

CHAPTER II

COMPANY PROFILE

2.1 The History of Wotish Café

Wotish Cafe was founded in December 2019 by Satria. Wotish Cafe itself is located in the Bulog Complex, Jl. Raya Pos Pengumben Selatan, South Sukabumi, Kebon Jeruk, West Jakarta, DKI Jakarta. The owner of Wotish Cafe himself had the desire to open this business because Satria had a hobby or habit of visiting coffee shops since he was in high school. Satria visited coffee shops with his friends to fill his free time while discussing and enjoying coffee. Satria himself is a "Frapuccino Fanatic". As indicated by Yuliandri (2015) in an article entitled "8 Types of Coffee Drinkers", Frapuccino Fanatics are happy people who like to hang out at coffee shops and drink milkshakes (or iced coffee blended) to reduce happiness. Their goal is only one: to drink sweet cold coffee while enjoying the exciting atmosphere of the coffee shop.

Time has passed, Satria's desire to visit coffee shops slowly faded. Because his friends who usually accompany him go out of town to study, including Satria who continues his studies at a university in Bandung City. While in Bandung, Satria visited various coffee shops, but Satria felt that the taste of the coffee and the atmosphere of the city's coffee shops did not suit him. The desire to visit coffee shops turned into a desire to have his own coffee shop that suited his tastes. Before establishing Wotish Cafe, Satria tried to make his own coffee as indicated by his

tastes. With the help of his relatives, Satria managed to find the taste he wanted and that suited his relatives' taste buds.

After finding the right taste for the coffee menu, Satria, the owner of Wotish Cafe, started to add a non-coffee menu. Again, with the help of his relatives, the non-coffee menu was successfully created. Before opening a coffee shop, he sold his homemade drinks to his friends at a low price with the aim of getting feedback in the form of suggestions and input about the drinks. If the response given by the buyers was a positive response, Satria would continue his intention to open a coffee shop. If the response given was a negative response, Satria would conduct RnD (Research and Development) in the form of changing the recipes used for coffee and non-coffee drinks.

The day after Satria sold his product, he received a positive response from people who bought his product. Although there were some people who did not like the product he made, Satria continued his intention to open a coffee shop. In December, he succeeded in realizing his intention. Unfortunately, not long after Wotish Cafe was created, Covid-19 came to Indonesia. Wotish Cafe itself is a cafe with a home feel built in the backyard of the house. Wotish Cafe's sales were very unprofitable because they were compelled to shut down because of the high number of Covid virus infections. After Covid-19 was not too severe in 2021, Wotish Cafe began to actively sell online, so that Wotish Cafe earned a much higher income than in 2020. Until now, Wotish Cafe is still developing well and has a variety of foods and drinks. From heavy meals to snacks, and coffee and non-coffee drinks. The price range given starts from eighteen thousand rupiah to twenty-eight thousand

rupiah. Customers who come will also be given various attractive promos ranging from eighteen thousand to twenty-three thousand rupiah. The promo contains snacks and coffee and non-coffee drinks. Customers are also given various facilities ranging from fans, wifi to various plants behind the house that make visitors enjoy a beautiful and cool atmosphere. In addition, the table is equipped with a plug so that it is easy for customers to charge their devices. Because the location of Wotish Cafe is behind the yard of the house so it is far from the noise of cars and motorbikes.

2.2 Vision and Mission

2.2.1 Vision

The vision of Wotish Cafe itself is based on the goals of Wotish Cafe which aims to provide a new experience and a good impression to the public about home Coffee Shops. The vision of Wotish Cafe is

1. Providing a good experience and impression to the public about home Coffee Shops
2. Combining the deliciousness of coffee with a comfortable atmosphere

2.2.2 Mission

The mission of Wotish Cafe is to provide the best quality coffee and will create a friendly and comfortable backyard environment to relax. Wotish Cafe Mission:

