

## ABSTRACT

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### **ANALYSIS OF CORPORATE GOVERNANCE IN COFFEE SHOP ENTREPRENEURSHIP**

*This professional work report discusses the practitioner's experience in a coffee shop with a focus on optimizing business governance. In-depth understanding of the duties and responsibilities in operational management. Proactive attitude and high motivation in achieving professional work goals are important elements that support the optimization of governance. Technical expertise, interpersonal communication, and high discipline are the main factors in achieving high performance. During the practice period, internal constraints such as lack of experience and external constraints such as changing consumer tastes were successfully identified and overcome by skill development and strategy adaptation. This report recommends innovative approaches in the coffee shop business and provides insights for practitioners and similar business owners*

**Keywords :** Optimization, Governance, Coffee Shop, Operational Management, Constraints, Business strategy