

ABSTRACT

Handai Coffee is a modern coffee startup that offers a low-glycemic index alternative beverage targeted at young consumers, particularly university students. This final project aims to describe the business development process of Handai Coffee from the strategic perspective of the CEO, covering its founding background, business model formulation, and the design of a mobile user interface (UI) as a digital solution. The business strategy combines Business to Customer (B2C), Business to Business (B2B), and a reseller-based partnership model. To strengthen customer engagement and loyalty, Handai Coffee initiated the development of a mobile UI design using the design thinking methodology, starting from identifying user needs to prototype testing. The research stages include problem identification, market analysis, solution design, and initial user validation. Handai Coffee has actively participated in several incubation programs held by the Ministry of Cooperatives and SMEs, Kedaireka, and Bandung Techno Park. The results show that the integration of a community-driven business strategy and user-responsive UI development contributes significantly to establishing a startup foundation that is relevant, adaptive, and sustainable.

Keywords: coffee, startup, user interface, modern beverage, low glycemic index, technology.