

**A PROJECT REPORT ON
A BRIEF STUDY ON THE OVERALL PERFORMACE OF ÉTÉ
COFFEE ROASTERS KOHIMA**

*Project report submitted to Nagaland University in partial fulfillment
for the award of the degree of Bachelor of Commerce*

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DECLARATION

I hereby declare that the project report entitled “A Brief Study on the Overall Performance of Ete Coffee Roaster Kohima” is submitted by YUHGAM K for the award of the degree of **Bachelor of Commerce** of Nagaland University is my own work. The project report has not been submitted for any other degree of this University or any other university.

YUHGAM K

CERTIFICATE

I recommend that this project report to be placed before the examiners for evaluation.

NGIPLON RACHEL CHOHWANGLIM
Supervisor

ACKNOWLEDGEMENT

Through this column, I would like to give thanks to my Almighty God with whose blessing and grace I was able to complete my project work.

I would also like to convey my gratitude to Sir Lichan Humtsoe, owner of Ete Coffee and his co workers for their sincere contribution in completing my project.

I would specially like to thank Ma'am **Ngiplon Rachel Chohwanglim, HOD**, Department of Commerce, **Kohima College, Kohima**, for her guidance, valuable help and encouragement in carrying out this project work.

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CHAPTER 1- INTRODUCTION

1.1 Background

Entrepreneurs are those who start by establishing and organizing a business to set up a company. Lichan Humtsoe is an entrepreneur from Nagaland whose love for coffee made him venture the world of business by moving out of the mainstream and conventional profession.

Ete Coffee is a company established by Lichan Humtsoe on 2nd July 2016; in fact, it is the first coffee roasting company in Northeast India. Lichan Humtsoe is the sole Proprietor of Ete Coffee, his idea of 'Justice a cup' as their brand slogan stands for his efforts in finding justice in every sector so as to ensure that the growers, employers are not exploited. He started with six grand investments on packaging material and as per the record of the initial two years; he sold over 12,000 coffee packets all across India and few to abroad. The source of the beans is from 5 districts of Nagaland which includes Mokokchung, Tuensang, Wokha, Mon, and Kohima.

PURPOSE OF THE STUDY

The purpose of this study was to know more details about the first coffee roaster in Nagaland, how they come up with this ideology, when they started, what difficulty they faced when they first started, etc.

HIGHLIGHT OF THE STUDY

The first chapter deals with introduction which includes a brief background of ETE coffee, definition, rationale and scope of the study, objective of the study. The second chapter deals with analysis of various data through interview. And the third chapter deals with findings, suggestions and conclusion drawn from overall analysis of the study.

1.2 Review of Literature

William Harrison Ukers - The evolution of a cup of coffee; Dealing with the etymology of coffee; History of coffee propagation; Early history of coffee drinking; Introduction of coffee into Western Europe; Beginnings of coffee in France; Introduction of coffee into England, Holland, Germany; Telling how coffee came to Vienna; Coffee houses to oud London; History on the early parisian coffee houses; Introduction of coffee into North America; History of coffee in old New York, Philadelphia; Botany of the coffee plant; Microscopy of the coffee fruit; Chemistry of the coffee bean; Pharmacology of the coffee drink; Commercial coffee of the world; Cultivation of the coffee plant; Preparing green coffee por market; Production and consumption of coffee; How green coffee are bought and sold; Green and boasted coffee characteristics; Factory preparation of roasted coffee.

Gian Carlo Tenore, Maria Daglia, Valentina Orlando, EmanuelaUrso, Seyed Hassan Saadat, Ettore Novellino, SeyedFazelNabavi, Seyed Mohammad Nabavi

Coffee is among the most widespread and healthiest beverages in the world. It is known to be a highly rich source of biologically active natural metabolites which possess therapeutic effects (i.e. caffeine) and functional properties (i.e. chlorogenic acids). Therefore, coffee can be considered a drink which has different positive effects on human health such as cardioprotective, neuroprotective, hepatoprotective, nephroprotective, etc. However, heavy coffee consumption may be related to some unpleasant symptoms, mainly anxiety, headache, increased blood pressure, nausea, and restlessness. During the past two decades, several studies have indicated that there is a close correlation between consumption of coffee and incidence of depression. The aim of the present paper was to collect the latest literature data (from 1984 to 2014) on the positive and negative impacts of coffee consumption on the major depressive disorders and to clarify the role of bioactive constituents of coffee in the related different clinical trials. To the best of our knowledge, this the first review on this topic.

