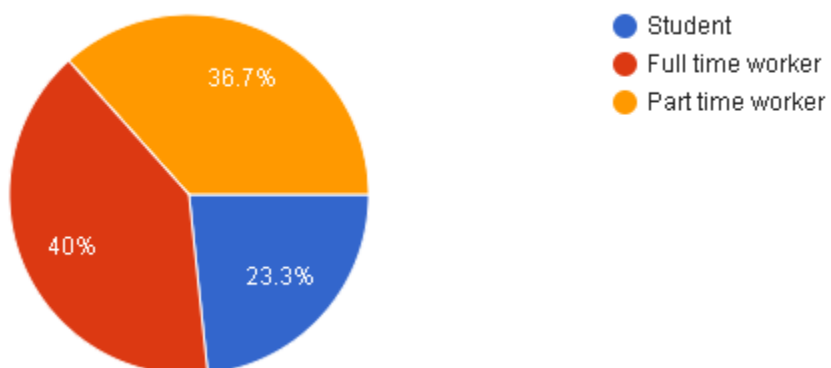
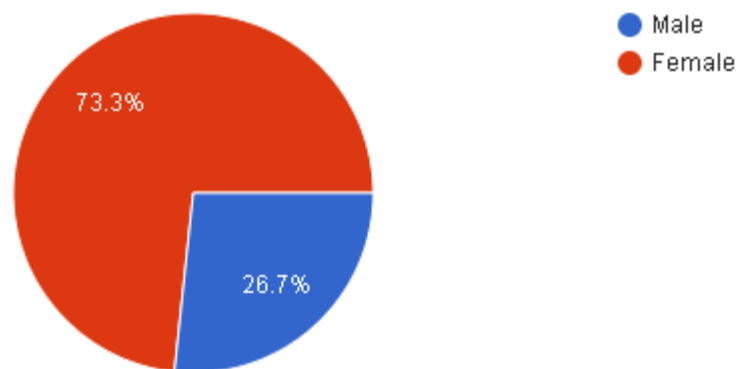
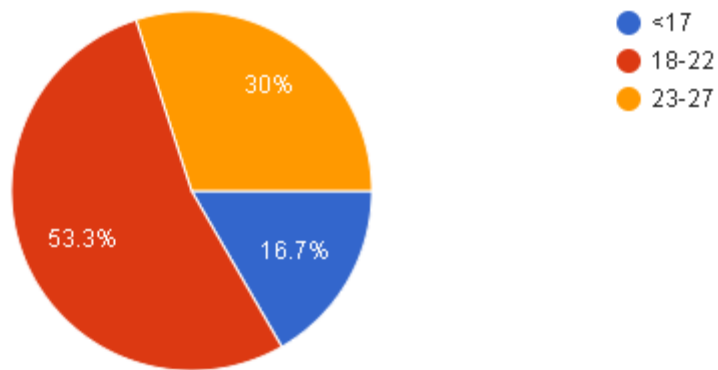


