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## CHAPTER II

### MARKETING PLAN

#### A. Customer Segment

Nay's satay has a target marketing consisting of:

1. Visitor of Kesiko 2
2. Jambi citizen
3. Male or female age for 18-50
4. Spending Rp.50.000-100.000 for dine out at Kesiko 2.

#### B. Market Size

Nay's satay is planning to open at Kesiko 2 Jambi. The chosen area is a crowded area of visitors. Based on Tribunjambi.com article, there are around 100 people per day who visit Kesiko 2. This can be seen from the capacity of car and motorcycle parking. From 100 people, it can be estimated that around 30-50 people will buy Nay's satay products per day.

#### C. Customer Relationship

For dine-in and take away, Nay's satay employee will ask the customer's name and write it on the sticker accompanied by motivational words with Nay's satay Instagram account around the logo packaging, so that customers can find out more information about Nay's satay.

#### D. Distribution Channel

Nay's satay products can be purchased directly at Kesiko 2 in Jambi City.

*Chart 2.1 Distribution Channels*



## E. Marketing and Sales

The business marketing strategies of Nay's satay are:

### 1. Banner media

Installation of banners can be done around Nay's satay sales location. This aims to promote Nay's satay to the surrounding community so that the community will know about Nay's satay. If the public already know and like Nay's satay, then the consumer will tell others about Nay's satay quality.

### 2. Social media



*Figure 2.1 Nay's Satay Instagram*

In addition to use banners, promotion can also be carried out using social media, such as Instagram. Most people use the social media for interaction, and Nay's satay business can be known by public from its Instagram account, @Nays\_satay.

For the grand launching there is a 20% discount for customers who follow and post in their Instagram account about Nay's satay product and tag Nay's satay account. This is a strategic way to introduce Nay's satay products through Instagram in social media there will also be giveaway either money or goods, when the customer posts

the product of Nay's Satay and explain why they like the product, they also need to tag Nay's Satay Instagram and three other friends to participate in the giveaway.

#### F. Competitor

There are lots of satay sellers found in Jambi streets, they are Nay's satay competitors, but these satay sellers has similar types, flavor and characteristics in selling their satay's.

#### G. SWOT Analysis

*Table 2.1 SWOT Analysis*

1. Ingredients that are easy to find 2. Strategic location.	The product is not durable	1. Has unique menu 2. No satay stall in kesiko	Customer has various preferences.
STRENGTH	WEAKNESSES	OPPORTUNITIES	THREATS
S	W	O	T

Based on the above analysis, Nay's satay has strengths such as ingredients that are easy to find so it has faster time to supply goods. If the goods are easily supplied, the production is expected to run daily without any problem. Nay's satay is located in strategic location, so it means that Nay's satay is expected to have crowded visitors. If there are crowded visitors so it can be ensured that the product can be sold with a huge amount.

And for opportunities, Nay's satay has a unique menu such as O'Chicken cheese satay. It is a chicken product with cheddar cheese inside. This product is categorized as a unique product because in Jambi especially in Kesiko 2, there are no snacks like this sold before.

For the weakness, Nay's satay is not durable. It can only stay for 12 hours so to prevent spoilage, Nay's satay will only be cooked when customers order the food.

For the threats, since the customers have various preferences, it means that not all customers like fried food. With this condition, Nay's satay can only aim to sell the product to the people who like fried food, except in the future Nay's satay it will be have not fried menu.