1.3 Definition

The word 'Ete' in Lotha Naga dialect means "us" or "ours". Naga being a multi-tribal community, it envisages advocating unity through its brand name.

1.4 Rationale and scope of the study

The study on Ete Coffee is an effort to encourage the upcoming generation on the importance of entrepreneurship. It is a research on the establishment of first ever Naga coffee. Many youths still chase government service and assume that it is the only means of employment however, Lichan Humtsoe, the owner of Ete Coffee break the stereotypical norms of sticking to the conventional profession by establishing his own company. The study is to understand the challenges that come along their path towards succeeding in their business. It is not only a business for profit but also a home for employment to a number of skilled individual.

1.5 Objective of the study

1. Information about the company
2. To increase the popularity of coffee
3. Background of the company

1.6 Research Question

1. Is the coffee business viable in terms of profitability?
2. What are the challenges and problems of faced by the business?

1.7 Research Method

Personal interview method was used for data collection.

1.7.1 Primary data was collected with face to face interview with the owner.

Secondary data was collected through the means of social media and articles from internet.

1.7.2 Sample Size of the study

Ete Coffee roasting company headquarters located in Billy Graham Road, near Kohima College.

1.7.3 Communication approach

Communication was done through the means of personal interview.

Chapter 2 Analysis of the study

2.1 Company Profile

Vision statement

(Seeking justice by way of excelling in whatever we do, and by building a brand that live and inspire beyond Ete Coffee)

Mission Statement

(To change the narrative of building brand by engaging in and demonstrate activities par excellence through its in-depth research, scientific models and strategies vigorous performance, people driven and earth care approach and to continue sharing its knowledge and expertise within and without Ete Coffee)

Role and contribution of Ete Coffee towards Coffee Industry in Nagaland

The new wave of coffee in Nagaland is very recent, it is about six years old and therefore it is early to say it has had a massive impact. Nonetheless, they have come a long way. The Department of Land Resources has aggressively taken up the coffee plantation project under coffee Board of India and it has seen great impact on the plantation aspects of it. Humtsoe said their major role is to research, observe and teach besides their value addition and retail claim on the business aspects of it.

