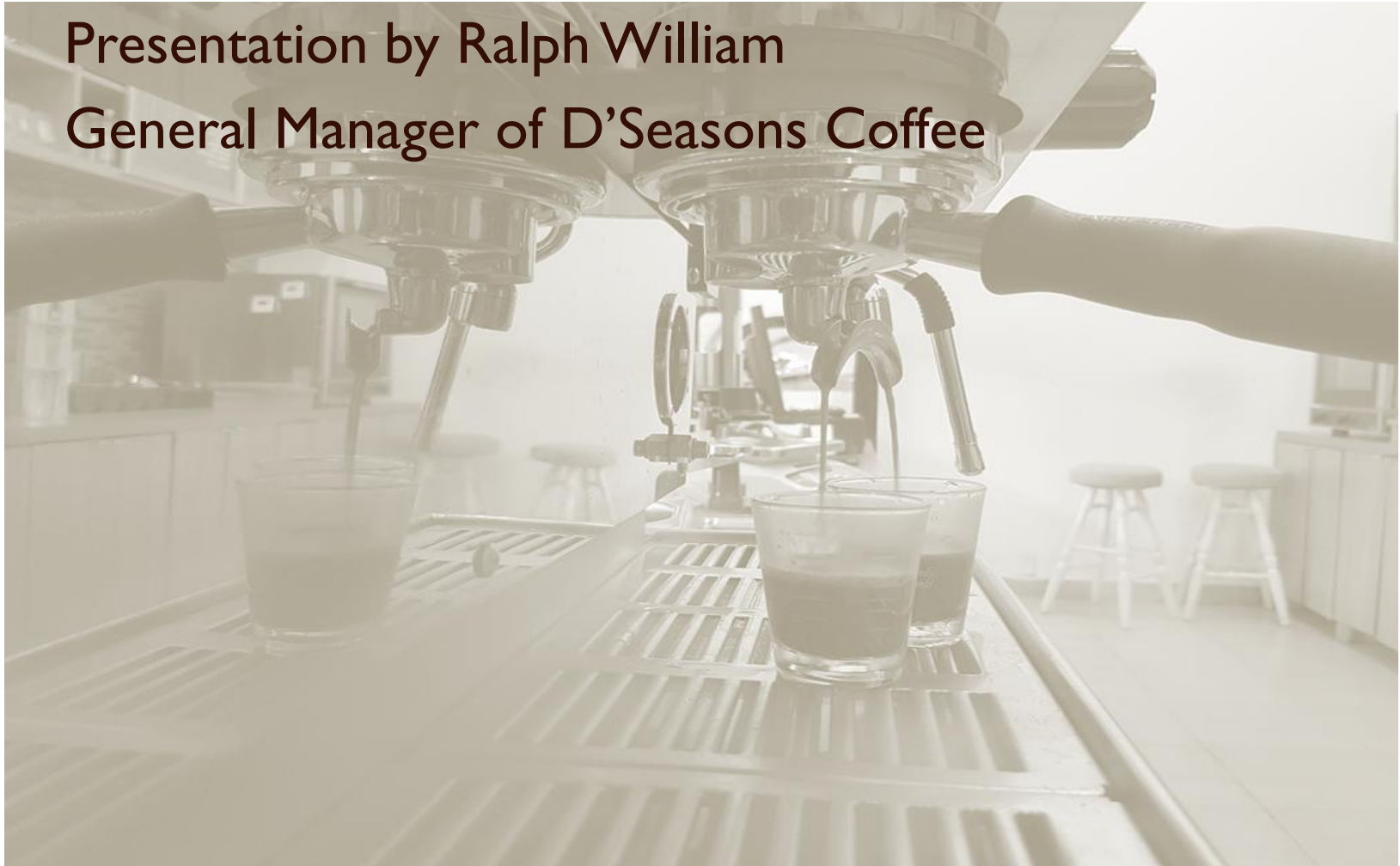


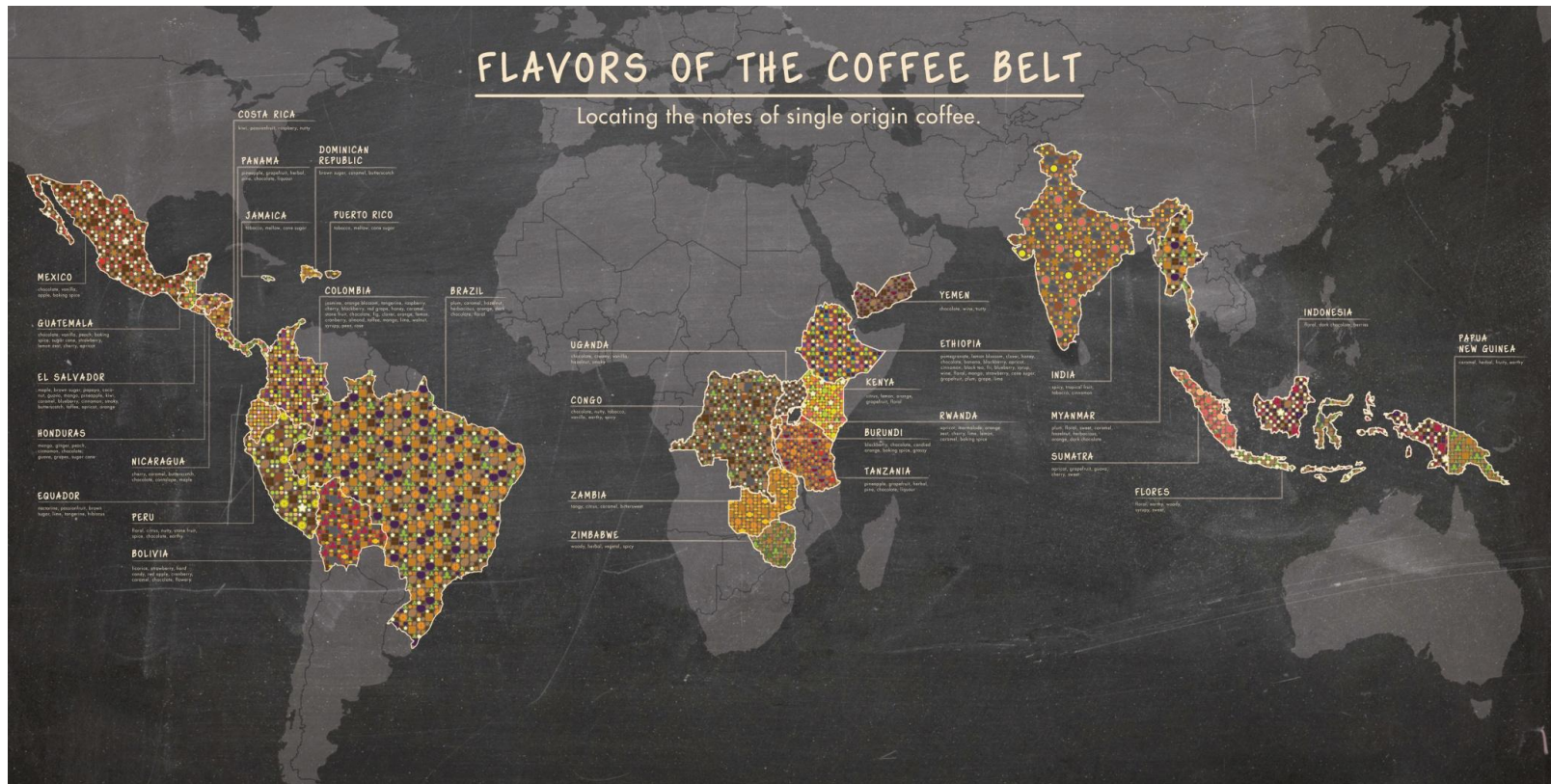
PROMOTING THIRD WAVE COFFEE TREND

Presentation by Ralph William
General Manager of D'Seasons Coffee



BACKGROUND

The Coffee Belt



BACKGROUND



Top 10 Coffee Producing Countries

Country Name	Qty (in .000 tonne)	Percentage	Country Area (sqkm)
Brazil	3.300	36,3 %	8.515.770
Vietnam	1.530	16,8 %	331.210
