

EXECUTIVE SUMMARY

In this modern era, many people are opening coffee shop businesses. This business is growing because it is usually used as a place to relax while drinking or for people who want to work in groups or work from cafes, but as people's interest in going to coffee shops increases, This also coincides with the increase in coffee grounds that are simply thrown away from coffee shops, and if left unchecked, this can become waste that accumulates on the earth and damages the environment, the result will be organic pollution and the heaviest in the waters where the coffee effluent is released. and if you swallow these compounds it can cause birth defects and damage to the body's immune system.

Therefore, Roast Relief is present as a business sector that works in the body care sector, which will utilize coffee grounds waste to become a natural bio-deodorant spray product. In the future, Roast Relief will also utilize not only coffee waste but will also be added to waste from tea and flowers. Apart from developing production results, it is hoped that this production can help reduce coffee grounds waste in the environment.

Roast Relief opens this business opportunity by targeting markets ranging from teenagers to adults. In our business development plans we use social media to make it easier to disseminate information about Roast Relief products. We chose to use social media because we see that nowadays almost all groups, from children to adults, use smartphones and many people use social media. With social media, they can easily access the products being sold without having to go directly to the location. . We are confident and optimistic that we can improve our business sector and believe that from this we will be able to reduce coffee grounds waste which is detrimental to the environment, from useless things we make useful things.