



Feasibility of Rehet Iced Tea Shop in North Cikarang: Opportunities and Strategic Challenges

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Abstract

This study aims to analyze the opportunities and challenges of the Rehet Ice Tea Shop business feasibility in North Cikarang. Using a qualitative approach, data were collected through interviews, observations, documentation, and literature studies. The analysis results indicate that Rehet Ice Tea Shop has significant marketing opportunities, including a broad market segment, competitive prices, a strategic location, and the use of social media as a promotional tool. However, significant challenges arise from intense competition with similar businesses. This shop is required to continue to innovate in products and services to maintain competitiveness in the market. Revenue data for the past six months indicates sales fluctuations influenced by external factors such as national day celebrations. The conclusion of this study confirms that effective marketing strategies and product innovation are key to the sustainability of Rehet Ice Tea Shop's business in facing competition in the modern beverage MSME sector.

Keywords: Challenges; Business Feasibility, Iced Tea Industry, Marketing Strategy, Competition

Introduction

In recent months, Indonesian society has experienced extreme hot weather, causing the dry season to feel hotter than usual. This extreme heat makes people easily thirsty and dehydrated. When the weather is hot, people tend to seek refreshment, one of which is from drinks. Drinking is a basic human need, not only serving to quench thirst but also playing a vital role in culture, health, and society. Physiologically, the human body requires fluids to maintain bodily functions and prevent dehydration. Since ancient times, humans have consumed water as their primary beverage, but over time, various other beverages have been created to add variety to their tastes and nutritional benefits (Kompasiana.com, 2023).

In daily life, water is the most widely consumed beverage due to its essential properties for maintaining body fluid balance and preventing dehydration. Beyond these needs, many people often seek additional refreshment, especially during hot weather or after activities (Kusumawardani & Larasati, 2020). One very popular beverage for this purpose is iced tea. Iced tea is now a very popular topic among the public. The delicious taste and diverse choices of iced tea make it highly sought after. Enjoying iced tea provides a uniquely pleasurable sensation for many. Its presence has received positive responses from various



segments of society, especially tea enthusiasts who are satisfied with this beverage. Iced tea is now widely sought after and popular among Indonesians, leading to a booming and rapid growth of the iced tea business in various regions (Hisyam et al., 2024).

The market value of tea beverages in Indonesia last year was estimated at US\$2.28 billion, indicating that Indonesia is a major player in the tea industry in Southeast Asia. This figure equates to 46.92% of the total tea beverage market value in Southeast Asia, which is expected to reach US\$4.86 billion in 2023 (Annur, 2024). This reflects the dominance and critical role of the Indonesian market in driving the growth of the tea industry, given that nearly half of the total tea market in Southeast Asia comes from Indonesia. In Indonesia, tea is enjoyed by all levels of society. This makes the tea beverage business opportunity incredibly promising and potential, supported by a large market share.

The high demand for iced tea in the market makes the iced tea business opportunity very promising. Currently, many have established businesses that use iced tea as their main product, or what can also be called MSMEs. MSMEs themselves can be defined as business activities or ventures run by individuals, households, or small businesses. MSMEs is an abbreviation for small, micro, and medium enterprises. Previously, MSMEs were regulated by Law No. 20 of 2008, and then regulated by Government Regulation No. 7 of 2021 concerning the Facilitation, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises, often referred to as PP UMKM (Luthfiana & Thania, 2023). Iced tea businesses are increasingly easy to find in the community, and iced tea entrepreneurs are reaping significant profits due to high consumer interest. For some, the presence of iced tea in large sizes feels unique, as the drink is usually served in small portions but is now available in much larger sizes. Currently, many iced tea entrepreneurs are taking advantage of this opportunity by marketing their iced tea products, making it one of the most sought-after drinks on the market. The iced tea business is now considered a modern beverage with lucrative profit potential. One iced tea shop, "Es Teh Rehet," sounds appealing, drawing more and more people to try it. After enjoying the refreshing, delicious, and flavorful taste of iced tea, many customers are drawn to it again.

