

EXECUTIVE SUMMARY

This business plan will show how a total investment of Rp 19.500 (in billion) could yield cumulative period net profits in excess of Rp 21.296 (in million) over a five-year period giving expected NPV Rp 2.717 (in million) and payback period in 4.25-years while maintaining adequate levels of liquidity.

The purpose of this business plan is to allocate overhead cost from the existing coffee shop business model to a self service espresso machine completed with weekly flavour rotation. Located in office tower at Jakarta region, our freshly brewed coffee that served in both black and non-black coffee, hereby is going to satisfy our customer needs of having a quick yet easy good cup of freshly brewed coffee while they are working.

Taking customer expectation to the next level, BitterSweet dedicate their passion in coffee industry by prioritizing R&D as our core business activity. Local coffee beans from every special regions in Indonesia, Arabica and Robusta, make BitterSweet could provide flavour rotation as our value compared to competitors.

The potential market for this business model is very promising. According to Data from the Association of Indonesia Coffee Exporters and Industries, demand of coffee is projected to increase to 350.000 metric tons this year from about 300.000 tons in 2014. On the contrary, export fell to 382.000 tons in 2014 from 432.000 ton a year earlier as more beans were used locally. It means that more Indonesian people are now getting used to consume this phenomenal cup of joe.

Besides valued customer prestigious time with efficient serving time, BitterSweet also gathered customer's preference through BitterSweet Mobile Apps. Using electronic payment cooperate with third party, BitterSweet could always improve our product by collecting feedback from our precious customer. We believe that feedback make us better and better because customer is our priority.