Columbia	840	9,2 %	1.138.910
Indonesia	600	6,6 %	1.904.569
Ethiopia	396	4,4 %	1.104.300
Honduras	356,04	3,9 %	112.090
India	319,980	3,5 %	3.287.263
Uganda	228	2,5 %	241.038
Peru	228	2,5 %	1.285.216
Guatemala	210	2,3 %	108.889

BACKGROUND



Coffee consumption per capita by countries

#1: Netherland (2,414 cups / day)

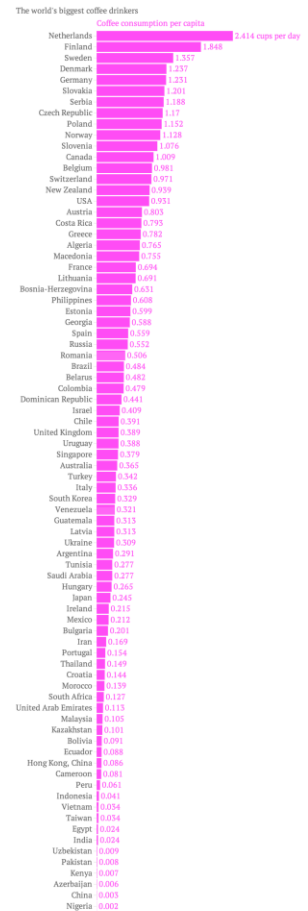
#2: Finland (1,848 cups / day)

