

## I. INTRODUCTION

### **1.1. Brief History of Jago Coffee**

Jago Coffee is a unique cafe-on-wheels that offers a diverse range of beverage products to cater to different preferences, and has gained a reputation for producing high-quality coffee products using sustainable and environmentally-friendly practices. The company, established in 2020 and located in Jakarta, Indonesia, is committed to producing coffee that is not only delicious but also ethically and sustainably sourced, which has earned it a loyal following of coffee enthusiasts. To ensure the highest standards of quality and environmental responsibility, Jago Coffee employs a range of techniques and processes.

Jago Coffee's commitment to sustainability extends beyond its sourcing and packaging. The company also uses electric vehicles for its mobile cafe, which reduces carbon emissions and promotes eco-friendliness. This innovative approach to the cafe business not only allows Jago Coffee to reach more people but also contributes to a more sustainable future.

One of its notable features is its accessibility to low-middle-class customers, with prices ranging from 8,000 to 12,000 rupiah. As a mobile electric vehicle cafe, Jago Coffee roams around the city, bringing cafe-standard beverages closer to its customers. This innovative approach not only allows Jago Coffee to reach more people but also promotes eco-friendliness by using electric vehicles. It provides an opportunity for customers to experience specialty coffee and tea at an affordable price while being environmentally responsible.

Jago Coffee's head office and main production site are located in Kuningan, Jakarta, with another location situated in Bendungan Hillir. With a vision to expand its reach and bring its unique coffee experience to more customers, Jago Coffee aims to deploy 10,000 mobile cafes by the end of 2026. This ambitious goal reflects the company's commitment to making high-quality coffee accessible to a wider audience while promoting sustainability through the use of electric vehicles for its mobile cafes. By combining convenience, affordability, and environmentally-friendly practices, Jago Coffee is poised to revolutionize the cafe industry and create a positive impact on both consumers and the environment.

### **1.2. Vision and Mission of Jago Coffee**

#### **1.2.1. Vision**

The vision of Jago Coffee is to revitalize neighborhood commerce by modernizing side street vendors through the integration of electric vehicles. Recognizing the need for sustainable transportation solutions, Jago Coffee envisions a future where electric vehicles play a central role in the operations of side street vendors. By embracing this eco-friendly approach, Jago Coffee aims to reduce carbon emissions, promote a clean and safe environment, and lead the way in sustainable business practices. Through the utilization of electric vehicles, Jago Coffee strives to

inspire other businesses to adopt similar practices, contributing to a greener and more sustainable future for neighborhood commerce.

### ***1.2.2. Mission***

The mission of Jago Coffee is to empower micro-entrepreneurs by equipping them with re-modernized side street carts and digital tools, enabling them to serve exceptional products to their customers with speed and ease. Jago Coffee recognizes the potential and importance of micro-entrepreneurs in driving local economies and fostering community development. By providing them with upgraded side street carts and digital technologies, Jago Coffee seeks to enhance their operational efficiency, streamline their processes, and elevate the quality of their offerings. Through this mission, Jago Coffee aims to create opportunities for micro-entrepreneurs to thrive, expand their customer base, and establish themselves as reliable and innovative contributors to the neighborhood commerce landscape.

### ***1.2.3. Commitment to Quality in Coffee Milk Production***

In line with their overarching commitment to excellence, Jago Coffee has extended their expertise into coffee milk production. Recognizing the potential challenges associated with maintaining the highest standards of quality in this specialized product, Jago Coffee is dedicated to ensuring that their coffee milk aligns with their vision and mission. By implementing stringent quality control measures, adhering to meticulous production processes, and continuously monitoring and improving their practices, Jago Coffee aims to deliver a coffee milk product that is consistently exceptional and meets the expectations of their discerning customers.

### ***1.3. Beverage Products of Jago Coffee***

Jago Coffee boasts a diverse range of beverage products carefully curated to cater to a wide array of consumer preferences. The company takes pride in its commitment to sourcing high-quality, sustainable ingredients, particularly in the realm of coffee products. Through the utilization of various brewing techniques, Jago Coffee guarantees a gratifying coffee experience that showcases the unique characteristics of each coffee blend.

