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CHAPTER II

MARKETING PLAN

A. Customer Segment

Target customer of the company is:

- (1) Male and female
- (2) People who live in Tangerang, especially around Tangerang City Mall
- (3) Six years old until 60 years old
- (4) Elementary students, junior high school students, high school students
- (5) College students
- (6) Family
- (7) Worker in Tangerang City Mall
- (8) People who surfing in mall
- (9) People who come to bazaar

B. Market Size

The market size of Yuca Street Food is kids around six until 18 years old. The products are also suitable for workers. Crispy Cassava also suitable to be enjoyed by family because can be consumed by elder. Yuca Street Food planning to open up a stall in mall and bazaar at school.

C. Customer Relationships

Yuca Street Food targeting to be one of food trend in Indonesia, so the company will make a good relationship to the customers. There are some acts that can be applied, such as:

- (1) Yuca's customer can send their feedback or complaint about the product through Yuca's social media, either with email in yucastreetfood@gmail.com or instagram in @yuca_sf. The admin of the social media will actively response from 10 a.m. to 10 p.m. every day.

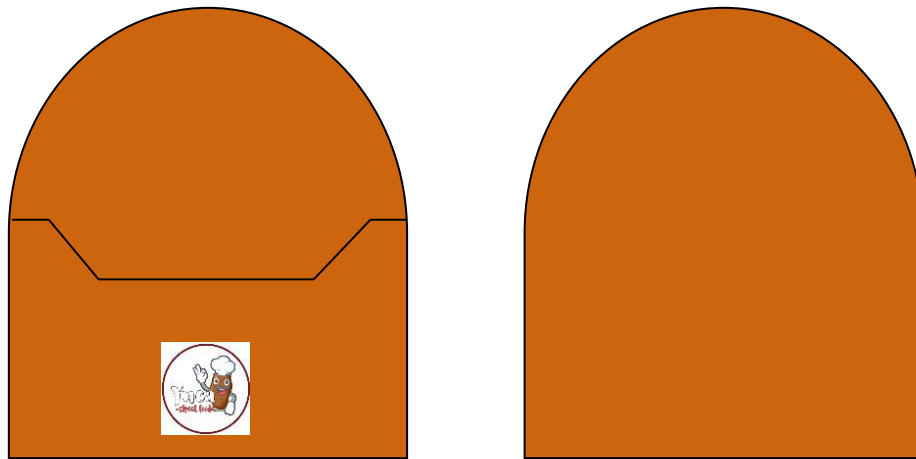
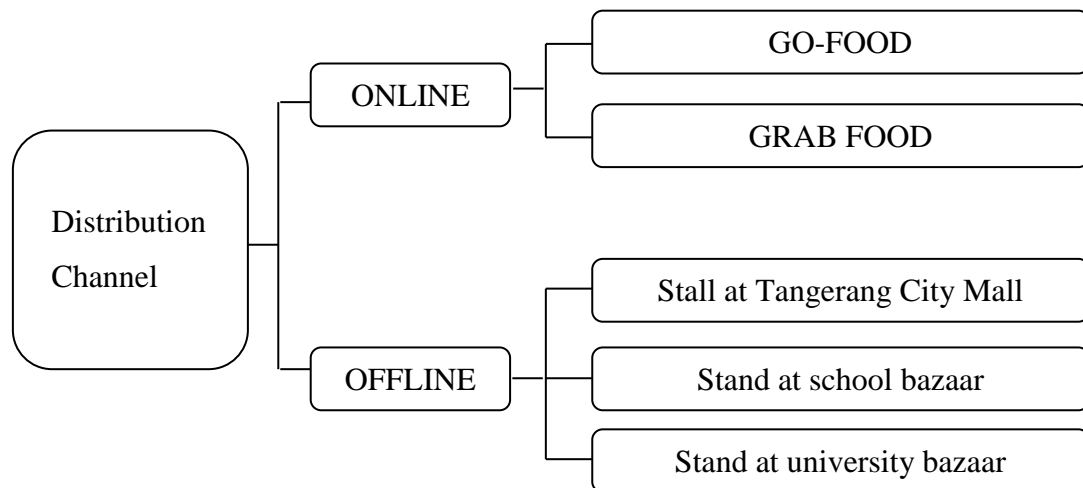


Figure 2.1 Packaging Design

D. Distribution Channel

Table 1.1 Distribution channel



E. Marketing and Sales

As a startup business, Yuca Street Food will actively promote in social media. Yuca Street Food has some promotion, such as:

- (1) Customer will have a coupon every buy a special topping cassava (Sweet cheese, Spicy, Barbeque, Roasted corn). If the customers have 4 coupons, customer will have all type of Crispy Cassava.



