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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 Selatan
3. 15 years old until 25 years old
4. high school students
5. College students
6. Family
7. People who come to bazaar
8. People who has income from five hundred rupiah until two millions rupiah

\*This data is based on questioner that writer make on google form

(<https://forms.gle/nLcbr2Mj9FLWbuScA>)

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

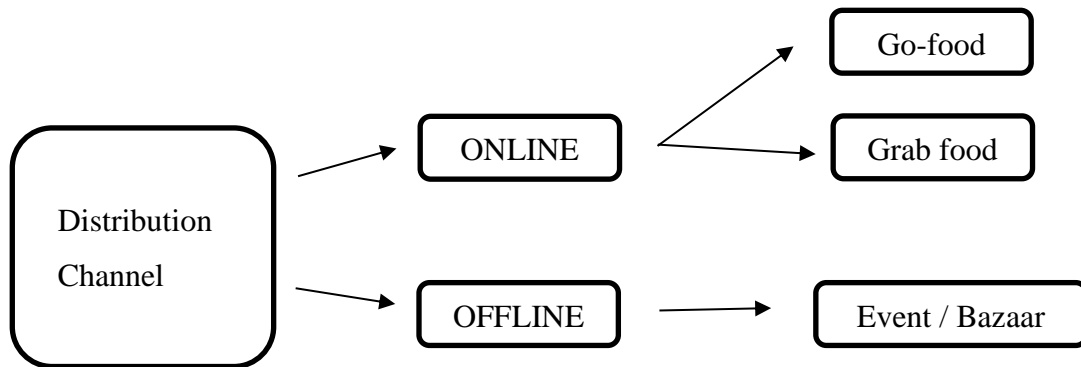
The market size of Street mojito is teenager around 15 until 20 years old. The products are also suitable for workers. Street Mojito planning to open up a stall in bazaar around BSD.

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

Street mojito business wants to become last long business so that will prioritize relationships with customers, like:

- Mention customer name in the packaging
- Giving birthday promotion
- Give recommendation about brand product to new customer

#### D. Distribution Channel



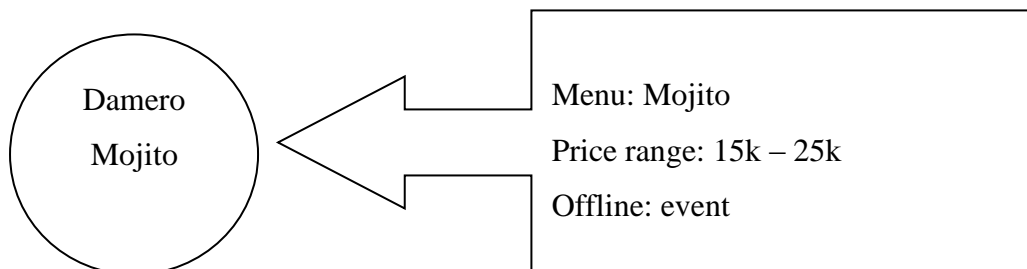
#### E. Marketing and Sales

As the startup business, street mojito will actively promote in social media. Street mojito also has promotion, such as:

- Customer will get coupon every buy 3 product. If the customers have 5 coupons, customer will have free 1 mojito
- Customer can pay with GoPay and OVO



#### F. Competitor



## G. SWOT Analysis



Chart 2.1 SWOT Analysis

People nowadays prefer to try something that has a unique concept and also has a good taste. From the SWOT graphic, street mojito can compete with other competitors because street mojito has a little competitor and wide segmentation, so the opportunity for this business can introduce the mojito in society, develop business in the form of branch, and also can do the social media advertising, but street mojito has a short life time because it contains soda. Also, the threat of street mojito is the potential for emerging new businesses is the same, potential to develop the same business already exists, and easily imitated.