Beyond their exceptional coffee offerings, Jago Coffee also presents a selection of non-coffee beverages that are equally delectable and invigorating. These alternatives provide customers with a diverse range of options to suit their individual tastes and preferences. Moreover, the company understands the significance of seasonal offerings, introducing limited-time drinks that feature distinctive flavors, perfectly tailored for specific occasions.

Jago Coffee's unwavering dedication to sustainability is deeply ingrained in its menu and operational practices. By meticulously sourcing sustainably grown ingredients, notably Indonesian Arabica coffee beans, the company actively promotes responsible environmental

stewardship. Furthermore, Jago Coffee employs a comprehensive range of techniques and processes that uphold the highest standards of quality while ensuring minimal ecological impact. By intertwining their commitment to sustainability with their menu offerings, Jago Coffee strives to provide customers with not only an exceptional coffee experience but also an opportunity to contribute to a more sustainable future.

### 1.3.1. Jago's Coffee Based Beverage Products

1. Es Kopi Susu: Flores coffee beans mixed with brown sugar, served with mint leaves
2. Vanilla Latte: Espresso and milk with the subtle sweetness of vanilla
3. Jago Black Coffee: 100% Indonesian Arabica coffee beans, available in both hot and cold variations, prepared with manual brew method
4. Citrus Cold Brew: Iced coffee made with a cold brew technique and infused with a fresh and tangy citrus flavor

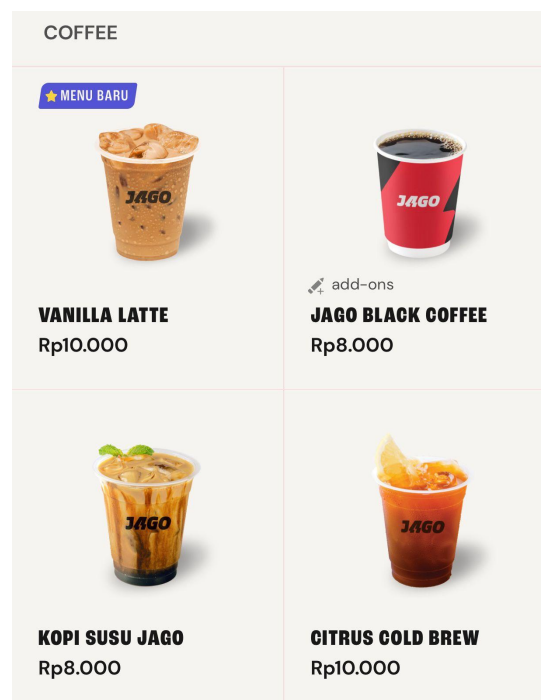
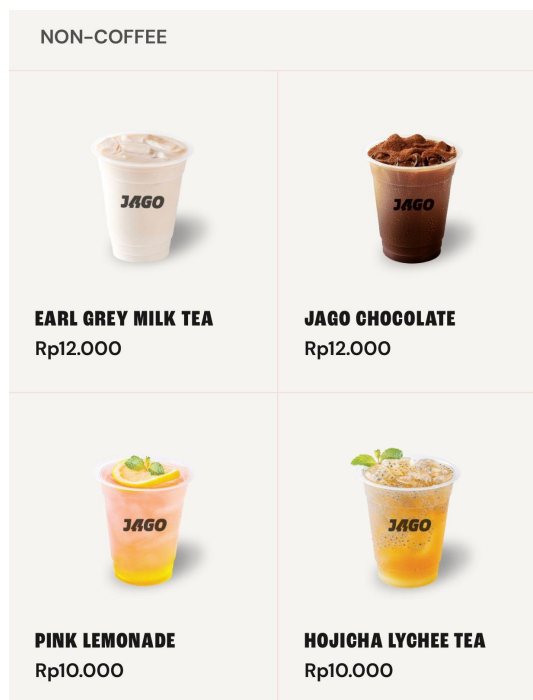