#3: Sweden (1,357 cups / day)

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#70: Indonesia (0,041 cups / day)



Source: (<https://www.theatlantic.com/business/archive/2014/01/here-are-the-countries-that-drink-the-most-coffee-the-us-isnt-in-the-top-10/283100/>)

BACKGROUND



Example of Indonesia's coffee wealth:

- Aceh: Gayo Lues, Bener Meriah, Lawe Sigalagala
- North Sumatera: Pangaribuan, Balige, Simanindo, Lintong ni Huta, Dolok Sanggul
- West Java: Kebandungan, Ciamis, Rancakalong
- South Sulawesi: Tana Toraja, Gowa, Enrekang, Kelara galiat
- Bali: Bangli, Tabanan, Gianyar, Dawan
- Papua: Jaya Wijaya, Puncak Jaya, Paniai, Tolikara, Fawi

COFFEE WAVE TREND

First Wave (colonial
era – early 2000):
Tubruk, Kopi O



COFFEE WAVE TREND

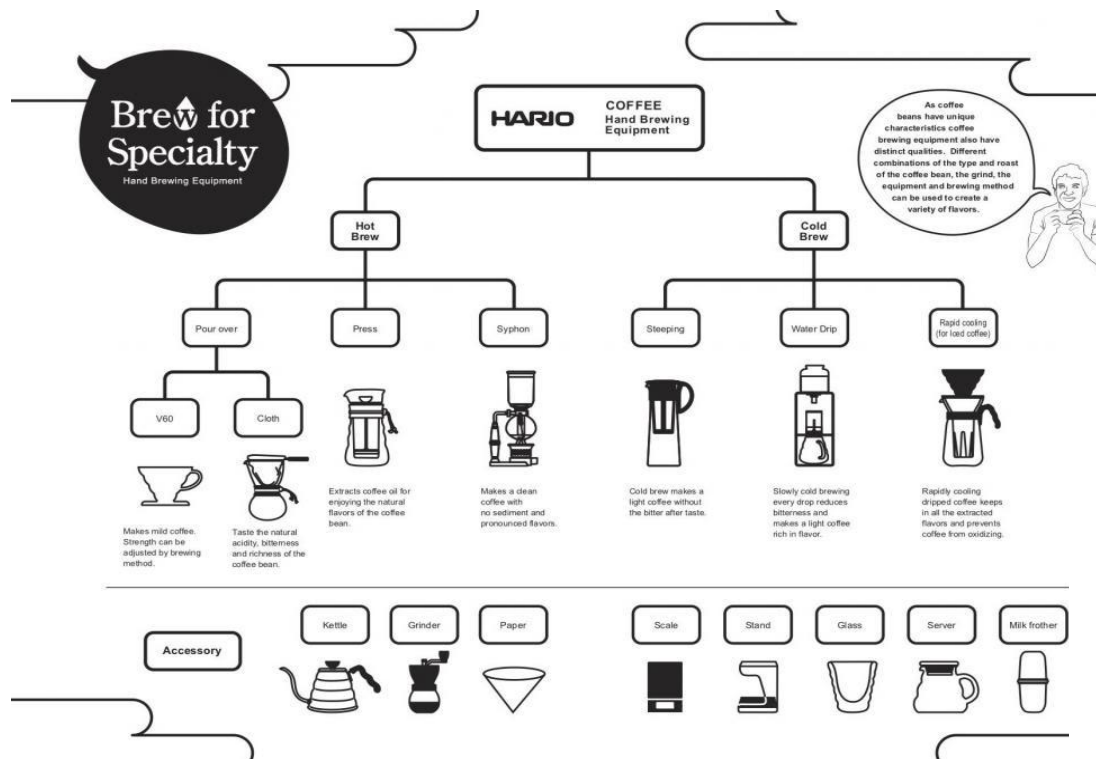


Second Wave (2002 - 2013): Cappuccino, Latte, Americano, Long Black



COFFEE WAVE TREND

Third Wave (2012 - now): Manual Brew, Specialty coffee



As coffee beans have unique characteristics coffee brewing equipment also have distinct qualities. Different combinations of the type and roast of the coffee bean, the grind, the equipment and brewing method can be used to create a variety of flavors.



