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Coffee dip go prac: Typical black coffee Banyuwangi

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Abstract

Coffee is a drink that has been known throughout the world. The processed coffee product itself is divided into two types, namely brewed coffee and instant coffee. The more complex human activity causes everything to demand fast or instantaneous things, including coffee drinks. Therefore, there has been a change in the behavior of consumers who previously consumed brewed coffee, now they have turned into instant coffee consumers. Based on the description of the problem, a business opportunity is obtained, namely making GO PRAC Coffee Celup to produce brewed coffee using a

filter so that the pulp is filtered, practical, but the distinctive aroma and taste of coffee remains. The strategy chosen from the matching stage for the development of Go Prac dyed coffee was to expand the distribution network of the marketing. The market share aimed at the Jabodetabek area with B2B and B2C distribution. The NPV generated for 5 years is IDR. 3.742.543.423 where the NPV results are greater than the required investment value, namely IDR. 1,000,000,000. In addition, the required payback period rate of net cash flow is 2.2 years. The IRR obtained is 63%.

Keywords: Dip Coffee, Simple, Innovation, Business Plan

1. Introduction

Coffee is a drink that has been known throughout the world. The processed coffee product itself is divided into two types, namely brewed coffee & instant coffee. Brewed coffee is a coffee drink where the process of brewing ground coffee together with sugar leaves behind the dregs. Meanwhile, instant coffee is a coffee drink that goes through a spray drying process and is packaged so that the brewing does not leave pulp. The increasing standard of living of the community along with the development of the times has prompted consumers to drink coffee, which was originally consumed by the elderly and men, now consumed by all groups. The more complex human activity causes everything to demand fast or instantaneous things, including coffee drinks. Therefore there is a change in the behavior of consumers who previously consumed brewed coffee, now they have turned to consumers of instant coffee. Instant coffee offers convenience in serving, has a wide variety of flavors and is mainly without pulp. It's just that instant coffee contains a strong sweetener that reduces the taste of the coffee.

2. Literature review

The business environment for PT. Nusantara Coffee Indonesia which covers the general environment and the industrial environment by using several analyzes. The first analysis is an analysis of important external forces using the PEST method which can be divided into 4 categories, namely: political, government and legal forces, economic strengths, cultural, social, demographic, and environmental forces, technological strengths. The second analysis is the analysis of competitive power using Porter's five forces method, which consists of competition among competing companies, the entry of new or potential competitors, the potential for development of substitute products, the strength of suppliers' bargaining positions, the strength of consumer bargaining power (David, 2015) ^[2].

3. Methods

This type of research is qualitative research. Qualitative research Namely research that is descriptive and tends to use analysis. Process and meaning (subject perspective) are emphasized more in qualitative research (Nurlina and Wardayani, 2018) ^[9]. The theoretical basis is used as a guide so that the research focus is in accordance with the facts in the field. Qualitative research methods as an approach or tracing to explore and understand a central phenomenon. To understand this central phenomenon, researchers interviewed study participants or participants by asking general and rather broad questions. Information is then collected in the form of words and text. The collection of information is then analyzed.

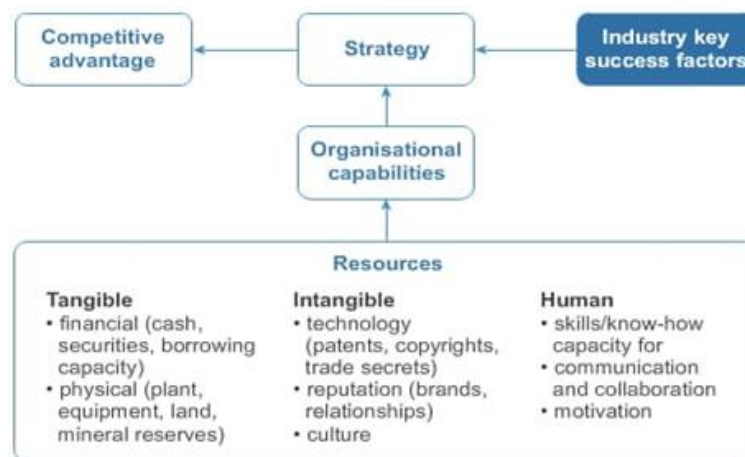
4. Result and discussion

4.1 Result

4.1.1 Internal factor analysis

Internal factors focus on identifying and evaluating the strengths and weaknesses of the company in the company's

