Syntax Literate: Jurnal Ilmiah Indonesia p–ISSN: 2541-0849
e-ISSN: 2548-1398
Vol. 10, No. 3, Maret 2025

STRATEGIC BUSINESS PLAN FOR LANTAI BUMI EXPANSION TO JAKARTA: ACHIEVING SUSTAINABLE GROWTH AND COMPETITIVE ADVANTAGE IN THE COFFEE INDUSTRY

Dedy Apriady
Institut Teknologi Bandung, Indonesia
Email: dedyapriady@gmail.com

Abstract

This study presents a strategic business plan for Lantai Bumi Coffee's expansion into Jakarta, aiming to achieve sustainable growth and competitive advantage in the coffee industry. The research investigates the current coffee market dynamics in Indonesia, highlighting the increasing demand for specialty coffee and the proliferation of coffee shops. It identifies key challenges, including employee retention and fierce competition. Utilizing qualitative research methods, including focus group discussions and interviews, the study analyzes consumer preferences and operational strategies. The findings indicate that Lantai Bumi can differentiate itself through high-quality products, a unique café atmosphere, and effective marketing strategies. Financial projections suggest a promising return on investment, supported by a strong customer base and a favorable location in Kemang. This business plan outlines the necessary steps for successful entry into the Jakarta market, emphasizing the importance of innovation and community engagement.

Keywords: Business Strategy, Coffee Industry, Market Expansion, Employee Retention, Competitive Advantage, Sustainable Growth

Introduction

The coffee industry in Indonesia is not only a growing business phenomenon, but also an inseparable part of people's culture and lifestyle (Pasa et al., 2020; Santoso et al., 2024). Indonesia, as the world's fourth-largest coffee producer after Brazil, Vietnam, and Colombia, has an important position in the global coffee market (International Coffee Organization, 2020). On the other hand, coffee consumption in the country has also experienced a significant increase. In 2023, coffee consumption in Indonesia will reach 379,655 tons, reflecting the high public interest in coffee, both as a daily drink and a symbol of modern lifestyle (Santika, 2024).

This growth in consumption is driven by the growing coffee culture, where coffee is not just a drink, but also part of social and cultural activities that include working, socializing, and relaxing (Dhisasmito & Kumar, 2020; Ibrahim & Zailani, 2010). This has led to the proliferation of coffee shops in Indonesia. In 2022, the number of coffee shops in Indonesia was recorded to reach more than 20,000 shops, and this trend continues to increase in 2023. In the city of Yogyakarta itself, coffee shops have reached 3,000 shops, making it one of the cities with rapid coffee business development (Prasetya et al., 2021; Wang, 2017).

In addition, coffee consumption in Indonesia is now enjoyed by more than 66.3 million people in 2023, which makes the country one of the largest coffee markets in the world (This development has encouraged the rapid growth of the coffee shop industry in Indonesia, with an estimated revenue contribution of IDR 80 trillion in the same year

(Ernanto, 2023). Thus, competition in this sector is getting tighter, both in terms of product innovation and service quality.

However, behind this growth, one of the main challenges faced by coffee shop entrepreneurs is retaining qualified employees. Research Nasihin et al. (2020) revealed that turnover intention, or the employee's intention to leave the company, is one of the main issues that can have a significant impact on business stability. High turnover can lead to huge costs for companies, from the recruitment process, to the training of new employees, to the loss of important institutional knowledge.

Lantai Bumi a coffee shop based in Yogyakarta, faces this challenge amid increasingly fierce competition. Not only innovating in products and services, Lantai Bumi needs to implement an effective HR management strategy, especially in terms of employee retention, to maintain stability and ensure business continuity. In this highly competitive environment, a turnover intention-based employee retention strategy is expected to help Lantai Bumi overcome these challenges.

After Lantai Bumi Coffee was quite successful in Yogyakarta City, it inspired to open a branch in Jakarta City with the aim of being able to reach more customers in various locations, introduce the brand to a wider market, provide opportunities to increase turnover and revenue by selling more products to a new customer base, help strengthen the image and brand awareness in the minds of consumers, making the café more known and trusted, reducing dependence on one region and mitigating risks if one of the branches goes down, taking advantage of unique opportunities according to local demand and allowing the café to establish cooperation with new local suppliers or partners, which can provide profits and expand its business network (Adithia & Jaya, 2021; Mohyi & Sukmawati, 2023; Prasiyuda et al., 2020; Wen et al., 2020).

