CHAPTER V

CONCLUSION AND RECOMMENDATION

A. Conclusion

This study aims to determine and analyze several factors that affect the income of coffee shops, both local and franchise. This factor comes from an accounting perspective, focusing on the influence of aspects such as strategic location, pricing strategy, product and service quality, and marketing strategy effectiveness. Based on the results of research and analysis of the factors that affect income, the conclusions of this study are as follows:

1. How coffee shop maintain their sales

   a. Local coffee shop

      1) To maintain sales, local coffee shops must set prices considering production cost, customer value, market conditions, and competitors. They should also analyze product costs to ensure profit margins.

      2) To maintain sales, local coffee shops must regularly analyze sales data to understand customer behavior and profit margins. This allows for adjustments in pricing and marketing strategies.

      3) To maintain sales, local coffee shops must analyze average sales per customer to understand purchase value. This helps develop effective marketing strategies.

4) Local coffee shops must have high-quality raw materials to maintain sales. These materials are crucial for customer satisfaction and loyalty. Regularly calculate raw material needs based on menu and sales data.

5) To maintain sales, local coffee shops should attract customers through marketing strategies such as social media promotions, discounts, collaborations, and events.

6) To maintain sales, local coffee shops use a Point-of-Sale System. This system efficiently processes transactions, records sales accurately, and improves customer experience. It also provides valuable data for sales analysis and inventory management.

b. Franchise Coffee Shop

1) To maintain sales, a franchise coffee shop must consider production costs, desired profit margins, market prices, and brand position. It offers a unique experience with a modern, technology-supported concept.

2) To maintain sales, franchise coffee shops must analyze financial statements to identify trends and compare outlet performance.

3) To maintain sales, a franchise coffee shop must focus on high-quality ingredients to create a superior product and strong brand image. It calculates raw material needs based on recipes, customer purchases, and sales volume and maintains buffer stock to minimize stockouts and disruptions.

4) To maintain sales, a franchise coffee shop must offer discounts and promotions to increase customer visits and sales. It responds to changes in demand with targeted promotions.
5) To maintain sales, franchise coffee shops integrate technology, such as providing online ordering and various electronic payment options for customer convenience. They also utilize social media to interact with customers and increase brand exposure.
6) To maintain sales, franchise coffee shops use point-of-sale systems to record transactions efficiently and accurately, track sales trends, identify best-selling items, and evaluate promotions.

2. How coffee shop control their cost
   a. Local Coffee Shop
      1) To control costs, local coffee shops manage inventory, such as monitoring inventory levels closely to avoid stockouts or overstocks. They plan inventory purchases based on demand forecasts and sales patterns and regularly monitor inventory to identify trends and adjust plans accordingly.
      2) To control costs, local coffee shop do the stocktaking and conduct regular stocktaking to ensure inventory accuracy and avoid waste. Stocktaking frequency should be based on sales

trends and demand projections. Coordinate stocktaking activities to minimize disruption to customer service.

3) To control costs, the local coffee shop does the budgeting. Develop a budget for various expenses such as raw materials, labor, and rent. A budget helps to control expenses and identify areas for improvement. Budgeting can promote a more disciplined work culture among employees.
4) To control costs, the local coffee shop does the cost analysis. Analyze the cost structure to identify areas for improvement and cost reduction. Key cost components include raw materials, labor, rent, and utilities. Manage raw material costs through efficient purchasing, price negotiation, and proper use. Manage labor costs through efficient scheduling and competitive wages.
5) To control cost, a local coffee shop calculates the salary, which varies based on location, experience, job responsibilities, and company policy. Employee salaries are calculated based on hourly wage rates and hours worked. Hourly wage rates are determined by position and experience level.

b. Franchise Coffee Shop
   1) To control cost, franchise coffee shops manage stock. They monitor inventory levels and demand to avoid waste and stockouts. They use FIFO (First-In-First-Out) to ensure older items are used first. They set minimum and maximum stock

limits to trigger reorders, prevent overstocking, prioritize customer needs, and maintain product quality across branches.

2) To control cost, the franchise coffee shop does the stocktaking. It conducts regular stocktaking to verify physical inventory and identify discrepancies. It analyzes the difference between expected and actual stock to identify and address problems. It uses the stock accuracy percentage as a key metric to measure inventory management efficiency.

3) To control costs, franchise coffee shops do budgeting. They prepare a detailed budget for various operational costs, including labor, raw materials, rent, and marketing. They consider historical data and plans to create a realistic budget. They use the budget as a financial tool to manage the business effectively.

4) To control costs, The franchise coffee shop sets salaries based on industry standards, experience, responsibility, and employee contribution. It also ensures compliance with labor regulations regarding minimum wage and working hours.

3. Factors affecting the income of the coffee shop

   a. Local coffee shop

      1) Internal factors that affect the income of a local coffee shop are marketing strategies like discounts, promotions, and creating a unique customer experience. External factors include market trends, competition between coffee shops, and location.

2) Factors affecting the income of a local coffee shop based on customers' preferences are strategic location, easy access, and convenience, product quality, consistent taste and satisfaction, affordable prices that justify the value offered, promotions and discount deals that attract customers and encourage repeat visits, and friendly service from the coffee shop's employees, which can create positive interactions and leave a good impression.
3) Strategies that local coffee shops apply to maintain their income are inventory management, cost, and income analysis, setting prices that are profitable but still attractive to customers, promotions and discounts, product differentiation, introducing new menu items, and efficient labor management, optimizing staffing levels to control costs.

b. Franchise Coffee Shop

1) Internal factors that affect the income of a franchise coffee shop are brand recognition, which attracts customers and builds trust, leading to higher customer loyalty and transaction value, pricing strategy, and marketing strategies like discounts and promotions. External factors like location and competition also affect income.
2) Product factors affect a local coffee shop's income based on customers' preferences. Customers expect high-quality coffee beans, consistent taste, and cleanliness. They also pay for a

comfortable atmosphere, friendly service, and overall ambiance, and the price should reflect product quality, the experience offered, and competitor pricing.

3) Strategies applied by franchise coffee shop to maintain their income include maintaining consistent product quality by ensuring consistent taste and presentation across all branches, providing excellent customer service by build relationships with customers to encourage repeat visits, utilizing effective marketing by leveraging digital platforms and promotions to reach new customers, create memorable customer experiences by implement loyalty programs and unique offerings to build customer loyalty, diversify income streams by explore merchandise sales, delivery services, and online ordering apps, and create memorable customer experiences by implement loyalty programs and unique offerings to build customer loyalty.

B. Implication

The research results related to the factors that affect the income of coffee shops, both local and franchise, are quite good. Therefore, coffee shops need to pay attention to what determines their income to achieve business success. In addition, knowing the factors that affect income can help coffee shops design more effective marketing strategies, encourage product innovation and differentiation, and understand the importance of good financial management, including recording sales transactions. The results of this study can also highlight critical areas where financial efficiency can be improved, such as operational cost control and inventory management.

C. Research Limitations

Researchers realize that this research is not perfect. Some information cannot be obtained; for example, coffee shops cannot obtain financial reports related to the budget. In addition, this research is qualitative and tends to involve small and specific samples, the results of which may not be generalizable to all local and franchise coffee shops.