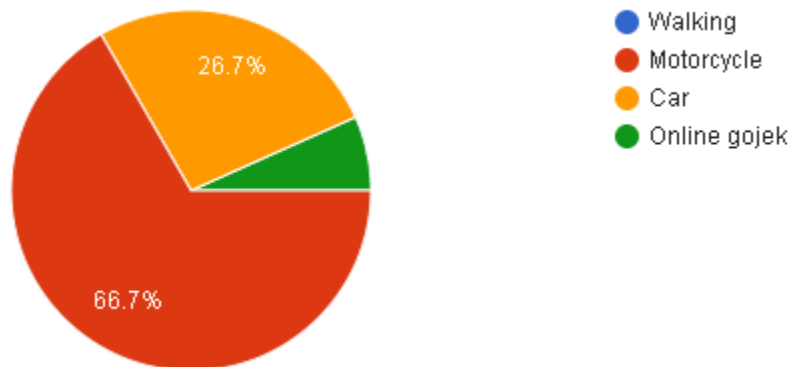
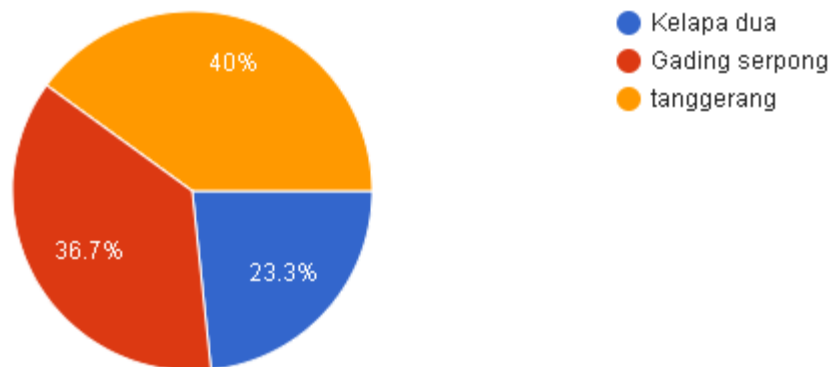
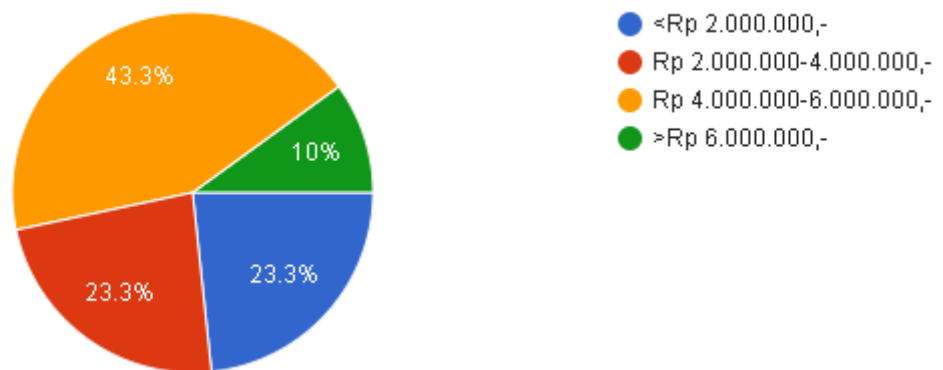
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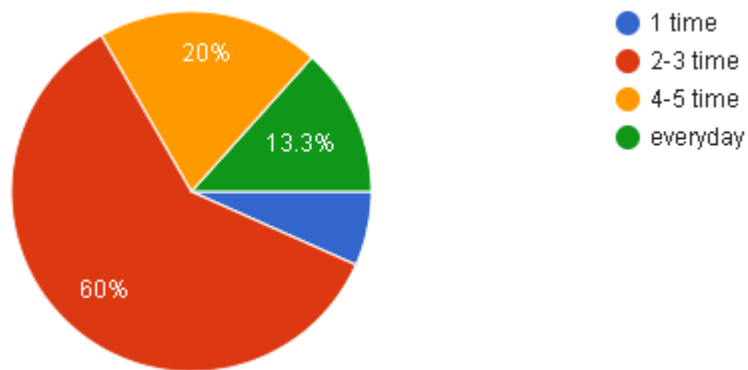
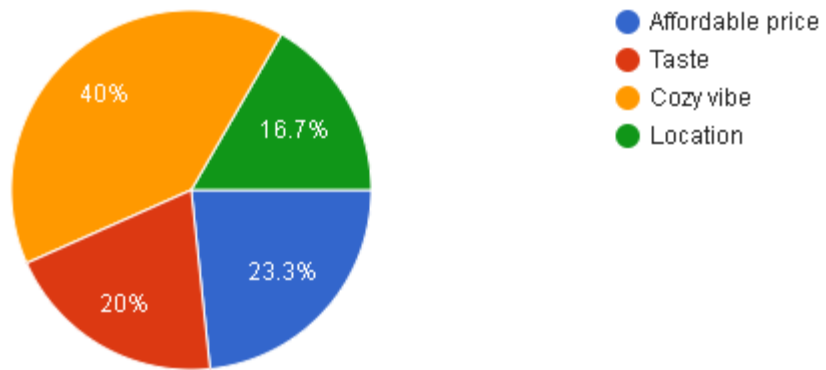
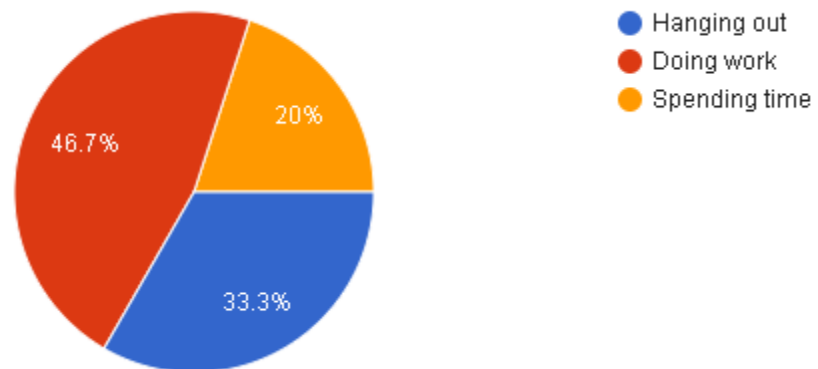
APPENDIX

