

ABSTRACT

Although digital automation technology offers significant potential for improving operational efficiency, many companies, particularly small and medium enterprises (SMEs), struggle to implement these solutions. The primary challenge is the limited availability of human resources with adequate technical skills to build and manage automation applications. Furthermore, implementing complex automation systems often requires significant investments in hardware and software, which are out of reach for many SMEs.

In this context, *No-Code* technology offers a solution that enables companies, including *Coffee Shops*, to build automation applications without in-depth coding skills. *No-Code* platforms provide an intuitive visual interface, enabling non-technical users to design and develop applications tailored to their operational needs, such as inventory management, order processing, and transaction recording. This reduces reliance on manual intervention, speeds up workflows, and reduces human error, all while lowering costs and ensuring more efficient implementation. For *Coffee Shops*, the use of *No-Code* technology can increase efficiency in managing orders, managing raw material inventory, and providing a better customer experience through easy-to-implement automation.

Keywords: Digital automation, *No-Code* platform, Operational efficiency, *Coffee Shop*.