



**MINAHASA ECO INDUSTRIAL STYLE OF COFFEE SHOP RIVALRY IN
MANADO CITY: A BUSINESS DEVELOPMENT STRATEGY OF RUMAH
KOPI NONA**

UNDERGRADUATE BUSINESS PLAN

**Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis (S.A.B.)**

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FACULTY OF BUSINESS

BUSINESS ADMINISTRATION STUDY PROGRAM

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EXECUTIVE SUMMARY

Consuming coffee has become part of the lifestyle and culture for the younger generation. Currently, the emerging coffee shops have a unique concept with their own creativity for coffee, food taste, service quality and coffee shop building design. This is one of the business strategies to attract many customers, especially to the younger generation market. Mostly, coffee shop sell in places that are relatively many are occupied by students, this will be very profitable for the coffee shop's business. In line with the progress of coffee shop business, there are also so many competitors related fields, in the case, it is quite interesting to study their strategies to be able to compete with very high risk, such as the occurring of similar competitors in the coffee shop business. Therefore with the presence the Minahasa eco-styled coffee shop is expected to meet the customer needs and become their main priority, especially for the younger generation in Manado City to choose the coffee shop they want. This study aims to understand the strategy coffee sales with product quality, as well as the services they provide to customers. This study will later be proposed to the community with the high visit intensity the coffee shop.

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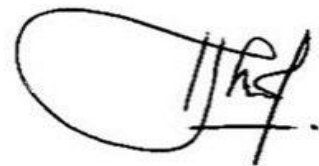
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The Business Plan entitled “**MINAHASA ECO INDUSTRIAL STYLE OF COFFEE SHOP RIVALRY IN MANADO CITY: A BUSINESS DEVELOPMENT STRATEGY OF RUMAH KOPI NONA**” Prepared and submitted by **Megawati Kerenhapukh Kandioh** in partial fulfillment of the requirement for the degree of **Business Administration – Bachelor** in the Faculty of **Business** has been reviewed and found to have satisfied the requirements for a Business Plan fit to be examined. I therefore recommend this skripsi for Oral Defense.

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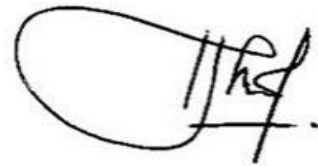
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PANEL OF EXAMINERS APPROVAL SHEET

The Panel of Examiners declare that the skripsi entitled “**Minahasa Eco Industrial style of Coffee Shop Rivalry in Manado City: A Business Development strategy of Rumah Kopi Nona**” that was prepared and submitted by **Megawati Kerenhapukh Kandioh** majoring in Business Administration from the Faculty of **Business** was assessed and approved to have passed the Oral Examinations on May 12nd 2023.



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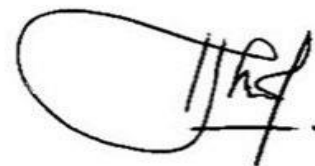
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Cikarang, March 27th 2023



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