

## Ringkasan Eksekutif

Peningkatan jumlah generasi milenial menciptakan berbagai tren di masyarakat, salah satunya pada industri minuman kopi. Hal tersebut dibuktikan dengan hasil riset sekunder yang menunjukkan adanya peningkatan konsumsi kopi sebesar 7% per tahun dari tahun 2015 hingga 2017. Selain itu, didapati bahwa jenis minuman kopi yang ditawarkan dari 1.470 kedai di Jakarta belum sesuai dengan keinginan generasi milenial muda untuk mencoba minuman baru. Penemuan tersebut kemudian divalidasi dengan riset kuantitatif terhadap 598 responden dan diketahui sebanyak 85,8% responden tertarik mencoba minuman baru. Dari penemuan tersebut, penulis mengimplementasikan bisnis Mister Mixo yang terus mengembangkan dan memperbaharui variasi rasa secara berkala sebagai diferensiasi di industri minuman kopi dengan mengandalkan dua jenis produk yaitu kopi susu dan kopi soda.

Mister Mixo mulai beroperasi pada tanggal 12 Maret 2018 dan pengalaman selama proses bisnis berlangsung diantaranya munculnya tema keragaman Indonesia, adanya penghapusan salah satu jenis produk kopi, melakukan perubahan citra merek, dan perubahan rencana pengembangan produk. Selama 5 bulan menjalani usaha, Mister Mixo berhasil menjual sebanyak 2.732 gelas atau 87,9% dari target penjualan. Pada akhirnya, Mister Mixo mempunyai 9 produk kopi susu seperti klepon dan merah putih. Penemuan dan pengalaman dalam menjalankan Mister Mixo menghasilkan rekomendasi dan kunci sukses untuk masuk ke dalam industri minuman kopi, seperti selalu meningkatkan pengetahuan tentang kopi, memiliki ciri khas produk, meningkatkan kesadaran merek kedai kopi, dan melihat perkembangan produk kompetitor.

Kata Kunci	:	Minuman kopi, pertumbuhan industri, milenial muda, variasi rasa, perubahan
Bidang usaha	:	Makanan dan minuman

## **Executive Summary**

*The increasing number of millennial generation created various trends in society, who affects some industries and one of them is coffee industry. This course can be seen by the result of secondary research that shows an increase in coffee consumption by 75 per year from 2015 to 2017 due to young millennial habit that leads into coffee consumption. In addition, it is found that the types of coffee drinks offered by 1,470 stores in Jakarta have not meet the expectation of young millennial whom tend to be interested in new type of drinks. The findings were then validated through quantitative research to 598 respondents in which 85.8% of them were interested in trying new type of beverages. These phenomenon leads authors to develop Mister Mixo as business which continues to renew the flavor variations on a regular basis as differentiation. We provide two types of coffee's products, namely latte and sparkling coffee.*

*Mister Mixo began operations on March 12, 2018 and experiences that we learn such as Indonesian's variety, product elimination, rebranding, and different product development strategies. With in 5 months, Mister Mixo able to sold 2.732 cup or 87.9% from sales target. Finally, Mister Mixo has 9 types of latte coffee such as klepon and merah putih. During the business process of Mister Mixo, there are many discoveries and experiences. Mister Mixo generates some recommendation and key successes include, improving the knowledge about coffee continuously because of its complexity, have product identity, increasing the brand awareness, and aware about competitors' product development.*

<i>Keywords</i>	<i>:</i>	<i>Coffee drinks, growth of industry, young millenials, flavor variations, changes</i>
<i>Field of Business</i>	<i>:</i>	<i>Food and beverages</i>