

SORAI WORKING SPACE

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,

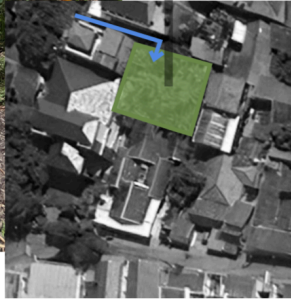
Yudan Syauqi <u>CEO & Founder, Sorai</u>
+62 877 6031 3616
soraicoffeeshop@gmail.com

SKEMA PEMBABATAN LAHAN

Meratakan kontur lahan

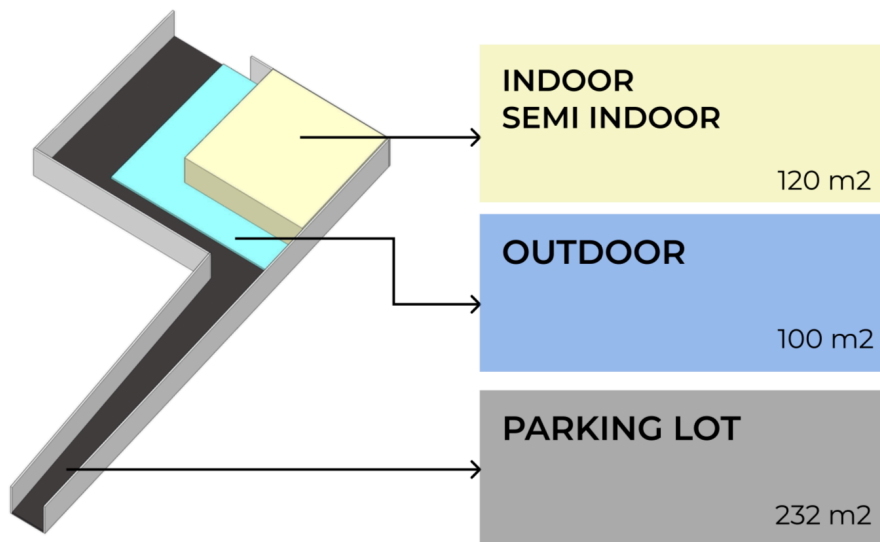


Dokumentasi Survey



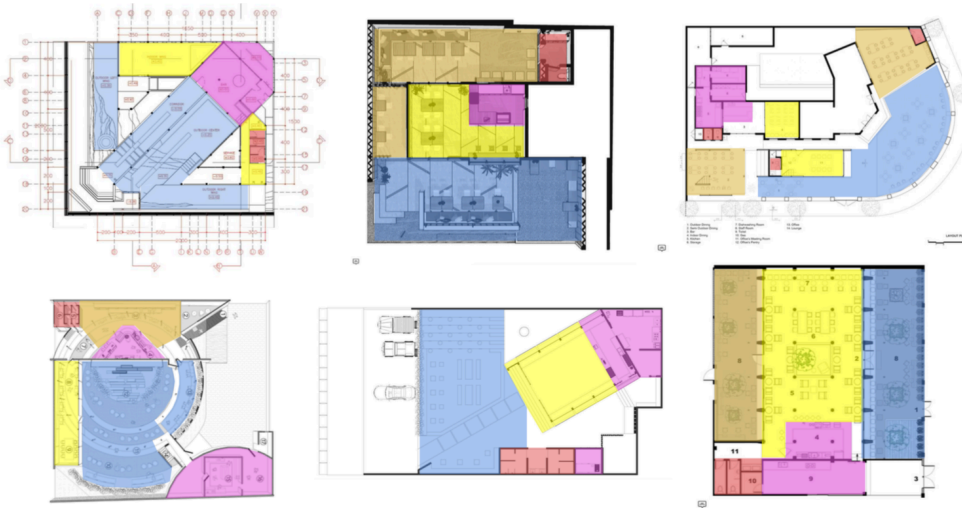
Lahan bangunan dan parkir di ratakan mengikuti jalan mobil di pintu belakang

