



**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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## **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.

## TABLE OF CONTENT

|                                                            |       |
|------------------------------------------------------------|-------|
| PLAGIARISM DOCUMENT .....                                  | II    |
| GPTZERO RESULT .....                                       | IV    |
| EXECUTIVE SUMMARY .....                                    | V     |
| ADVISOR’S APPROVAL FOR PUBLICATION.....                    | VI    |
| SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST..... | VII   |
| STATEMENT OF ORIGINALITY .....                             | VIII  |
| BUSINESS PLAN ADVISOR RECOMMENDATION LETTER.....           | IX    |
| PANEL OF EXAMINERS APPROVAL SHEET .....                    | X     |
| CONSENT FOR INTELLECTUAL PROPERTY RIGHT.....               | XI    |
| ACKNOWLEDGEMENT.....                                       | XIII  |
| TABLE OF CONTENT.....                                      | XV    |
| LIST OF TABLES .....                                       | XVIII |
| LIST OF FIGURES .....                                      | XIX   |
| CHAPTER 1 INTRODUCTION .....                               | 1     |
| 1.1 Background.....                                        | 1     |
| 1.2 History of Rumah Kopi Nona .....                       | 2     |
| 1.3 Organization Structure.....                            | 2     |
| 1.4 Scope of Business Field .....                          | 3     |
| 1.4.1 Purchasing Process .....                             | 4     |
| 1.4.2 Storage Area.....                                    | 4     |
| 1.4.3 Production Process .....                             | 5     |
| 1.4.4 Order Process (Dine-In).....                         | 6     |
| 1.4.5 Order Process (Take Away).....                       | 6     |
| CHAPTER 2 BUSINESS ISSUE EXPLORATION .....                 | 7     |
| 2.1 Conceptual Framework .....                             | 7     |
| 2.1.1 Service Quality .....                                | 8     |

|                                                                    |    |
|--------------------------------------------------------------------|----|
| 2.1.2 Food and Beverages Quality .....                             | 8  |
| 2.1.3 Physical Environment Quality .....                           | 9  |
| 2.1.4 Customer Satisfaction .....                                  | 9  |
| 2.1.5 Revisit Intention.....                                       | 10 |
| 2.2 Internal Analysis .....                                        | 11 |
| 2.2.1. Product .....                                               | 12 |
| 2.2.2. Price .....                                                 | 12 |
| 2.2.3. Placement .....                                             | 13 |
| 2.2.4. Promotion .....                                             | 14 |
| 2.2.5. People.....                                                 | 15 |
| 2.2.6. Process .....                                               | 15 |
| 2.2.7. Physical Evidence .....                                     | 16 |
| 2.3 External Analysis.....                                         | 16 |
| 2.3.1 Threat of New Entry.....                                     | 17 |
| 2.3.2 Bargaining Power of Suppliers.....                           | 17 |
| 2.3.3 Bargaining Power of Buyer .....                              | 17 |
| 2.3.4 Competitive Rivalry .....                                    | 17 |
| 2.3.5 Threat of Substitutes .....                                  | 18 |
| 2.4 Root of Problem (Summary Business Situation of Analysis) ..... | 19 |
| 2.4.1 Strengths.....                                               | 19 |
| 2.4.2 Weakness .....                                               | 20 |
| 2.4.3 Opportunity.....                                             | 20 |
| 2.4.4 Threats .....                                                | 21 |
| CHAPTER 3 BUSINESS SOLUTION.....                                   | 22 |
| 3.1 Business Strategy Formulation .....                            | 22 |
| 3.2 External and Internal Analysis Summary .....                   | 22 |
| 3.3 Business Strategy for Branding .....                           | 29 |
| 3.3.1 Hire and Assign Social Media Team Management .....           | 29 |
| 3.3.2 Product Development .....                                    | 30 |
| 3.3.3 Customer Relationship Management .....                       | 31 |
| 3.3.4 Events and Collaboration with Influencers.....               | 31 |

|                                        |    |
|----------------------------------------|----|
| 3.3.5 Cooperative mutual benefits..... | 32 |
| 3.4 TOWS Matrix.....                   | 32 |
| 3.4.1. S-O Strategies.....             | 33 |
| 3.4.2. S-T Strategies .....            | 34 |
| 3.4.3. W-O Strategies .....            | 35 |
| 3.4.4. W-T Strategies .....            | 35 |
| CHAPTER 4 CONCLUSION.....              | 36 |
| 4.1 Conclusion.....                    | 36 |
| 4.2. Implementation Plan.....          | 37 |
| APPENDIX.....                          | 39 |
| REFERENCES.....                        | 42 |

## LIST OF TABLES

|                                                        |    |
|--------------------------------------------------------|----|
| Table 2.1 Rumah Kopi Nona's Price List.....            | 12 |
| Table 2.2 Porter Five Forces Analysis Summary .....    | 18 |
| Table 2.3 Summary of SWOT Analysis .....               | 21 |
| Table 3.1 Internal Factor Analysis Summary (IFAS)..... | 23 |
| Table 3.2 External Factor Analysis Summary (EFAS)..... | 25 |
| Table 3.3 Loyalty Program .....                        | 31 |
| Table 3.4 TOWS Matrix .....                            | 33 |
| Table 4.1 Social Media Team .....                      | 37 |

## LIST OF FIGURES

|                                                                    |    |
|--------------------------------------------------------------------|----|
| Figure 2.1 Conceptual Framework of Rumah Kopi Nona .....           | 7  |
| Figure 2.2 Rumah Kopi Nona .....                                   | 14 |
| Figure 2.3 Platform Media Social Instagram .....                   | 14 |
| Figure 2.4 Rumah Kopi Nona 3 Cup Size .....                        | 16 |
| Figure 2.5 Rumah Kopi Nona 1 Litter Bottle .....                   | 16 |
| Figure 3.1 Quantified SWOT Analysis and the Strategic Matrix ..... | 27 |
| Figure 3.2 Rumah Kopi Nona SWOT Matrix.....                        | 28 |
| Figure 3.3 Team Social Media Management Workflow .....             | 30 |
| Figure 4.1 Flow of Delivery Order Process .....                    | 39 |
| Figure 4.2 Flow of Information .....                               | 40 |
| Figure 4.3 Flow of Money .....                                     | 41 |