Founded in 2020 by Mr. Sentul Windu, the shop is located in North Cikarang, Bekasi Regency. It now has another branch in the Tambun area of Bekasi. Each shop employs three people and operates from 9:00 AM to 10:00 PM. Rehet Es Teh Shop offers a variety of menu options, including original iced tea, lemon iced tea, and brewed tea. It also offers a variety of other options, including the choco series, vanilla series, macchiato series, Yakult series, and coffee & milk. Rehet Es Teh Shop offers a wide range of prices, ranging from Rp. 5,000 to Rp. 20,000, with a strategic location, this shop can attract customers from various groups, not only from school children or teenagers but also from the community Adults. Therefore, this shop is a comfortable place to hang out, even to do assignments, for schoolchildren or adults looking to relax with friends after work.

Kedai Es Teh Rehet, as part of the beverage industry in Indonesia, faces various opportunities and challenges that affect business viability. The proliferation of businesses or MSMEs, such as this iced tea shop, presents quite intense competition because many entrepreneurs operate the same type of business. Establishing such a business requires significant capital, requiring entrepreneurs to consider how to maximize profits optimally and



minimize subsequent capital expenditures as much as possible. The development of MSMEs is a supporting factor in the growth of various types of businesses, both micro, small, and medium enterprises (Anggraeni et al., 2013). The large number of similar businesses further intensifies competition between businesses, so MSMEs must be able to implement strategies that meet the needs of today's entrepreneurs. Development is necessary to maintain business continuity, and this development can increase sales if the strategy implemented aligns with business needs (Suyadi et al., 2018)..

Competition in the beverage industry is intensifying and poses a significant challenge for entrepreneurs. One of the main obstacles comes from other coffee shops, such as Es Teh Presiden, which offer similar products with advantages in price, strategic location, and easy access. These shops also provide high-quality products with a variety of attractive options, effectively attracting consumers. Furthermore, many other businesses are located in strategic locations and are easily accessible to consumers, although most only offer one product variant.

For tea beverage providers, coffee shops and cafes are currently a new trend as locations serving a variety of tea-based beverages. The tea market opportunity in Indonesia is increasingly wide open, along with efforts to improve product quality, expand distribution to various regions, and diversify innovative products. Tea, currently a key ingredient in various beverages, has unique advantages compared to other beverages. For some communities, such as those in North Cikarang, tea drinks not only satisfy taste needs but also become part of a modern lifestyle. Furthermore, tea drinks have universal appeal and are accepted by various age groups, from children to adults.

The Rehet iced tea shop was chosen as the research object for several strategic reasons. One of the main reasons for this is that the shop has been operating for four years in the North Cikarang area, demonstrating stability and consistency in its business operations. During this period, the shop has established a compelling track record, both in terms of operations, marketing, and market acceptance, making it worthy of further in-depth study. Furthermore, its strategic location provides significant competitive advantages, such as easy accessibility for customers and the potential to reach a wider market. Therefore, the Rehet iced tea shop can be considered a representative example for studying various aspects and business dynamics in the tea beverage industry, including the opportunities and challenges faced.

Based on the research background described above, the business feasibility of the Rehet iced tea shop is worthy of investigation. Therefore, the author intends to conduct a study entitled "Analysis of Opportunities and Challenges for Business Feasibility at the Rehet Iced Tea Shop in North Cikarang."

Method

The approach used in this study is a descriptive qualitative approach, where the data collection method is through in-depth interviews with the owner of the Rehet iced tea shop. The qualitative method according to (Sugiyono, 2019) is a research method based on the philosophy of postpositivism and is used to examine the condition of the object where the researcher is the main instrument. The data sources in this study consist of primary data and

secondary data, primary data is a data source that provides information directly to the data collector. The primary data in this study was obtained by conducting interviews and observations with the business owner at the Rehet Iced Tea Shop. Secondary data is a source that provides data indirectly, such as through intermediaries or documents. The secondary data in this study are data derived from E-books and journals related to the research. This study uses descriptive analysis, a method used by analyzing and describing to describe the condition of the object being studied at the Rehet iced tea shop business.

