

# SORAI WORKING SPACE

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Jl. Palakali Kukusan, Kecamatan Beji,  
Kota Depok, Jawa Barat, 16425

August 15, 2025

Dear Kak **Doddy Prayogo**,

We are Sorai, a business initiative founded by students of Universitas Indonesia, combining our academic insights with practical entrepreneurial experience to build a hybrid specialty coffee and co-working space. Strategically located near the UI campus, Sorai is designed to serve the growing population of students, freelancers, and young professionals. By blending high-quality coffee sourced from local farmers with a collaborative, Wi-Fi-enabled workspace, Sorai creates an accessible hub for learning, networking, and productivity—tapping into the rising demand for flexible, community-driven spaces in urban student districts.

As UI students, we are deeply connected to our target market and understand their needs first-hand. This unique position allows us to design products, services, and experiences that resonate strongly with our community while maintaining authenticity and social impact. Our concept goes beyond offering premium products—we also create experiences that connect consumers to the stories behind each cup.

We have prepared a well-structured business plan covering marketing strategies, expansion roadmaps, and product innovation aligned with current market trends. In line with this, we are seeking an investment of **Rp400,000,000**, which will be allocated towards infrastructure development, strengthening our supply chain, and expanding our market reach. Based on our projections, this investment is expected to deliver a competitive return within **7 to 8 months**.

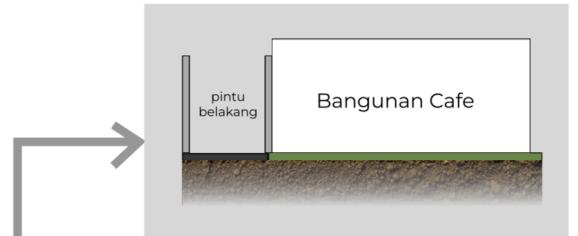
We would be honored to further discuss the potential for collaboration with your team in greater detail. Thank you for your attention and consideration.

Sincerely,

Yudan Syauqi <b><u>CEO &amp; Founder, Sorai</u></b>
+62 877 6031 3616
soraicoffeeshop@gmail.com

