

Creating a Homey Coffee Shop Concept in "Kedai Sepenuh Kopi"

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ABSTRACT

¹ Service is the core product that provides essential consumer benefits. A business with excellence in service quality will increase customer satisfaction. This study aims to explain the company following the planning carried out by taking into account several aspects that have been previously analyzed and prove ¹ the feasibility analysis of the business that has been made goes according to plan. The method used is observation to see the development of Sepenuh Kopi as a new cafe in implementing its business. The results of this study reveal that business practices have been carried out well as a contemporary cafe project, starting from September 2019 to March 2022. In the current period in the first three months, namely September, October, and November, which is the initial introduction stage of Sepenuh Kopi as a newly established shop, the desired target consumer has not yet been achieved. However, the following month there was an increase and exceeded the desired sales target. The Covid-19 pandemic has caused sales to drop drastically. However, income gradually improved after making changes and holding a soft opening.

Keywords: Kedai Sepenuh Kopi; Homey coffee shop concept

INTRODUCTION

The last few years began with the revival of the coffee industry in Purworejo. Several coffee shops began to appear starting in 2016. "Cozy Coffee," which became the first coffee shop in Purworejo, received an excellent response among coffee lovers and young people in Purworejo. After that, many coffee shops began to appear in Purworejo, which currently has ten coffee shops in the Purworejo city area.

² The coffee business is quite a lucrative business [7-8]. Because at this time, coffee is no longer a habit to get ² rid of sleepiness but has become a lifestyle [10, 12-13]. Coffee can be obtained very quickly. Shops, stalls, or coffee shops are mushrooming. Some are small in scale, only limited to stalls at the end of the alley with long chairs or shops near campus with fast wifi service, to cool gathering places in malls, star hotels, and cafes on the main road [9, 16]. Besides drinking coffee has become a lifestyle, the coffee business has excellent opportunities in Indonesia [14-15]. Coffee shops in Indonesia itself will not be challenging to find the primary raw material in the form of coffee because Indonesia is the third largest producer of coffee beans after Vietnam and Brazil [11].

Many Indonesian people like coffee but don't know how to enjoy coffee. The readily available raw materials and the demand continue to make this business even more attractive. In addition, although coffee is not new for the Indonesian people, there are still people who can't enjoy coffee well. This coffee shop aims to introduce the benefits of coffee so that people who don't like coffee can enjoy coffee too by considering the benefits.

We designed a homey coffee shop concept. This coffee shop is called "Sepenuh Kopi," which is located in the city of Purworejo, Central Java. This shop serves coffee and allows customers to make coffee according to their tastes. The coffee shop expects a good relationship between the "Sepenuh Kopi" family and customers. The business concept of this coffee shop is simple but has a meaning that we hope will take the days of customers to stay loyal to this coffee shop.

LITERATURE REVIEW

Marketing Management

Marketing management is an organizational function and a set of processes for creating, communicating, and delivering customer value to benefit the organization and its shareholders [3]. Marketing management is the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target buyers to achieve company goals. Marketing management consists of Marketing Process, Strategy Segmenting, Targeting, Positioning (STP), Marketing Mix, and Promotion Mix [3].

Strategy Management

Strategic management can be defined as the art and knowledge of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its goals [1]. As this definition requires, strategic management focuses on integrating management, marketing, finance/accounting, production, research and development, and computer information systems to achieve organizational success. Strategic management consists of Porter's Generic Strategy, SWOT Analysis, Business Model Canvas (BMC) Analysis, and Porter's Five Forces Analysis [1].

Human Resource Management

Human resource management (HR) is a science that studies how companies empower employees, create needed jobs, work teams, and train and develop employees who have the potential [5]. Human resource management is acquiring, training, appraising, and compensating employees and managing labor relations, health and safety, and matters relating to justice [4]. Human resource management consists of Recruitment, Job Performance, and Compensation.

Operational Management

Operational management is a series of activities that generate value in the form of goods and services by converting inputs into outputs. Operational management converts inputs into outputs with the results of goods or services for the company by paying attention to production costs with effective and efficient production time. Operational management consists of ten strategic operations management decisions [2].

Financial management

Financial management is a study and planning analysis to manage company finances, investment decisions, funding, and even company assets to provide profits for shareholders and business sustainability for the company. Financial management is related to asset acquisition, budget, and asset management based on several general objectives. Financial management consists of Financial Statements and Financial Statement Analysis [6].

RESEARCH METHODS

This research focuses on finding out whether the business is running according to the plans that have been made. The data used are primary. The method used is an observation by observing and recording all aspects of the object. Data collection is carried out directly at the location of the research object. The research object is Kedai Sepenuh Kopi, established only from September 2019 to March 2022 in Purworejo, Central Java, Indonesia.

