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## **CHAPTER II**

### **Marketing Plan**

#### **A. Customer Segment**

*UwU Cat House* market segment will be male and female from 15 to 50 years old, emphasizing on female around 15 to 25 years old. This focus on target segments is because these people are likely to spend their money on sweet food and beverages and attracted to cute and playful cats.

The specific target market is female teenagers and young adult with the income starting from 3.000.000 Indonesian rupiah. These targets are chosen due to their spending power and ability to influence other people such as their friends and family.

#### **B. Market Size**

The market size of *UwU Cat House* is female high school students, college students, and female workers. Therefore, *UwU Cat House* chooses to open the store near CBD Ciledug. It is a commercial area, fitting for people who are looking for shopping and explore new things. There is also a new bus stop near here, so the area will be visited by a lot of people.

#### **C. Customer Relationships**

The interaction between the staff and customers will be transactional but also giving proper attention and care to the customers. The staff will be able to help the customer on informing the products on the menu, give instruction on how the customers can interact with the cats, and deal on payment and sales.

## D. Distribution Channel

**JR RUKO HOS COKROAMINOTO**

**Lj Hooker**

**Taman Semanan**

**For Rent**

Ruko Hos Cokroaminoto, Tangerang, 5x7m, 2 Lt, SHM

<b>Harga</b>	Rp 70.00.000/Th	<b>Luas Tanah</b>	: 35 m <sup>2</sup>	<b>Kamar Tidur</b>	: -
<b>Alamat</b>	Ciledug, Tangerang	<b>Dimensi</b>	: 5x7	<b>Kamar Mandi</b>	: 2
<b>Deskripsi</b>	Ruko Hos Cokroaminoto, lokasi strategis, dekat dgn CBD, Ciledug, dekat Ramayana, Pinggir Jalan, dekat sekolah, SHM	<b>Luas Bangunan</b>	: 70 m <sup>2</sup>	<b>Garasi mobil</b>	: -
		<b>Jumlah Lantai</b>	: 2	<b>Jalur Telepon</b>	: -
		<b>Perabotan</b>	: -	<b>Daya Listrik</b>	: 1.300 VA
		<b>Kondisi Properti</b>	: Baik	<b>Hadap / View</b>	: -
				<b>Sertifikat</b>	: SHM

LJ Hooker Taman Semanan nobody does it better™ (021) 2903 0585 TSI/13797 91029070

Figure 2.1 Shop House in Ciledug

The café will be a stand-alone place, located in Ciledug near CBD Ciledug Mall.

## E. Marketing and Sales

Strategies for marketing and sales are:

### 1. Opening promotional price

During the first week of *UwU Cat House* opening, there will be a special price for the foods and drinks provided in the café.

### 2. Promotion during special dates

During special days like Valentine's Day, Chinese New Year, National Independence Day there will be special price for the customers to visit the café.

### 3. Offering special events for customers

Customers can celebrate birthdays or having a meeting in the café for special price.

### 4. Promotion via social media

Social media like Instagram can reach a lot of people wherever they are. This will be good to attract customers who live in or around Ciledug. Here is the example for the promotion in social media:

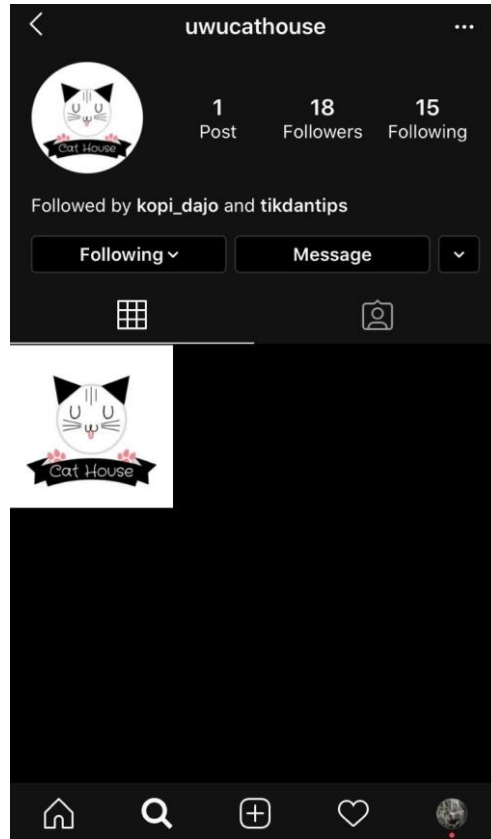


Figure 2.2 UwU Cat House Instagram


## F. Competitors

The competitor for *UwU Cat House* is *Kopi Cat Cafe* by Groovy located in Bintaro. The main different between *UwU Cat House* and *Kopi Cat Café* is while *Kopi Cat Café* charge their customers for hourly access, *UwU Cat House* do not charge the customers for hourly access, instead they charge the customer by buying the food and beverages from the café.

## G. SWOT Analysis

Table 2.1 SWOT Analysis

<p><b>Strength</b></p> <ol style="list-style-type: none"><li>1. Small competition in the aspect of cat cafe</li><li>2. Unique attraction for people to visit the cafe</li></ol>	<p><b>Weakness</b></p> <ol style="list-style-type: none"><li>1. Extra care in maintaining the business in the long run</li><li>2. Not every person likes to play with a cat or allergic to cats</li></ol>
<p><b>Opportunity</b></p> <ol style="list-style-type: none"><li>1. Make special event in the café</li><li>2. Provide other things aside from cats attraction and food/drink products</li></ol>	<p><b>Threat</b></p> <ol style="list-style-type: none"><li>1. There is a chance of the concept being copied by new competitors</li><li>2. Cats' well being are disturbed by customers</li></ol>



Based on the analysis above, *UwU Cat House* has a chance to create more profit by selling other things like merchandise or cat food or by making special event like providing a place for meeting for office workers. Although there is a lot to take care of in maintaining the business, *UwU Cat House* has unique selling point in which they provide attraction for the people who visit the café.