

CHAPTER II

MARKETING PLAN

A. Customer Segment

Based on our company survey to 19 respondents, it shows that the Customer target is:

1. 15 until 21 years old

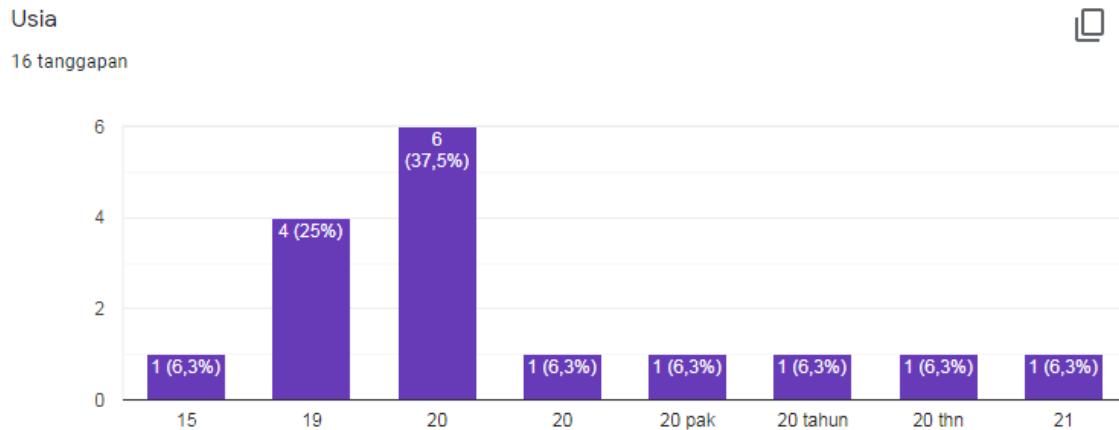


Chart 2.1 Respondent Age

2. Male and female

Jenis Kelamin

19 tanggapan

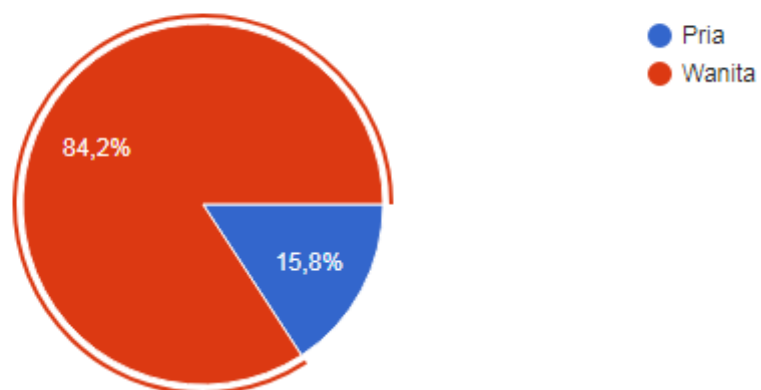


Chart 2.2 Respondent Gender

3. Vegetarian people or people who like pasta

Apakah anda tertarik dengan produk yang kami tawarkan?

19 tanggapan

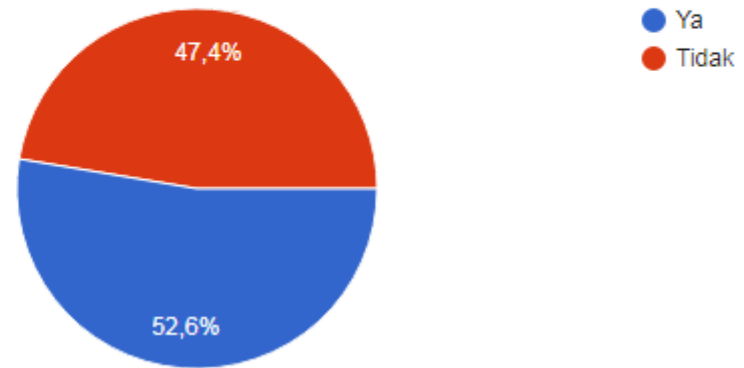


Chart 2.3 Respondent Needs

4. People who has income between Rp 100.000,00 or above

Pendapatan

19 tanggapan

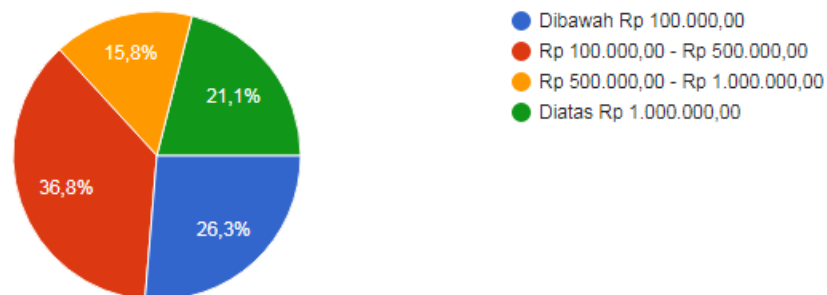


Chart 2.4 Respondent Income

B. Market Size

Our area marketing is in Gading Serpong, Tangerang, and our customer target is employee, students or housewife who do not have time to cook when working or studying. Area that we choose for selling is campus, office, and cluster area.