RESULTS

Company Profile

There are several changes to our business practices, including the logo. In the original plan, our logo was yellow in the form of a rectangle with a symbol of a cup and writing Sepenuh Kopi. With various considerations, one of which is to make our logo easier to remember and recognize by consumers, we decided to change our logo to a cup symbol with a detailed letter 's' on it, which indicates it is Sepenuh Kopi emphasized on a black background with a white frame.



Figure 1. Company Logo

Sepenuh Kopi is located on Jl. Banyu Urip - Purworejo No.74, Sibung, Dopleng, Kec. Purworejo. This location was our choice because it is located in a shophouse on the main street of Purworejo Regency and is surrounded by several offices, hotels, and schools. Strategic location reached by consumers.



Figure 2. Location of Sepenuh Kopi

Strategic Aspect

The following is the form of a Sepenuh Kopi shop SWOT analysis, which is as follows:

1. Strengths (S)

- The initial capital comes from the owner without the help of third-party funds so that the business can be more effective and efficient in managing the needs and expenditure of funds.
- The concept of a coffee shop differs from existing competitors in Purworejo.
- Provides menu options with different coffee beans from those offered by competitors
- Has a minimalist design and location so that it seems more exclusive and comfortable.
- Providing consulting services in the ordering process; this method is expected to lead to good relations with consumers.

2. Weakness (W)

- Locations and places are relatively small so that only a few can accommodate consumers simultaneously.
- The shop is newly established, not yet known by the public, and still requires vigorous initial promotional activities as an initial introduction,
- Limited and less spacious parking area.

3. Opportunity (O)

- Presenting a more varied menu and adding a signature menu to attract new/old customers.
- The shop's concept is relatively minimalist, making the impression easy for consumers to accept because it is homey and calm.
- Arrange several activities involving the community as one of the marketing activities.
- The quality of the menu is maintained because it is in process by involving consumers.

4. Threats (T)

- Intense competition due to the emergence of various coffee shops
- Emerging competitors from large franchises that are already known to the public.
- People's tastes are relatively fast-changing, and changes in the social environment can cause setbacks if they do not innovate innovations

Marketing Aspect***Marketing Aspect Planning***

The marketing plan prepared by Kedai Sepenuh Kopi to introduce the product is by drawing up a schedule as follows:

- 1) Create Sepenuh Kopi Instagram social media account.
- 2) Active on Instagram through interaction with consumers or followers.
- 3) Register the location of Sepenuh Kopi on google maps.
- 4) Creating and installing a signboard as a symbol of the hallmark of Sepenuh Kopi
- 5) We are providing entertainment facilities and a place for specific communities, such as live music and playing online games together.
- 6) Conduct monthly promotions with different themes.

Marketing Aspect Realization

Through Instagram, we write some stories about coffee, shops full of coffee, and what is currently trending. We do this method as a form of promotion that makes people who read and visit our Instagram account have an interest in visiting our shop. Animating our Instagram account not only with exciting photos and videos but also through interaction will filter active and passive Instagram users. It will affect the effectiveness of promotion through social media.



Figure 3. Sepenuh Kopi's social media posts

Human Resources Aspect

HR Aspect Planning

Planning for the Human Resources of Sepenuh Kopi planned that the owner of Sepenuh Kopi directly participates in overseeing the running of the business because the management team is still relatively minimal. The owner of the company planned to recruit employees. The employee recruitment process will be carried out by a management team who directly carries out employee recruitment and HR management. The owner will be assisted by a shop manager and a responsible barista in business operations. The shop operational team consists of two baristas and two assistant baristas divided into two daily shifts.

Realization of HR Aspects

In the process, Sepenuh Kopi, which consists of two baristas and two assistant baristas, is operational every day with a shop schedule from 14.00-10.00 hours running well. The division of 2 shifts daily is enough to make it effective at work. The holiday schedule for all employees is the same: Tuesday when the shop is closed. When a particular activity, such as a soft opening or a community, is holding an event, the entire team and the owner will also participate in the shop's operations. Because the concept of our shop service is homey and by request, we guarantee that baristas and barista assistants are experts who are already competent in their fields; even to upgrade team capabilities, several teams participate in training and competitions. Our barista assistant is tasked with welcoming and accompanying consumers while they are in the shop, in the sense of a barista assistant, directing and assisting customers who need it. The barista is the key to the shop's operations because his job is to receive and process consumer menu requests.