1. Provide quality Coffee and Non-Coffee drinks
2. Provide delicious and easy-to-enjoy food for visitors

3. Make customers a priority
4. Provide good service and excel in serving

2.3 Organizational Structure

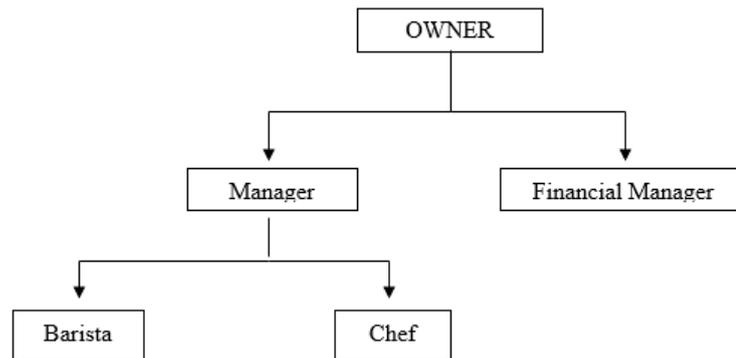


Figure 2.1 Organizational Structure of Wotish Cafe

2.4 Duties and Responsibilities

1. Owner
 - a. In charge of driving, overseeing, and being mindful for the company and taking care of all grants required by the company and direct all directions that apply in the company.
 - b. The proprietor has the specialist to carry out the complete arrangement of exercises and forms of arranging, organizing, coordinating, controlling, and being completely mindful for the survival of the company to attain the set organizational objectives.
 - c. The Proprietor as the organizer, as the most noteworthy pioneer who is authorized to acknowledge responsibility, and the Proprietor as the agent has the commitment to coordinate, impact, and at the same time propel all individuals of the company within the shape of communication.

2. Manager

- a. Have the responsibility to supervise and monitor the cafe while the Owner is absent due to obstacles
- b. Have the responsibility to decide something with the approval of the Cafe owner
- c. Direct the baristas
- d. Quality Control
- e. Stock Opname
- f. RnD Menu of Wotish Cafe
- g. Responsible for recruiting staff
- h. Doing promotions and Marketing through Social Media or not
- i. Handling Reservation
- j. Manage social Media Wotish Cafe

3. Financial Manager

- a. The function of the financial manager includes everything related to cash flow planning to the company's profit and loss
- b. Budgeting is a function of the financial manager related to the efficient allocation of budgets for the company's operational activities.
- c. Controlling or financial control is a function that includes evaluation activities regarding the company's finances and financial systems.
- d. An assessment of the company's financial health and practices.\. So, if there is a deviation, management can find out as soon as possible.

- e. The last function of the financial manager is to provide reports on the company's financial information and analysis of its financial ratios.
 - f. Preparing the Company's Financ Planning
 - g. Operating the Company's Financ Needs
 - h. Coordinating the Company's Fund Control
4. Staff
- a. A barista is somebody who makes and serve coffee to buyers. At Wotish Cafe, the barista is capable for all the drink menus accessible at the shop for clients.
 - b. The Chef at Wotish Cafe is responsible for all food ordered by Wotish Cafe customers/visitors

2.5 Wotish Cafe Logo



Figure 2.2 Wotish Cafe Logo

The logo was created based on Wotish Cafe is a coffee shop with a homey feel. Because The house's backyard serves as the location for Wotish Cafe.

2.6 Hours of Operation

a) Manager

Working Days : Monday – Friday, Sunday

Working Hours : Flexible

b) Staff

Working Days : Every Day

Working Hours : 12.00 – 00.00

2.7 Wotish Cafe Products

a) Coffee

As the name suggests, all the menus listed below contain coffee. The menu names were created by the owner of Wotish Cafe. The menus are:

- Basic Coffee Milk
- WTSH Coffee Milk
- Cappuccino
- Classic Latte/Flavour Latte
- Caramel Macchiato
- Mocha Latte
- Oatmilk Shaken De Presso
- Oatmilk Vanilla de Latte
- Royal Blue/Black Peppy
- Americano
- Piccolo
- Manual Brew

b) Non-Coffee

In addition to coffee, Wotish Cafe also provides a variety of Non-Coffee menus. For visitors or buyers who do not like coffee, Wotish Cafe provides the following menu:

- Chocolate
- Flavour Choco
- Matcha
- Red Velvet
- White Beauty Cheese Regal
- Flavour Tea/Lychee Tea
- Juice
- Purple Fantasy
- Green Artisan
- Mineral Water

c) Food

- Chicken Katsu
- Indomie Carbonara/Bolognese
- Chicken Noodle
- Meatball Tahu Noodle
- Fried Rice
- Spaghetti Brulee/Bolognese

d) Snacks

- Fried Noodle

- French Fries
- Klappertaart
- Doughnut
- Muffin

2.8 Characteristics of Respondents

In this case, the character of respondents were analyzed base on age, gender, and monthly income. Data from respondents were based on the community/people who had visited Wotish Cafe 2 times or more. The sample used for this study was at least 100 people and was processed using SPSS.

