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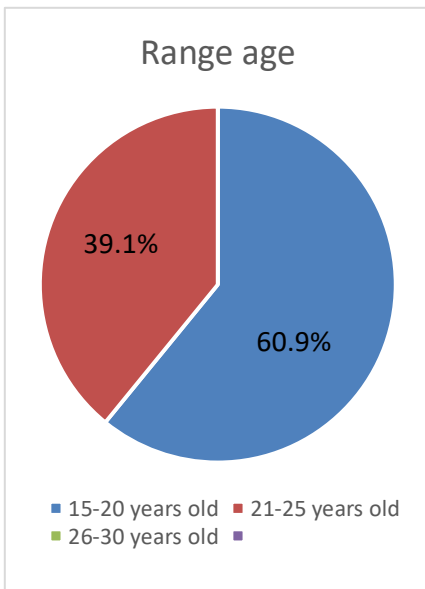
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CHAPTER II

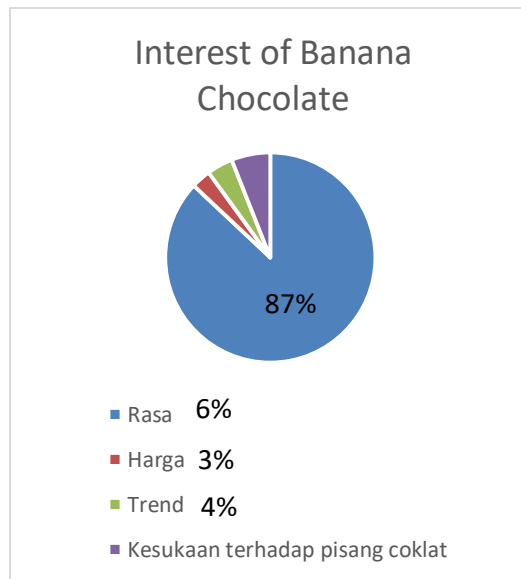
MARKETING PLAN

A. Customer Segment

Customer segment of PiscokSkuy is aiming to target customer with the age ranging from 15-25 years old, Many people in this age range like to spend their time hang out with their friends be it in cafe or at home after school or work, so usually they will choose to buy tasty and healthy snacks which does not make their finance suffers and can be enjoyed together. Because at this time many people are looking for tasty and healthy snacks with affordable prices. Piscok Skuy answers that needs. The price that PiscokSkuy offers is ranging from Rp.10.000/ 3 pcs (1 package).



Graphic 2.1 Respondent Chart



Graphic 2.2 Ketertarikan terhadap pisang coklat

So in here PiscokSkuy want to know the range age that PiscokSkuy will aiming to and also what makes people interest to banana chocolate from 45 respondent.

B. Market Size

Now there are some people that concern about healthy snack with affordable price. Through the market size Piscok Skuy will target the customer segment from student until worker. PiscokSkuy will sell nearby office, school or other working area, also PiscokSkuy will be open in a fair or night market near Gading Serpong.

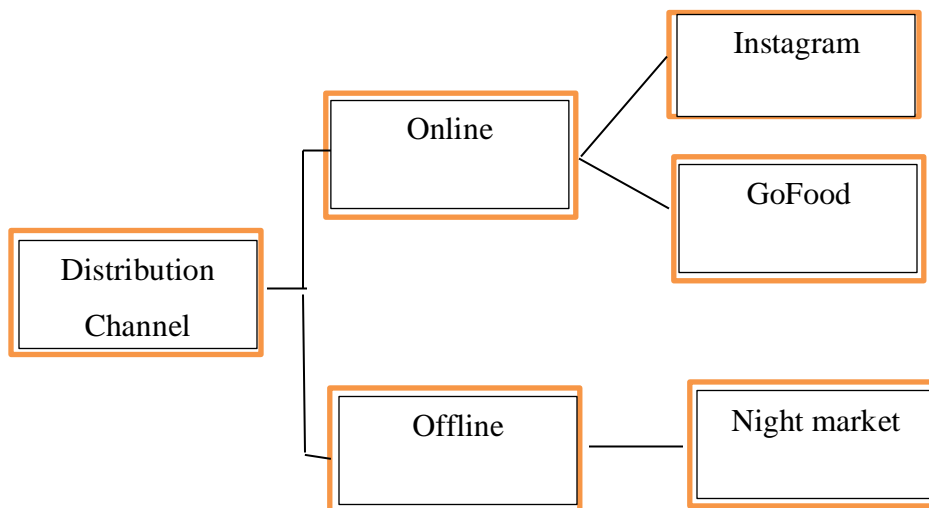
C. Customer Relationships

To get customer relationships, PiscokSkuy made a social media account (piscokskuy.id) for helping the customer for giving a feedback or official account in Instagram or line for asking about the product of PiscokSkuy. Also PiscokSkuy will be distribute online in Instagram official account of PiscokSkuy.

D. Distribution Channel

There are 2 ways how PiscokSkuy distributed by online via Instagram and also GoFood. From offline PiscokSkuy will open in the night market near Gading Serpong area and it will be distributed by mouth to mouth from the loyal customer.

Table 2.1 Distribution Channels



E. Marketing and Sales

PiscokSkuy has some strategies how distribute the product

1. Always be active in promoting through social media on Instagram.
2. Also, planning to be distributed by Gofood.
3. Piscokskuy marketing strategy is to get a chance for discount for the next purchase, every purchase of our product, the customers must upload the product and tag us on their Instagram story.



Figure 2.1 Distribution Channel

F. Competitor

These days, there are some variant product made from bananas, such as bananas chips, fried banana, banana cake, and other else. Piscokskuy is selling a great quality snack of banana chocolate. And also the price is quite affordable as a snack the price only (Rp.10.000,00/3 pieces and frozen packaging Rp.25.000,00 /10pcs).

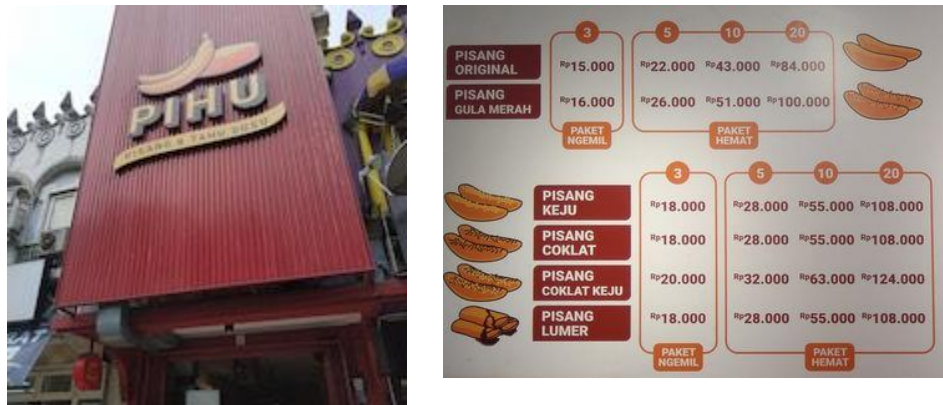


Figure 2.2 PiscokSkuy Competitors

G. SWOT Analysis

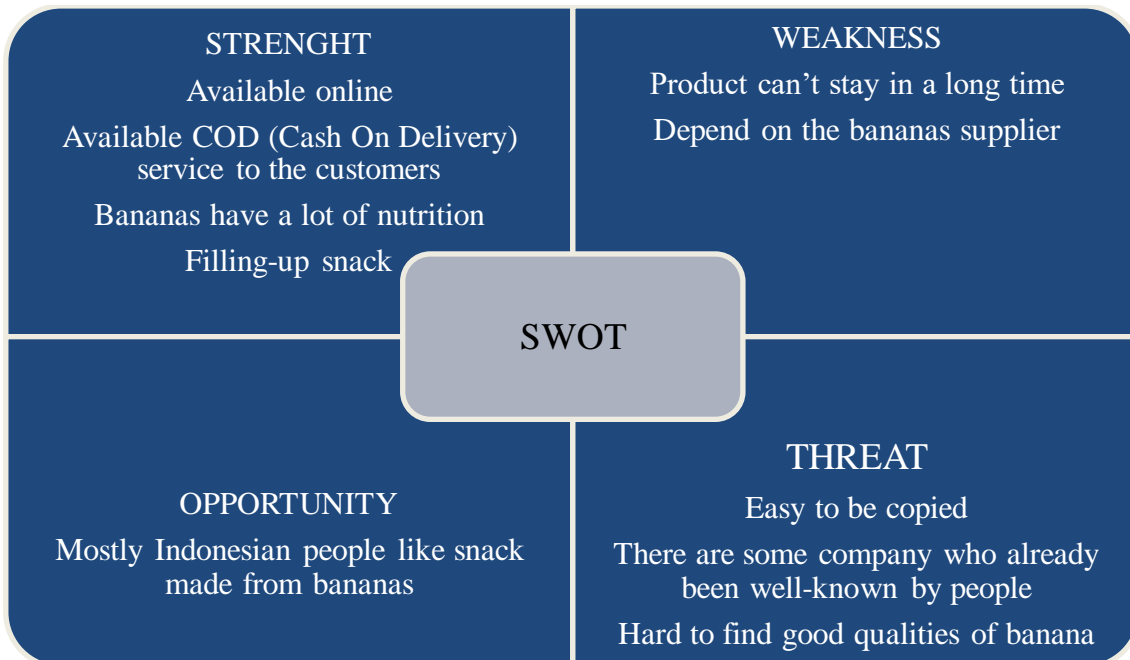


Table 2.2 SWOT Analysis Graphic