

BUSINESS PLAN KEDAI KOPI PROVOKATIF

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This project is to study the feasibility of implementation coffee shop which planned to be located in Serpong. Coffee is a people's favorite beverages and has become part of the urban society lifestyle, that was the main reason this project was initiated. Qualitative and quantitative analysis was conducted to analyze this project. Qualitative analysis tools such as market segment analysis, PEST analysis, Marketing Mix and SWOT analysis. Quantitative analysis uses Income Statements Projection, Net Present Value and Payback Period.

According to the qualitative analysis, Provocative has strength such as the quality of coffee, competitive prices, strategic location, and provide a board game rental which become a competitive advantage. The weakness or threat for Provokatif are, new branding, fierce competition within industry and unstable political situation in Indonesia

Based on the above considerations, then the strategy for Provokatif are to conduct digital marketing activities by using social media as platforms such as Facebook, Twitter and Instagram. The last but not least is to provide a good service for the customer.

As the result of business feasibility analysis, it can be concluded that, the business plan is feasible to implement because based on the projected income statement, this business will start gain profit on the second year onwards, the second reason is that the value of NPV > 0 , the value almost 3 times higher than initial investment. And the Payback Period required 2 years to cover the investment cost.

Keywords: Business Plan, Coffee Shop, Board Game, Business Strategy