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CHAPTER II

MARKETING PLAN

A. Customer Segment

Soy milk is one of beverages based on plants. Soy milk can be consumed by female or male, even child until elderly. Because *soyAshoy* serves soy milk with variants of flavor, they are targeting to be consumed by people approximately from 6 to 50 years old. *SoyAshoy* also targeting for productive people with income per-month around Rp3.000.000,-

B. Market Size

There are people with lactose intolerance, which means their inability to fully digest lactose in dairy products. *SoyAshoy* specify to people with healthy lifestyle, then to help people with lactose intolerance and others who has allergic with cow's milk.

SoyAshoy will sell nearby from gymnastics, school and office or other working area, so the price will be affordable for everyone. They would stand in a place that easy to reach by people and have a high traffic all day and all time, so everyone can found their brand easily.

C. Customer Relationship

To convey trust and confidence, *soyAshoy* will do some activities to engaged to their loyal customers, such as:

1. Give recommendation about brand product to new customers
2. Company cooperation
3. Supply to other food and beverages company
4. Ask customers to give feedback by video to be posted

Company will ask for recording a video to review their products one by one to customers.

5. Provide memberships and keep customers details

Membership will give some benefits for customers, they will collect points and get free one product if already reached 10 points



Figure 2.1 Membership Card

D. Distribution Channels

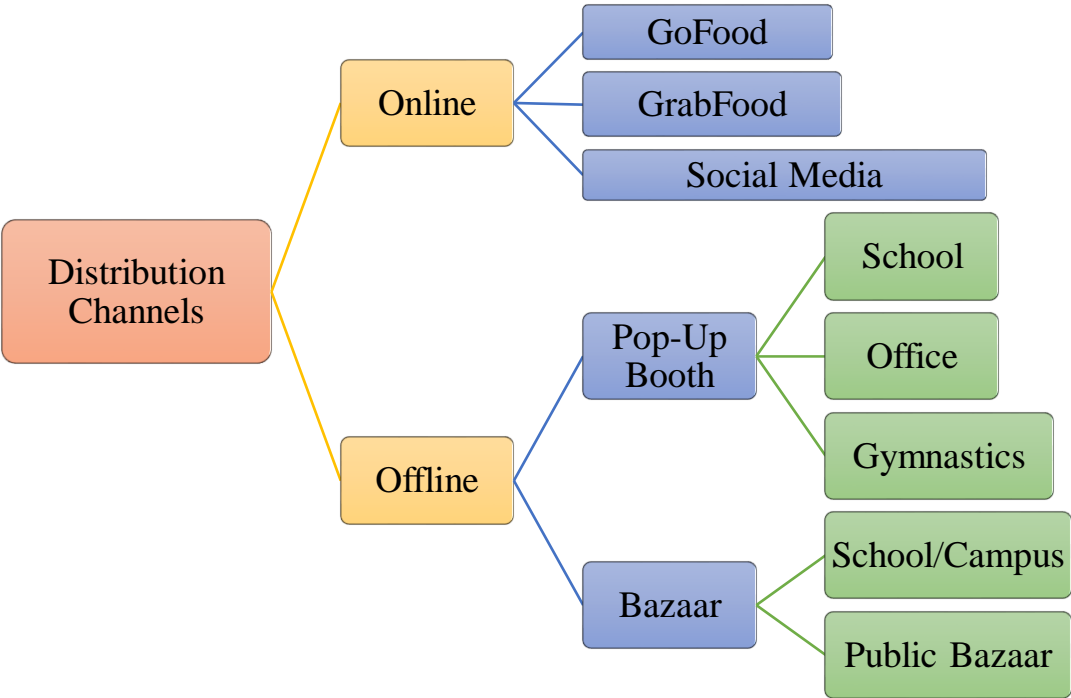


Chart 2.1 Distribution Channels

E. Marketing & Sales

To reach company selling target, soyAshoy has some strategies for sales and marketing, such as:

1. Give opening promo price

On their first opening period, they would give a special price for all products. Besides that, they will give merchandise for every buy five items.

2. Join bazaar event

To improve their brand marketing, they would join to bazaar events.

3. Promotion by social media

Here is the examples of our branding in social media:

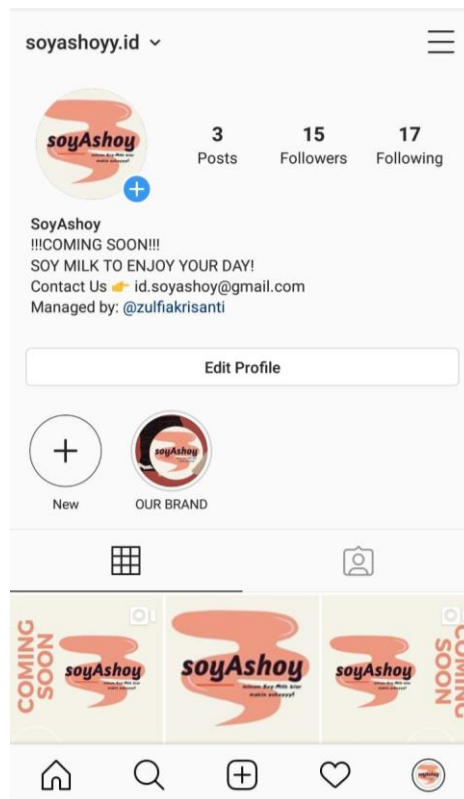


Figure 2.2 Company Social Media

4. Company join with OVO, GoPay and Dana

By joining with them, payment process will be easier and customers will get more benefit (cashback or discount).