Figure 1. Jago's Coffee-Based Beverage Products

### 1.3.2. Jago's Non-Coffee Beverage Products

1. Earl Grey Milk Tea: Earl Grey tea and milk, served over ice
2. Jago Chocolate: 100% high-quality belgian dark chocolate that offers a sweet, bitter, and creamy taste
3. Pink Lemonade: Fresh lemon extract and natural pink color from hibiscus

4. Hojicha Lychee Tea: Lychee with a topping of basil seeds



**Figure 2.** *Jago's Non-Coffee Beverage Products*

### **1.3.3. Jago's Seasonal Beverage Products**

1. Misugaru Latte: Korean traditional healthy drink that combines milk with multigrain
2. Jeju Pear Cold Brew: Cold brew arabica, pear syrup, and brown sugar
3. Kolak Latte: Banana, coconut, and pandan syrup, milk, and coconut sugar, perfect for Ramadan



**Figure 3.** *Jago's Seasonal Menu*

#### **1.4 Product Delivery**

Jago Coffee has implemented an innovative and sustainable product delivery system for their beverage products, incorporating the use of electric mobile vehicles and employing specialized storage practices. The production process occurs at their dedicated production site, where customized industrial coffee milk equipment ensures meticulous preparation of the beverages. Subsequent to production, the coffee is stored in a cold room maintained at a temperature of 4°C, thereby optimizing temperature control to uphold the quality and freshness of the product.

To begin the delivery process, the beverage products are carefully selected from the cold room and promptly stored in a stainless steel insulated electric cart. This cart serves as a controlled environment for maintaining optimal temperature conditions during transportation. Notably, ice cubes are employed as the sole cooling agent within the cart, facilitating temperature regulation within the average range of 20-25°C. Remarkably, these ice cubes serve a dual function, acting as both a cooling agent for the beverages and a means to sustain the desired temperature within the cart.



**Figure 4.** *Illustration of Jago Coffee’s Electric Cart Version 1.0*

Upon receiving a customer order, the seller retrieves the products from the insulated cart, ensuring that they remain appropriately chilled. Furthermore, to enhance customer satisfaction, fresh ice cubes are added to the beverages before they are handed over to the customer. This practice not only reinforces the desired temperature but also contributes to the overall sensory experience and quality of the beverages.

The sales activities are primarily focused within a hyperlocal area, typically spanning approximately eight hours. Throughout this period, the seller diligently ensures that the beverages are delivered and sold within the designated region. At the end of the sales day, remaining products undergo a meticulous inspection process, where their quality and expiration dates are thoroughly assessed. Only products that meet the predetermined quality standards are retained for further use, while those not meeting the requirements are appropriately managed to minimize waste.

The leftover products, deemed suitable for continued use, are then carefully stored back in the cold room. This practice ensures that they are maintained under optimal conditions until the next day, guaranteeing freshness and product integrity. By implementing this systematic approach to product delivery, Jago Coffee endeavors to minimize wastage, maximize product quality, and uphold their commitment to delivering exceptional beverages to their valued customers.

### **1.5. Organizational Structure of Jago Coffee**

Jago Coffee has a hierarchical organizational structure with clear lines of authority and communication (Appendix B). The company is led by a Board of Directors, which is responsible for setting the overall strategic direction of the organization. The Board of Directors appoints the Chief Executive Officer (CEO) for the day-to-day management of the company. The CEO oversees the senior management team, which includes the Chief Financial Officer (CFO), Chief Marketing

Officer (CMO), and Chief Operations Officer (COO). Each member of the senior management team oversees a specific area of the company's operations, such as finance, marketing, or operations. Below the senior management team are the various departments and teams, such as the production team, marketing team, and customer service team. The employees within each department report to a department head or team leader, who is responsible for managing their day-to-day activities and ensuring that they meet their performance targets. The hierarchical structure of Jago Coffee enables efficient decision-making and communication throughout the organization, which is essential for the company's success.

Throughout the internship program, the author was assigned to be in charge of the Research and Development department, where the author assisted in developing current and new products and determining the shelf life of the products based on sensory analysis.