C. Customer Relationships

Our company needs loyal customers. After customer buy our product, we ask to customer to give review on Instagram about our product (taste, look, price, service). The customers can adjust the sambal portion when preorder product.

D. Distribution Channel

We use preorder system on Instagram. After customer order our product, our company will ask the payment, address of customer, then create the product. The payment must bank transfer. After customer buy our product, our company will ask to give feedback about our product via Direct Message or their snapgram on Instagram. The minimum of order is five.

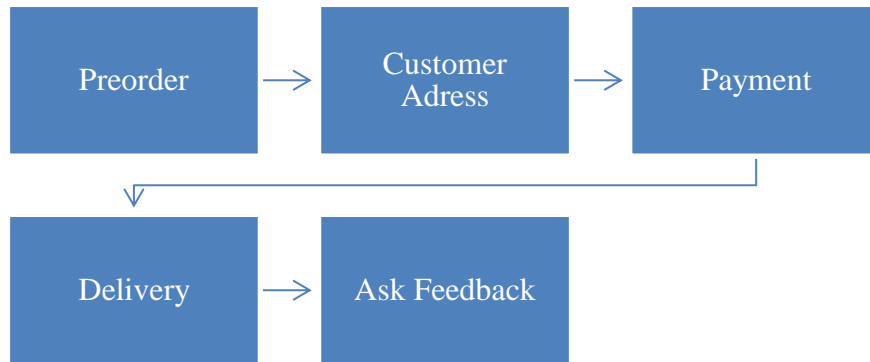


Figure 2.1 Distribution Process

E. Marketing & Sales

As a startup business, Spaghetti Sambal Tomat will actively promote in Instagram. Our company will visit the people on Gading Serpong, then ask them to follow our Instagram and spread to their friends. For the promotion, in the first month after opening, there will be a free spaghetti when customer buy 5 spaghetti or above.

F. Competitors

Our competitors are Pasta Kangen. Located on Ruko Dalton Utara 26, Gading Serpong. Their pasta menu price range starts from Rp 16.500,00 to Rp 18.500,00.



Figure 2.2 Pasta Kangen Outlet

G. SWOT Analysis

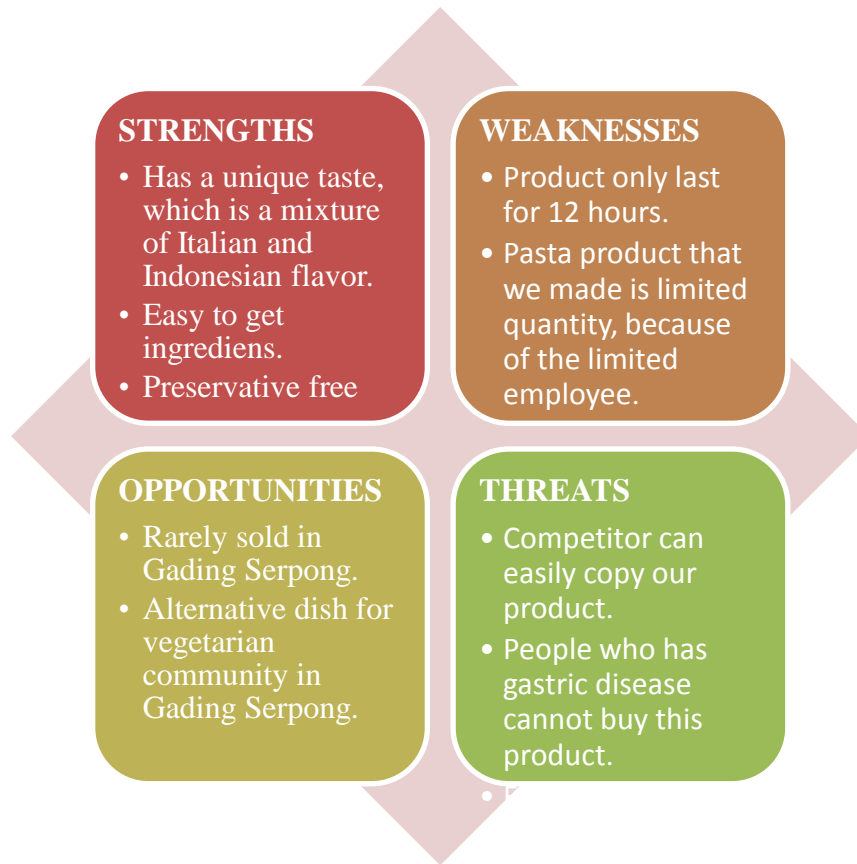


Figure 2.3 SWOT Analysis

Base on analysis, our product has unique taste, which is mixture of Italian and Indonesian flavor, easy to get ingredients, and preservative free. Although our product only last for 12 hours and our company has limited employee, our company confidence to sell pasta because this product is rarely sold in Gading Serpong, Tangerang and this pasta can be an alternative dish for vegetarian community in Gading Serpong, Tangerang. Our company threat is competitor can easily copy our product, People who has gastric disease cannot buy this product, and fluctuate price of main ingredients. The solution for our threat is make sambal variant such as sambal pecel, sambal bawang, sambal terasi, but the sambal itself still use tomato. Our company will ask to customer if he or she has gastric disease or not before buy our product. And our company will search the cheapest supplier for our ingredient product.