

# Start Up E-Business 'COFFEE FOR SALE' Mobile Base Application

**Tri Pujadi, Faisal Fahmi, Surianto**

Information Systems Departments - School of Information Systems  
Bina Nusantara University  
Jakarta, Indonesia  
[tripujadi@binus.edu](mailto:tripujadi@binus.edu)

**Bachtiar H. Simamora**

Department of Management Binus Business School  
Bina Nusantara University  
Jakarta, Indonesia  
[bsimamora@binus.edu](mailto:bsimamora@binus.edu)

## Abstract

In the Indonesian coffee trade, the bargaining power of coffee farmers and producers can be increased if the distribution channels are effective. This study aims to develop a mobile device-based supply chain management application as an intermediary between farmers, producers and consumers. The first step is to identify the issues related to the parties. The analysis methods consist of market analysis, industrial analysis, and Business Model Canvas to determine business processes. Meanwhile, financial analysis is performed on cash flow, present value, return on investment, payback back period, and breakeven point to determine the profitability of a project. The results of the analysis are used to map the design features of the system. The design method uses UML diagrams. Through this start-up application, the channel is more effective, and, finally make the company becomes more competitive.

## Keywords

*Startup, Mobile Application, Business Model Canvas, UML diagram*

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## Biography / Biographies

**Tri Pujadi** is an lecturer, in Information Systems in the School of Information Systems of Bina Nusantara University, Jakarta, Indonesia. He received the B.S. and M.S. degrees in information system management from the Bina Nusantara University, Indonesia, in 1998. From 2012 to 2019, he was a Research Coordinator with the School of Information Systems – BINUS University. Since 2010, he has been an Assistant Professor with expertise in Information Systems Plan and Design. His research interests include database management, ecommerce and e-business, disaster management.