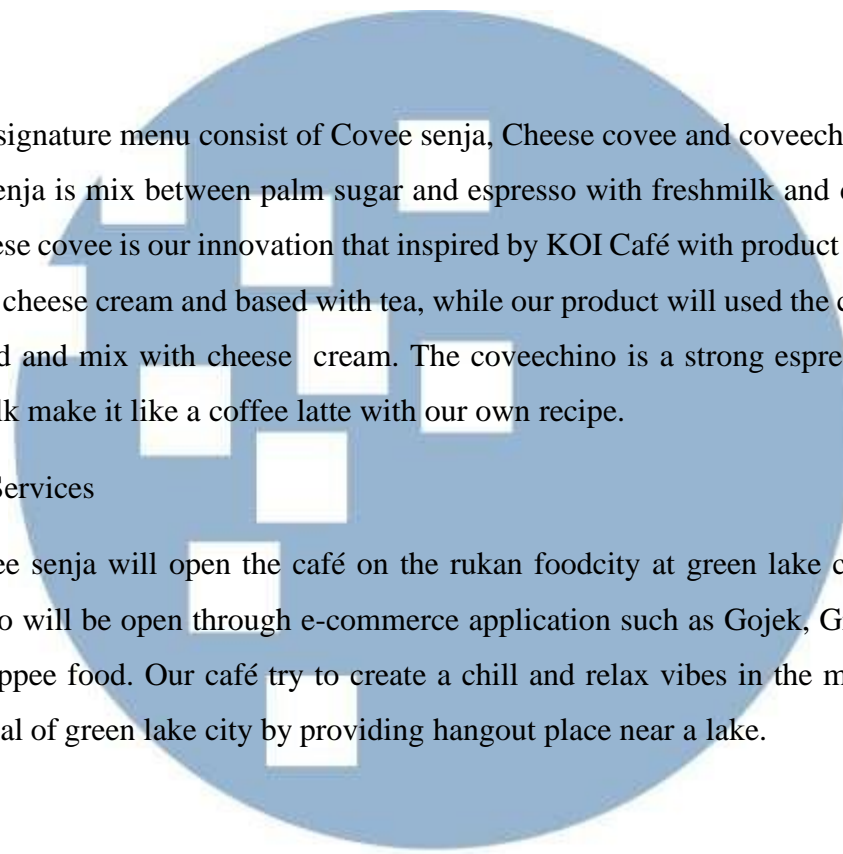
A. Product

The product of our coffee shops, offer a coffee with a coffee beans based from flores. We choose that because, Flores Arabica coffee is one of the most popular coffee beans, as well as with a tropical climate the coffee plants thrive in flores will give satisfying result.



Figure 1.2.3 Signature menu of Covee senja.

UNIVERSITAS
MULTIMEDIA
NUSANTARA



Our signature menu consist of Covee senja, Cheese covee and coveechino. The Covee senja is mix between palm sugar and espresso with freshmilk and creamer. The cheese covee is our innovation that inspired by KOI Café with product that mix between cheese cream and based with tea, while our product will used the coffee as the based and mix with cheese cream. The coveechino is a strong espresso with fresh milk make it like a coffee latte with our own recipe.

B. Services

Covee senja will open the café on the rukan foodcity at green lake city. Our store also will be open through e-commerce application such as Gojek, Grabfood, and Shopee food. Our café try to create a chill and relax vibes in the middle of residential of green lake city by providing hangout place near a lake.

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA