

## CHAPTER II

### MARKETING PLAN

#### A. Market Size

In this market segmentation, this food business has a target buyer that wants to be achieved. As much as possible the product that will be released later can be enjoyed by various groups at various level. For that misoyou started promotions from the area around where misoyou live as well as doing promotions to students on campus, because misoyou think promotions will be more effective if they occur in a group. Misobomb is expected to be one of the instant food favored by many people because it uses natural ingredients and good quality.

The writer has distributed a questionnaire to obtain data from the intended market for this product. The target market reaches all groups from young children to adults as well as various professions and social classes. From the data obtained, there are quite a lot of interest of instant food and miso soup. Misobomb is more attractive to some people in the jabodetabek area.



Chart 2.1 Behavioral Segmentation

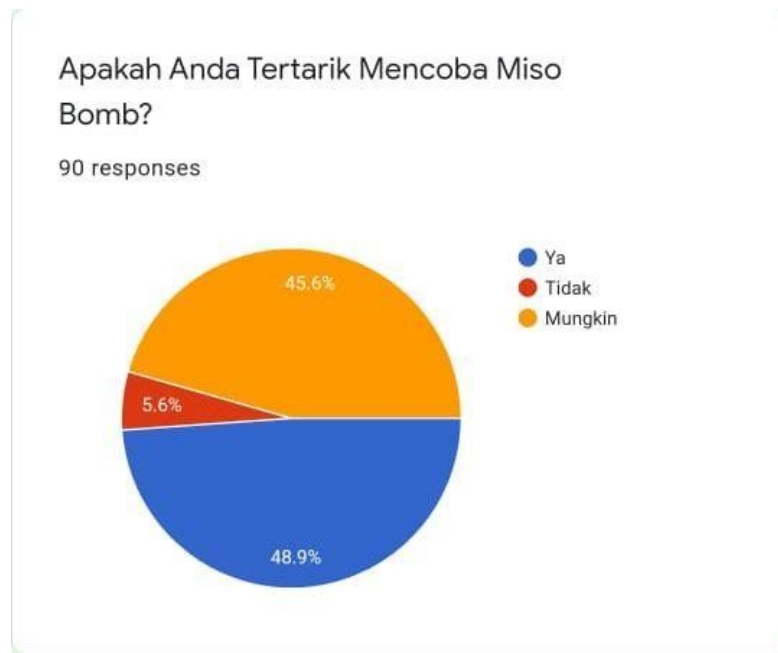


Chart 2.2 Behavioral Segmentation

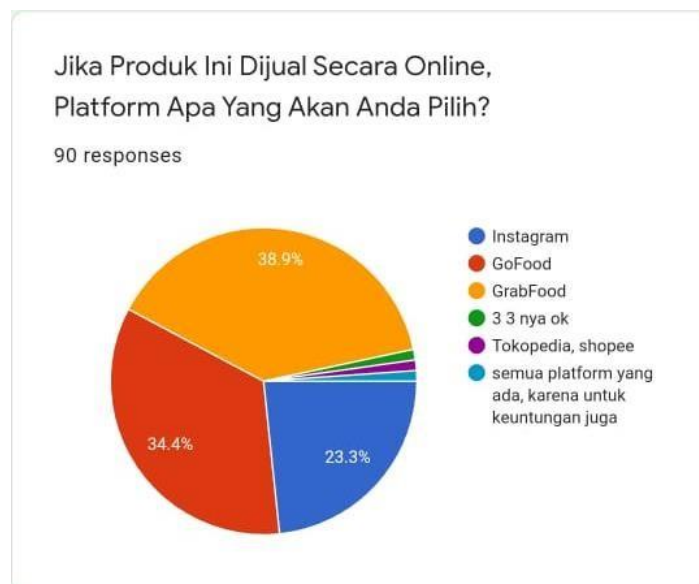


Chart 2.3 Behavioral Segmentation

From this research, the writer know the average person has eaten instant food and interesting miso soup with new innovation. Because the product still rare, so not many people know about this product. However, many respondent are very interested in this product. Respondent prefer buy this product by using Tokopedia, Gofood / GrabFood.

## B. Competitor Analysis



Picture 2.1 Miyasaka Instant Miso Soup

Miyasaka was founded in 1662. In 1968, the latest technology concepts were introduced and successfully applied to the development of freeze-dried products. The company has been able to develop a popular range of new products. Miso soup normally has all the ingredients in the package itself such as tofu, seaweed, and garnish. The power instant miso soup usually has small tofu and garnish, however block miso soup has sizable tofu and ingredients. The price Miyasaka instant miso soup is around Rp. 59.000 – Rp. 85.000.



Picture 2.2 Marukome Instant Miso Soup

Marukome Co, manufactures approximately 100.000 tons of Miso annually, making it Japan's largest producer. Made from soybeans, rice, and salt, miso is fermented paste. Miso ranges in color from white to brown. It is brown in color and tastes pleasantly salty and tangy

on its own. The color, texture, and degree of saltiness of a particular miso depends upon the ingredients used, and the duration of the aging period. The price for Marukome instant miso soup is around Rp. 54.600 – Rp. 69.000.

**C. Sales Goals**

The daily sales goals of Misoyou is 20 pax. After that company will open an offline store in a bazaar mall. Promotion and marketing are carried out for Misobomb in two ways, which are directly and indirectly. For the direct marketing the company promoting in the campus environment, home environment, and office environment. And for indirectly marketing the company use social media. On long term goals the company will open a branch offline store in various regions. With expectations Misoyou will be known to many people.

**D. Marketing Strategy**

1. SWOT Analysis

Table 2.1 Table of SWOT Analysis

S	W
Misoyou make products with an emphasis on taste and uniqueness appearance. Easy to serve, so almost everyone can make this product.	Similarity in types of products sold
O	T
Instant product are high in demand	The number of competitors. Consumer indifference.

2. Product

The product misoyou sell are fresh and hygiene. The main product of Misoyou is Misobomb. Misobomb contains dried green, onions, tofu, wakame, corn kernels, and carrots combined in miso paste and dashi stock in a small ball shaped.



Picture 2.3 Misobomb

### 3. Price

Table 2.2 Table of price

No.	Products	Price
1	Miso Bomb 3 pcs	Rp. 60.000
2	Miso Bomb 6 pcs	Rp. 100.000

### 4. Distribution

Misoyou will be marketed via online using Tokopedia, GrabFood and GoFood. Other than that if anyone wants to buy offline, the company will sell on bazaar event on the mall.

### 5. Promotion

Miso soup is a food that many competitors sell. Therefore in addition to creating product innovation, the company must also have a good and effective way of promotion. Promotion strategy that Misoyou use several methods, which are word of mouth and social media. Misoyou will provide attractive promos such as discounts or buy 1 get 1 free for the first 10 buyers in the first week of opening.