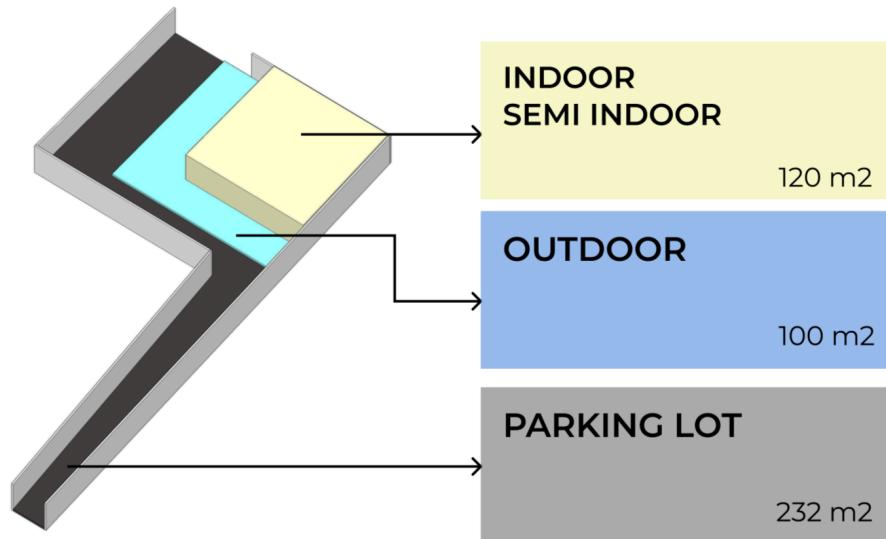
## SKEMA PEMBABATAN LAHAN

Meratakan kontur lahan



Lahan bangunan dan parkiran di ratakan mengikuti jalan mobil di pintu belakang

## RENCANA PENGGUNAAN LAHAN



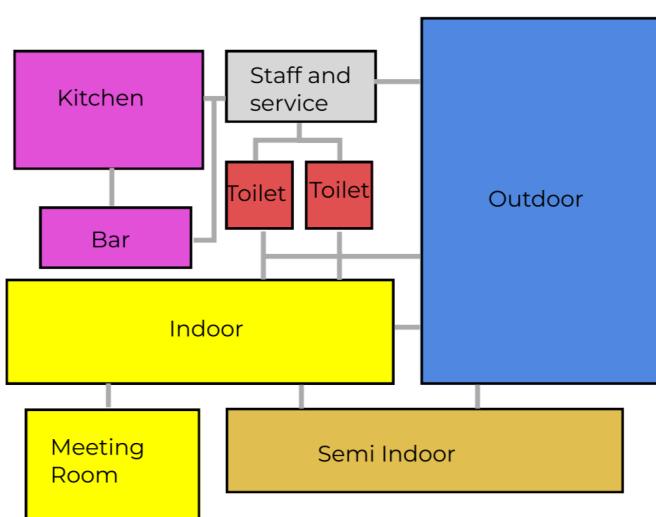
## ANALISIS PRESEDEN

8 of 11



Sumber : Archdaily

## PROGRAM RUANG



### Indoor

Service room  
Staff room  
Bar  
Kitchen  
Toilet  
Seats and tables

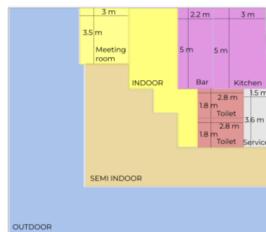
### Semi Indoor

Seats and tables  
Meeting room  
Photobooth

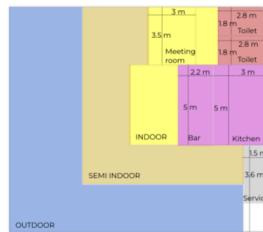
### Outdoor

Seats and tables

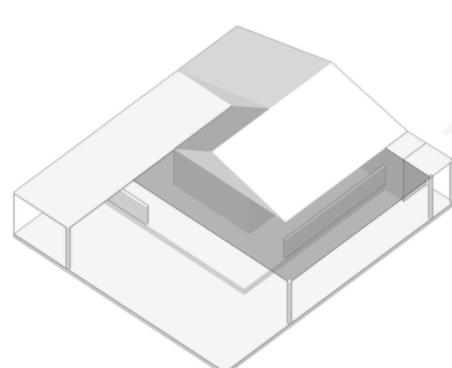
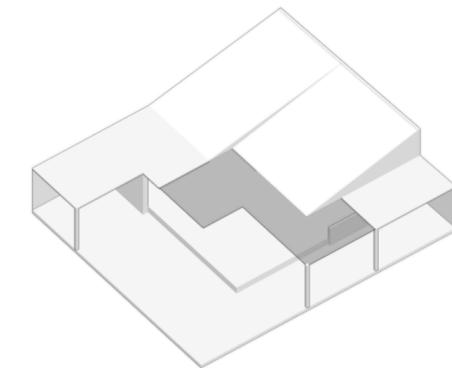
## EKSPLORASI MASSING DAN RUANG



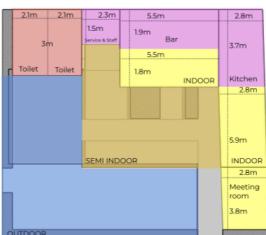
Staff and service	<b>5.58 m<sup>2</sup></b>
Bar	<b>11 m<sup>2</sup></b>
Kitchen	<b>16.34 m<sup>2</sup></b>
Toilet	<b>10.08 m<sup>2</sup></b>
Meeting room	<b>10.5 m<sup>2</sup></b>
Seats and tables :	<b>170.15 m<sup>2</sup></b>
INDOOR	<b>21.71 m<sup>2</sup></b>
SEMI INDOOR	<b>49.49 m<sup>2</sup></b>
OUTDOOR	<b>98.95 m<sup>2</sup></b>



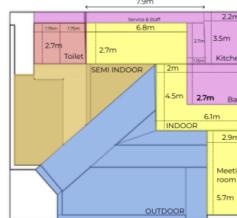
Staff and service	<b>8.51 m<sup>2</sup></b>
Bar	<b>11 m<sup>2</sup></b>
Kitchen	<b>16.35 m<sup>2</sup></b>
Toilet	<b>10.26 m<sup>2</sup></b>
Meeting room	<b>10.8 m<sup>2</sup></b>
Seats and tables :	<b>166.73 m<sup>2</sup></b>
INDOOR	<b>20.04 m<sup>2</sup></b>
SEMI INDOOR	<b>53.08 m<sup>2</sup></b>
OUTDOOR	<b>93.61 m<sup>2</sup></b>



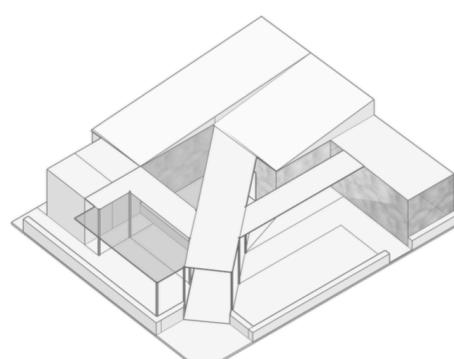
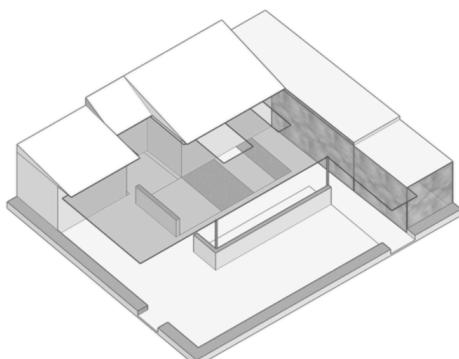
## EKSPLORASI MASSING DAN RUANG



Staff & Service room	<b>3.37 m<sup>2</sup></b>
Bar	<b>11.06 m<sup>2</sup></b>
Kitchen	<b>10.37 m<sup>2</sup></b>
Toilet	<b>12.6 m<sup>2</sup></b>
Meeting room	<b>10.64 m<sup>2</sup></b>
Seats and tables :	<b>26.43 m<sup>2</sup></b>
INDOOR	<b>26.43 m<sup>2</sup></b>
SEMI INDOOR	<b>24.6 m<sup>2</sup></b>
OUTDOOR	<b>71.39 m<sup>2</sup></b>



Staff & Service room	<b>9.18 m<sup>2</sup></b>
Bar	<b>11 m<sup>2</sup></b>
Kitchen	<b>9.85 m<sup>2</sup></b>
Toilet	<b>9.66 m<sup>2</sup></b>
Meeting room	<b>16.05 m<sup>2</sup></b>
Seats and tables :	<b>35.25 m<sup>2</sup></b>
INDOOR	<b>35.25 m<sup>2</sup></b>
SEMI INDOOR	<b>37.53 m<sup>2</sup></b>
OUTDOOR	<b>82.7 m<sup>2</sup></b>



More Detail about us :

<https://drive.google.com/file/d/19gyRTALF4LK0mCXPZKZeitW480okBbpi/view?usp=sharing>