

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

The coffee industry is thriving in Indonesia. The big 5 producer of coffee in the world is Indonesia. Coffee farming is growing as more land is being used in regions with tropical climates and volcanoes. Indonesian coffee output peaked in 2021 at 774.6 thousand tons, according to data from the Central Statistics Agency (BPS, 2021). When compared to the prior year, coffee production increased by 2.75%, totaling 753.9 thousand tons. In the previous ten years, this number is the highest. Indonesia, which has acquired the moniker "coffee country" due to the high output of its coffee farming, has risen to become the fourth-largest producer of coffee in the world (Sairdama, S., 2013; Resdianto, dkk, 2015).

Coffee production in Indonesia is fairly well known. As a result, one of the most popular goods is coffee. Amounting to around 35% of the coffee skin generated as a result of the increased production of coffee beans, this skin will be wasted (Budiari, 2009). So, in order to reduce waste in Indonesia, it is essential to use coffee skin. Coffee beans that would otherwise go to waste can be transformed into advantages, such as being able to be used as fertilizer or as many people now are aware of, being consumed.

During the COVID-19 pandemic, coffee processing was also one of the sectors affected. However, the government continues to help coffee farming so that it does not stop and economic activity continues. Minister of Industry Agus Gumiwang Kartasmita said In a situation like this, it is imperative that all parties collaborate, including the government, business leaders, and Indonesian technology companies, in order to continue economic activity in the middle of the Covid-19 pandemic. Additionally, the coffee economy, particularly coffee entrepreneurs, face difficulties as a result of the Covid-19 crisis. Losses and declining sales are common among traders. As a result of numerous firms closing and a weak economy, many people also lost their jobs.

Tea is a wonderful way to unwind and appreciate the little things in life. Herbal teas are available in a range of flavors and have a number of health advantages that can improve your well-being. Many types of tea that can be useful for the health of the body. Herbal teas can assist you in fast recovering from a cold and maintaining long term health, even in the midst of a pandemic. Then it is also necessary to consume tea which can boost the immune system in the body so that it can avoid viruses.

Cascara tea is one of the best herbal teas for the body. With tea that comes from Arabica coffee skin, this tea can produce many benefits with a distinctive tea aroma from coffee skin. Even though it is made from coffee husks, this tea is still low in caffeine and safe for consumers who cannot consume coffee. In addition, coffee skin tea also has high antioxidants compared to other herbal teas.

1.2. Company Description



Picture 1.1 Company Logo

Cascara Tea is a beverage business that focuses on developing herbal tea drinks derived from the skin of Arabica coffee grown in Indonesia so that it can be consumed with various benefits that are good for the body. The author hopes that the development of this product can help and invite customers to live a healthy life and also respect coffee skin waste in Indonesia.

A. Vision

Providing the best quality herbal tea from coffee skins from Indonesian plantations with good benefits for the body.

B. Mission

1. Provide maximum service to consumers and improve quality.
2. Able to develop coffee skin herbal tea products with new innovations in the future.

3. Provide insight into the benefits and purpose of this herbal tea through the products being marketed.
4. Become a forum for the opening of job opportunities.

C. Nature of Bussiness

Cascara tea is a home industry business that sells herbal tea derived from coffee husk. There will be a head to monitor day-to-day operations. Then there will be 2 staff who take turns guarding the booth. Cascara is also willing to cooperate, accept proposals, investors who want to participate in developing a bigger business. The owner hopes that the bigger and wider this business is, the greater the opportunities that will be obtained and even can open factories or more jobs.

D. Address of the Business

The cascara tea business will be located in one of the most visited modern markets in BSD. In the manufacture of products will be made in the home industry which is then sold and marketed in bottles. The place chosen is one of the snacks that is often visited by people who live in Serpong. In addition, the place is also quite strategic because it is close to schools, housing, and workplaces. The location that has been chosen also has a great opportunity for business development.

1.3. Product and Services



Picture 1.2 Product

Cascara is available in bottles and tea bags. The flavor variants provided are original tea bag, honey, and cinnamon. Original tea bags are suitable for people who want to brew their own cascara tea at home or prefer warm drinks. Besides that, it can also be used as an infused water drink by mixing some fresh fruit. The benefits of drinking cascara tea for the body are that it has high antioxidants compared to other herbs so that it can be protected from the bad effects of free radicals. Then even though cascara comes from coffee, the caffeine content is still low, only 25% so that it can be consumed by everyone and is safe to consume in the morning. In addition, this tea is also able to maintain the immune system as well as the high levels of vitamins C and E contained and good for skin health.



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