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CHAPTER II

MARKETING PLAN

A. Customer Segment

KraukKet seeking young adult as a segmentation especially for moms. Croquette also can be enjoyed by male, range age approximately from 25 years old until 40 years old. Croquette is savory snack category, fit as a dish for social gathering. *KraukKet* targeting for people who have an income of around Rp.3,000,000,- per month such as office worker.

B. Market Size

Many people like to snacking, either sweet or salty snack. *KraukKet* present for new choice as savory snack, with developing Indonesian street food. The product presented to moms, so *KraukKet* open near from market. Another target is young adult with specific age 25 until 30, the booth available in public recreation such as swimming pool. As a start up, *KraukKet* join bazaar at some event to branding the company.

C. Customer Relations

Build customer relationships are important to make satisfaction and it will make our brand have a loyal customer. Ordering system in the booth customer should queue for order snack and pay first then snack will be ordered in the kitchen. *KraukKet* trying to have a good relation to the customer in ways:

1. There is a short message on the packaging as attention for customer
2. The employee will greetings to the customer before handle order
3. Ask feedback by card or email, company email will put in the packaging
4. Ask review about the product taste and packaging by video on social media



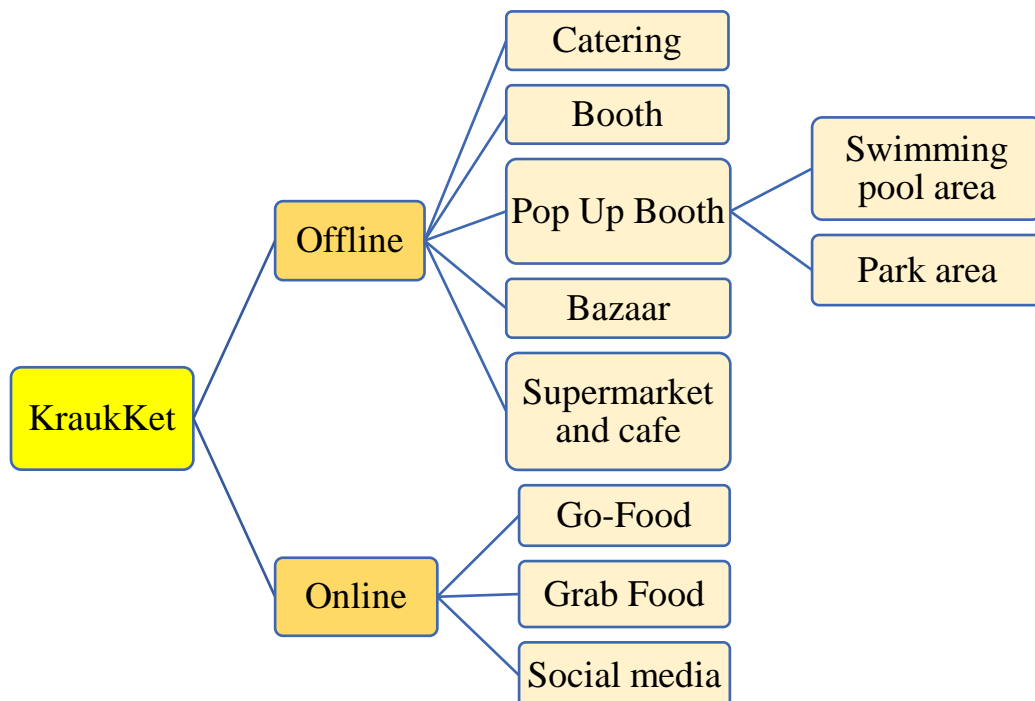
Figure 2.1 KraukKet Packaging

D. Distribution Channel

KraukKet will sell the product through offline and online. The company also will join bazaar in some event and try collaboration in outside catering. In the future, there are several activity to expand the market size:

1. Provide frozen croquette for all variant
2. Company cooperation, selling product in supermarket and cafe

Chart 2.1 Distribution channel



E. Marketing and Sales

KraukKet will promote the brand through social media, either the company account or endorse in some account. The company account was made since September 2019. Strategy for marketing the product, there are some act will company do such as:

1. When opening the booth, the company give 50% discounts for two days to attract customer.
2. Company will give 30 free vouchers for all variant croquette. The voucher will share through social media of *KraukKet* and give directly to customer with minimum purchase three portion of croquette.
3. Advertising and promotion in social media. For example, endorse the product in foodies account. Also put the review in *KraukKet* account.
4. During three months customers can get 10% discounts if the customer takes a picture in *KraukKet* booth then share on their social media.
5. Customer can pay by *Go-pay*



Figure 2.2 KraukKet Instagram



Figure 2.3 Brochure



Figure 2.4 Promotion

F. Competitors

Nowadays, the croquette seller often found in traditional market, but *KraukKet* present in the food industry as a croquette seller that offer variant croquette with different spices. There is competitor that sell “Jajan Pasar” in BSD, the name *Pastelia*. But, *KraukKet* have different flavour from competitor, that will be unique selling point for company. *KraukKet* is sell for special croquette, different for the competitor that are sell another street food. So, *KraukKet* more superior than competitor.



Figure 2.5 Pastellia, Pasar Modern BSD

G. SWOT Analysis

Table 2.1 SWOT analysis

Strength	Weakness
Located in shopping market	The proces for make the product is take a long time
Selling special croquette. Use special spice as a unique selling point and provide variant croquette	The product batter not durable
Managed by student hotel operations as a final project for graduation.	Should be serve with hot condition. If the product not heat, the skin texture not crispy.

Opportunity	Treat
Croquette usually sold with another street food. Not specially sell croquette.	The price more high than croquette in traditional market
Generally these snack are popular in young adult and elderly.	The product easy to copies

KraukKet located in shopping market. According to customer segmentation before, the place is right to get the target market that are parents. The product have a uniqueness from another competitor. *KraukKet* use five spices in base ingredient, that is potatoes. The company founded by student hotel operations, these business present to fulfill entrepreneur courses as well as final project. But, there are some weakness either product or operational. The process for make the batter need a long time because use human resources. The batter not durable although store in refrigerator. The product should be serve in hot condition to keep the crispy croquette.

Croquette seller mostly in traditional market and sold together with another street food and it will be opportunity for *KraukKet*. Because, *KraukKet* is selling specialty croquette. There are some treat for selling croquette. The croquette price in traditional market is cheaper than *KraukKet*. Croquette recipe easy to copies.

With this analysis, *KraukKet* can know the strategy to establish and maintain the business. *KraukKet* will develop the variant of croquette with adding croquette from banana and cassava. Other than that, the company plan to open more than one place.