

ABSTRACT

Backyard Coffee & Eatery is a Coffee Shop business that was established in 2020. Backyard Coffee & Eatery currently has several symptoms of problems experienced. Problems that occur in Backyard Coffee & Eatery such as monthly income that is still fluctuating, the low level of market share of coffee connoisseurs in the Backyard Coffee & Eatery brand, and the low level of reference of the Backyard Coffee & Eatery brand compared to other Coffee Shop brands. From the various symptoms of the problems that have been written, there are alternative solutions produced such as product, place, brand and promotion. From the four alternative solutions obtained, a brand improvement solution was taken at Backyard Coffee & Eatery by designing a Positioning strategy to develop and strengthen the competitiveness of the Backyard Coffee & Eatery brand so that it can compete with other Coffee Shop brands. The purpose of this Final Project is to design a backyard coffee & eatery brand positioning strategy and optimize the resources on Backyard coffee & Eatery. The determination of respondents in this Final Project is coffee connoisseurs domiciled in Lombok with vulnerable aged 17-40 years, the sample used in this study was 210 people. Based on the results of perceptual mapping, 3 competition areas were obtained based on their attributes, covering region A Rota Coffee and Janji Jiwa, Region B Harnosbrew and Locus Coffee, and region C Bena's coffee, Woods coffee and Backyard Coffee & Eatery. The Backyard Coffee & Eatery brand is in the same area as the Bena's coffee brand which is the main competitor. Based on the results obtained, it will be the basis for determining the Backyard Coffee & Eatery brand to achieve the goal.

Keyword— Positioning, Multidimensional Scaling, Perceptual Mapping, SWOT, Coffee Shop