The research aims to investigate the current coffee market dynamics in Indonesia, highlighting the increasing demand for specialty coffee and the proliferation of coffee shops.

Research Methods

Mason (2006) defines qualitative research as a method of constructing explanations and arguments grounded in a deep understanding of the complexities within a specific context. Similarly, the Qualitative Research Consultant Association (QRCA) emphasizes that qualitative research focuses primarily on gaining insight into a particular topic. According to Sumarwan et al. (2023), qualitative research can utilize techniques such as focus group discussions (FGDs) and in-depth interviews. This study employs a qualitative approach, using FGDs and departmental interviews to understand the issues and validate proposed solutions.

Research methodology encompasses the strategies used by researchers to design, implement, and analyze their studies. This involves formulating research questions, gathering and interpreting data, and effectively communicating findings.

A robust research methodology is critical to ensure the study is rigorous, systematic, and ethical. It contributes to the validity, reliability, and generalizability of the research, enabling the findings to be applied to broader contexts or populations beyond the specific sample under investigation.

In this study, a case study approach was adopted as the research methodology. This method involves an in-depth analysis of a single case or a few cases to gain a detailed understanding of complex phenomena or processes. Often used in social sciences and

humanities, the case study approach is valuable for exploring intricate social, cultural, or historical dynamics.

The process of obtaining information or data from various sources to address a research question or evaluate a hypothesis is referred to as data collection. This process is an essential part of research and utilizes diverse techniques and methods, depending on the nature of the research question and the type of data required.

Data collection is broadly categorized into two types: primary and secondary. Primary data collection involves directly obtaining information from the source, using methods such as surveys, interviews, observations, or experiments. In contrast, secondary data collection relies on information previously gathered by other researchers or organizations, such as government reports, academic studies, or online databases. The specific methods used for data collection in this study will be elaborated in the following subchapter, titled “Data Collection Methods”.

The objective of this study is to identify the problems based on data collected through interviews with informants and a business feasibility study. This data is secondary data, including the revenue realization data of Lantai Bumi Coffee, its condition, organizational structure, operational agenda, customer reviews on Google Maps, as well as other relevant data and documents. The data is obtained through access to Lantai Bumi Coffee's social media, as well as through observations and interviews with sources. For unpublished data, requests are made to the management of Lantai Bumi Coffee.

This study uses both primary and secondary data sources. Sumarwan et al. (2023), defines primary data as information collected directly from respondents, based on the researcher's determination of the required information. In contrast, secondary data consists of data gathered by a researcher from data that has already been collected by other researchers. Secondary data includes information such as the organizational structure, business plan information, and the vision and mission of Lantai Bumi Coffee. On the other hand, primary data refers to information gathered through focus group discussions and interviews to enhance the understanding of the issues and conduct analysis.

Related to the data collection methods, the objective of data analysis is to identify the problems based on the data, so a descriptive analysis is conducted on the data in the form of a business feasibility study and performance, including the vision, mission, and strategy of Lantai Bumi Coffee to align with the goals of Lantai Bumi Coffee. This data is obtained from interviews with sources and the analysis of the business feasibility study of Lantai Bumi Coffee.

Results and Discussion

Product

Lantai Bumi Coffee in Kemang, South Jakarta, is designed to cater to customers who prioritize quality, comfort, and an enjoyable experience. The products offered include a variety of specialty coffees, healthy food options, and a selection of drinks and snacks that support a modern and productive lifestyle. Here is a breakdown of the products at Lantai Bumi Coffee:

Specialty Coffee

1) Espresso-based drinks:
   a) Espresso

b) Drowned
c) Check the Waves
d) Cafe Latte
e) Cafe Mocha
f) American
g) Cappuccino
h) Coffee Orange

2) Single Origin Coffee:
   a) Coffee sourced from various coffee-producing regions in Indonesia and internationally is served using the manual brew method. (V60, Chemex, Aeropress).