Figure 2.1 Any Type Crispy Cassava Coupons

- (2) Every October, customer that born in October will have 50% discount to all type Crispy Cassava product (must show ID Card)



Figure 2.2 Birthday Coupon

(3) Customer can pay with GoPay, Ovo, and Dana.



Figure 2.3 Payment Methods available

Besides of the promotions above, Yuca Street Food is planning to do the marketing through small event. There are some small events that need food vendor, such as wedding ceremony. In Indonesia, most of the wedding ceremony books some food vendor to provide food or snack invited guest. With join some small event, many people will know about the company and products.

F. Competitor

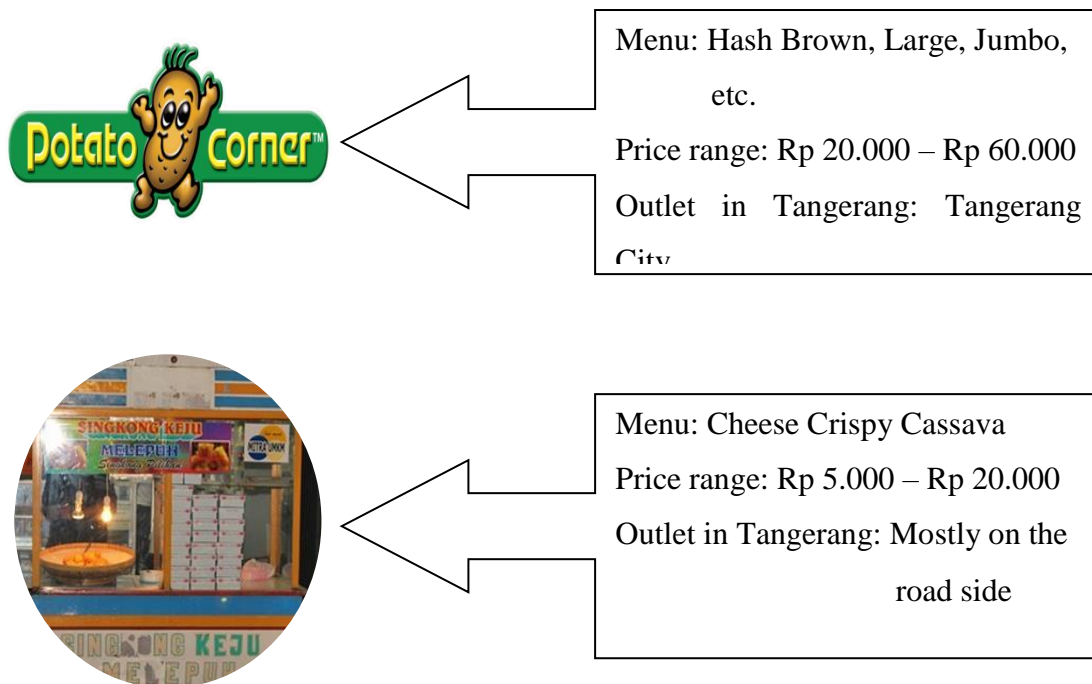


Figure 2.4 Competitors

G. SWOT Analysis



Figure 2.5SWOT Graphic

People nowadays prefer to try overseas product or unique product instead of standard local food. But, using the fact that Indonesia is third biggest countries that produce cassava, Yuca Street Food Company comes with developed recipe of cassava. The product of the company comes with various types of topping and bite size which become the company strength. Although the company do not afford outside Tangerang shipping, yet, Yuca Street Food will start open another outlet in Jakarta in the second semester in 2021.

Yuca Street Food will actively promote through social media to let public know about the product and customer could order online through Go-Food or Grab-Food. Lastly, the company will continue to develop the recipe and try another flavoring knowing that the crispy cassava is easy to be copied by competitors.