functions. PT. Nusantara Coffee Indonesia includes human capital management, marketing, finance and accounting, production and operations. The analysis is described in the following schematic form the analysis framework of the work frame is described in Fig 1.



Sources: (kfknowledgebank.kaplan.co.uk, n.d.), 2020

Fig 1: Strategic Analysis Framework for Resources, Capabilities and Competitive Advantage

4.1.2 Resource

Resource is a company organization resource strategy, which can create competitive advantage. The importance of resources to win the competition has been applied to PT. Nusantara Coffee Indonesia.

4.1.3 Capabilities

Capabilities are the ability of a company to carry out business strategies. Following are the abilities possessed by PT.

Nusantara Coffee Indonesia.

4.1.4 Internal factor assessment

After analyzing the resources and capabilities, the two factors are assessed based on the important assessment factors, which are the most important to provide a competitive advantage (Nababan *et al.*, 2018) ^[7]. The following is an internal assessment of the factors in terms of strengths and weaknesses in tabular form.

Table 1: Assessment of Internal factors

Internal Factors	Important Strategy	Relative Strength	Information
Resource			
R1. Finance	8	5	Capital is expected to come from internally and external / investors.
R2. Technology	7	6	In the production of dyed coffee already using modern machines.
R3. Factory Building	5	4	Typical Go Prac Dye Coffee Products Banyuwangi is the first to be produced in Tangerang
R4. Location	8	6	The strategic location accelerates distribution of products to consumers directly or indirectly.
R5. Distribution	9	8	Direct distribution channels or indirectly.
Capabilities			
C1. Price	9	7	Adjust the price accordingly customer needs.
C2. HR performance	7	5	Has human resource planning and development the good one
C3. Product Innovation	8	8	The product is practically measured without pulp, The taste of brewed coffee is still there, safe for health
C4. Marketing Performance	9	6	Marketing channels through B2B and B2C
C5. Production process	6	5	Looking for experienced HR about the coffee production process and provide training to new employees
(a) The scale ranges from 1 to 10 (1 = Weak, 10 = Strong).			
(b) Dip Coffee Go Prac Resource and Capabilities compared to Coffee Celup Coffesso, and Coffee Celup O Aik Cheong.			

Source: Data processed by researchers, 2020

4.1.5. Competitive advantage

Competitive Advantage is the ability of a company to have better performance than competitors through its available resources. The following is the Competitive Advantage applied by PT. Nusantara Coffe Indonesia through VRIO analysis, where a company if it wants to have valuable and expensive resources, the company must have resources that

are valuable (Value), rare (Rare), difficult or difficult to imitate (Imitability) and able to be utilized by the organization (Organization).

4.2 Discussion

The marketing framework can be described as follows in Fig 2.

