

**A BUSINESS IMPROVEMENT PROJECT ON A SPECIALTY COFFEE
ROASTERY:
ENHANCING OPERATIONAL EXCELLENCE AND MARKET GROWTH IN
THE FOOD AND BEVERAGE INDUSTRY**

By

Ratih Purnama Sari
100001429

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FACULTY OF BUSINESS AND COMMUNICATIONS



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

[Ratih Purnama Sari]

Student

Date

Approved by:

[Hasniati Halim, MM]

Thesis Advisor

Date

(OPTIONAL)

[Name and Title of Co-Advisor]

Thesis Co-Advisor

Date

[Name and Title of Dean]

Dean

Date

Ratih Purnama Sari

ABSTRACT

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By

Ratih Purnama Sari

Hasniati Halim, MM, Advisor

SWISS GERMAN UNIVERSITY

This study aims to develop a Business Improvement Project (BIP) to enhance operational excellence and support sustainable growth within a specialty coffee roastery. The research focuses on operational inefficiencies, product consistency, delivery reliability, and customer satisfaction in B2B market segments.

A mixed-method approach was applied by combining qualitative analysis from interviews and observations with quantitative analysis from customer surveys and operational data. The findings indicate that improvements in SOP standardization, inventory management, workflow coordination, and KPI monitoring can significantly improve operational performance and customer satisfaction.

The study concludes that operational excellence plays a strategic role in strengthening customer loyalty and supporting sustainable business growth within the specialty coffee industry.

Keywords: *Business Improvement Project (BIP), Operational Excellence, Customer Satisfaction, Repurchase Intention, Specialty Coffee Roastery.*

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DEDICATION

This thesis is dedicated to my beloved family for their endless support, encouragement, and prayers throughout this academic journey.

It is also dedicated to Indonesia, as a humble contribution toward the development and advancement of the nation's food and beverage industry, particularly within the specialty coffee sector.



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Finally, I am grateful to everyone who directly or indirectly contributed to the completion of this thesis. I sincerely hope that this study will provide meaningful contributions to academic development and practical business improvement, particularly within the specialty coffee industry.

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