AppendixA –Questionnaire Raw Data

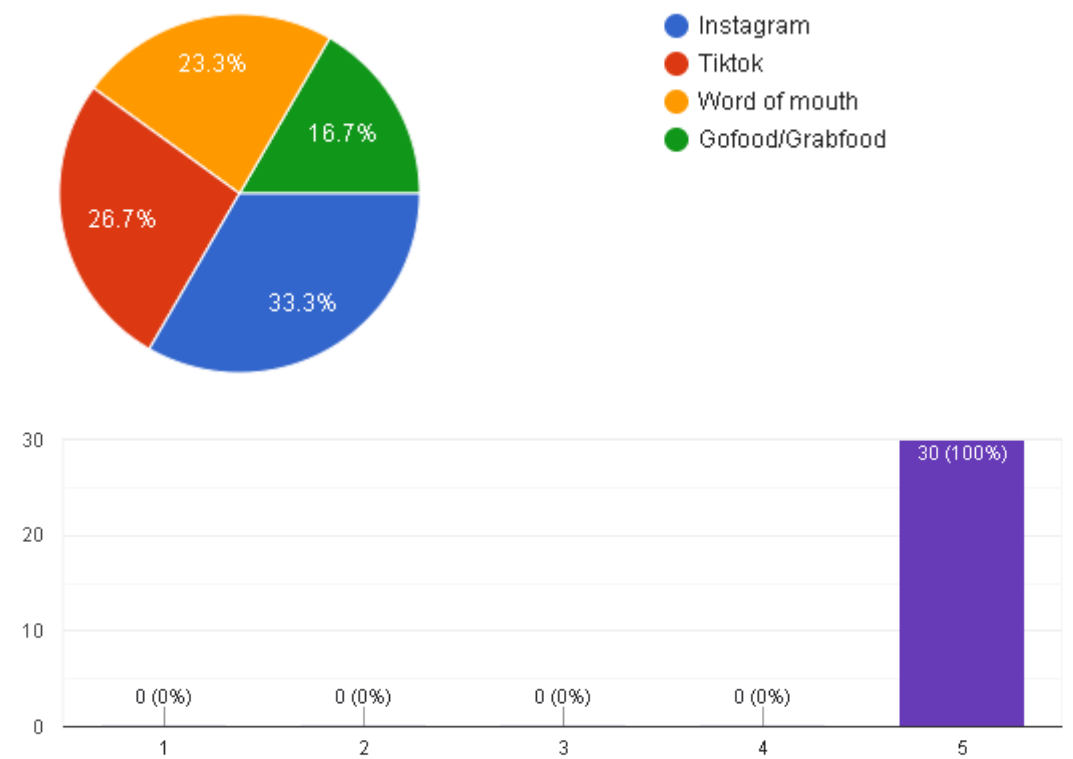
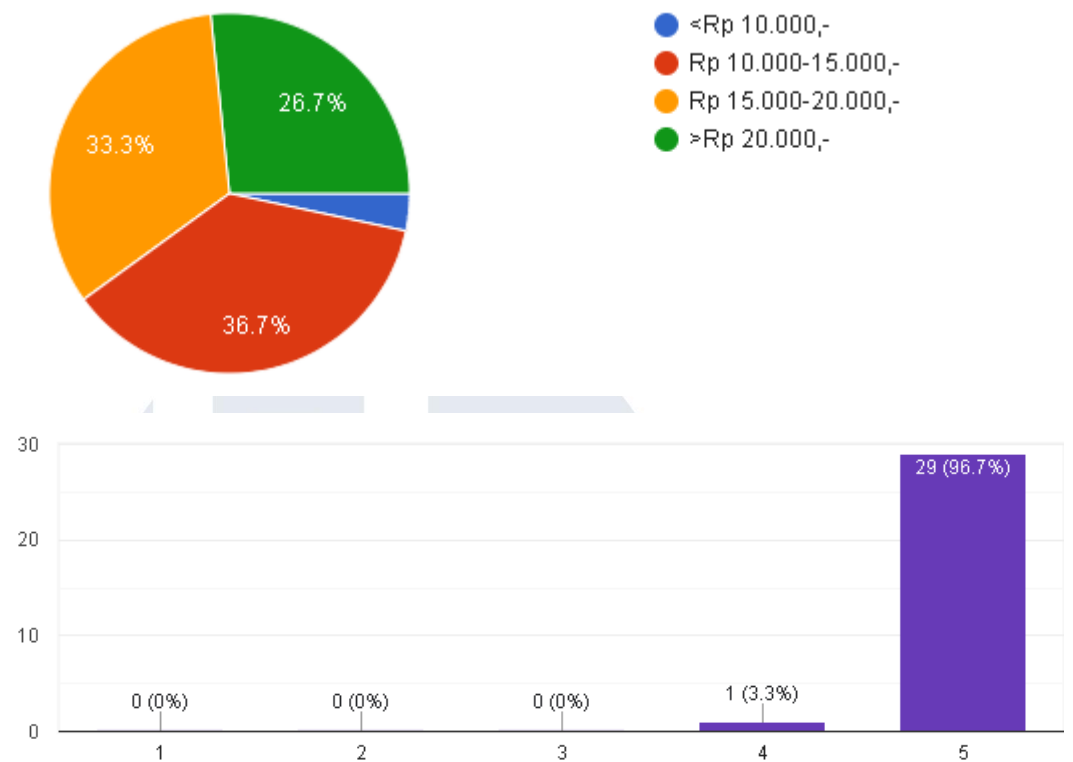