3) Non Coffee:
   a) Matcha (best seller)
   b) Redvelvet
   c) Signature Dark Chocolate
   d) Taro

4) Signature Coffee:
   a) Specialty coffee with unique flavor blends, such as coffee with spices or fruity notes, available exclusively at Lantai Bumi Coffee. A signature product of Lantai Bumi is the "Adinda & Ananda," a sweet iced coffee served in an attractively designed can.

Food Menu
1) Indonesian Cuisine:
   a) Spiced Chicken Rice
   b) Mie Goreng
   c) Fried Rice
   d) Rawon
   e) Sop Iga
   f) Kwitiau Goreng

2) Main Course:
   a) Sambal Matah Chicken Rice.
   b) Chicken rice with teriyaki sauce.
   c) Chicken Rice with Salted Egg Sauce
   d) Katsu Curry Rice
   e) Sambal Matah Beef Rice
   f) Black Pepper Beef Rice
   g) Dori Fish Rice Sambal Matah

3) Pasta:
   a. Spaghetti Garlic Oil
   b. Fettuccine Carbonara
   c. Spaghetti Bolognese
   d. Fettuccine Creamy Mushroom

Drinks
1) Smoothies:
   a) Smoothie bowls and smoothies made from fresh fruits, yogurt, or plant-based milk..

2) Tea & Herbal Infusions:
   a) Various herbal tea options, such as Chamomile, Ginger Lemon, and Green Tea..

3) Juices:
   a) Fresh juice made from various fruit combinations, such as orange-carrot, apple-beetroot, and green juice.

Packaged Coffee Products
1) Ground Coffee: Speciality coffee in packaging for take-home use, available in either ground form or whole beans.
2) Coffee Sachets: High-quality instant coffee in sachets, convenient for enjoying at home or on the go.

Pastry and Snack
1) Pastry:
   a) Chocolatin Croissant
   b) Almond Croissant
   c) Almond Choco Croissant
   d) Lotus Croissant
   e) Nutella Croissant
   f) Smoked Beef Croissant
   g) Cinnamon Roll

2) Snack:
   a) French Fries
   b) Chicken Wings
   c) Nachos
   d) Onion Ring
   e) Waffle
   f) Fish and Chips

Special Services
1) Event Catering: A service offering coffee and food orders for community events, business functions, or informal meetings.
2) Private or Community Events: A customizable space for personal or community events, such as discussions, seminars, or networking gatherings, tailored to meet the needs of the customers.

Merchandise and Souvenir
1) Cups and Mugs: Exclusive cups and mugs with the Lantai Bumi Coffee logo for customers who want a souvenir to take home.
2) Tumblers and Coffee Bottles: Eco-friendly tumblers designed for enjoying coffee on the go.
3) Apparel

4) Totebags
5) Roasted Coffee

It can be concluded that the products offered by Lantai Bumi Coffee in the Kemang branch, South Jakarta, include a variety of specialty coffees, healthy foods, refreshing drinks, and packaged coffee products that can be enjoyed anytime. Each product is designed to meet the needs of customers who prioritize quality, a healthy lifestyle, and a pleasant experience in a comfortable café environment.

Price

To determine the selling price for Lantai Bumi Coffee with a minimum profit target of 100% of the Cost of Goods Sold (COGS), the COGS refers to the estimated direct costs incurred to produce each product. This includes all raw materials and other production-related costs associated with manufacturing the product. Based on the calculated COGS, the selling price is then set by adding a profit margin of at least 100% of the COGS. This means the selling price will be double the COGS to achieve the desired profit target. The profit margin is calculated as the percentage of profit earned from the COGS. With a 100% margin, the products sold will generate profits equal to the production costs, enabling the business to maintain its sustainability and achieve its financial goals.

The Promotion strategy of Lantai Bumi Coffee, Kemang Branch, South Jakarta, focuses on various approaches to raise brand awareness, attract new customers, and build loyalty among existing customers. The promotions integrate digital marketing, loyalty programs, and community events to create a comprehensive experience for consumers.

Digital Marketing and Social Media

Lantai Bumi Coffee uses social media as a key platform for promotion. Active on Instagram, Facebook, and TikTok, the café shares aesthetically pleasing photos of coffee products, food, and the cozy, Instagrammable café atmosphere. This content attracts young customers, particularly Millennials and Gen Z. Creative posts, including behind-the-scenes videos, coffee-making tips, and collaborations with local influencers, help boost brand awareness and build a loyal coffee community.

