



**FINAL PROJECT
ARAKATA COFFEE**

Compiled by:

**Genspark Randy Gustama
015201905002**

**A Final Project presented to the
Faculty of Business President University
In partial fulfilment of the requirements for
Sarjana Administrasi Bisnis 2024**

PLAGIARISM DOCUMENT

ARAKATA COFFEE

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2024

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PREFACE

Praise is offered by the author to God Almighty for His permission, mercy, and grace so that the author can compile and complete the Final Project entitled "Arakata Coffee." With the Final Project document, "Arakata Coffee," the author hopes to provide significant benefits and become a reference for many business people. The purpose of making this Final Project is as a requirement to get a Bachelor's degree at the Faculty of Business Administration at President University.

The author expresses his gratitude to those who have helped complete this final project by providing advice, guidance, and support. This opportunity is given to:

1. Dr. Jean Richard Jokhu. B.Se., M.M. as a Head of the Business Administration Study Program.
2. Anggraeni Permatasari. S.Sos., M.S.M. as an Advisor who has provided advice, guidance, and support.
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4. I am very grateful to my parents, who always accompanied the blessing of their prayers and sacrifices for the author in any way.
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6. Finally, no parties can be mentioned by the author who helped the author complete this final project.

EXECUTIVE SUMMARY

Coffee is a ubiquitous drink in the world. Indonesia is one of the coffee-producing countries because of its climate and high altitude, which are sufficient habitats for coffee growth. The growth rate of the coffee business in Indonesia has increased almost 3-fold in 2019. Since coffee was first discovered by a shepherd named Kaldi, who saw his goats were very energetic when they ate coffee cherries, coffee changed in the manufacturing process, which was initially only boiled. The coffee beans must be roasted to produce a more complex essence when entering the extraction process. The rapid development experienced by the growth of the coffee market, unlimited innovation in the manufacture of coffee drinks, and the enormous coffee consumption culture made the author want to focus on and develop the Arakata Coffee business. Arakata Coffee's business design aims to become an advanced food and beverage industry business by making local and international coffee, which is the main sale of Arakata Coffee. Arakata Coffee will be a medium for coffee connoisseurs to the millennial generation to gather according to the habits of young people. Arakata Coffee provides various local and international processed coffee products, non-coffee variants like artisan chocolate and matcha, refresher drink variants, and snacks like bread. By continuing to innovate, develop, and maintain product and service quality, Arakata Coffee is expected to be able to move forward and become one of the pioneers in the food and beverage industry. Arakata Coffee must develop the partners manners and grow its online order sales in this session.

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