



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

CHAPTER II

MARKETING PLAN

A. Customer Segment

Ice cream is one of a dessert which suitable for people from any of ages and any kind of professions. Similarly with *Hatea Ice Cream* which can be consumed by anyone from children to adults, men and women. For people who cannot consume coffee, *Hatea Ice Cream* is an alternative choice. Besides being an option to enjoy tea with different forms.

This company is targeting people from 18 until 30 years old with income range start from Rp 1.000.000 to Rp 5.000.000, for buying and enjoying *Hatea Ice Cream*. Based on survey, this youth have a more tendency to consume a dessert. Especially for woman who prefer tea over men.

B. Market Size

This company refers to students and employees worker who want to eat a dessert to stress relief, Instagram content, or following trend. Intended areas to sell *Hatea Ice Cream* are shopping center where the students usually gather around or employee worker around area mall at break time and want to enjoying dessert. This area chose based on survey that this company already made, 71,2% of 54 responses usually go to the mall to buy an ice cream.

dimana kalian biasa menikmati ice cream?

59 responses

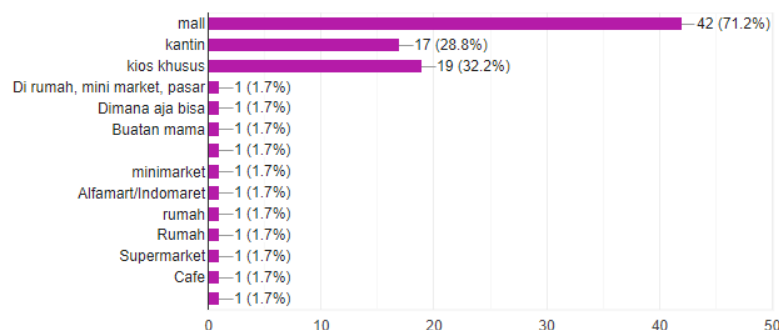


Chart 2.1 market place

C. Customer Relationship

This company very concerned about the convenience of the costumer. Build a good relationship with costumer is important for this company, such as:

1. Always give recommendation product to new customer
2. Give a birthday promo twice a year for customer's special day
3. Ask customer for testimonials
4. Ask costumer to give feedback by put an emoticon sticker on valuation board

D. Distribution Channel

Hatea Ice Cream will be marketed offline and online. Open a store in a shopping center such as Mall, take part in a food bazaar, and a canteen on campus and offices. Online selling will cooperate with *go food*, *grab food*, and instagram as a promotional media.

E. Marketing and Sales

Hatea Ice Cream comes with 3 variants of tea-based flavors, Earl grey milk tea, matcha, and peppermint matcha. These three variants will be packed in 8oz cups or around 250ml. the price of each cup is Rp. 21,000. However, *Hatea Ice Cream* also presents some promotions for customers, such as:

1. Every purchase of all three *Hatea* flavors in one transaction will get 10% discounts
2. Every online purchase of at least 10 dozen ice cream will get 30% discounts
3. Every soft opening for new outlet, in the first weeks all ice cream variants are 50% discount
4. Customer is able to pay with *GoPay* and *OVO*

F. Competitors

Increased interest in sweet products has led to the emergence of many new companies that sell ice cream products with various flavors and concepts. As a differentiator, *Hatea Ice Cream* takes the concept of being a tea ice cream specialist, which only provides variant flavors from various types of tea.

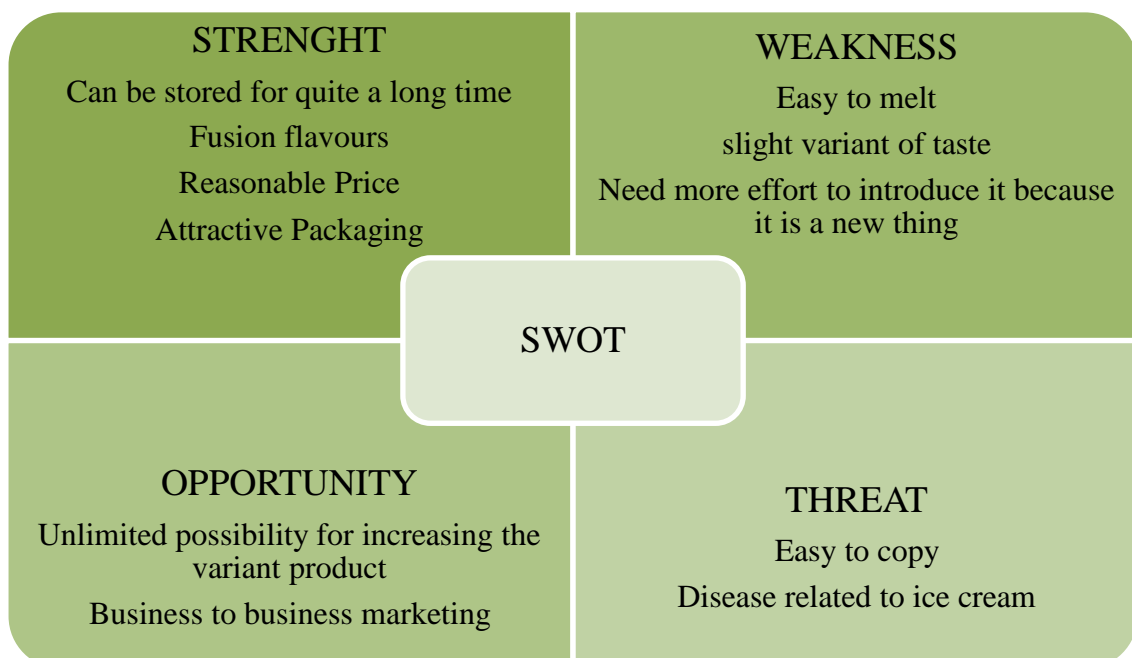


Picture 2.1 Competitor

One of *Hatea Ice Cream's* competitors who have a similar concept is Manatea Softserve. This competitor also sells tea ice cream variants located in Mall Taman Anggrek, Jakarta. Despite having the same concept, *Hatea Ice Cream* presents its products with different packaging and variant flavors. *Hatea Ice Cream* is a convenience ice cream that can be stored in customer house, different with the competitors that sell an ice cream as a ready to eat food (no store packaging).

G. SWOT Analysis

Table 2.1 SWOT



Based on the chart above, this company can develop because of the strength that the product have. It can be stored for quite a long time so customer doesn't need to worry about fast expired. The product is specialized in tea flavor as the name of the company that built the company image as a specialty of tea fusion ice cream. By using the high quality of tea leaf, *Hatea Ice Cream* appears with the reasonable price. Not too expensive but still providing the high quality of ice cream. Hatea Ice Cream also using an eco-friendly packaging which can be interesting in the middle of 'Saving Earth' campaign. Tea has a lot of types and variant, this fact made an opportunity for this company to always increasing the variant taste product. By the time this product can become business to business marketing corporate with minimarket and department store or with other food brands.

However, easiness of ingredients and method used for this product make this business become easy to copy. To work around this, *Hatea Ice Cream* will strengthen relationship with customer, to win and maintain customer trust. Health issues related with ice cream also becoming a threat for this company such as influenza, headache and so on.