Loyalty Programs and Discounts

To retain customers, Lantai Bumi Coffee offers loyalty programs that provide discounts or rewards for frequent visitors. For instance, after a certain number of purchases, customers may enjoy a free coffee or a discount on their next visit. This program aims to increase visit frequency and encourage customers to make Lantai Bumi Coffee their favorite spot.

Community Events and Collaborations

Lantai Bumi Coffee engages with the local community through events like coffee tastings, barista workshops, or music events held at the café. Collaborating with brands or influencers that align with the target market is another promotional tactic to expand the café's reach and create more interactive experiences for customers.

Special Offers and Bundling Packages

The café also offers special promotions such as coffee and healthy food bundles at attractive prices or discounts on specific days to encourage customers to visit more

frequently. This not only attracts new customers but also boosts repeat purchases among loyal patrons.

Location-Based Marketing

Given its strategic location in Kemang, Lantai Bumi Coffee leverages location-based marketing through platforms like Google My Business and delivery services. By regularly updating information and offering exclusive deals for customers nearby, the café can attract customers in the vicinity looking for a place to relax or work.

Technology Selection

The selection of technology in the equipment investment plan for *the Lantai Bumi Coffee* Branch Kemangis:

Table 1. Equipment Investment Plan

Equipment Name	Price per Unit (Rp)	Sum	Total (Rp)	Economic Age (Years)
Espresso Machine	280.000.000	1	280.000.000	5
Bar Equipments	55.000.000	1	55.000.000	5
Kitchen Equipment & Recipes	240.000.000	1	240.000.000	5
Other Equipments Operational tools	60.000.000	1	60.000.000	5
Total			635.000.000	

Total Investment: IDR 635,000,000

Description:

1) Each piece of equipment has a different economic lifespan, which can affect future replacement or maintenance schedules.
2) This investment includes the main equipment needed to run the café, from coffee machines, kitchen appliances, to POS systems and operational tools.

The following is the inventory investment plan for *the Lantai Bumi Coffee*Branch Kemangin the form of a table:

Table 2. Inventory Investment Plan

Inventory Name	Price per Unit (Rp)	Sum	Total (Rp)	Information
Specialty Coffee Beans (per kg)	150,000	50 kg	7,500,000	Coffee bean supply for coffee production
Milk (per liter)	20,000	100 liters	2,000,000	Used for a variety of milk-based beverages
Syrup (per liter)	30,000	50 liters	1,500,000	For the manufacture of sweet drinks
Groceries (Cakes, Pastries)	10,000 per item	500 items	5,000,000	Cakes and pastries for customers
Specialty Tea (per kg)	100,000	10 kg	1,000,000	Tea preparation for drink variations
Gula (per kg)	15,000	30 kg	450,000	Used for coffee and other sweet drinks
Cups and Glasses (per set)	25,000	50 sets	1,250,000	Coffee cups and glasses for other drinks
Disposable Equipment (Straws, Wrappers, etc.)	5,000	500 units	2,500,000	For take-away packaging and daily use
Mineral Water (per box)	30,000	20 dus	600,000	Mineral water supplies for customers

Inventory Name	Price per Unit (Rp)	Sum	Total (Rp)	Information
Cleaning and Care Ingredients	3,000,000	-	3,000,000	For café cleanliness and maintenance

Total Inventory Investment: IDR 23,300,000

Description:

1) Inventory investment plans include raw materials and products used in the manufacture of beverages and food, such as coffee beans, milk, and groceries.

This inventory is important to maintain the smooth operation of the café, by taking into account daily needs and ensuring the availability of sufficient raw materials.

Convince Investors

To secure investment for Lantai Bumi Coffee's Kemang branch, it is crucial to present a solid business plan that addresses key points and demonstrates the potential for profitability, growth, and return on investment (ROI). Here are some strategies to attract and convince investors:

Clearly Define the Business Opportunity

Investors are looking for opportunities that offer strong returns. It's important to outline the market opportunity in the coffee industry, especially in Jakarta, where the coffee culture is thriving. Demonstrating the unique value proposition of Lantai Bumi Coffee, including its high-quality specialty coffee, strategic location in Kemang, and differentiated services (such as a cozy, modern ambiance and diverse menu) will help investors see the potential for success.