M U L T I M E D I A
N U S A N T A R A



N U S A N T A R A



AppendixA- Interview Questions and Photos with the manager/owner and customer

- 1 What are the current trends in the coffee shop or warok business?
- 2 What are the best-selling products in your warok?
- 3 Why are instant noodles and toasts popular among customers?
- 4 What is the main challenge in running a modern coffee shop?
- 5 What factors are most important to compete with other coffee shops?
- 6 How does promotion affect customer interest in your business?
- 7 What strategy helps retain customers in the long term?
- 8 What menu items do customers usually order?
- 9 What is the ideal price range for snacks according to customers?
- 10 What makes customers switch from one coffee shop to another?
- 11 What types of promotions attract customers the most?
- 12 How does social media content influence customer decisions?



AppendixB - COGS Calculation

Ingredients	Qty Actual	Unit	Price	Qty Needed	Unit	Price Calculated
Indomie Goreng	40	pcs	142000	1	pcs	3,550
Egg (Telur Ayam)	16	pcs	30000	2	pcs	3,750
Sausage	44	pcs	80000	1	pcs	1,818
Shredded Cheese	2000	gr	120000	10	gr	600
Chili Sauce	600	ml	18000	10	ml	300
Cooking Oil	2000	ml	40000	15	ml	300
Total Cost / Portion						10,318
Majorasi 20%						12,382

Ingredients	Qty Actual	Unit	Price	Qty Needed	Unit	Price Calculated
Lumpia Wrapper	50	pcs	25000	3	pcs	1,500
Chicken Mince	1000	gr	55000	45	gr	2,475
Spring Onion	200	gr	12000	10	gr	600
Onion	70	gr	9000	10-Jan	gr	1,286
Garlic	250	gr	8000	5	gr	160
Cooking Oil	2000	ml	40000	15	ml	300

Chili Sauce	600	ml	18000	15	ml	450
Total Cost / Portion						6,771
Majorasi 20%						8,125

Ingredients	Qty Actual	Unit	Price	Qty Needed	Unit	Price Calculated
White Bread	20	slice	18000	2	slice	1,800
Chocolate Spread	350	gr	28000	25	gr	2,000
Margarine	200	gr	12000	10	gr	600
Sweetened Condensed Milk	560	ml	15000	15	ml	402
Sugar	1000	gr	17000	5	gr	85
Total Cost / Portion						4,887
Majorasi 20%						5,864

