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CHAPTER II

MARKETING PLAN

A. Customer Segment

Target customer of the company is:

1. Male and female
2. Tangerang Area especially for school and office building
3. 7 years old until 55 years old
4. Elementary students, junior high school students, high school students
5. College students
6. Family
7. Office workers
8. Everyone near the store
9. People who surfing in mall
10. People who come to bazaar

B. Market Size

The market size of Kuro rice box is Elementary students, junior high school students, high school students, college student, around 7 until 55 years old. The products are also suitable for workers. This customer is in the customer segment category and has great potential. The Kuro rice box area chooses to sell products canteen schools, office canteens.

C. Customer Relationships

Kuro rice box is targeting to become one of the trends in rice boxed food in Indonesia, so the company will establish a good relationship with customers. There are several actions that can be applied, such as:

Kuro rice box customer can send their feedback or complaint about the product through Kuro social media, either with email in Kuro.ricebox@gmail.com or Instagram at [@kuro.ricebox](https://www.instagram.com/kuro.ricebox) the social media admin will actively respond from 7:00 to 4:00. Monday to Saturday.

There will be cheerful quotes on the packaging to cheer-up customer. Hopefully with the quotes given, customer mood can be lifted and shows that Kuro Company is care. There will be a customer name in the packaging box to make it easier to take food and then to build a relationship between the company and the customer

D. Distribution Channel

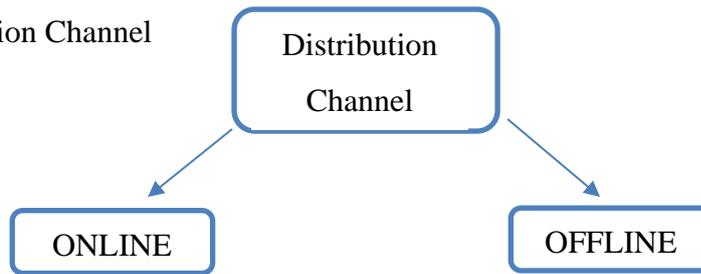


Figure 2.1 Distribution Channel

E. Marketing and Sales

As a startup business, Kuro rice box will actively promote in social media. Kuro rice box has some promotion, such as:

1. For 25 first Customer will have a discount coupon 5000 for next order every buy two product Kuro rice box.
2. Grand opening Kuro rice box just one day menu 15.000 will be 10.000 and menu 30.000 will be only 20.000.
3. Customer can pay with Gopay, OVO, and Dana.

F. Competitor



Figure 2.3 Menu Eatlah

Menu: Eatlah
Price range:
Rp.35.000- 45.000
Outlet in Jabotabek



Figure 2.4 Menu Daily Box

Menu: Daily Box
Price range:
Rp.35.000- 45.000
Outlet in Jabotabek

SWOT Analysis

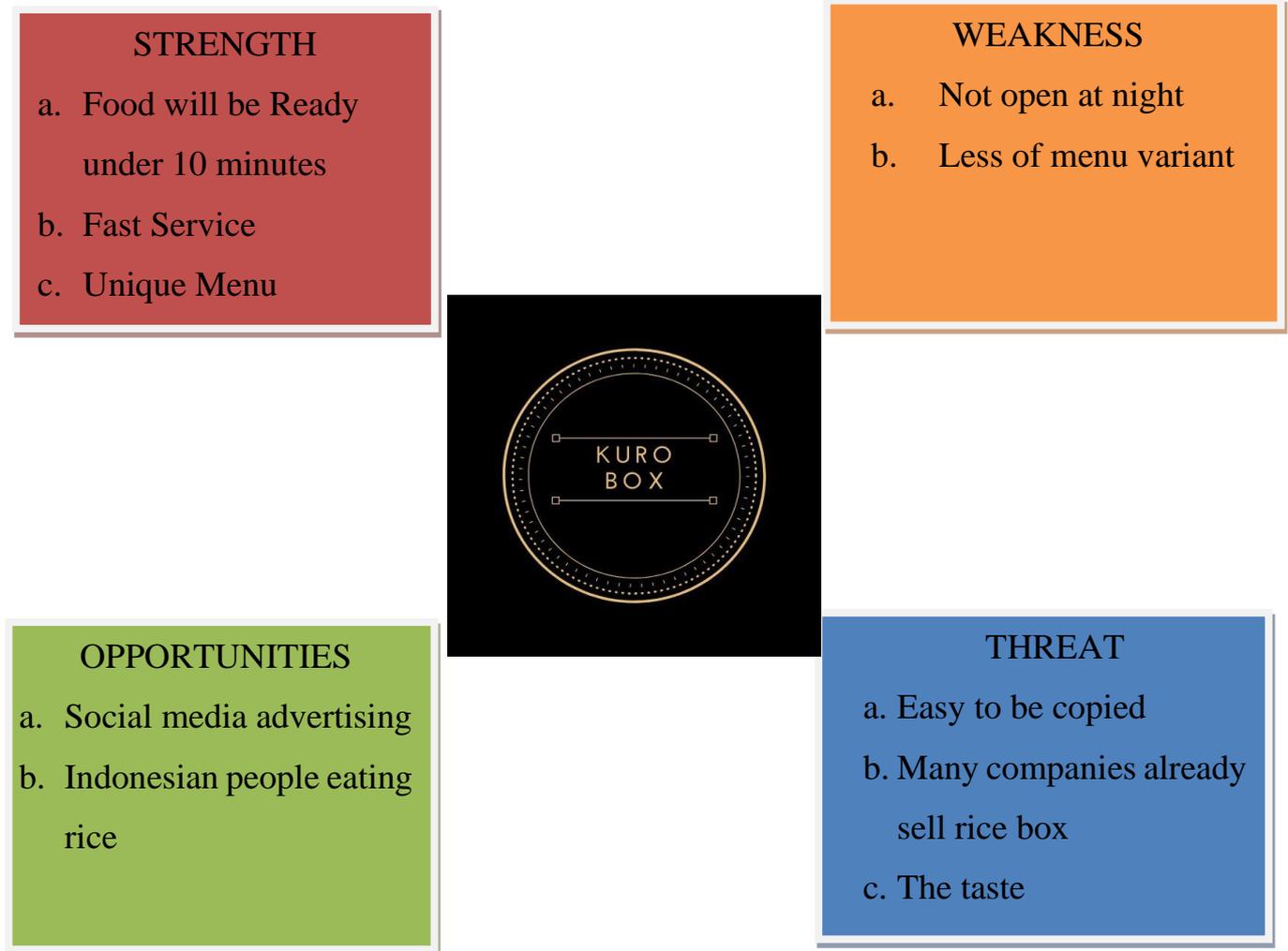


Figure 2.3 SWOT Analysis

In Indonesia rice has become a staple food and therefore selling white rice can be a great opportunity and has a long period of time, and everyone can enjoy rice with this menu created by the Kuro rice box, displaying new and unique flavors, especially Furikake rice, superior menu from the Kuro rice box. Kuro rice box will open in the school canteen and office canteen and soon Kuro rice box will be in the shopping center and will be available online, Go Food and Grab Food.