

## Coffee Shop Business Planning For Creative Actors Using Business Model Canvas

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**Abstract.** This study aims to determine the current Business Model Canvas (BMC) and make a better BMC in the Sinopsis Creative which is engaged in the coffee shop business. The analysis was carried out on 9 BMC elements consisting of Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnership, and Cost Structure. The research method used is descriptive qualitative. Data collection was carried out using semi-structured interview techniques. The research results from the identification of the new BMCs show a future picture of the company regarding the 9 elements of BMC. In the Customer segment, customers can add customers from outside the city. New channels need to be added Franchise brand. You can add inventory control to key activities. In the revenue stream, you can add to selling packaged coffee beans so that they can be sold elsewhere.

### 1. Introduction

Coffee is a major tropical commodity traded worldwide to contribute half of the total exports of tropical commodities. Indonesia is the fourth largest coffee producer in the world after Brazil, Vietnam and Colombia in 2016 [1]. Indonesia is known in the world as a speciality coffee through various variants of coffee and civet coffee. Known arabica coffee from Indonesia includes Lintong coffee and Toraja coffee [2].

Bandung is one of the many big cities in Indonesia which is a destination for local and foreign tourists to shop and spend their weekends or vacation time. Data from the Central Statistics Agency (BPS) in 2012 stated that the trade, hotels and restaurants sector was the leading sector of Bandung City as seen through the contribution of this sector to the PDRB of Bandung, which was 41.02% [3]. As mentioned above, one of the most developed potentials that Bandung City has is in the restaurant sector.

Popularity and appeal of the coffee world, mainly due to the unique taste and is supported by a factor of history, traditions, social and economic interests [4]. In addition, coffee is a natural source of caffeine substances that can lead to increased alertness and reduced fatigue.

The popularity of coffee is increasing and it is even a part of life for Indonesians, especially in Bandung. This is the reason for the emergence of various coffee shops in Bandung, ranging from simple coffee shops to prestigious coffee shops. The development of coffee shops nowadays provides changes in lifestyle. One of the habits of the modern lifestyle is the habit of a group of people to relax

and spend time in the coffee shop. This causes an increase in the number of visitors to a coffee shop. The increasing number of visitors shows that business competition in the culinary sector in Bandung is also increasing. Business competition that occurs results in the marketing of a product being offered that must have its own characteristics. The distinctive feature offered by a coffee shop lies not only in the variety of products, but in the decoration, atmosphere, music provided, facilities and services. The hallmark of each of these places creates a variety of coffee shops in the city of Bandung.

## **2. Study of Literature**

### *2.1 Business Feasibility Studies*

Business feasibility study is a consideration in making a decision, whether accept or reject planned business idea or project. A worthy understanding in this assessment is the possibility of an idea of business or projects to be implemented provide benefits, both in the sense of financial benefits and in the sense of social benefits. Like an idea of a business or project in the meaning of social benefits does not always describe worthy in the sense of financial benefits, this depends on the assessment [5]. With the feasibility study in various business activities or projects can be known to how far the idea of the business that is done will be able to cover all its obligations and prospects in the future.

### *2.2 Aspects of Business Feasibility Study*

#### *2.2.1 Marketing Aspects*

This aspect of the business feasibility study is expected to answer questions about whether or not there are market opportunities in the goods that the company will produce. This aspect will describe the market potential, the number of potential consumers, the purchasing power of the community, the level of public satisfaction with similar products, and the analysis of competition in the industrial environment, in addition, this aspect will also discuss marketing management, target segmentation and product position in the market.

#### *2.2.2 Operational Aspects*

The operations planning section in business planning describes the daily activities of the company. Operations planning varies depending on the type of business being run. These different needs are best illustrated by considering the retail or manufacturing business

#### *2.2.3 Financial Aspects*

To represent a good investment opportunity, a good or service must generate a competitive advantage and meet the needs of a particular consumer. The existence of this investment opportunity depends on the level of profit that can be achieved and the amount of investment required to seize this opportunity. One of the important parts in preparing a business plan is the preparation of a financial planner. Because often the failure of a business is due to the inability to manage and especially plan finances.

#### *2.2.4 Management and Human Resources Aspects*

Human resource planning is an activity carried out to estimate human resource needs in a company. Estimates about the number of workers required by the company and the number of people needed to carry out these activities or activities are based on various considerations, including production plans or services produced according to the type or confusion of the investment being carried out.

## *2.2 Business Model Canvas*

Business Model Canvas is a management strategy used to design enterprise business planning based on enterprise value, product, infrastructure, customer, and financial propositions. First created by Alexander Osterwalder in 2005 [6], Business Model Canvas became one of the management strategies popular with businesses and often studied at the University. Business Model Canvas consists of 9 blocks that can be filled according to each important point in a company's business planning. The 9 blocks include: Value Proposition, Customer Segments, Channels, Customer Relationship, Key activities, Key Resources, Key Partnership, Revenue Stream, Cost Structure.

## *2.4 SWOT Analysis*

SWOT analysis is a systematic identification of strategic factors to formulate strategies. Strategy is a very important tool for achieving goals [7] (Porter: 1985). Based on the understanding above can be concluded that the strategy is a comprehensive master planning or strategy and as an important tool that explains how to achieve all objectives. This analysis is based on logic that maximizes strengths and opportunities, but can simultaneously minimize weaknesses and threats. The decision-making process should analyze strategic factors in current conditions. This is called situation analysis, the most popular model called SWOT analysis.