Ingredients	Qty Actual	Unit	Price	Qty Needed	Unit	Price Calculated
White Bread	20	slice	18000	2	slice	1,800
Shredded Cheese	2000	gr	120000	25	gr	1,500
Margarine	200	gr	12000	10	gr	600
Sweetened Condensed Milk	560	ml	15000	15	ml	402
Sugar	1000	gr	17000	5	gr	85

Total Cost / Portion	4,387
Majorasi 20%	5,264

Ingredients	Qty Actual	Unit	Price	Qty Needed	Unit	Price Calculated
White Bread	20	slice	18000	2	slice	1,800
Chocolate Spread	350	gr	28000	25	gr	1,500
Margarine	200	gr	12000	10	gr	600
Sweetened Condensed Milk	560	ml	15000	15	ml	402
Sugar	1000	gr	17000	5	gr	85
Total Cost / Portion						4,387
Majorasi 20%						5,264

Ingredients	Qty Actual	Unit	Price	Qty Needed	Unit	Price Calculated
White Bread	20	slice	18000	2	slice	1,800
Peanut Butter	340	gr	32000	20	gr	1,882
Strawberry Jam	170	gr	22000	15	gr	1,941
Margarine	200	gr	12000	10	gr	600
Sugar	1000	gr	17000	5	gr	85
Total Cost / Portion						6,308.53
Majorasi 20%						7,570.24

Ingredients	Qty Actual	Unit	Price	Qty Needed	Unit	Price Calculated
Indomie Kuah	40	pcs	142000	1	pcs	3,550
Egg	16	pcs	30000	1	pcs	1,875
Spring Onion	250	gr	6000	5	gr	120
Fried Shallot	100	gr	10000	5	gr	500
Cooking Oil	2000	ml	40000	15	ml	300
Total Cost / Portion						6,345
Majorasi 20%						7,614

Ingredients	Qty Actual	Unit	Price	Qty Needed	Unit	Price Calculated
Indomie Goreng	40	pcs	142000	1	pcs	3,550
Egg	16	pcs	30000	1	pcs	1,875
Cooking Oil	2000	ml	40000	15	ml	300
Fried Shallot	100	gr	10000	5	gr	500
Spring Onion	250	gr	6000	5	gr	120
Total Cost / Portion						6,345
Majorasi 20%						7,614

Ingredients	Qty Actual	Unit	Price	Qty Needed	Unit	Price Calculated
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Tea Bag	50	pcs	18000	1	pcs	360
Sugar	1000	gr	17000	5	gr	85
Drinking Water	19000	ml	20000	300	ml	316
Ice Cubes (optional)	5000	gr	10000	150	gr	300
Total Cost / Portion					hot	761
					cold	1,061
Majorasi 20%					hot	913
					cold	1,273

Ingredients	Qty Actual	Unit	Price	Qty Needed	Unit	Price Calculated
Kapal Api Black Coffee Sachet	10	pcs	12000	1	pcs	1,200
Sugar	1000	gr	17000	10	gr	170
Drinking Water	19000	ml	20000	300	ml	316
Total Cost / Portion						1,686
Majorasi 20%						2,023

Ingredients	Qty Actual	Unit	Price	Qty Needed	Unit	Price Calculated
Kopi Luwak White Coffee Sachet	10	pcs	15000	1	pcs	1,500
Drinking Water	19000	ml	20000	300	ml	316

Water						
Total Cost / Portion						1,816
Majorasi 20%						2,179

igh-demand menu, competitive pricing, and low operational costs. Urban Bites Warkop applies a direct-to-consumer business model, generating revenue from daily walk-in customers. Operations are kept efficient and flexible, with minimal staffing and locally sourced ingredients to maintain cost control and steady daily cash flow.

The business is managed by a small and lean team, with the owner overseeing daily operations, food preparation, procurement, and basic financial management. A part-time helper may be employed during peak hours to ensure smooth service. From a financial perspective, Urban Bites Warkop focuses on achieving stable daily revenue through high sales volume and low margins. Key expenses include raw materials, kiosk rent, utilities, and limited marketing costs. With disciplined cost management and consistent customer demand, the business aims to achieve sustainable profitability and gradual growth within its early operational period.