RENCANA PENGGUNAAN LAHAN



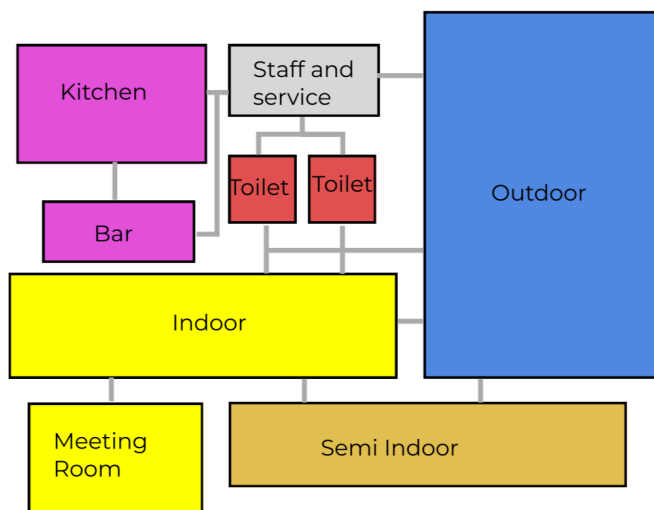
ANALISIS PRESEDEN

8 of 11



Sumber : Archdaily

PROGRAM RUANG



Indoor

Service room
Staff room
Bar
Kitchen
Toilet
Seats and tables

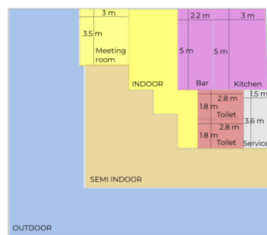
Semi Indoor

Seats and tables
Meeting room
Photobooth

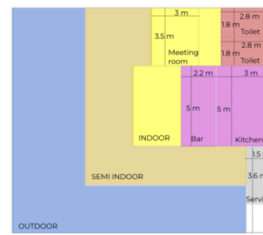
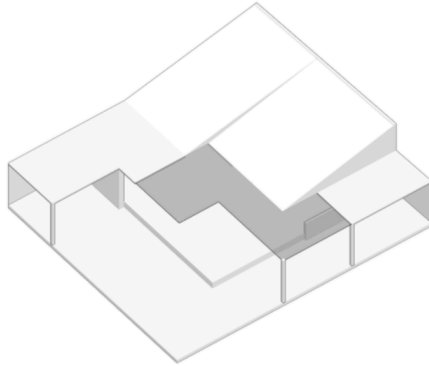
Outdoor

Seats and tables

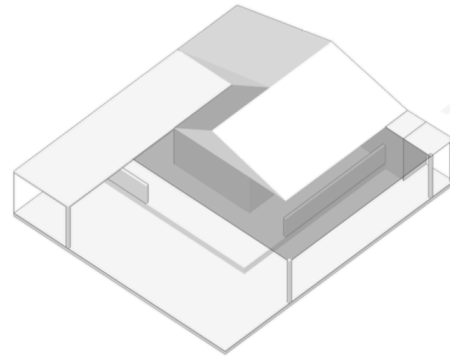
EKSPLORASI MASSING DAN RUANG



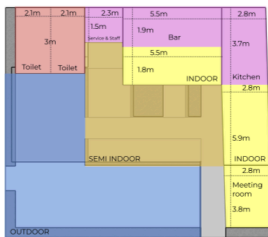
Staff and service	5.58 m2
Bar	11 m2
Kitchen	16.34 m2
Toilet	10.08 m2
Meeting room	10.5 m2
Seats and tables :	170.15 m2
INDOOR	21.71 m2
SEMI INDOOR	49.49 m2
OUTDOOR	98.95 m2



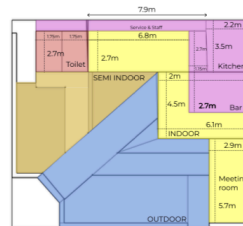
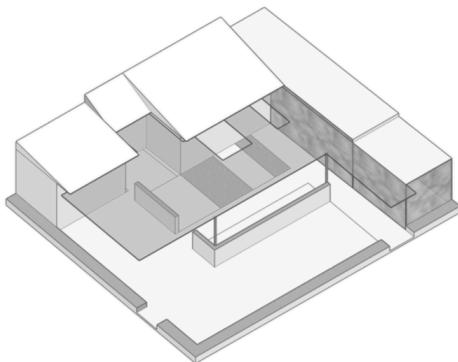
Staff and service	8.51 m2
Bar	11 m2
Kitchen	16.35 m2
Toilet	10.26 m2
Meeting room	10.8 m2
Seats and tables :	166.73 m2
INDOOR	20.04 m2
SEMI INDOOR	53.08 m2
OUTDOOR	93.61 m2



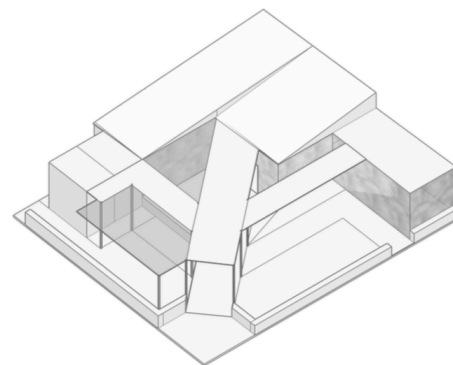
EKSPLORASI MASSING DAN RUANG



Staff & Service room	3.37 m2
Bar	11.06 m2
Kitchen	10.37 m2
Toilet	12.6 m2
Meeting room	10.64 m2
Seats and tables :	26.43 m2
INDOOR	24.6 m2
SEMI INDOOR	24.6 m2
OUTDOOR	71.39 m2



Staff & Service room	9.18 m2
Bar	11 m2
Kitchen	9.85 m2
Toilet	9.66 m2
Meeting room	16.05 m2
Seats and tables :	35.25 m2
INDOOR	37.53 m2
SEMI INDOOR	37.53 m2
OUTDOOR	82.7 m2



More Detail about us :

<https://drive.google.com/file/d/19gyRTALF4LK0mCXPZKZeitW48OokBbpi/view?usp=sharing>