Show Market Demand and Potential Growth

Investors want to see that there is a demand for the business and that it has growth potential. Present market research that shows the increasing demand for specialty coffee in Jakarta, particularly in trendy areas like Kemang, where consumers are looking for high-quality products and unique experiences. Highlight trends, such as the rise of coffee culture, the preference for locally sourced and organic products, and the growing population of young professionals and expatriates in Kemang who are frequent coffee drinkers.

Financial Projections and ROI

Provide detailed financial projections for the first few years of operation. This should include expected revenue growth, profit margins, and cash flow. A clear projection of when the business will break even (BEP) and the estimated return on investment (ROI) within 3-5 years will reassure investors about the profitability of the business. Emphasize that with a high-quality product offering, a unique atmosphere, and an effective marketing strategy, Lantai Bumi Coffee is positioned to capture a loyal customer base and generate sustainable profits.

Highlight the Experienced Management Team

Investors not only invest in the business idea but also in the team behind it. If the management team of Lantai Bumi Coffee has experience in the coffee industry or in running successful businesses, it is essential to highlight these qualifications. Investors are more likely to trust experienced entrepreneurs who have a track record of success. If

necessary, consider including advisors or experts in the coffee industry to further strengthen the team.

Risk Management and Mitigation

Acknowledge the risks associated with the business, such as competition from other cafes, fluctuations in raw material costs, and changes in consumer preferences. Show how Lantai Bumi Coffee plans to mitigate these risks, whether through strong supplier relationships, diversified product offerings, or innovative marketing strategies. Addressing potential risks upfront will demonstrate to investors that you have a comprehensive understanding of the business landscape and are prepared to handle challenges.

Use of Funds and Investor Benefits

Explain how the funds raised will be used efficiently—whether for capital expenditure, operational costs, or marketing campaigns. Also, clarify the terms for investors, such as the type of investment (equity or debt), the percentage of ownership, and the expected timeline for returns. Transparency in these terms will help build trust with investors. Additionally, offering investors a share in the business or a profit-sharing agreement will give them a vested interest in the success of Lantai Bumi Coffee.

Marketing and Brand Development

Investors want to see how the business will differentiate itself from competitors and attract customers. Lantai Bumi Coffee's marketing strategy should include both online (social media, influencer partnerships, and digital marketing) and offline strategies (events, promotions, and collaborations with local businesses). A strong branding strategy that emphasizes the quality of the coffee, the ambiance of the cafe, and customer loyalty programs can create a competitive advantage in a crowded market.

By presenting a well-thought-out business plan, strong financial projections, and a clear growth strategy, Lantai Bumi Coffee can attract potential investors to help fund its Kemang branch. Emphasizing the café's unique offerings, market potential, and experienced management team will enhance investor confidence. Additionally, addressing risks and outlining how the funds will be utilized will reassure investors about the sustainability and profitability of the venture.

Conclusion

Lantai Bumi Coffee in Kemang has promising business prospects based on the results of the feasibility analysis. In terms of finance, the projected monthly revenue of IDR 401 million and monthly net profit of IDR 204 million show significant profit potential. With an initial investment requirement of IDR 2 billion, this investment opportunity offers a potential ROI of around 2 years, with attractive profit-sharing terms. The strategic location in Kemang, which is known as an elite area with a target market for the middle and upper class, provides added value. Kemang is a popular destination for visitors looking for a comfortable and aesthetic hangout, making it an ideal environment to support the modern-classic coffee shop concept carried by Lantai Bumi Coffee.

The combination of superior products in the form of specialty coffee, snack menus, and packaged coffee, supported by a modern-classic interior design and a comfortable atmosphere, offers a unique differentiation that is the main attraction. The customer

experience offered, from the atmosphere to the quality of the product, is expected to be able to create consumer loyalty. The designed marketing strategy includes initial promotion, intensive use of social media, and collaboration with local communities to strengthen branding. With this approach, businesses are expected to build a strong brand presence and attract customers on an ongoing basis. However, the challenges faced include fierce competition with other coffee shops in the Kemang area, the risk of fluctuations in raw material prices, and the importance of implementing an effective marketing strategy to attract and retain customers. With the right risk mitigation and optimal operational strategy, Lantai Bumi Coffee has a great opportunity to grow and become one of the main culinary destinations in Kemang.

