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CHAPTER II

MARKETING PLAN

A. Customer Segment

Housewives or employees who live in the South Tangerang area and Pamulang with a target age 25-50 years old, both women and men, "Terkencang" focuses on the middle-income class with income per-month around Rp. 2.000.000,-. Not just the target above, "Terkencang" can be enjoyed by all ages.

B. Market Size

Target customer "Terkencang" is housewives who often buy processed food and office workers who often come home late at night and do not have time to make food for the next day. Because "Terkencang" are suitable for people who need practical food, are not easily spoiled and can be saved long. "Terkencang" using standing pouch packaging and bottle so easy to carry anywhere.

These customers have high potential, and enter the customer segment category. "Terkencang" choose to sell products online, reseller, and in the future will attend bazaar.

C. Customer Relationship

"Terkencang" wants to reach customers throughout the country, so "Terkencang" will establish customer relationships, such as:

1. Accept shipping out of town, by packaging with bubble wrap so that the product is not damaged.
2. For *Jabodetabek* area, the purchase of 6 packs of standing pouch or purchase of 14 bottles will be given free shipping.

D. Distribution Channels

"Terkencang" will used 3 type channels to distribute products, online including via Instagram, go-food, and others social media, "Terkencang" have a reseller system that can carry "Terkencang" reached the vision to expand throughout

Indonesia and last, “Terkencang” also plan to sell offline by opening stands at bazaar.

E. Marketing & Sales

In order to make customer feel a good experience buy “Terkencang”, “Terkencang” will use several marketing techniques, including:

1. Providing free shipping for *Jabodetabek* areas by purchasing max 6 packs of standing bags or purchasing 14 bottles.
2. If buy “Terkencang” and upload photos with products on Instagram or other social media, will get a discount for next purchase.

F. Competitors

The competitor of “Terkencang” is *kentang mustofa* which is commonly sell in the traditional market with plastic jar packaging, but the packaging is difficult to carry anywhere, if not careful with the packaging can damaged / broken. Unlike those sell on the traditional market, “Terkencang” use packaging that is easy to carry everywhere, it's not easily broken and certainly “Terkencang” have an attractive design.



Figure 2.1 Competitor Product

G. SWOT Analysis

Here are the swot analysis for terkencang:

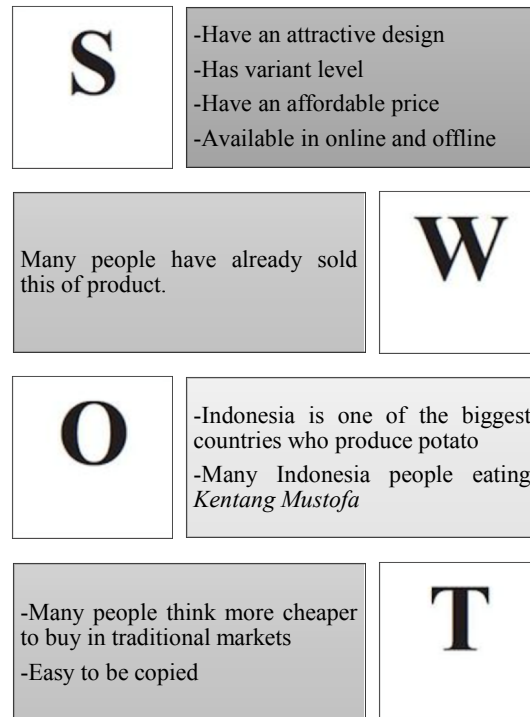


Chart 2.1 SWOT Analysis

In conclusion this business has an opportunity to grow up because Indonesia is one of the biggest countires who produce potato and many Indonesia people eating *kentang mustofa*. However, because this product easy to be copied so many people have already sold this kind of product, so “Terkencang” make an attractive design on packaging, has variant level and have an affordable price, but, many people think more cheaper to buy in traditional markets because, people often think if the product has a good design the price will be more expensive. “Terkencang” has a good packaging design with an average weight of contents similar to those in traditional markets and has the same price as those in traditional markerts. Therefore, “Terkencang” always pay attention to everything in order to establish good relations with customer.