## **3. Research Method**

The type of research used is analysis descriptive qualitative to analyze Business Model Canvas (BMC) at the Sinopsis Creative located at Jl. Ria No.9, Jl. Jend. H. Amir Machmud No.618, Cimahi, Kec. Cimahi Tengah, Kota Cimahi, Jawa Barat. By processing and analyzing data, and describing with the method of data collection carried out. The main source of data collection on qualitative research and activity was obtained through interviews. The other data obtained through the physical data collected comes from personal documents, other official documents, and literature review. The analysis included all dimensions of the BMC. Besides, the SWOT analysis was needed. SWOT (strength, weak, opportunities, threats) focus to find out the current situation or environments.

## **4. Research Result**

### *4.1 Business Model Canvas*

#### 1. Customer Segments (CS)

- Demographic Segmentation

Men and women aged 16 years to 40 years who work as students, students, creative activists and office workers. At adulthood, there are many semi-formal activities that will be attended, have an interest in the world of coffee, those who are active on social media to see the development of coffee.

- Psychographic Segmentation

Someone creative activist and someone with high social sense.

- Geographical Segmentation

People with middle and upper economy who live in Bandung.

## 2. Value Proposition (VP)

The value offered by Coffee Shop is completing supporting facilities such as wifi, power outlets, TV, projectors, photo spots, renting out places for private events and a large parking area. Focus on the comfort of the place, the cleanliness of the surrounding environment, and the quality of the products provided. Provide an interesting and different concept, a calm atmosphere, and provide a new experience to customers.

## 3.Channel (CH)

The process of communicating with customers to get products in the following ways:

- Online, sales made in retail that can be accessed through the Instagram platform and the Coffee Shop website itself.
- Offline, retail sales made by opening a coffee shop.

## 4.Customer Relations (CR)

- Buyers can communicate with baristas directly and ask questions about coffee because the concept of this coffee shop is openbar
- To retain clients, Coffee Shop often distributes free vouchers for iced milk coffee to customers who come to the Coffee Shop
- To increase followers on Instagram, Coffee Shop organizes quizzes about coffee, or the Coffee Shop brand every month by simply answering questions and following the Instagram Coffee Shop account. Quiz winners will get Coffee Shop coffee products for free.

## 5. Income Flow (RS)

Revenue comes from retail product sales on online and offline platforms, with a selling price range of IDR 20,000 - IDR 25,000 per product.

## 6.Main Resources (KR)

The main resources of the Coffee Shop are physical stores, labor, food and beverage raw materials, and production equipment.

## 7. Key Activities (KA)

The main activity undertaken is to carry out production; Employee training, quality control of food and after-production, food and beverage production, organized events, and marketing.

## 8.Key Partnerships (KP)

The main partnerships that Coffee Shop work with are. In this business, the key partners are suppliers for raw materials for food and beverages such as sweetening syrup, milk, coffee beans, potatoes, tofu, bread, and so on. Then, production tools and equipment such as coffee machines, coffee grinders, packaging, plates, cups, cooking tools and so on. Communities in the Bandung area and its

surroundings.

#### 9. Cost Structure (CS)

**Table 4.** Cost Structure

<b>Needs</b>	<b>Qty</b>	<b>Unit</b>	<b>Price/Qty</b>	
Espresso	24	ml	2400	
FN	40	ml	1600	
Brown Sugar	5	ml	500	
Fresh Milk	80	ml	1300	
Packaging	1	Pcs	500	
Total				6300

Source : Primary Data

#### 4.2 SWOT Analysis

<b>Strengths :</b> <ul style="list-style-type: none"><li>• Has a wide circle</li><li>• Has a customer database</li><li>• Already a business startup run with own capita</li></ul>	<b>Weakness :</b> <ul style="list-style-type: none"><li>• Multiple positions</li><li>• Location</li></ul>
<b>Opportunities :</b> <ul style="list-style-type: none"><li>• Community needs</li><li>• Menjadi bisnis kolektif pertama di kota Bandung Creative House yang inklusif</li></ul>	<b>Threats :</b> <ul style="list-style-type: none"><li>• Rising prices of raw materials</li><li>• Supplier coffee can be a threat because in the absence of suppliers it can stop production or increase service prices.</li></ul>

##### 4.2.1 Marketing Aspects

Marketing planning is needed to know what the market wants to buy. Business owners must position themselves as consumers so that they know what consumers need. Business owners can gather information about consumer demographic data, such as age, income, gender, family, location and occupation, as well as the motivation of consumers to buy goods or services, such as lifestyle, needs

and interests.

#### *4.2.2 Operational Aspects*

the operations planning section in business planning describes the daily activities of the company. Operations planning varies depending on the type of business being run. These different needs are best illustrated by considering the retail or manufacturing business

#### *4.2.3 Financial Aspects*

Financial planning is a science that places studies on finance and puts various financial attributes in a conceptual and systematic manner both in the short and long term. Capital has an important role and is always needed as a first step in establishing a business.

#### *4.2.4 Management and Human Resource Aspects*

Human resource planning is an activity carried out to estimate human resource needs in a company, Because this coffee shop business is still small scale with one place and operations carried out on a small scale, the organizational structure is still very simple consisting of 5 employees (digital marketing, barista, head bar, finance and server).

### **5. Conclusion**

The result of this study is analyzing the Business Model Canvas Coffee Shop and provide recommendations as a solution to keep having work during the covid-19 pandemic. In addition, coffee shop require a lot of innovation to develop new business.

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