REFERENCES

Adithia, S., & Jaya, M. P. P. (2021). Strategi Pemasaran Digital Produk Minuman Kopi di Masa Pandemi. *Journal of Research on Business and Tourism*, *1*(1). https://doi.org/10.37535/104001120213

Dhisasmito, P. P., & Kumar, S. (2020). Understanding customer loyalty in the coffee shop industry (A survey in Jakarta, Indonesia). *British Food Journal*, *122*(7). https://doi.org/10.1108/BFJ-10-2019-0763

Ernanto, B. (2023). *3 coffee industry trends in the future*. Media Indonesia.

Ibrahim, H. W., & Zailani, S. (2010). A review on the competitiveness of global supply chain in a coffee industry in Indonesia. *International Business Management*, *4*(3). https://doi.org/10.3923/ibm.2010.105.115

International Coffee Organization. (2020). *Global coffee production report. https://www.ico.org/documents/global-coffee-report2020.pdf*.

Mason, J. (2006). Mixing methods in a qualitatively driven way. *Qualitative Research*, *6*(1). https://doi.org/10.1177/1468794106058866

Mohyi, A., & Sukmawati, D. (2023). Do Employee Experience Has an Impact to Turnover? *Journal of Career and Entrepreneurship*, *2*(1). https://doi.org/10.22219/jce.v2i1.25871

Nasihin, M. A., Subagyo, S. E. F. S., Erfariani, S. A., & Farida, S. N. (2020). Business strategy in the new normal era in coffee shops in Surabaya (Case study on Beby's Coffee on Jalan Srikana Timur No. 44 Surabaya). *E-Business: Scientific Journal of Economics and Business*, *2*. https://doi.org/10.51903/e-bisnis.v13i2.248

Pasa, A. R., Agustania, W. A., & Iqbal, T. M. R. (2020). Towards Smart Coffee Industry: Designing IS/IT Portfolio for Sustainable Coffee Cooperative in Indonesia. *Review of Integrative Business and Economics Research*, *9*.

Prasetya, U, A., Sumarwan, U., Imam, S, A., & Najib, M. (2021). Influences of Product Attributes and Lifestyles on Consumer Behavior: A Case Study of Coffee Consumption in Indonesia. *Mukhamad NAJIB / Journal of Asian Finance*, *8*(5).

Prasiyuda, E., Lestari, T., & Rofianto, W. (2020). The Role of Cognitive & Affective Drivers in Building Satisfaction and Loyalty: Study on Non Dine in Coffee Shop in Indonesia. In *International Conference Risk Management As An Interdiciplinary Approach* (Issue 2).

Santika, E. F. (2024). *Projection of Indonesian coffee production volume, net exports, and consumption (2022–2026)*. Databox.

Santoso, I., Purnomo, M., Sulianto, A. A., Choirun, A., Azizah, N., Fisdausyi, I. A., & Utama, D. M. (2024). An Integrated Method for Sustainable Performance

Assessment: a Case Study on Indonesian Coffee Agro-food Industry. *Process Integration and Optimization for Sustainability*, *8*(1). https://doi.org/10.1007/s41660-023-00361-8

Sumarwan, E., Ismoyo, T., Susanto, Suryanadi, J., & Dewi, J. (2023). Implementation of Learning Communication System: A Case Study on Buddhist Religious Teachers in State Elementary School. *Journal of Education, Religious, and Instructions (JoERI)*, *1*(1). https://doi.org/10.60046/joeri.v1i1.31

Wang, T.-C. (2017). Evaluation of Grey Forecasting Method of Total Domestic Coffee Consumption in Indonesia. *International Journal of Business and Economics Research*, *6*(4). https://doi.org/10.11648/j.ijber.20170604.15

Wen, B., Zhou, X., Hu, Y., & Zhang, X. (2020). Role Stress and Turnover Intention of Front-Line Hotel Employees: The Roles of Burnout and Service Climate. *Frontiers in Psychology*, *11*. https://doi.org/10.3389/fpsyg.2020.00036

Copyright holder:
Dedy Apriady (2025)

First publication right:
Syntax Literate: Jurnal Ilmiah Indonesia

This article is licensed under:

