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CHAPTER II

MARKETING PLAN

A. Customer Segment

Pie Santuy focuses on the middle- and upper-income markets. These market segments consume the majority of dessert products. Pie Santuy targets the 20-30 years old female & male customer because Pie Santuy is a dessert product that contain many of sugar and was dominant of sweet taste. Targeting middle to upper that have income average Rp3000.000,00 – Rp8000.000,00.-

These groups are all potentially strong customer segments. The benefit of this customers is that they can maintain a more consistent business flow, because the customers already have a substantial income.

B. Market Size

Customer segment give in the outline about the target market. Through market size Pie Santuy can conclude that the target of this product is the workers. These customers who enter the customer segment category and have great potential. Area that Pie Santuy choose for selling the product is, office canteen & middle class area.

C. Customer Relationship

Pie Santuy business wants to become last long business so that it will prioritize relationships with customers like:

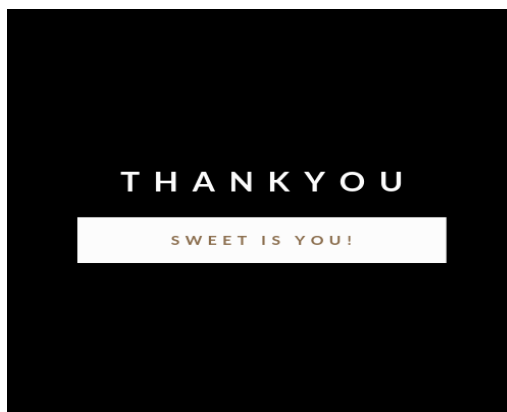


Figure 4 Sticker

1. Ask for suggestions and comments from customers online. If people order at instagram after the product receive Pie santuy will ask the feedback.
2. Put the sticker word thank you and appreciate word at packaging.

D. Distribution Channel

Pie Santuy use distribute by

1. Online :
 - a. Grab food.
 - b. Go food.
2. Café : Profit sharing system.

E. Marketing & Sales

Marketing technique that Pie Santuy use is first, promo & discount at online mode as buy 5 medium pie got one free. Pie Santuy use to distribute is online mode (Instagram, go food, grab food) this strategy is used because it uses a small capital and is useful for introducing the area around first. Second, Pie Santuy will collaboration with the café or restaurant use profit sharing system.

F. Competitors

The competitor of Pie Santuy is has very different product and taste. First competitor is Balinese milk pie (Pie Susu Dian) is a special food souvenirs from Bali. The taste and texture of the pie Bali is dry with a little fla.



Figure 5 Competitor 1

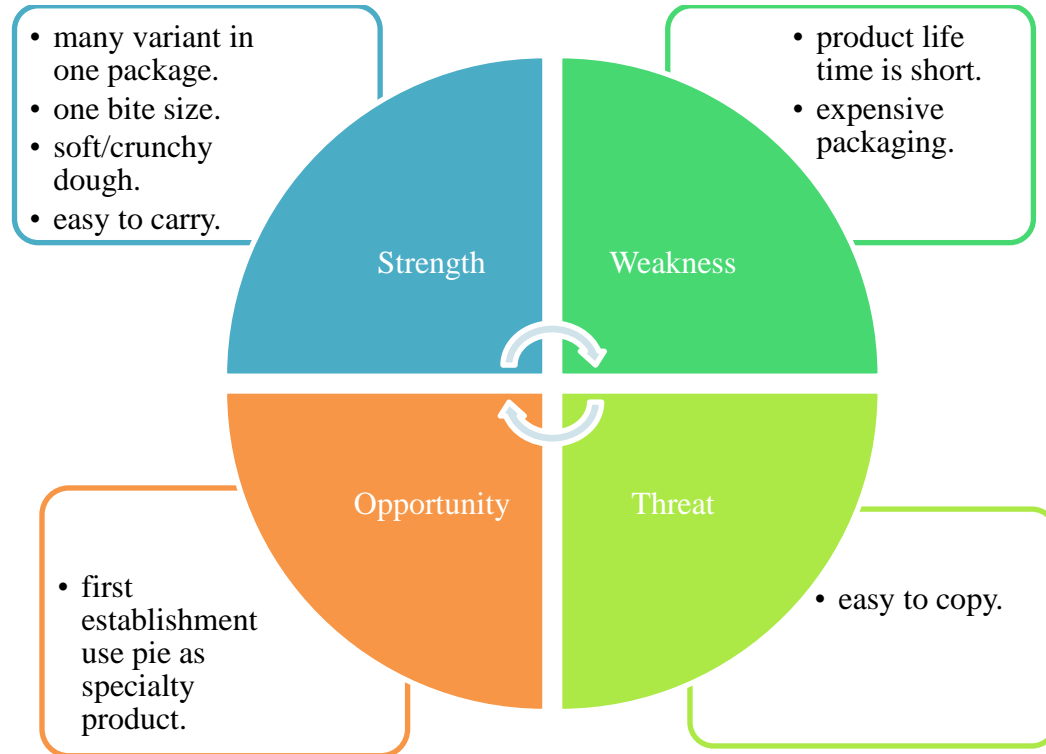
The second competitor is cheese egg tart the location is at mall like Hokkaido baked cheese tart, golden egg tart & pablo. cheesy taste and medium size the filling is very different.



Figure 6 Competitor 2

G. SWOT Analysis

Table 2 SWOT



Based on the analysis above, Pie Santuy has an opportunity to grow because there is a limited establishment using pie as specialty product or main product and have one bite size. To satisfied customers, Pie Santuy guarantee full filling. Pie Santuy products can last up 3 days on room temperature 20c-25c and 5 days on refrigerator because use fresh ingredients and without preservatives, which make the product healthier. As the product is easy to be copied, so company planned to serve seasonal trending flavor with secret recipe every 3 month.