ORIGIN OF D'SEASONS COFFEE

7 P's Analysis

Place

- Located in premium office tower
- Near airport

Product

- High quality ingredients
- Adopt Third wave trend specialty coffee

Price

- Great value specialty coffee
- Volume based strategy

Promotion

- Social media marketing
- Endorsers

People

- Heartful service
- Know – your – customers policy

Process

- Implement strict standard
- Lean hierarchy

Physical Environment

- Spacious area with garden theme
- Available for group meeting or seminars

ORIGIN OF D'SEASONS COFFEE

USP (Unique Selling Point)

- We create our own blend
- Implement strict standard with passion
- Know your customer
- Continuous improvement
- Thorough feasibility study



ROADMAP

Establish (Year 0
- 1)

- Implement systems
- Set Target
- Feasibility studies

Emerge (Year 0
- 2)

- Continuous development
- Partnerships
- Brand activation

Expand (Year 3
onwards)

- Business concept
- System integration

ACTIVITIES



Grand opening (Early Feb 2016)



ACTIVITIES

Seminar start up digital tech business (Nov 2016)



ACTIVITIES



Watch Studio training day (April 2017)



ACTIVITIES

Media coverage – featured shooting location



- Take me out Indonesia – Adi from Sumbawa
- Take me out Indonesia – Aji from Lampung

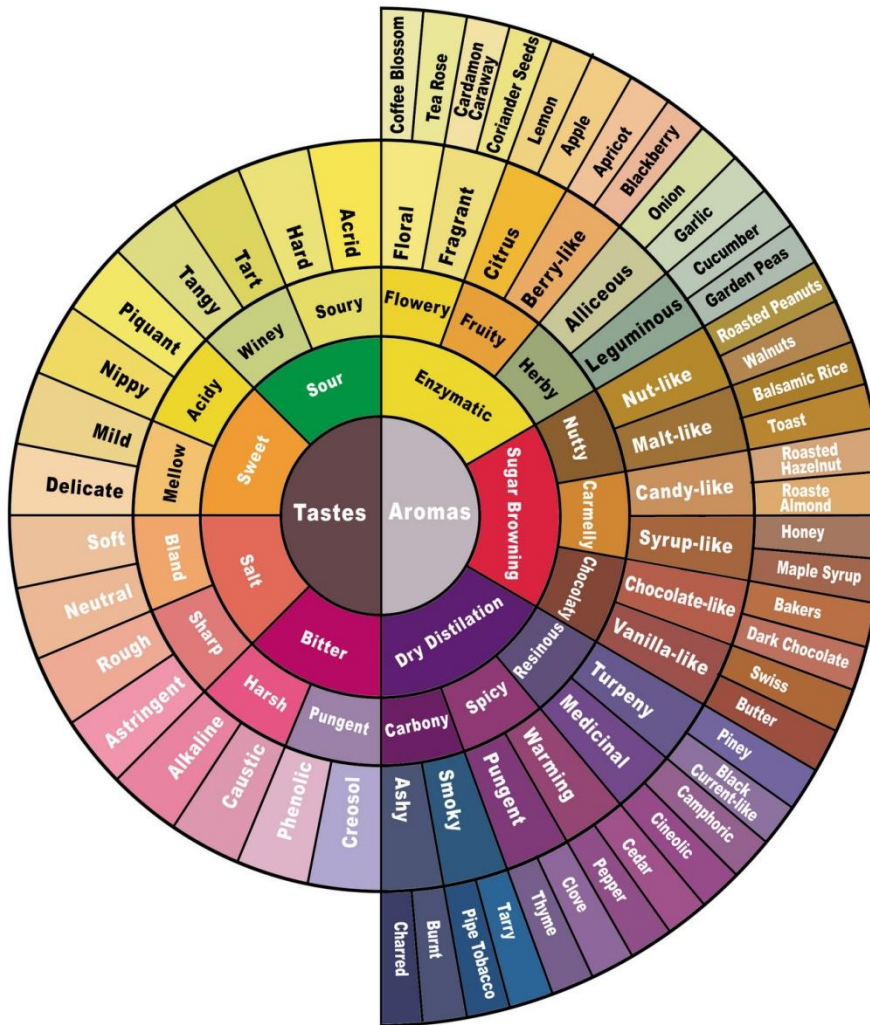
CLOSING

“Initiator does not always win the race, those with experience, knowledge, network and strong team will reign”



Follow us on Instagram: [@dseasonscoffee](https://www.instagram.com/dseasonscoffee)

CUPPING SESSION WORKSHOP



Beans	Notes
Toraja Pulu - Pulu	

CUPPING SESSION WORKSHOP

