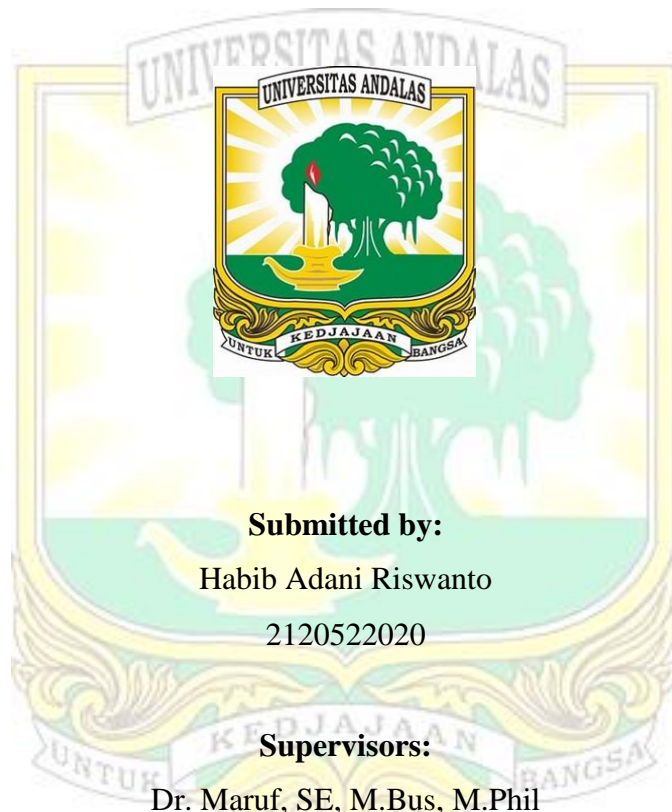


**SUSTAINABLE EVOLUTION: INVESTIGATING THE FACTORS
CONTRIBUTING TO THE TRANSFORMATION OF COFFEE
BUSINESSES FROM UNPLANNED TO WELL-PLANNED,
SUSTAINABLE ENTERPRISES IN PADANG, WEST SUMATRA**

THESIS

This thesis is submitted to fulfill the requirements for a magister degree in Magister Management Department Faculty of Economics and Business Universitas Andalas



Submitted by:

Habib Adani Riswanto

2120522020

Supervisors:

Dr. Maruf, SE, M.Bus, M.Phil

Syafrizal, SE, ME, Ph.D

**MASTER OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS ANDALAS
PADANG
2024**

**SUSTAINABLE EVOLUTION: INVESTIGATING THE FACTORS
CONTRIBUTING TO THE TRANSFORMATION OF COFFEE
BUSINESSES FROM UNPLANNED TO WELL-PLANNED,
SUSTAINABLE ENTERPRISES IN PADANG, WEST SUMATRA**

Thesis by: Habib Adani Riswanto

Supervisors: Dr. Maruf, SE, M.Bus, M.Phil and Syafrizal, SE, ME, Ph.D

ABSTRACT

Abstract: The main objective of this research is to identify the factors contributing to the sustainable evolution of coffee businesses in Padang, West Sumatra. Specific research objectives include: 1) to investigate the implementation of sustainable business factors that the coffee shop business has implemented in the city of Padang in achieving sustainable business; 2) to identify how these factors support the coffee shop business in Padang City in achieving a sustainable business. The type of research carried out in this research is an exploratory qualitative study. Each coffee shop, while differing in focus and approach, prioritizes quality, utilizes technology, and implements strategies for long-term sustainability in its operations. Each coffee shop demonstrates unique strategies in outbound logistics, whether through distribution methods, technology integration, strategic cooperation, or customer engagement, tailored to its specific business model and target audience. Each coffee shop employs unique marketing and sales strategies tailored to its business model and target audience, emphasizing customer engagement, promotional diversity, and long-term relationship building. Each coffee shop offers unique services, focusing on aspects such as customer experience, atmosphere, personalized interactions, and proactive issue resolution to build strong customer relationships and foster loyalty. Each coffee shop employs distinct procurement strategies tailored to its business model and goals, focusing on factors such as supplier relationships, diversification, and preparedness for uncertainties to ensure smooth operations and long-term sustainability. Each coffee shop employs structured mentoring, technology integration, and maintenance practices tailored to support long-term sustainability and business growth, ensuring efficient operations and a positive impact on the environment and community. Each coffee shop employs structured recruitment, training, and development programs tailored to their business needs, emphasizing employee skill enhancement, performance improvement, and continuous learning to provide excellent service. Each coffee shop employs technology as a tool to enhance sustainability, efficiency, and productivity, utilizing strategies tailored to their specific needs and challenges, whether it's overcoming network interference, ensuring reliable technology selection, or managing repair costs efficiently.

Keywords: sustainable evolution, transformation of coffee businesses