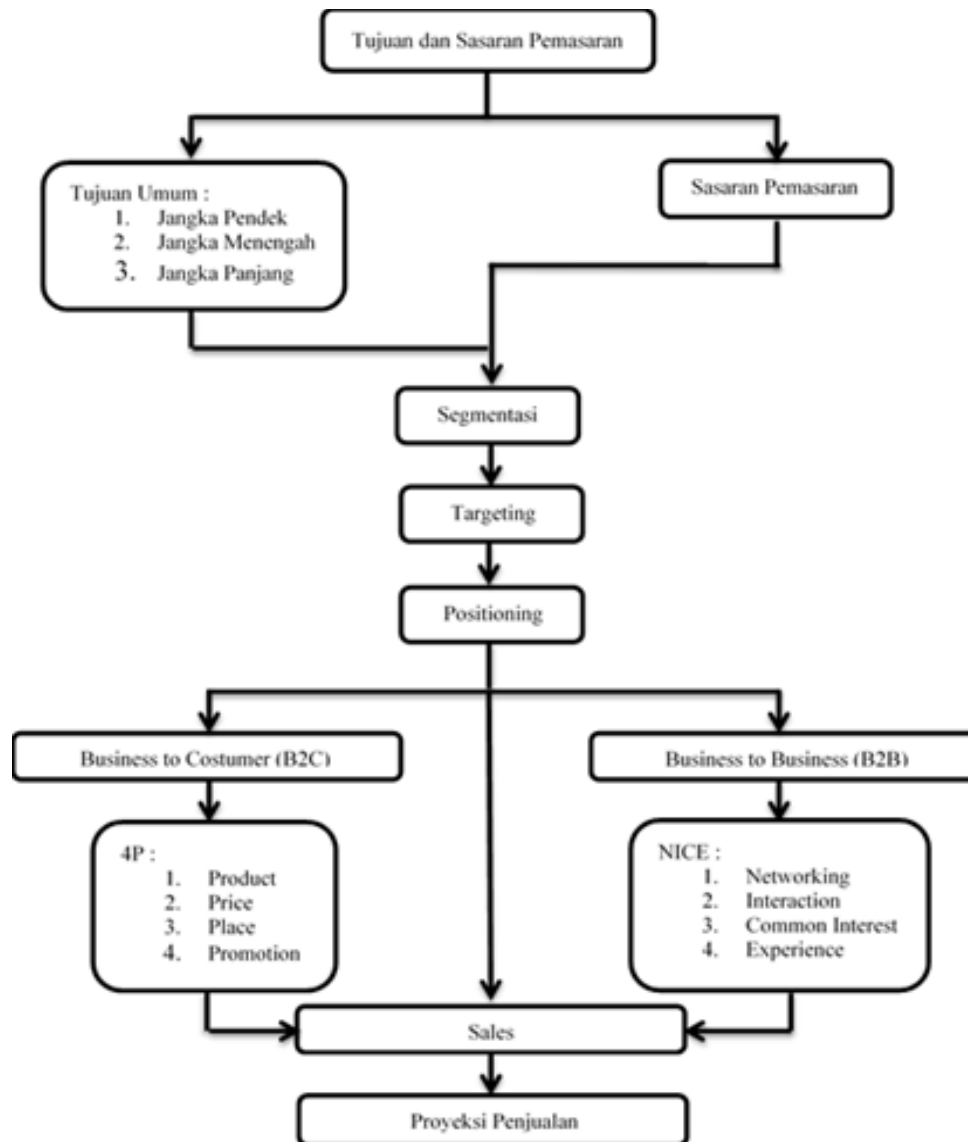


Fig 2: Marketing Frame Work

4.1.2. Business establishment stages

The planning process for establishing a Business Business is in accordance with the regulations of the Laws and Regulations of the Republic of Indonesia Number 40 of 2007 concerning the establishment of a Limited Liability

Company, under the name of the establishment of a Limited Liability Company, namely PT. Nusantara Coffee Indonesia. There are also stages and conditions for the establishment of PT. Nusantara Coffee Indonesia which follows the rules that apply in Indonesia as follows in Fig 3.

