



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

CHAPTER II

MARKETING PLAN

A. Costumer Segment Target

At present there are a lot of contemporary coffee that is widely sold in the Indonesian market. However, Kopi Da Jo is different, Da Jo Coffee sells authentic coffee originating from West Sumatra and still uses traditional methods in the manufacturing process and is sold at affordable prices. Kopi Da Jo is targeting children aged 16 years and over, Student, parents and working people.

B. Market Size

The market size of Kopi Da Jo is from 16 years old to 30 years old, because base on survey, Costumer who like coffee are from 16 years old until working people, and also many persons need coffee before they go to work. Kopi Da Jo is suitable for being friends when doing something or gathering together.

C. Costumer Relationships

Costumer can directly come to the stand or can buy via online such as instagram, whatsapp, gojek, and line. And then Kopi Da Jo will give costumer such a membership card or point card that they can redeem when the term and condition complete.

D. Distribution Channel

First, Kopi Da Jo promote and distribute the product from Media Social like Instagram, Line, and Whatsapp. And than, Kopi Da Jo will sell the product offline like friends and neighbor.

E. Marketing & Sales

With social media like Instagram, Kopi Da Jo can be promoted and known by the public. The main purpose of using social media is to increase brand awareness. brand awareness is very important in business, especially in the initial phase of business formation and business development. Why is social media important? because it follows the current trends, technological development is a crucial factor in business development.

F. SWOT Analysis

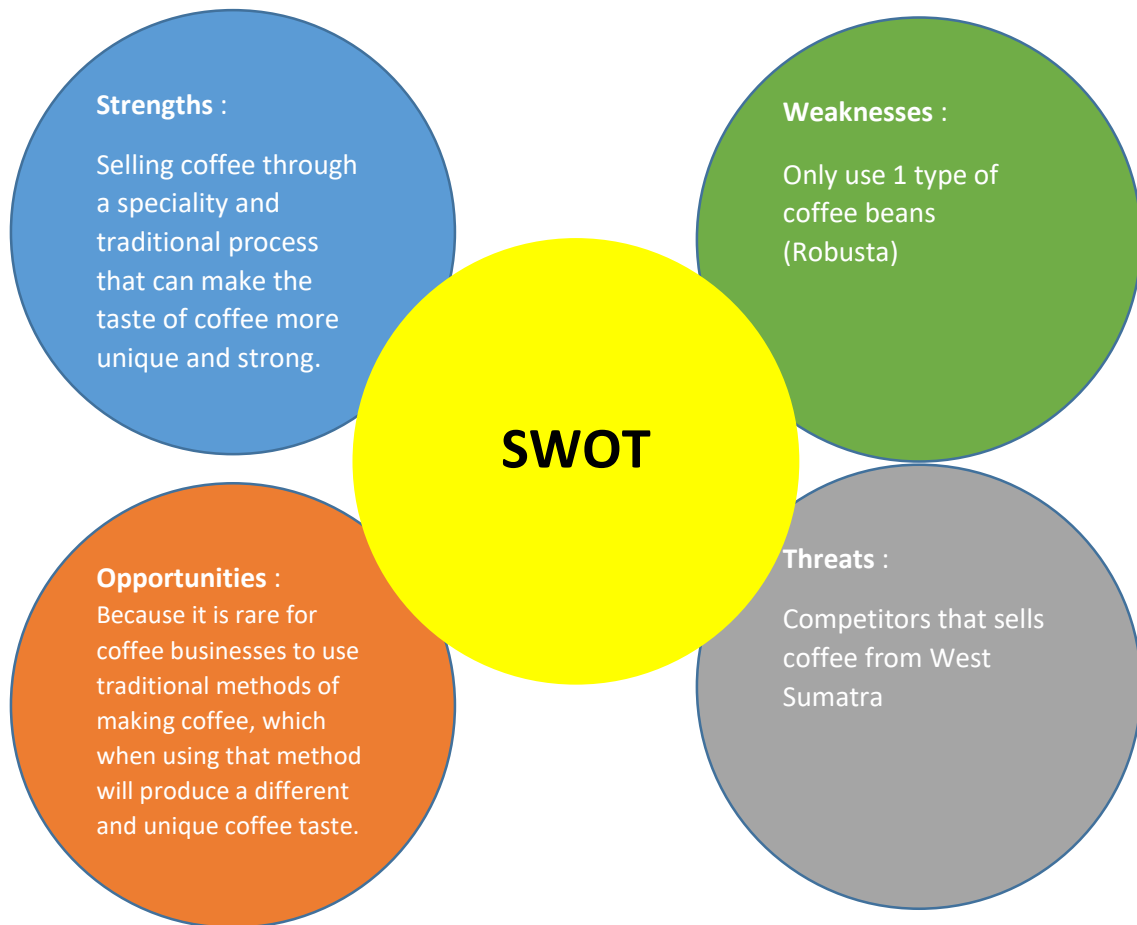


Figure 2.1
SWOT ANALISIS

This SWOT writer gets based on research that has been done by the author. This SWOT has also been calculated by the author in detail based on the opinions of several people.