2.8.1 Characteristics of Respondents As indicated by Genders

Collecting of respondent data based on gender aims to determine the comparison of the number of male and female visitors who answered the researcher's questions. The following is a table of respondent data based on gender.

Table 2. 1 Respondent Characteristic Based on Gender

No	Gender	Total	Percentage
1	Male	43	43%
2	Female	57	57%
Total			100%

The information in the table above indicates the comparison between respondents with male and female gender. The percentage of female gender is 57%. While the percentage of male gender is 43%. From these data, it becomes apparent that the percentage of female gender surpasses male gender. And it becomes apparent that the number of visitors who visit Wotish Cafe is more female gender than male gender.

2.8.2 Characteristics of Respondents as indicated by their Ages

Age is an important thing in the level of maturity of thinking and responsibility of respondents for what they convey, the age of respondents will affect the answers to this study. The following is respondent data grouped by age.

Characteristics Respondents as indicated by their Ages

Table 2. 2 Respondent Characteristic Based on Ages

No	Group of Ages	Total	Percentage
1	16-18	42	42%
2	19-22	32	32%
3	23-26	22	22%
4	27-30	4	4%
5	30-33	0	0
	Total	100	100%

Based on the data collected through the distributed questionnaires, it can be concluded that the majority of visitors to Wotish Cafe are students aged 16 to 22 years.

2.8.3 Characteristics of Respondents as indicated by their occupation

Based on the data obtained through filling out the questionnaire, it becomes apparent from the table below regarding the types of occupations of the respondents in this study:

Table 2. 3 Respondent Characteristic Based on Occupation

No	Occupation	Total	Percentage
1	Student	43	43%
2	College Student	33	33%
3	Employee	24	24%
	Total	100	100%

The information in the table above indicates that the type of work of the most informant who visit Wotish Cafe is Students. The number is up to 43%.

2.8.4 Characteristics of respondents as indicated by their Salary

The income analyzed in this study refers to the earnings of each participant each month. The following is respondent data based on the amount of income each month.

Table 2. 4Respondent Characteristic Based on Salary

No	Salary	Total	Percentage
1	< Rp. 2.500.000	11	11%
2	> Rp. 2.500.000 - Rp. 3.500.000	65	65%
3	> Rp. 3.500.000 - Rp. 4.500.000	4	4%
4	> Rp. 4.500.000 - Rp. 5.500.000	17	17%
5	> Rp. 5.500.000	3	3%
Total		100	100%

The information in the table “Respondents Characteristics Based on their Salary indicates that the majority of respondents' income is more than IDR 2,500,000.00 - IDR 3,500,000.00 with a percentage of 65%. Followed by monthly income of more than IDR 4,500,000.00 - IDR 5,500,000.00 with a percentage of 17%.

2.8.5 Characteristics of respondents as indicated by how often do they go to Wotish Cafe

In this study, the author wants to know how many times respondents visit Wotish Cafe in a month. The following is the respondent data.

Table 2. 5 Respondent Characteristic Based on Visit in a month

No	Visits	Total	Percentage
1	2 Times	0	0%
2	2 - 3 Times	18	18%
3	3 - 4 Times	47	47%
4	4 - 5 Times	35	35%
5	> Than 5 Times	0	0%
	Total	100	100%

Based on the respondent data above, visitors definitely visit Wotish Cafe more than 2 times a month. Respondents who visit Wotish Cafe 3-4 times a month have the highest percentage, which is 47%, followed by visitors who visit Wotish Cafe 4-5 times a month, which is 35%, and those who visit Wotish Cafe 4-5 times a month, which is 35%.