Results and Discussion

A business feasibility study, particularly focusing on market and marketing aspects, is a crucial element in assessing a business's chances of success. A thorough analysis of market potential is conducted to understand the extent to which the business can meet the needs and desires of target consumers. This process includes a thorough understanding of the target market segment, the available market size, and market dynamics that may influence the level of acceptance of the business (Aji Awwaluddin et al., 2023). Market and marketing aspects are analyzed for specific market segments. Furthermore, the analysis also includes identifying challenges faced, such as competition with competitors in the industry, providing an overview of potential challenges and strategies needed to compete (Bate'e et al., 2024).

The opportunity for Rehet Ice Tea Shop is seen from a marketing perspective: its market segmentation encompasses a wide range of consumers, from schoolchildren and teenagers to adults. Rehet Ice Tea Shop's pricing, which represents a business opportunity that can increase revenue, is set at a price between Rp.5.000 and Rp.20.000 to attract market segments by offering a variety of flavor preferences. The location is strategic and ideal for attracting consumers from various backgrounds. Another marketing opportunity for Kedai Es Teh Rehet is the use of increasingly popular social media platforms, which allows the shop to expand its customer reach and increase sales. Rehet Ice Tea Shop employs a digital marketing strategy, utilizing its official Instagram account, es.teh.rehet, to promote its products more widely. Furthermore, they actively repost stories from customers sharing their experiences enjoying Es Teh Rehet, increasing engagement and brand appeal.

Rehet Ice Tea Shop significant challenges with numerous other iced tea businesses offering similar concepts, creating intense competition. This competition manifests itself in various aspects, such as competitive pricing, appealing flavors, and diverse product variations. This requires Rehet Ice Tea Shop to continuously innovate and create added value to maintain its competitiveness in the market.

Rehet Ice Tea Shop is quite popular among people of all ages and residents of Cikarang and Bekasi, so it's no wonder the shop is always busy every day. With a wide variety of flavors on offer, this shop has successfully attracted customers from all walks of life. The shop's revenue also tends to fluctuate significantly each month. Consistency in both taste and service is key to their success. The following is the revenue data for Kedai Es Teh Rehet over the past six months, presented in graphical form by researchers:



Figure 1. Sales revenue for the last 6 months
Source: (Processed data, 2024)

Based on the data in figure 1, sales at Rehet Ice Tea Shop did not change significantly from May 2024 to October 2024. This change, for example, saw a modest increase in revenue from May to June, followed by a decline in July. In August, revenue increased significantly due to the national holiday, Independence Day, which led to an increase in the number of visitors. Meanwhile, in September, sales revenue at Kedai Es Teh Rehet decreased. Although the decline was not significant, the revenue was still below the May figure. This was not a significant impact, as revenue rebounded in October.

The opportunities and challenges facing Rehet Ice Tea Shop reflect the intense competition in the MSME sector, especially in similar businesses like iced tea shops. Many entrepreneurs choose this type of business because it requires significant capital, so they must devise strategies to optimize profits and minimize capital expenditures in the following period. In addition, the development of MSMEs also serves as a driver for the growth of various types of businesses, both in the micro, small, and medium categories.

Conclusion

Rehet Ice Tea Shop in North Cikarang offers promising business opportunities in the modern beverage industry. Factors such as a broad market segment, affordable product prices, a strategic location, and the use of social media for digital marketing provide significant competitive advantages. Its diverse beverage menu, ranging from original iced tea to modern variants like the Choco series and Yakult series, is a key attraction, attracting customers of all ages. Rehet Ice Tea Shop success is also supported by consistency in taste and service, which creates customer satisfaction and fosters loyalty.

The main challenge facing the shop is intense competition from similar businesses. To remain competitive, Rehet Ice Tea Shop needs to continuously innovate its products, improve service quality, and optimize its marketing strategy. Revenue analysis shows fluctuations influenced by seasonal factors, which presents an opportunity for the shop to capitalize on specific moments to increase sales. Overall, with the right strategy and a focus on innovation, Kedai Es Teh Rehet has significant potential to grow and maintain its presence in the modern beverage market..

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