

CHAPTER II

MARKETING PLAN

A. Customer Segment

1. According figure 2.1 below, from 40 respondents, 45% people are college students, 35% people are employees, 15% people are school students, and 5% people are housewives. Waroeng Ayam Andaliman target will be office worker and college student.

Status/pekerjaan

40 responses

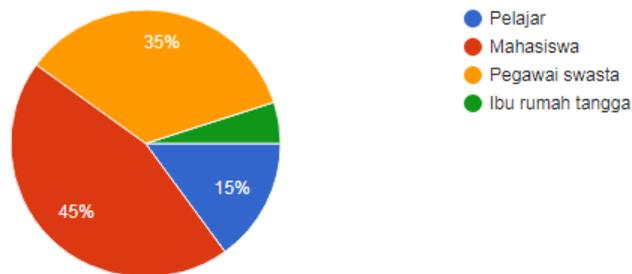


Figure 2.1 Respondent People

2. Based on figure 2.2 below, 60% people are 20 until 25 years old, 35% people are 15-19 years old, 2.5% people are 26 to 30 years old, and 2.5% people are 40 years old above. Waroeng Ayam Andaliman target are people with age 20 until 25 years old.

Usia

40 responses

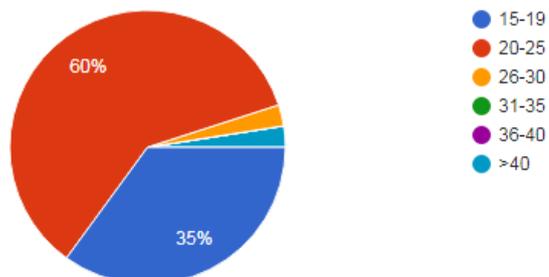


Figure 2.2 Respondent People Age

3. Target of Waroeng Ayam Andaliman is middle economy class people with range salaries Rp 2.000.000 to Rp 3.000.000. Now Indonesia is dominant by middle economy class people. Middle-class customer purchasing power becomes an opportunity for business people to take business potential to meet the needs and the people aspirations.

B. Market Size

Area : Kabupaten Tangerang with 182.794 people (based on Badan Pusat Statistik of Kota Tangerang).

Gender : Female 93.952 people and male 88.842 people (data based on Badan Pusat Statistik of Kota Tangerang).

C. Customer Relationship

Waroeng Ayam Andaliman is always available if customer would send direct message for the review or feedback and question to the Instagram account @waroengayamandaliman. If customer has a bad experience in our restaurant, there are a phone number or social media notes in every table which every customer can directly to reach.

D. Distribution Channel

The product will sell by 2 ways, direct selling offline (customer come to our outlet) and online (Instagram and Grabfood). Based on data gathered, mostly agree if the product is sold in 2 ways. So, Waroeng Ayam Andaliman will sell the product in two ways to optimize the product.

Menurut anda, sistem berjualan seperti apa yang sangat berdampak bagi bisnis kami?

40 responses

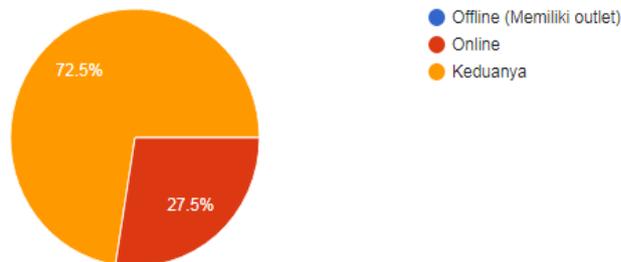


Figure 2.3 Distribution Channel

E. Marketing and Sales

Waroeng Ayam Andaliman will promote in CEO personal Instagram account, then try to promote in @waroengayamandaliman official Instagram account, mouth

to mouth, share a brochure, has a standing building outlet with big banner of Waroeng Ayam Andaliman brand (so people will easy to see), then has advertisement in Instagram Ads. Then Waroeng Ayam Andaliman also open for Grabfood, so people who do not have time can be easy to eat just see in application, tap for order, and the driver will pick up the order and send to customer.



Figure 2.4 Instagram Official

F. Competitors

Ayam Bebek Pak Boss



Figure 2.5 Ayam Bebek Pak Boss Outlet

One of Ayam Bebek Pak Boss franchise located in Villa Regency Indah, Jl. Villa Tangerang Indah Raya, Tangerang. Ayam Bebek Pak Boss which owned by Anji (one a famous vocalist in Indonesia) is a specialist brand of chicken and duck

culinary with special spicy sambal such as anchovy, andaliman, and onion with the tag "spicy test!" for Indonesia people who addicted to spicy culinary. The Ayam Bebek Pak Boss itself was launched in April 2017 and due to the very positive public response, making this brand continues to grow rapidly. Ayam Bebek Pak Boss claimed their product is cheapest, good in taste, and has good quality.



Figure 2.6 Ayam Bebek Pak Boss Menu 1 Figure 2.7 Ayam Bebek Pak Boss Menu 2

G. SWOT Analysis

- Strength** : Use a premium andaliman which add specific ingredient to create a variant of sambal andaliman.
- Weakness** : Not all people like a strong spicy taste. But, customer can request the level of spicy taste in sambal.
- Opportunities** : There is no food outlet that sells chicken with various variation sambal andaliman.
- Threats** :
1. If Waroeng Ayam Andaliman is successful, many followers may make the similar recipe or even copy the recipe. But Waroeng Ayam Andaliman is a pioneer specific in variant of sambal andaliman.
 2. Depends of guest interest. Waroeng Ayam Andaliman will do an advertisement always and create promotion or new product to interest the customer.

3. The ingredient prices are not stable such as poultry and chili. Waroeng Ayam Andaliman still has other vendor that the prices are stable, from Tokopedia.

Apabila kami menjual produk kami yakni ayam goreng + sambal andaliman + nasi + kol goreng + tahu/tempe dan memasang harga Rp 20.000, apakah anda berminat untuk membeli dengan harga yang sudah tertera? (hanya untuk survei)

40 responses

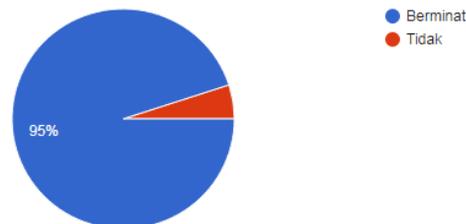


Figure 2.8 Respondent Taste with Price Comparison

Base on analyzing the responses, Waroeng Ayam Andaliman product might be able to be accepted by public; both taste wise and price wise. For the product, both the chicken and tofu can last for 1,5 day in room temperature and 5 days in low temperature. Andaliman sambal can last for 3 days in room temperature then 4 days if in low temperature.

Waroeng Ayam Andaliman is confident to sell the product because it offers new flavor for the people who like spicy taste. Waroeng Ayam Andaliman might get the recipe copied by followers but Waroeng Ayam Andaliman will commit to always provide high quality product for the customers. The ingredient prices such as poultry and chili might not be stable but Waroeng Ayam Andaliman is expected to work with several vendors to supply the ingredient with fix prices.