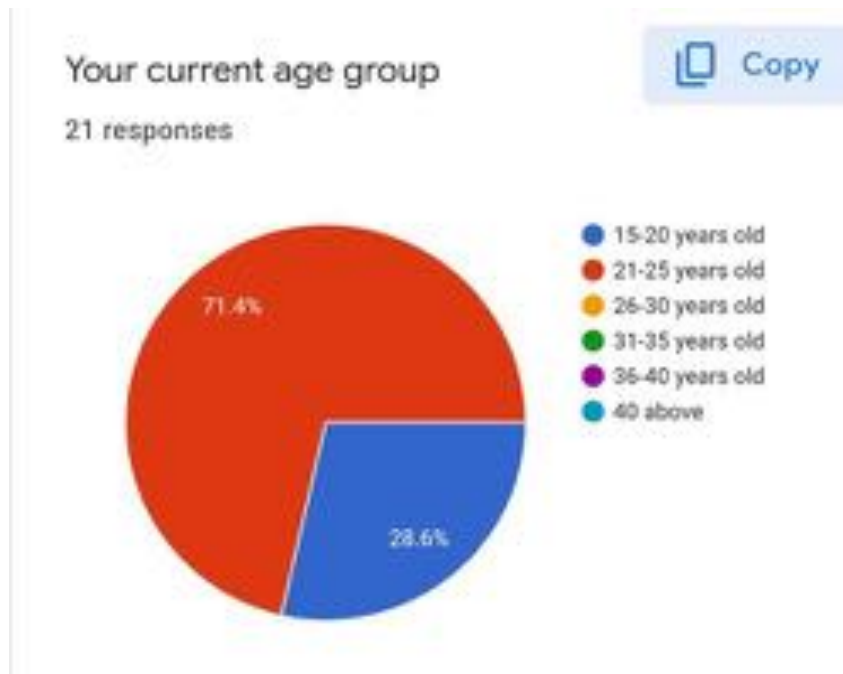
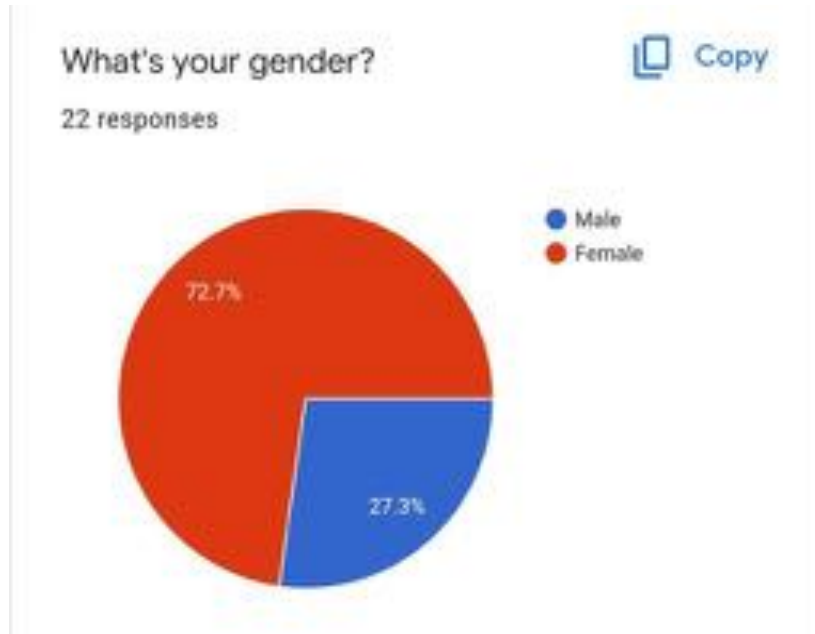
They are also closely working with the farmers and café owners across the state and beyond. Through Ete Coffee school they are able to sponsor business owners and individuals to either start their own coffee shops or even working in the existing cafes.

Ete Coffee's business and venture

They have full-fledged roaster and production unit, retail line, consultancy service, two coffee breweries, a coffee school, three observation farms, two nursery units, coffee lab services and their ecommerce space that is underway.

When I asked him from where they get the supply, he said that they are the supplier, and they also supply to others. They also sponsored 12 individuals under ÉTÉ Coffee's own self styled EYF (Employability of Youth Fund) where 10% of their proceeds are occurred to help less privileged individuals to undergo training. Last year (2021) they help 11 café's and this year (2022) 1 café and 2 more and guided them. He also added that they are expanding their business not to compete with other businesses but in complementary with other business.

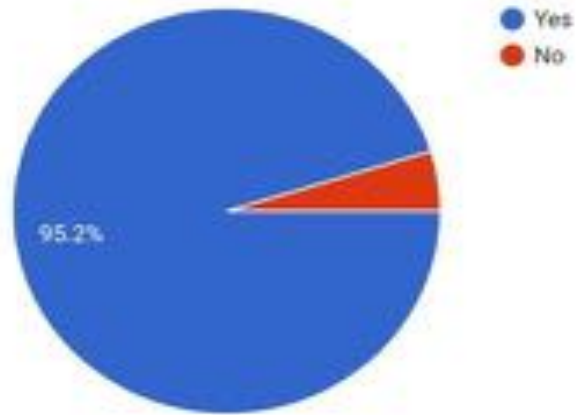
2.2RESPONSE ON THE BASIS OF SURVEY



Do you drink coffee?

