

## DAFTAR GAMBAR

Gambar I. 1 Grafik Jumlah Produksi Kopi di Indonesia.....	1
Gambar I. 2 Grafik Konsumsi Kopi Nasional.....	2
Gambar I. 3 Grafik Jumlah Kedai Kopi di Kota Bandung.....	3
Gambar I. 4 Grafik Pendapatan Raul Coffee .....	4
Gambar I. 5 Menu Sandaran Coffee .....	5
Gambar I. 6 Instagram Raul Coffee dan Sandaran Coffee.....	6
Gambar I. 7 Fishbone Diagram.....	6
Gambar II. 1 Tingkatan Kesadaran Merek.....	12
Gambar II. 2 Business Model Canvas.....	15
Gambar II. 3 Customer Profile.....	21
Gambar II. 4 Value Proposition .....	22
Gambar II. 5 Model Bisnis Lingkungan .....	23
Gambar III. 1 Sistematika Perancangan.....	29
Gambar III. 2 Sistematika Perancangan (Lanjutan).....	30
Gambar IV. 1 Business Model Canvas Eksisting .....	39
Gambar IV. 2 <i>Customer Profile Raul Coffee</i> .....	42
Gambar IV. 3 Lingkungan Model Bisnis Raul <i>Coffee</i> .....	45
Gambar IV. 4 Matriks SWOT <i>Value Proposition</i> .....	57
Gambar IV. 5 Matriks SWOT <i>Cost and Revenue</i> .....	59
Gambar IV. 6 Matriks SWOT <i>Infrastructure</i> .....	60
Gambar IV. 7 Matriks SWOT <i>Customer Profile</i> .....	62
Gambar IV. 8 <i>Fit Customer Profile with Value Map</i> .....	64
Gambar IV. 9 <i>Business Model Canvas Usulan</i> .....	65