

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Beverage industry in Indonesia has been growing significantly in recent years both before or even post Covid 19 pandemic (Ismoyowati et al., 2021). Driven by the cultural diversity, increasing number of middle class, and more disposable income to spend for this market, have made the coffee industry in Indonesia forced to adapt fast to the innovation and creativity (Rahardjo et al., 2020). The coffee industry embraces both traditional and modern approach to sell the products, either from the branding or the ingredients used to ensure the products can compete in the market (Herawati et al., 2023). Since Indonesia is also one of the world's largest coffee producers in the world, it will not be so much difficult to market new coffee product in town. Aceh, Toraja, Java are among regions which produce high-quality beans. These regions as well has successfully fostered a strong local coffee culture as coffee become part of their daily routines, social gatherings, and even rituals (Rahardjo et al., 2020). Even in some studies, Indonesian coffee is garnering attention as one of how Indonesia can promote their gastro diplomacy across the world (Hervinaldy, 2021).

Coffee-based alcohol is a promising niche that the author wants to uncover for this project. The fusion will combine Indonesia local coffee produces with the Irish liqueur. Especially located in Jakarta, with the urbanization factor, our coffee product may cater young professionals and expatriates frequently socialize in bars, lounges, and upscale coffee shops (Maulana et al., 2021). As Jakarta is a home to a vibrant night life and café culture, convenience and novelty of a new artisan products can garner attraction and appreciation for consumers who value craftsmanship in food and beverage. Significant number of artisan café and coffee shop has been emerging and trending in social media, especially in the past decade in Indonesia (Wachdijono et al., 2022).

As a hub for business and leisure tourism, Jakarta is a home for diverse audience (Utoyo, 2018) and coffee-based alcohol can be an excellent option for bar menus or hotel beverage list. Combining the deep, rich flavor of local Indonesian coffee with alcohol will offer a new experience for Jakarta's cosmopolitan consumers.

Despite the creativity and experience may be provided to the consumers, alcohol sales in Indonesia are regulated, thus requiring compliance with licensing and distribution law (Budiman et al., 2020). Marketing campaigns should be done as well to ensure that the products are safe to consume within its suggested amount and can be sold to the legal consumers. Educating citizens of Indonesia who are predominantly Muslims about the product is not safe to be consume for them is also a must (Nurlatifah et al., 2020). Hence, our product will be positioned as premium and niche customers who enjoy both coffee and liqueur, with a suggested safe dose of 3 bottles a week.

1.2 Company Description

Scoffee is a company that provides a diverse selection of coffee beverages, including Irish coffee drinks of the highest quality. Scoffee is a prospective enterprise that will commence operations in 2024.

Irish and coffee are the two elements that combine to form the name "scoffee." The significance of the predominant brown color in the logo is that it is organic, natural, and nourishing. The owner's intention in selecting this color is to evoke a sense of intimacy and pleasure in visitors who purchase a product from Scoffee.



Figure 1.1 Company Logo

Source: Author's data

The vision for Scoffee is obligated to supply its clients with convenient access to coffee-based alcoholic beverages that are new and suited to the preferences of individuals, along with providing exceptional customer service.

The mission for the company is as follow:

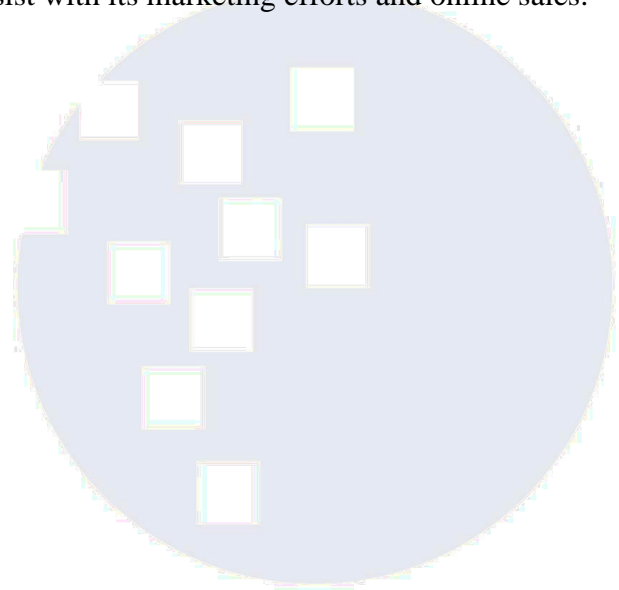
1. Makes use of fresh ingredients in the production of the drinks.
2. Provides access to our business for the customers by distributing a number of stands throughout a variety of locations.
3. Provides exceptional service to customers in order to fulfill the requirements specified by those consumers.

Because there is not a lot of land and space available, Scoffee is a small cafe with few available human resources. However, within the next few years, the owner intends to grow this company into a more successful enterprise, expands into new markets, and brings in additional employees. As a result, the owners will be more than eager to accept investments in the form of money, proposals, and partnerships from people who are interested in making those investments.

Scoffee will be located in Gading Serpong area, specifically in Pasar Modern Paramount. Scoffee café is considered located in prime location because it is near universities, housing developments, and major shopping malls. Scoffee's physical location, which is believed to have excellent prospects for development and also supports the business's growth plan, is considered to be advantageous compared with the business target market, which has a target market consisting of a specified age range. Because there are so many students, workers, and housing tenants, this cafe is anticipated to fulfill its primary market and satisfy the requirements of its customers.

Scoffee is going to sell Irish traditional drinks, which are more often known by the moniker "irish coffee." Scoffee develops not just a novel means of selling 'irish coffee,' but also recipes that can be preserved for longer shelf life than the traditional 'irish coffee' that is sold by bars. This is in contrast to the typical 'irish coffee' that is sold by bars. There will be four distinct goods available for purchase, three of which contain varying amounts of alcohol while the fourth product does not include any alcohol at all.

Scoffee will give locations that make it easy for customers to access the products they are interested in purchasing. Scoffee is going to have a kiosk where customers will be able to purchase things to take away with them. In order to make the product itself as easy to transport as feasible for the consumers, it will be packaged in the most user-friendly manner possible. with addition, Scoffee will utilize a social media app to assist with its marketing efforts and online sales.



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