Operational Aspect

Operational Aspect Planning

Sepenuh Kopi's business plan is a coffee shop the request that facilitates customers to consult or ask the barista to serve menus according to consumer tastes or demands, which is strategically located with a homey and minimalist concept. The products offered by Sepenuh Kopi are various types of coffee drinks (Americano, Espresso, Long black, Cappuccino, Mochaccino, Affogato, Latte, Vietnam Drip, V60), menus non-coffee (Hot Chocolate, Ice

Chocolate, Red Velvet, Black Forest), and also a snack menu (French Fries and Potato Wedges) as a complement. The shop's operating hours start from 2.00 pm-10.00 pm.

Realization of Operational Aspects

1) Supply Chain Management

In the supply chain management of Sepenuh Kopi, for the purchase of raw materials and operational support, cooperation has been carried out with competent suppliers. For beef raw materials, Sepenuh Kopi uses local coffee bean suppliers whose quality is competitive for the national class. According to the order, the supplier delivers the coffee beans directly to the shop—other raw materials such as powdered drinks, ice cubes, and others. The Sepenuh Kopi shop has suppliers with quality according to standards and is located closest to the shop.

2) Supply

Sepenuh Kopi uses a dry place for coffee bean storage for inventory capacity. In this stage, for the supply of raw materials, orders will be made twice a month for food and beverage supplies. Inventory of coffee beans, powder drinks, skim, UHT milk, potato ice cubes, and orders are made routinely according to the stock that runs out, usually every day or every three days. The barista must be sure about inventory availability. At the end of each sales day, a stock calculation is carried out with the number of raw materials that are still available. If the percentage of inventory is running low, it will be repurchased the next day.

The manager must maintain the inventory, so at the end of each sales day, a stock calculation is carried out with the number of raw materials that are still available, and if the percentage of inventory is running low, it will be carried out repurchasing the next day.

3) Scheduling

For scheduling every task carried out in the production process, Sepenuh Kopi arranges it in the standard daily rules for all shop staff, such as checking the buffet stock periodically every hour to fill it up when the store starts to run out. Furthermore, for meat supplies, the kitchen staff in charge of meat slicers will continue to carry out their duties as direct meat slicers when there is demand from consumers and for meat supplies at the buffet.

4) Maintenance

The maintenance strategy carried out by the Sepenuh Kopi to maintain quality is carried out by all employees who are monitored directly by the owner and store manager with the help of CCTV to now review operational processes and paid cashier applications to facilitate daily sales monitoring. The shop manager ensures that the production process follows operational standards and that the raw materials served are quality selected ingredients that are halal and safe for consumption. Efforts are being made to keep the raw material inventory in stock for too long to maintain quality. For the operational standards themselves, the Sepenuh Kopi team enforces Health Protocols for consumers who come following the standards imposed by the Government Health Office in preventing Covid 19, namely:

- a. Require workers and visitors to wear masks.
- b. Management is asked to perform regular cleaning and disinfection daily in the work and dining areas.
- c. Provide adequate hand washing facilities or hand sanitizers that are easily accessible to workers and customers.

- d. Conduct temperature checks for workers before starting work, as well as their customers at every entrance. If a body temperature is above 37.5 degrees Celsius, it is not allowed to enter, and it is recommended to carry out a health examination.
- e. Prohibit children under five years old and seniors over 60 years from entering the dining area.
- f. Limit visitors to a maximum of 50 percent of the capacity of the dining area.
- g. It was limiting the physical distance to at least 1 meter in various ways, such as providing a cross in certain areas that have the potential to be crowded by crowds.
- h. We minimize customer contact by using additional protection such as protective glass, gloves, and non-cash payments.
- i. Prevent crowds of customers in the ordering, payment, and other queue systems.
- j. Shorter operating hours up to 21.00 WIB.
- k. Set different exits and entrances.
- l. We are limiting parking capacity to 50 percent of the average capacity.
- m. If a positive Covid-19 test result is found at your home or shop, the place will be temporarily closed for 14 days.

In addition, store operations that only focus on "dine-in" are now innovating by serving to take away. Sepenuh Kopi shop uses local deposit services for consumers who want to make online orders.

Financial Aspect

1. Financial Aspect Planning

For the planning of the financial aspect, Chapter III of Business Planning has been made with a three-year projection starting from the period September 2019 to March 2022. Where for the initial plan to use investment capital is IDR. 100,723,000,.

2. Realization of the Financial Aspects

Referring to the financial aspect planning made in the financial aspect plan, the asset list and the initial capital investment plan are the same, and there are no changes from the initial plan. However, during the current period, starting from September 2019 to March 2022, the target number of visitors changed as an effect of the Covid-19 Pandemic.

