

ABSTRACT

The lifestyle of coffee enthusiasts has become an interesting phenomenon lately. This presents both opportunities and threats in capitalizing on the growing market segment. Therefore, every business entity operating in this industry must possess unique advantages that can serve as value propositions for their customers. Imadji Coffee Shop is one such establishment that offers specialty coffee beverages as its flagship product. However, the shop is facing challenges, including declining sales, partly attributed to the dynamic revenue stream from its silver, gold, and platinum membership cardholders. This research aims to develop a value proposition for Imadji Coffee Shop to enhance customer satisfaction. Data collection will be conducted through interviews with thirteen informants, comprising the coffee shop of Imadji Coffee Shop, ten of its customers, and one Owner of Infinity Coffee Shop as expert informant. The conclusion of this research is that there are 20 points of excellence for Imadji Coffee Shop in the high category, 2 points in the moderate category, and 1 point in the low category. Meanwhile, there are 5 points of weaknesses for Imadji Coffee Shop, with 3 of them falling into the low category and 2 points in the moderate category. Improvements in the moderate category are mandatory or need further development, while improvements in the low category are optional.

Keywords: dynamic revenue stream, lifestyle of coffee enthusiasts, and value proposition.