



ENHANCING KATO HITA COFFEE SALES THROUGH DIGITAL AUGMENTED VITUAL (DAV) MACHINE

THESIS

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ABSTRACT

Long queues are a common issue in various businesses, including coffee shops. This is a frequent customer complaint experienced during visits, sometimes leading to dissatisfaction due to the inconvenience of crowded queues. Therefore, Kato Hita's business plan aims to address this concern by introducing tools based on Augmented Reality (AR) technology, specifically Designed Augmented Virtual (DAV) machines or self-order kiosks. These kiosks aim to facilitate customers in placing orders and transactions, offering a solution to the common complaint of long queues in coffee shops. Kato Hita targets individuals aged 16-23 who seek a place to relax over coffee, socialize, or hang out with friends, as well as newcomers eager to try Kato Hita. To analyze the business plan comprehensively, SWOT, Porter's Five Forces, PESTLE, and the Business Model Canvas are employed. Implementing these analyses enables Kato Hita to develop strategies for competing with other market players. For example, through SWOT analysis, the company can explore potential avenues for gaining a competitive advantage, similar to PESTLE analysis, which helps predict risks associated with political, economic, social, cultural, technological, legal, and environmental factors. Considering political factors, the Indonesian government's support for small businesses utilizing technology, such as Digital Augmented Virtual, is crucial. This support enables gradual growth for small businesses like Kato Hita. Furthermore, technological factors are essential for small businesses to adapt and innovate in the fast-paced technological landscape. Kato Hita recognizes this as a crucial factor for success, allowing the company to quickly adapt and create innovative solutions, ultimately increasing revenue. Porter's Five Forces analysis helps Kato Hita prepare for market trends, enter new markets, and mitigate threats from competitors. The Business Model Canvas plays a vital role in the company's strategy, providing insights for future innovation and adaptability in various situations. In conclusion, the implementation of these analytical methods will empower Kato Hita to endure competition, offering solutions to customer complaints by introducing machines that eliminate long queues and waiting times.

Keywords: Long queue, coffee shop, DAV machine.

ABSTRACT

Antrian panjang adalah masalah umum di berbagai bisnis, termasuk kedai kopi. Ini adalah keluhan pelanggan yang sering dialami selama berkunjung ke kedai kopi. Permasalahan tersebut menyebabkan ketidakpuasan karena ketidaknyamanan antrian yang ramai. Oleh karena itu, rencana bisnis Kato Hita bertujuan untuk mengatasi masalah ini dengan memperkenalkan alat berbasis teknologi Augmented Reality (AR), mesin Designed Augmented Virtual (DAV) khusus atau kios self-order. Mesin ini bertujuan untuk memudahkan pelanggan dalam melakukan pemesanan dan transaksi, selain itu menawarkan solusi atas keluhan umum antrian panjang di kedai kopi. Kato Hita menargetkan individu berusia 16-23 tahun yang mencari tempat untuk bersantai sambil minum kopi, bersosialisasi, atau bergaul dengan teman-teman, serta pendatang baru yang ingin mencoba Kato Hita. Untuk menganalisis rencana bisnis secara komprehensif, perencanaan bisnis ini menggunakan SWOT, Porter's Five Forces, PESTLE, dan Business Model Canvas. Penerapan analisis ini memungkinkan Kato Hita untuk mengembangkan strategi untuk bersaing dengan kompetitor lainnya. Melalui analisis SWOT, perusahaan dapat mengeksplorasi kemungkinan-kemungkinan untuk mendapatkan keunggulan kompetitif, khalayak dengan analisis PESTLE, yang membantu memprediksi risiko terkait faktor politik, ekonomi, sosial, budaya, teknologi, hukum, dan lingkungan. Disisilain pentingnya mempertimbangkan faktor politik, dukungan pemerintah Indonesia untuk usaha kecil yang memanfaatkan teknologi, seperti Digital Augmented Virtual. Dukungan ini memungkinkan pertumbuhan bertahap untuk usaha kecil seperti Kato Hita. Selain itu, faktor teknologi sangat penting bagi usaha kecil untuk beradaptasi dan berinovasi dalam lingkup teknologi yang serba cepat. Kato Hita menyadari hal ini sebagai faktor penting untuk sukses, memungkinkan perusahaan untuk dengan cepat beradaptasi dan menciptakan solusi inovatif, yang pada akhirnya meningkatkan pendapatan. Analisis Five Forces Porter membantu Kato Hita mempersiapkan tren pasar, memasuki pasar baru, dan mengurangi ancaman dari pesaing. Selain itu Business Model Canvas memainkan peran penting dalam strategi perusahaan, memberikan wawasan untuk inovasi masa depan dan kemampuan beradaptasi dalam berbagai situasi. Kesimpulannya, penerapan metode analisis ini akan membantu Kato Hita untuk bertahan dalam persaingan, serta menawarkan solusi berupa teknologi DAV yang dapat membantu meminimalisir antrian panjang dan waktu tunggu.

Kata Kunci: Antrian Panjang, Kedai Kopi, Mesin DAV, Augmented Reality (AR)

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