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CHAPTER II

MARKETING PLAN

A. Customer Segment

Bombolo is expected to be a popular dessert for many people, especially:

1. Children
2. Housewife
3. Teenager and adult
4. Has income of Rp. 2000.000- Rp. 10.000.000

B. Market Size

The target market size of Bombolo is family, workers, and complex residents around the stall. The stall located on the roadside Ganesha Raya Street, Villa Pamulang.

C. Customer Relation

Maintaining food quality and taste is the most important thing to keep the business running and not disappoint customers. Therefore, Bombolo will continue to maintain good relations with customers through:

1. Provide media to give criticism and suggestions via message directly on Instagram or WhatsApp.
2. Serve customers sincerely and patiently by speaking politely and always smiling.

D. Distribution Channels

1. Offline:

Bombolo is sold in stall located in Villa Pamulang, for the future we plan to build relationships with Coffee Shops, offices, schools and campuses. Another way to introduce our products is we will actively participate in culinary bazaar activities.

2. Online:

Internet applications such as Instagram, Facebook, WhatsApp, Go-food, and Grab-food are the most influential media, so we use Instagram and Facebook as our promotional media, Go-food, Grab food, and WhatsApp as our online sales media.

E. Marketing & Sales Marketing strategies such as:

1. Give an opening promotion in the form of buy 1 box get 1 box free for three days.
2. Give 1 box free Bombolo to customers who are having a birthday by showing an identity card.
3. Provide bonuses or discounts when orders for events such as social gathering, recitation, celebration, and other events.

F. Competitor

There are several competitors in this business. Like O'donut from Omija coffee located inside the mall they sell the product Rp. 9000/pcs, the texture is quite soft and has various filling. Then Dunkin Donuts they sell the product Rp. 8000/pcs and have fruits filling. In addition there are also competitors who sell on roadside carts. The price offered is fairly cheap, but the taste and texture not satisfactory. Looking at the competitors however, our company is a pioneer of Bomboloni with premium filling such as strawberry cream cheese and tiramisu but at affordable prices in Villa Pamulang.

G. SWOT Analysis

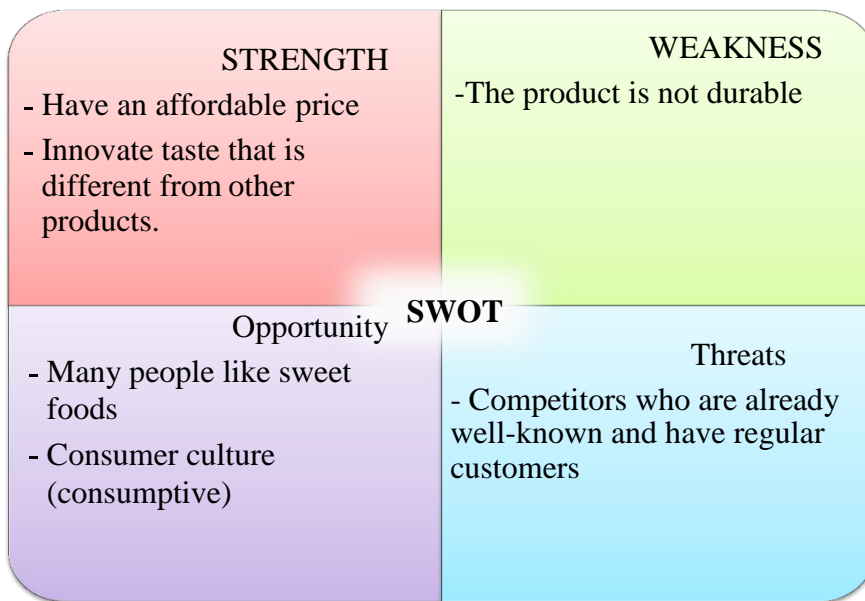


Figure 2 SWOT

Summary:

Looking at strength, weakness, opportunities, and threats, we conclude that Bombolo can compete in Villa Pamulang because there is no competitors that sale Bomboloni with premium filling at an affordable price.