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CHAPTER II

MARKETING PLAN

A. Customer Segment

My Kencur determines the middle and upper income market segment and targets of the age 12 - 60 years old, both men and women, because at this market segment, customers have a lot of daily activity in outside home. The income from the upper middle class that is predicted to buy products is IDR 3.000.000.00 – IDR10.000.000.00.

All of these groups are potentially powerful customer segments. The benefit is that it helps maintain a consistent business, because customers already have considerable income.

B. Market Size

Through market size, *My Kencur* can conclude that the targets of this product are house wife, student or college and employee. These customers have great potential, especially for student, college and employee, because nowadays, people do some activities and do not care about their health and the energy become reduced and can cause disease. One of the benefits of beras kencur is makes the body energy is returns again. Area that *My Kencur* chooses for selling the product is near school or university, office canteen, and cluster area.

C. Customer Relationships

My kencur business wants to prioritize a relationship with customers like on the packaging there is a short word like the customer's name, and thank you word.



Figure 2 1 Sticker Customers name

D. Distribution Channel

A channel that *My Kencur* uses to distribute the product is use a application from Gosend or Grabsend. For the delivery charge incurred by the buyer.

E. Marketing & Sales

As a star up business, *My Kencur* will do a promotion in social media & give some discount to attract customer. Then, customer will get a coupon every buy one product of *My Kencur*. If customers have five coupons, customer will get one free product *My Kencur*.

F. Competitor

These days, there are some businesses that sell herbal drinks. *My Kencur* competitors have different specialty and flavors. One of *My Kencur* competitor is *Jamu Mbak Suni* located in Pasar Modern BSD, which sells various types of herbal medicine, including beras kencur, but for beras kencur only sells original taste, and the price for beras kencur is Rp. 20.000.00. *My Kencur* made the price range Rp. 15.000.00 for every flavor.



Figure 2 2 Lokasi Jamu Mbak Suni

G. SWOT Analysis

My Kencur SWOT analysis:

Table 1.1 *My Kencur* SWOT

S	W	O	T
<ul style="list-style-type: none">• Many variants taste• Good packaging	<ul style="list-style-type: none">• Life time is short	<ul style="list-style-type: none">• There are still a few businesses that make kencur as a brand or speciallization	<ul style="list-style-type: none">• Easy to be copied

In conclusion, this business can develop because *My Kencur* have many variant of taste and good packaging. Also in food and beverage industry, there are still a few businesses that make kencur as a brand or specialization. But, *My Kencur* should pay attention about the weakness and threat of *My Kencur* like the product life time is short and the product is easy to be copied. To minimize the problem of the product, *My Kencur* will provide products with the new flavors and only sold in certain month.