

## ABSTRACT

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*F&B business is the most profiting business in the world, it is because food and beverage is the most primary needs for us as human being. This business will always continue to grow according to human needs. Right now, there are so many business that walks on food and beverage path, and also, many variety or idea comes from people who want to try something new. And because of that, F&B business, such as in Indonesia, keep on making the changes to make people satisfy about the products. Competiton in business, also become the one who push F&B business towards it's success. The purpose of this project is to give the readers about Junno café's business plan. Throughout this project is to makes the reader becomes more inspired to make some business. Junno café want to show young entrepreneur about nothing is impossible, try to think about outside the box and everything that you wish will happen for sure. Junno café serve coffee product and distinctive unique drink with Indonesian's coffee bean and product, the purpose is to show people about the richness of our country and having the vision to show the world that Indonesian product is worth to be sell. Also aside from our beverage options, Junno café also tend to help people in law activity that's why Junno cafe aside from it's café we also give attorney services to people who need it. Junno café's primary target is young people also older people. This business plan projects start from August 2021 to December 2021 to projects Junno café's operation Starting from March 2021 to August 2023. The investment that Junno café needs to undergo the business.*

*Keyword : Café, Food & Beverage, Coffee.*