

Business Plan Cofee Shop Students with SWOT Analysis

Chotamul Fajri^{1*}, Sairin², Suworo³

^{1,2,3}Faculty of Economics and Business, Management Study Program, Pamulang University,
Tangerang Selatan, Indonesia

dosen1717@unpam.ac.id^{1*}, dosen01517@unpam.ac.id², dosen1715@ynpam.ac.id³

Abstract

The purpose of this study is to analyze the Business plan of the Santri Coffee Shop using the SWOT Analysis approach. And to find out the benefits of the existence of the Santri Coffee Shop in the Alwafi Boarding School environment. This study uses a qualitative method by conducting interviews, observations and documentation at the research location at the Santri Coffee Shop Alwafi Islamic Boarding School Pengasinan Depok. The analysis used SWOT Analysis, so that it can be used as an alternative to compile a Business Plan in business development at the Santri Coffee Shop Alwafi Islamic Boarding School Pengasinan Depok. Business in the current era is included in the more modern category combining all categories and places of business. For the culinary sector, in addition to high-end restaurants, there are also small-scale ones such as cafes and stalls. Seeing the opportunities and behavior of society in general, makes business actors engaged in the food and beverage sector glance at the coffee shop business, which focuses on the coffee sector by prioritizing a comfortable and homey atmosphere, both for workers and customers. With the current conditions, the presence of a coffee shop is considered the most appropriate for the lifestyle of urban communities. No exception for the santri environment, such as the one at the Al Wafi Islamic Boarding School Pengasinan Depok Islamic Boarding School. With the presence of Santripreneurs who are part of independent learning, the Coffee Shop is present in addition to teaching santri to be entrepreneurs, it is also a business opportunity that is usually a gathering place in the city, arranged according to the santri atmosphere by presenting a healthy coffee sensation in one of the canteen outlets of the Islamic boarding school.

Keywords: Business Plan, SWOT Analysis, Alwafi Islamic Boarding School

INTRODUCTION

Business planning is plans about what to do in a business in the future, including resource allocation, attention to key factors and processing existing problems and opportunities. The need for a business plan is absolute if we are going to run a business, because a business plan itself is like a map and compass for running a business. With a plan we can determine the main goals of our business, priority scale. Meanwhile, good business planning will increase our chances of business success. Good business planning itself is a process, not just planning.

Indicators of a good business plan include: Simple (containing convenience and practicality) to implement; Specific (concrete, measurable, specific in time, personnel and budget); Realistic (realistic in goals, budget and target achievement time) and complete or complete in all elements. The coffee shop and cafe business is a business that many people look at as a business that has very promising prospects. So it is not surprising that in several big cities you can find coffee shops and cafes in every corner of the city. The existence of the coffee shop itself, seen from its visitors, can be classified from groups of people who have a middle economic level to groups of people who have a high economic level.

The reason for the proliferation and development of the coffee shop business is due to several reasons. According to Atmodjo (Widodo: 2014:5) the phenomenon that causes the development of the coffee shop business is caused by several reasons, namely:

1. The potential of this market is very large and will continue to grow.
2. Food serving equipment, systems, controls and other physical aids have been developed which will make it easier, smoother and more profitable
3. With the increase in travel, mobility and various other reasons to eat out, the growth of food service businesses is also increasing.
4. Higher food prices are a good opportunity to make a profit.

Research focus Based on the background of the problem above, the focus of this research is the analysis of the Coffee Shop Santri Business plan using the SWOT Analysis approach at Al Wafi Boarding School. The formulation of the problem that needs to be studied in this research is: Howanalyzing the Santri Coffee Shop Business plan using the SWOT Analysis approach at Al Wafi Boarding School? What is the benefit of existence*Coffee Shop*Students in the Alwafi Boarding School environment?

The aim of this research based on the problem formulation above is: To find out how to analyze a business plan using the SWOT Analysis approach and to know the benefits of existence*Coffee Shop*Students in the Alwafi Boarding School environment.

RESEARCH METHODS

In identifying the problem, it is done by formulating the problem that occurs. To get a clear problem formulation, it is necessary to carry out field studies related to the actual situation and literature studies to get information about how to solve the problem and what methods are appropriate to use in solving it.

CollectionThe data in this research are initial observations of the research object, then producing a questionnaire to achieve the objectives of this research. The type of research that researchers use is field research using qualitative descriptive methods, namely in the form of revealing and re-describing events that occur in the field (Raco, 2018).

The data required in this research include interviews, interviews aimed at obtaining information regarding the company's general description, potential factors that can be developed, as well as obstacles that occur at the Alwafi Islamic Boarding School Islamic Boarding School, interviews aimed at the most authorized parties at the Santri Pondok Cafee shop The Alwafi Islamic Boarding School Islamic Boarding School is aimed at 3 administrators (Head of Alwafi IBS MSME Business, Coffee Shop Manager, and Barista, as well as three students to find out the weight and rating of weaknesses, strengths, opportunities

and obstacles that the Alwafi Islamic Boarding School Coffee Shop has. From processing interview data, literature studies and SWOT questionnaires, several alternative strategies were obtained which were then ranked in order of priority using weight calculations from the results of the questionnaire. Documentation, which is taking photos that are used as research supporting data as evidence of the ongoing research that has been carried out.