In the Realization of Business Practices, income began to occur at the beginning of the opening of Kedai Sepenuh Kopi, namely in September 2019. In the first month of space, visitors were still far from the desired target, but it was natural because it was a newly established shop, so a Marketing Strategy was needed. To introduce products to the culinary market. The following are consumer data as of September 2019 follows

Table 1. The Number of Visitor Plans and Actual (in-person)

Plan	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
	750	750	750	750	750	750	750	750	750	750	750
Actual	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
	639	648	675	810	801	855	921	648	603	594	585
Plan	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21
	750	750	750	750	750	900	900	900	900	900	900
Actual	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21
	1399	1471	1772	2009	2049	2042	1575	1600	1435	1573	1618
Plan	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22		
	900	900	900	900	900	90	105	105	105		
Actual	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22		
	1501	1479	1554	1427	1319	1637	1725	1784	1587		

Table 2. Revenue Plan and Realization (in IDR 000)

Plan	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
	17,890	17,890	20,133	20,133	21,870	21,870	21,870	24,237	24,237	24,237	26,763
Actual	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
	15,000	15,200	16,188	19,032	18,799	20,020	21,593	14,865	14,767	14,331	14,012
Actual	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21
	20,067	20,861	25,446	28,648	29,417	28,837	23,172	23,018	20,554	22,686	23,191
Actual	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22		
	21,593	21,140	22,363	20,203	18,995	23,553	24,756	25,388	22,833		

15 **Table 3. EAT Plan and Realization (in IDR 000)**

Plan	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
	4,188	4,188	5,014	5,014	5,857	5,857	5,857	7,013	7,013	7,013	8,267
Actual	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
	2,821	2,967	3,838	6,203	6,004	7,019	8,358	2,648	2,577	2,276	1,996
Actual	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21
	3,116	3,784	7,567	10,211	10,935	10,443	5,917	5,585	3,547	5,277	5,695
Actual	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22		
	4,379	3,956	5,026	3,161	2,228	5,959	6,961	7,422	5,392		

In the current period in the first three months, namely September, October, and November, which is the initial stage of introducing Sepenuh Kopi as a newly established shop, the desired target consumer has not yet been achieved. However, after the 2nd month, there was an increase and exceeded the desired sales target in the following month.

However, the pandemic started in March was a decrease in income due to changes due to the pandemic, and all considerations changed store operations as well. In addition, exceptional reviews for maintaining store operations require management to change the store's location and carry out a soft opening after clear rules regarding the pandemic.

It is proven that after making changes and holding a soft opening, income began to improve gradually, although in conditions during this pandemic, it was difficult to predict; income sometimes fluctuated but was still within safe limits.

1 DISCUSSION

Based on the results of business practices during the running period of Sepenuh Kopi, several changes occurred during the business process, namely as follows:

- 1) In the marketing aspect, there was a change in the promotion strategy. Previously, the company targeted promotions for target sales of consumers who came directly to the shop, but now there is a change where the focus of marketing is no longer only direct consumers but also online consumers through local deposit service. The planned marketing planning went well even though utilizing social media, which was still relatively simple, this promotion method was adequate for our small town shop. To attract the attention of the market segment, we do promotions from our consumer reviews which we maximize; besides saving costs, this way is more tangible. However, some things cannot be predicted related to the Covid-19 pandemic,
- 2) There have been changes from the coffee menu to the shop's location for operational aspects. Changes to the coffee menu are made to increase productivity by eliminating menus that are less attractive to customers and updating menu concoctions. For locations with customer convenience and

customer safety, we changed our site. Planning and realization have been running as expected with the existing employee structure. Although the employees are limited, it follows the operational capacity of the shop. In addition, the lack of employees helps the shop's operations to be effective because employees are selected according to the shop's needs and follow the minimalist shop.

- 3) Furthermore, in the financial aspect, the comparison between plans and realizations has gone well, with covid 19 making us find innovations to increase productivity so that income improves.

CONCLUSION

The shop business is a business that has high opportunities because it is in demand by many customers, but the risk of failure is also high. One of the causes of its loss is not paying attention to customer service. Service is a significant factor in increasing customer satisfaction. Every company or service business is required to provide services that meet customer expectations. Thus, companies need to innovate in developing their product services.

The Flower of Service concept can help companies design appropriate service products following customer needs to complement and add value to the core product. Unique products and service concepts different from competitors make it self-interested for customers to increase revenue.

In the case study, Sepenuh Kopi has made a product service plan tailored to the company's capabilities, and customer needs to create a competitive advantage in the market.

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