

RINGKASAN EKSEKUTIF

Bermula dari sumber daya yang dipandang sebelah mata, daun kopi ternyata dapat diolah menjadi minuman yang memiliki daya tarik tersendiri. Kafilifti adalah minuman teh berbahan dasar daun kopi yang memiliki cita rasa teh dengan aroma kopi. Konsep yang diusung adalah minuman *grab-and-go* dengan berbagai varian rasa yang unik dan dikemas secara modern di *semi-outdoor food court* PHX Grogol, Jakarta Barat.

Pada tahap awal penelitian kualitatif, Kafilifti menduga bahwa minuman *tea blend* dinikmati konsumen pada saat suasana hati tertentu. Namun ternyata, pola konsumsinya lebih bersifat *impulse buying*, artinya motivasi pembelian muncul dari luar. Selanjutnya, secara kuantitatif Kafilifti berhasil menentukan *willingness to pay* dan peranan penting harga terhadap pembelian *tea blend*. Akhirnya, dengan *blind test*, tes alfa, dan tes beta, Kafilifti dapat menentukan identitas rasa minuman yaitu manis, aroma kopi, dan *after taste* sangit.

Kafilifti mulai beroperasi sejak 4 Maret 2018 hingga hari ini. Nilai transaksi tercatat hingga 4 Juni 2018, sebesar Rp63,926,000 dari 2,088 transaksi dengan total 3,032 gelas terjual. Harga minuman dipatok mulai dari Rp18,000 hingga Rp25,000 dengan dua ukuran gelas kecil (12 oz) dan sedang (14 oz), dilengkapi tujuh varian rasa. Meskipun belum mencapai keuntungan, namun diproyeksikan Kafilifti bisa mencapai *payback period* pada Desember 2018.

Saat ini, strategi manajemen difokuskan pada strategi intensif, yaitu membuka waralaba. Langkah ini diawali dengan target membuka satu cabang baru di pertengahan Agustus 2018. Dalam dunia *start-up* hal yang paling pasti adalah ketidakpastian itu sendiri, sehingga Kafilifti harus selalu dapat menyesuaikan diri dengan pasar. Laporan tugas akhir ini disusun untuk menggambarkan perjalanan membangun bisnis Kafilifti dengan berbagai pembelajaran menarik di dalamnya.

Kata Kunci : Teh daun kopi, *grab-and-go*, *impulse buying*, penelitian, strategi

Bidang Usaha : *Food and beverage*

EXECUTIVE SUMMARY

From waste to gold, it is how coffee leaf has been processed to become a distinctive coffee leaf tea. Kafilifti is tea blend with tea taste and coffee aroma. The whole concept reflects a grab-and-go drink that serves variant menus in semi-outdoor food court namely PHX Grogol, West Jakarta.

On primary qualitative research, Kafilifti assumed that tea blend consumption was driven by certain mood condition. Nevertheless, it's an impulse buying behavior, in which people was triggered to purchase products by external factor. Next, quantitatively Kafilifti discovered the willingness to pay range and price as the most significant variable in decision to purchase. Running through blind test, alpha and beta test, Kafilifti established its signature taste as sweet drink, enriched with coffee aroma and 'sangit' after taste.

It has been operated since March, 4th 2018 until today. On 4 June 2018, Kafilifti has achieved Rp63,926,000 sales revenue generated by 2,088 transactions from 3,032 cups sold. The price is ranging from Rp18,000 to Rp25,000. The drink is served in two sizes, small (12 oz) and medium (14 oz), with seven variant menus. Despite of the fact that Kafilifti hasn't gained profit yet, it estimates the payback period will be realized on December 2018.

At the moment, Kafilifti adopted intensive management strategy focusing on opening franchise. As the baby step, Kafilifti will open its first branch on the middle of August 2018.

In conclusion, the only thing that is certainly happen in start-up is the uncertainty. Therefore, Kafilifti has to be agile to adjust with the market. This final project report is surely will give thorough perspective on how Kafilifti started its business which proven with lots of trials and learnings.

Key Words : Coffee leaf tea, grab-and-go, impulse buying, research, strategy

Business Field : Food and beverage