

ABSTRACT

This research is motivated by the tight competition of coffee shops in Bandung, where there is a coffee shop whose development has experienced positive internal problems and several coffee shops that close outlets in the city of Bandung. For this reason, an appropriate strategy is needed so that the coffee shop is able to maintain its existence by looking at the stages of the organizational cycle.

The method of determining the life cycle of an organization is one model that can be applied in relation to the analysis of organizational situations. In the life cycle stage, characteristics of the organization's position and important factors that influence the performance of the business unit are provided.

This study aims to investigate the position of the small and medium micro business coffee shop industry in Bandung in the life cycle of the organization.

The research method applied in this study is a descriptive method from a practical perspective in this type of research. Data is collected through a valid and reliable questionnaire. In this study involved as many as 86 respondents from 397 existing populations. Consisting of 48 owners / founders and 38 different coffee shop managers.

Descriptive analysis of answers to the life cycle questionnaire Regarding the small micro business industry and medium coffee shops in the city of Bandung related to the initial installation and trap of the founder in the cycle taken and the trap of the founder is that the founder must express his ego and authority in each decision, also delegate assignments to employees who are competent and have qualifications according to their management fields. The founder must begin to recruit employees who are competent in the administrative field. Coffee shops also need to implement a clear and structured organization system through the creation of a formal organizational structure, and a clear and unchanging division of jobdesc, removing a rolling work system that can connect employees, and implementing the leadership management work rules must save the steps proactive to avoid complacency and complacency by the government with initiation initiatives that can be developed by employees and develop products that are supported, improve human resource management in terms of expertise, ability and knowledge.

Keywords: Organizational Life Cycle, Adizes Tools, Life Cycle Curves, Leadership, Strategy Management, Organizational Development.