5. Supply to market or store

Besides selling to individual customers, company also prepare for bigger distribution to supply products to the market or store.

6. Distribute raw soy milk

As a producent, soyAshoy planned to distribute raw soy milk without any branding of our company. So, consument can branding their own products.

7. Supply soy milk to local coffee shop

For the upcoming time, soyAshoy planned to supply soy milk to local coffee shop like Janji Jiwa or others. It can helps company in significant sales.

F. Competitors

In Indonesia, a lot of soy milk sell in a market or street. There are also some brands distribute their soy milk in a bottle to the supermarket or minimarket in some varieties. In BSD, there is a brand which sell soy milk in some flavors. It is similar with *SoyAshoy*, but both of company has different types of flavors as the characteristics.



Figure 2.3 Toko Dele, Pasar Modern Intermoda BSD

G. SWOT Analysis

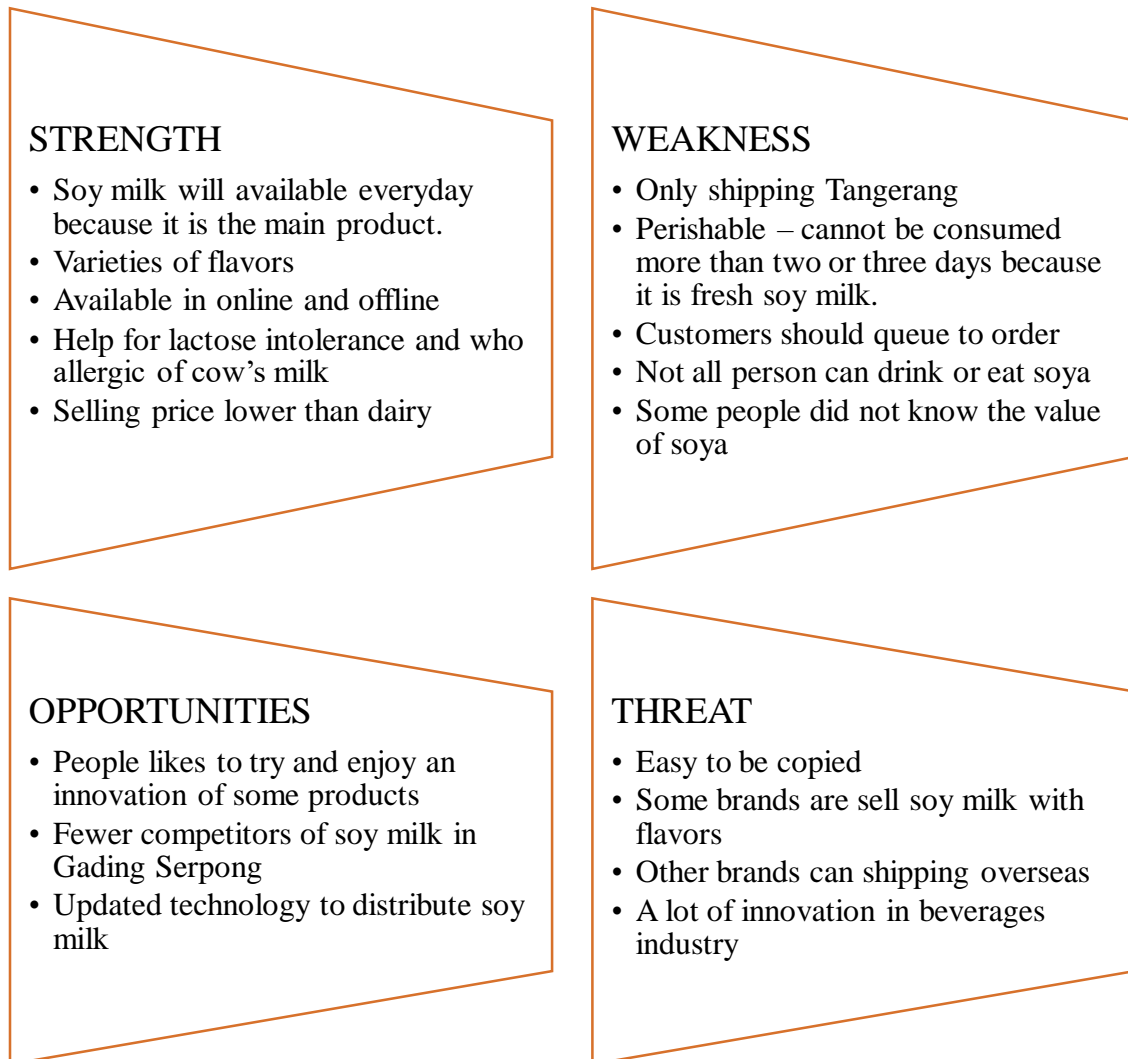


Chart 2.2 SWOT Analysis

Based on analysis above, *soyAshoy* has an opportunity to grow because there are a few competitors in Gading Serpong area. To satisfied customers, the company will open from Monday to Sunday with various type of flavoring to enhance customer's experience. However, *soyAshoy* products can last up to three days because the company use fresh ingredient, which make the product healthier. As the product is easy to be copied, so company planned to serve seasonal menu with a secret recipe twice in six-months.