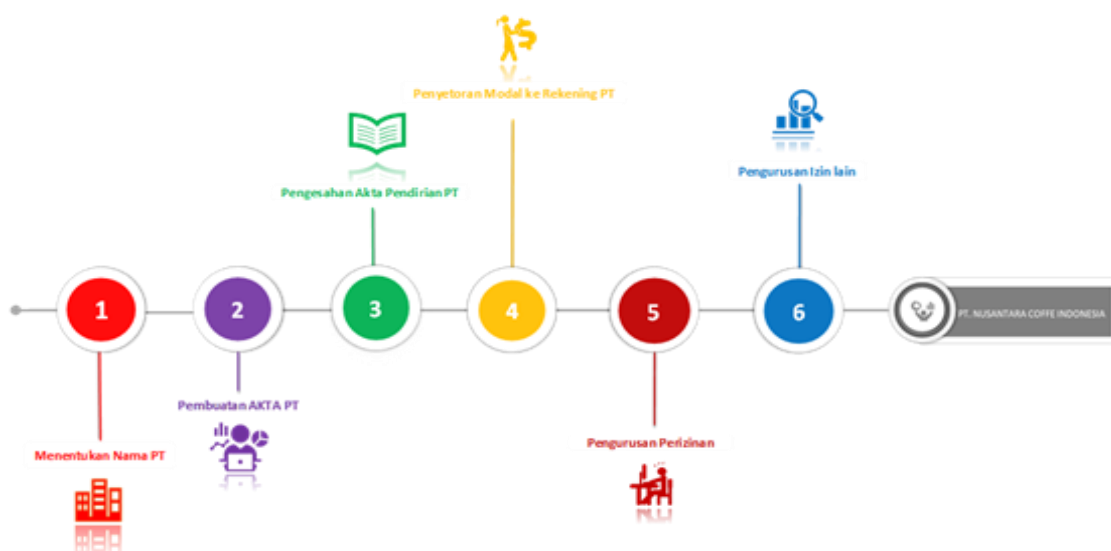


Fig 3: Stages of Establishment of PT. Nusantara Coffee Indonesia

4.1.3 Product design

The business products of PT. Nusantara Coffe Indonesia is Go Prac dipped coffee, this Go Prac dipped coffee is one of the innovative products, where the brewing process is very easy and practical without leaving dregs. For Go Prac dyed coffee products, the packaging consists of primary & secondary packaging. The primary packaging is coffee filter paper, while the secondary packaging is aluminum foil



Fig 4: Package of sachets and labels

The process technology used in a series of stages as in Fig 6.8 above, has used semi-modern technology so that the process of making dipped coffee is more optimal. The coffee bean processing technology begins with the peeling of the fruit skin with a pulper machine. Then dry it using a masson dryer. Furthermore, the peeling process to separate the coffee beans from the horn skin uses a huller machine to get clean beans with the help of a blower where the skin is sucked and thrown out, followed by a sieving machine where its function is to classify the coffee beans to be processed. The sorted coffee is then roasted for 30-35 minutes. After roasting the coffee beans, then grind the coffee beans to break the dry coffee into coffee powder. After becoming powdered, the coffee is ready to be packaged and distributed to consumers. To maintain the quality of coffee so that it can be enjoyed by consumers, it takes steps or stages of the process in processing coffee into quality and has a distinctive taste. Therefore, to ensure the quality of coffee beans, PT. Nusantara Coffee Indonesia in the production process will carry out quality control during the production process.



Fig 5: Quality Test of Coffee Beans

5. Conclusion

From the business planning that has been discussed above, it is explained that the Go Prac dye coffee business at PT. Nusantara Coffee Indonesia is a business that can continue to grow. Based on national and global coffee trade data, the development of world coffee production, Indonesia ranks fourth with a portion of 6.60%. And Indonesia has a plant area to produce the second largest coffee in the world, but Indonesia as a coffee producer and coffee exporter is only the fourth largest. This has the potential for redevelopment of the coffee industry if productivity can be increased. Based on data from the analysis of the five forces porters, the

packaging and coffee wrapping uses box packaging. The sachet & label packaging used is an identity, differentiator as well as a container for promotion, so that any company will try to provide the best design and add important information that can now be entered and/or displayed on the product label, so that it can immediately provide information to customers, regarding products that are being sold show in Fig 4.

competition between competing companies from this industry is moderate because the indicators of production costs are higher than instant coffee and on the indicator of the number of competitors, coffee companies that make similar businesses have started to appear. Therefore, PT Nusantara Coffee Indonesia must always innovate in making coffee drip from various regions to create coffee aroma and taste according to consumer tastes

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