21 responses

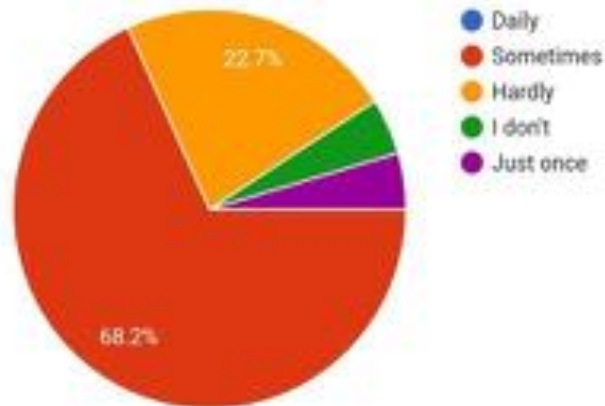
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How often do you visit ETE coffee?

22 responses

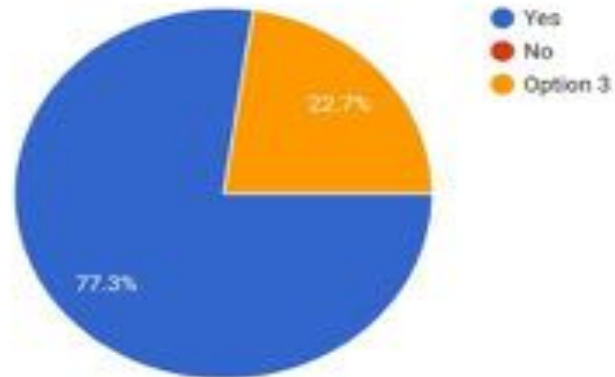
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Do you think ETE coffee is providing employment opportunity for the Naga youth?

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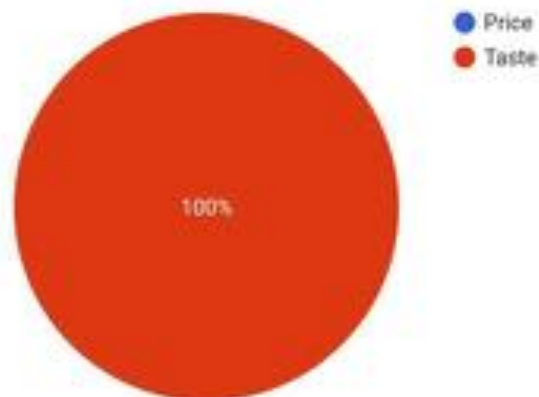
22 responses



Your most important aspects of your coffee?

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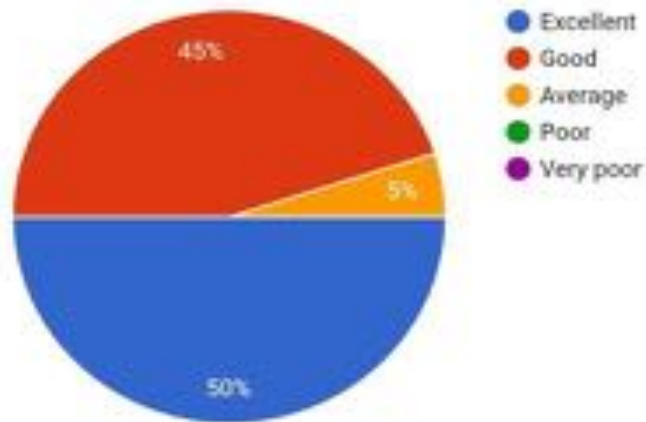
22 responses



ETE coffee customer service

 Copy

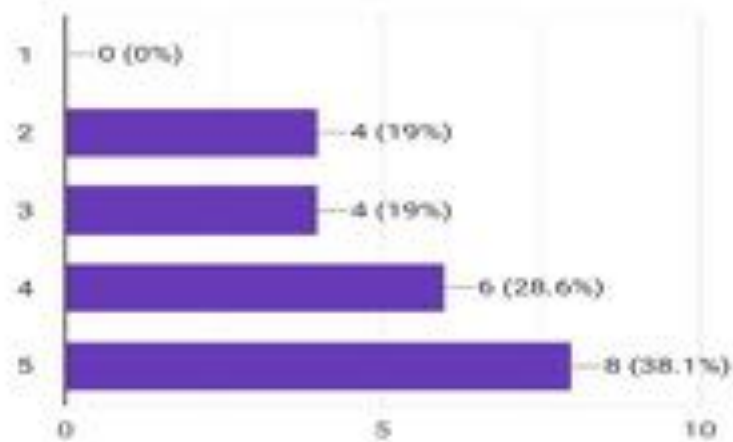
20 responses



Rate ETE coffee? (1 to 5)

 Copy

21 responses



2.3 ÉTÉ COFFEE VISIT



It was such an honored to be able to meet with the CEO of Ete Coffee roasting company, Lichan Humtsoe and gathered information about the Ete Coffee. I interview the owner and talked about the entrepreneurship, coffee and it was so fortunate. I must say that he not only talk about Ete Coffee but also many others that was out of the topic which was indeed very important to learn about it.