Analyze the data that has been obtained by determining which factors are strengths, weaknesses, opportunities and threats based on the company's internal and external factors, then arrange them in the form of IFAS and EFAS tables for development. company quality. The steps in a SWOT analysis according to Rangkuti (2009) in Aji (2018) are:

- a. Identify factors that constitute the company's strengths, weaknesses, opportunities and threats.
- b. Determine the factors that are the company's strengths, weaknesses, opportunities and threats to improve quality.
- c. Give each factor a weight based on its level of importance, a weight ranging from 1.0 (very important) to 0.0 (not important). These factors have the possibility of having an impact on strategic factors.
- d. Calculate the rating score for each factor by giving a scale value ranging from 4 (outstanding) to 1 (poor) based on the influence of the factor on conditions in the company. Giving a rating score for the strength and opportunity factors is considered positive (the greater the strength and opportunity, the score rating of 4 is given, but if the strength or opportunity is smaller, the score rating is 1). Giving rating scores to weaknesses and threats is the opposite. If the weaknesses and threats are very large then a score rating of 1 is given. On the other hand, if the weaknesses or threats are few then a score rating of 4 is given.

Calculate the total number of scores by multiplying weight and score rating for each strength, weakness, opportunity and threat factor.

RESULT AND DISCUSSION

Analysis of Internal and External Factors with the SWOT Method at the Santri Al Wafi Boarding School Coffee Shop

The SWOT matrix is an analytical tool that can be used to determine the company's current strategy and can also be used to produce alternative strategies for the company. From the results of interviews with informants, the analysis of Internal and External Factors using the SWOT Method at the Santri Alwafi Boarding School Coffee Shop is as follows:

Internal Factors Coffee Shop Coffee Shop Santri Al Wafi Boarding School

- a. Strength (Strength)
 1. The prices set are lower than other coffee shops.
 2. Strategic location because it is in the Islamic Boarding School environment..
 3. A place with a natural and modern feel. The atmosphere in the Coffee Shop presents an open position which has a nuance that combines nature and modern. This location has been thought about since the beginning and has become a characteristic of the Santri Coffee Shop itself.
 4. Has partnered with Alwafi Islamic Boarding School
 5. Availability of complete facilities (wifi, toilet, prayer room). Facilities are an important factor for consumer satisfaction

Table 1. Strength score calculation

Power Points	Weight	Ratings	Score
1.	1	4	4
2.	1	1	1
3.	1	4	4

4.	1	4	4
5.	1	4	4
Total			17

b. Weakness

1. Less than optimal service as interest grows
2. Lack of experienced employees in the Coffee Shop sector
3. The promotion carried out has not been carried out optimally and is limited to the social media Instagram only.

Table 2. Calculation of Weakness scores

Weak Points	Weight	Ratings	Score
1.	0	1	0
2.	0	1	0
3.	1	1	1
Total			1

2. External Factors

a. Opportunities

1. Can develop business by adding new products and opening new branches to dominate the market.
2. The development of increasingly advanced technology can make promotion and sales easier. The development of technology cannot be stopped any longer, there are many technological developments that make human activities easier in life and business.
3. Loyalty of customers who regularly visit (there is a good relationship). Based on the results of interviews, consumers admitted that they were comfortable and peaceful when they were at the Coffee Shop. This is not due to no reason, but consumers feel that they are suited to the environment provided by the Coffee Shop, apart from that, consumers recommend their relatives, friends and relatives to visit this Coffee Shop.

Table 3. Calculation of Opportunity scores

Opportunity Points	Weight	Ratings	Score
1.	1	4	4
2.	1	4	4
3.	1	4	4
Total			12

b. Threats

1. Many new competitors with the same type of business
2. The emergence of new competitors with the same type of business. Therefore, it is necessary to be aware of this problem by developing the business and carrying out innovations and creations so that the Coffee Shop continues to exist and remains the main choice in society.

Table 4. Calculation of Threat scores

Threat Point	Weight	Ratings	Score
1.	1	4	4
2.	1	4	4
Total			8

CONCLUSIONS

Based on the results of the research that the author explained previously, it can be concluded that the SWOT Matrix Analysis has results, namely that in internal conditions there are

results, namely the strength factors (Strengths) have a score of 17 while the weakness factors (Weaknesses) have a score of 1. This means Coffee Shop Santri Alwafi Islamic Boarding School has strengths that are greater than its weaknesses. In external conditions, there are results, namely that the Opportunity factors have a score of 12 while the Threats factors have a score of 8. This means that the Santri Alwafi Islamic Boarding School Coffee Shop has greater opportunities than the Threat factor. Weaknesses and threats have a total score of 1 and 8 with a total of 9, meaning threats and weaknesses still need to be watched out for.

REFERENCES

- Andrias Harefa. (2018). *Entrepreneurship from Zero 10 Tips for Success with Minimal Capital*. Jakarta: Gramedia.
- Aji, N.B. (2018). SWOT Analysis of School Competitiveness: Case Study of a Private High School in Tangerang City, *Journal of Operations Excellence*. Vol.10(1):68.
- Akbar, MS, Muhammad, K., Ria, A. (2015). Analysis of Marketing Strategy on Work Performance Using the SWOT Analysis Method (Case Study: PT. DK). Vol.1(1):3-4.
- Feddy Rangkuti. (2015). *Business Plan, Techniques for Making Business Plans and Case Analysis*. Jakarta: Gramedia Pustaka Utama.
- Ismail Solichin. (2017). *Understanding Business Plans*. Jakarta: Salemba.
- Noor, S., (2014), "Application of SWOT Analysis in Determining Marketing Strategy for Daihatsu Luxio in Malang (Case Study at PT. Astra International Tbk. – Daihatsu Malang)", *INTEKNA Journal*, Vol.14(2):106.
- Rokhaenisza, PA & Putu, NM, (2018), "Use of Swot Analysis in Determining Competitive Strategy in the Goods Transport Business at CV Putera Sarana Utama", *e- Proceedings of Management*, Vol.5(1):1163-1165.