

How to Start a Coffee Shop Business with D'Seasons Coffee

Info Session

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A café/coffeehouse/coffee shop focuses on providing coffee and tea in addition to light snacks, sells not only the items in its menu but also an **atmosphere** that makes people feel **comfortable**.

INTRODUCTION

To attract visitors, a coffee shop may **offer amenities** such as cable TV, live music, and wireless hotspot access points that provide free internet access for customers who would like to use a laptop **while enjoying** a cup of drink.





The coffee shop has become a **necessity** and **habit** in modern society.

It is frequented by a **diverse crowd** ranging from adolescents to professionals and executives.

IDENTIFICATION

There are many reasons why people would like to visit a coffee shop.

For some people, coffee is a way to carry out their **social lives**.

The coffee shop is also a way to affirm one's **identity** and **self-esteem** (Said, 2012)



The Coffee Drinks		HOT		COLD	
	Small 12 oz.	Large 16 oz.	Small 12 oz.	Large 22 oz.	
AMERICANO / LONG BLACK	25	31	25	31	
CAPPUCCINO	32	38	32	38	
CAFÉ LATTE	32	38	32	38	
CAFÉ BOMBÓN	38	44	38	44	
MOCHACINO	38	44	38	44	

Other Drinks		HOT		COLD	
	Small 12 oz.	Large 16 oz.	Small 12 oz.	Large 22 oz.	
FRESHLY-BREWED TEA	23	29		29	
CHOCOLATE INDULGENCE	38	44		38	44
MATCHA LATTE	38	44		38	44
QUENCHY LEMONADE				29	35

Ice Blended Drinks		HOT		COLD	
	Small 12 oz.	Large 16 oz.	Small 12 oz.	Large 22 oz.	
CAFÉ FRAPPE			38	44	
ICE BLENDED CHOCOLATE			39	45	
ICE BLENDED GREEN TEA			39	45	

Gourmet Snacks		Extras	
Croissants	<ul style="list-style-type: none"> Chocolate Cheese Tuna Chicken Mushroom Almond 	Cakes	<ul style="list-style-type: none"> Banana Bread New York Cheesecake Walnut Cream Cheese Banana Bread Nara Cheesecake Caramel Hazelnut Cheesecake
			<ul style="list-style-type: none"> Flavored Syrup (Hazelnut / Caramel / Vanilla / Almond) Fresh Milk Espresso Shot

The industry is **volatile** because people always **seeking** for new offering.

Every coffee-shop should be able to develop marketing programs that **align** with the customers' desires, thoughts, feelings, images, beliefs, perceptions, and opinions.

EXTERNAL ANALYSIS

The rapid growth of the coffee-shop market means that every coffee-shop needs a **thorough understanding** of consumer behavior as a basis for making better strategic decisions in terms of **target market** definition and product positioning, and also better tactical decisions about specific marketing-mix actions.



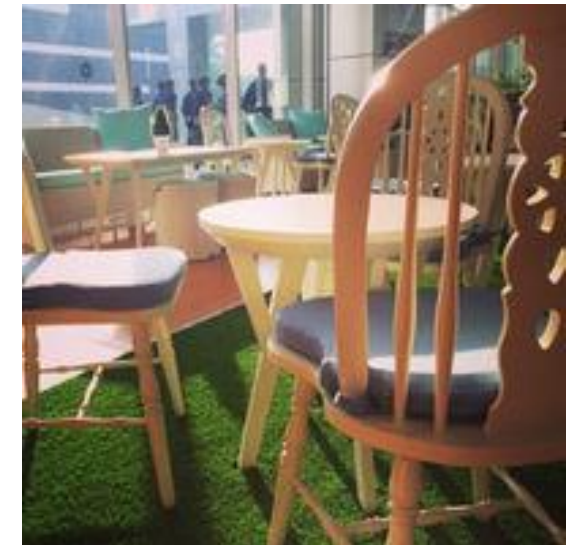


Customer satisfaction on a coffee shops **deeply influence** by the **ability** of its **Barista** in producing a well serve coffee (Fabio & Druica, 2014; Sigh a& Saluja, 2010).

Customer satisfaction related on **food** quality, **service** quality and physical **environment** (Canny, 2014)

INTERNAL ANALYSIS

Atmosphere is major component of store **image** and can be defined as the **dominant sensory effect** created by the store design, physical characteristics, and merchandising activities (Cox & Brittain, 2004).



BUSINESS MODEL CANVAS

Osterwalder dan Pigneur
(2010)

Key Partners



Venture partners
Suppliers
Building management
Banks
Social communities

Key Activities



Coffee serving,
Pastries, and ...

Key Resource



Baristas & pâtissier,
product, facility,
equipment, capital,
and brand

Value Propositions



Specialty coffee;
a grab-to-go
concept;
relaxing ambience;
near business
central; as a
meeting point and
social venues.

CRM



Website
eMail
Loyalty card
Greetings

Channels



Website
Social Media
Endorsers

Customer Segments



Young people,
Professionals,
Executives, who lives
and work near the
Suits Tower.

Cost Structure



- Set-up cost
- Opex
- Capex



Revenue Streams

- F&B Revenues
- Events

Value Map

Products and Services

Coffee and Pastry

Pain relievers

Offers various specialty coffee and pastries.

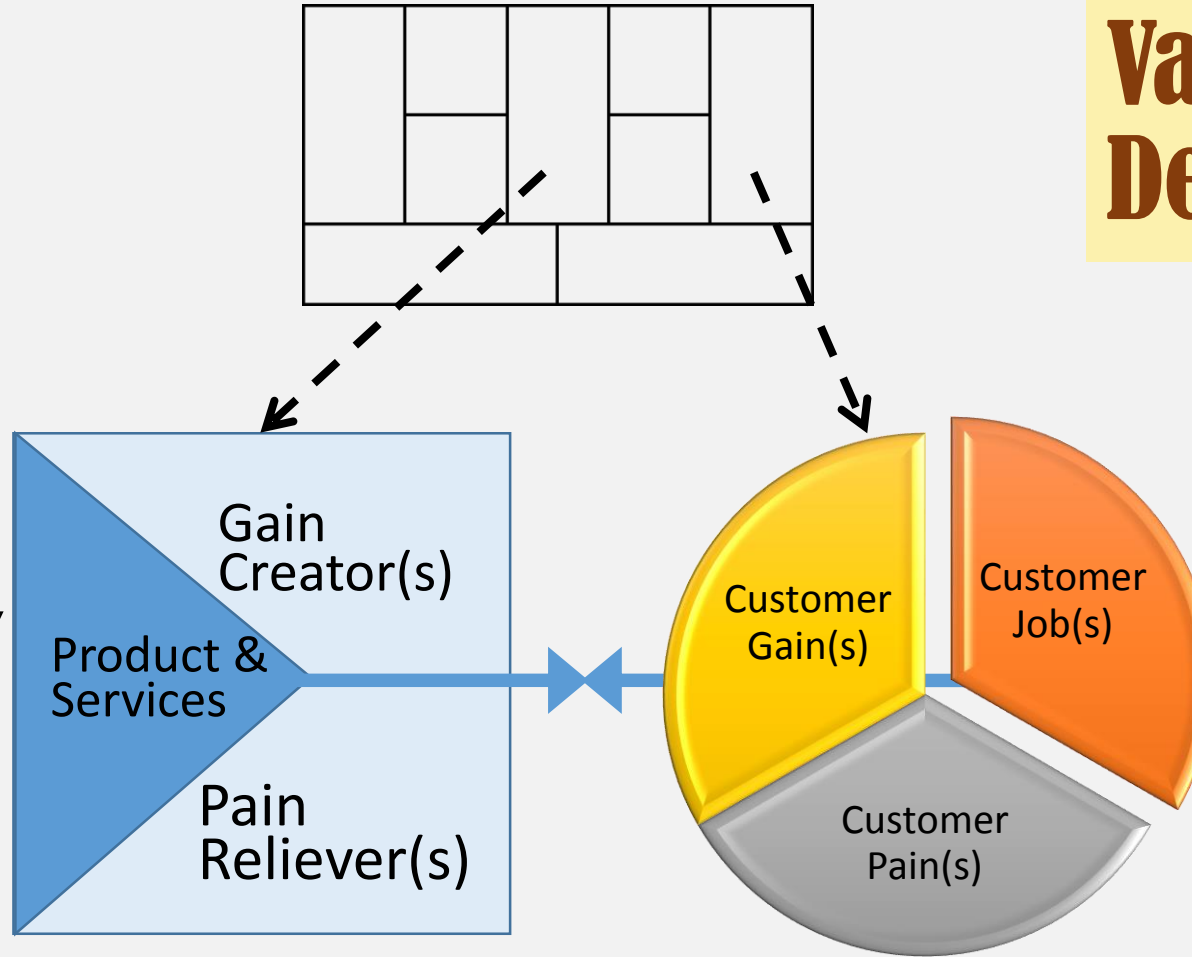
Coffee store ambiance.

Gain creators

Serves good value specialty coffee with a grab-to-go concept and relaxing store ambiance.

Strategically located inside the Suits Tower at Pantai Indah Kapuk.

Short distance from CGK International Airport; ideal for business meetings and other social gatherings.



Value Proposition Design

Osterwalder et al. (2014)

Customer Profile

Customer jobs

A necessity and habit in modern society.

Customer pains

A grab-to-go or a coffee stop with a good ambiance in a short distance from work or home.

Customer gains

A way to carry out their social lives.

A way to affirm one's identity and self-esteem


PORTER'S FIVE FORCES MODEL

Threat of new entrants: Medium



Easy to copy but need good resources (such as good barista and pastry chef), capital and acceptable store concept by market

Bargaining power of suppliers: Medium




Various options for shop, coffee supplies, equipments, etc

Rivalry among existing competitors: High




Coffee shops is a common business in Jakarta, but there is always a room for a good ambiance and matching store concept with targeted customers.

Bargaining power of buyers: Medium



Customer offered with a lot of concept coffee shop, brands and coffee types

Threat of substitute products/services: High



A lot of coffee shops which offers various concepts not only to enjoy numerous coffees, but also shop themes



Q & A