Mr. Humtsoe started with his own saving i.e.Rs.6,400. He said that the average monthly earning range is Rs. 46lakh to 70lakh. The full time employees are 8 of them and all together there are 24. The salaries of the full time employees lowest is 10 thousand and highest is 1lakh. The rent is 36,100 monthly without including lights bill, water bill, etc. the working hours is 9 hours. The coffee school is in the main town 14 batches completed. Time duration is 1 week and the fee structure are Rs.30,000.

ETE COFFEE









CHAPTER 3: FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

1. First Coffee School in Nagaland
2. ÉTÉ Coffee sponsor business owners and individuals to either start their own coffee shops or even working in the existing cafés.
3. In the year (2021) they sponsored 12 cafes.
4. Mr. Humtsoe started with his own saving i.e.Rs.6,400
5. Average monthly earning range Rs.64lakh to Rs.70lakh
6. Full time employees are 8 of them and all together there are 24
7. Salaries of full time employees lowest 10 Thousand and highest is 1lakh
8. Coffee school 14 batches completed
9. Time duration for coffee school is 1 week
10. Coffee school fees structure is Rs.30,000
11. Working hours is 9hours a day
12. Monthly rent Rs.36,100 without including light bill, water bill, etc.

SUGGESTIONS

1. To provide three batches (class) in a year
2. To have a particular App (Ete coffee)
3. They should provide coffee class to each institutes

CONCLUSION

The Founder of Ete Coffee Lichan Humtsoe said that one of the main motivations behind Ete Coffee is that Northeast people in general and Naga's in particular have been consumers all through and therefore, it aims to produce and manufacture thereby making optimum use of the state's potential in Agro based farming.

The ambience of the bar is that of a serene and homely with soft lights where one can relax and enjoy coffee in pure delight.

In conclusion, Ete Coffee founder Humtsoe ideology about the coffee, coffee school, etc are a great opportunity for the upcoming entrepreneurs, it is such an encouraging and inspired for people who are interested in business. It is not always about government job. But we should also focus more to the entrepreneur and give a serious thought about it. I believe that some days will come where there will be more people who would like to come up with their own ideas regarding about entrepreneurship.

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1. <https://eastermirrornagaland.com>
2. <https://m.youtube.com>
3. <https://www.instagram.com>

ANNEXURE

QUESTIONNAIRE

1. Your gender?
a) Male b)Female
2. Your educational qualifications?
Ans:-
3. Occupational status?
Ans:-
4. Your current age group?

a)15-20 years old b) 21-25 years old c) 26 above
5. Do you drink coffee?
a) Yes b) No
6. Do you go to ÉTÉ coffee?
a) Yes b) No
7. How often do you visit ÉTÉ coffee?
a) Daily b)Sometimes c) Hardly
8. For what reason would you drink coffee?
a) Drinking habits b) Release stress c)Refreshing d) Social Occasion
9. Do you think ÉTÉ coffee is providing employment opportunity for the Naga Youth?
a) Yes b) No
10. Your most important aspects of your coffee?
a) Price b)Taste
11. When going to ÉTÉ coffee, do you feel the service is
a) Excellent b) Good c) Acceptable d) Bad

12. Rate ÉTÉ coffee? (1to5)

a)1 b)2 c) 3 d) 4 e)5

13. ÉTÉ coffee customer service is

a)Excellent b)Good c)Average d)Poor e)Very poor

14. Cost of the ÉTÉ coffee?

a)Excellent b)Good c)Average d)Poor e)Very poor

15. Quality of ÉTÉ coffee?

Ans:-