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CHAPTER II

MARKETING PLAN

A. Customer Segment

According to demographic segmentation, HS Product can drink for all ages except toddlers (full market coverage), all genders and all religion. But people have to income minimal

1.000.000 because the market price for the middle class and for market segment prefer to healthy people and fruits lovers. These groups are all potentially strong customer segments. The benefit of this customers is that it helps maintain consistent business. Because the customers already have a substantial income.

B. Market Size

The market size of HS product is people from middle class, which are College Student, Healthy people and Worker. The products suitable for workers who want enjoy their drink while working and for college student who want enjoy their drink while study and for the healthy people who wan enjoy their drink after training the body. HS product also suitable to be enjoyed by family because can be consumed by elder. HS product planning to open up near gym, near sport center, bazzar, mall, car free day and kios.

C. Customer Relationship

HS product targeting to be one of beverage 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. Unique design packaging
2. Customer can request additional topping
3. We are provide the plastic spoon, straw, tissue
4. We accept suggestion box near cashier

D. Distribution Channel

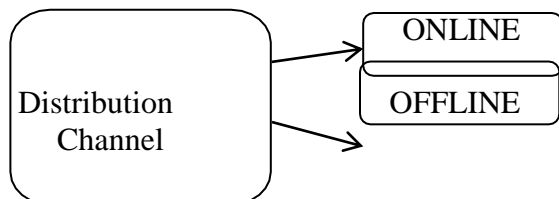


Figure 2.1 Distribution Channel

HS products has 2 methods of selling, online and offline. The company will sell online through Go Food, Grab Food, and advertising through instagram. And for the offline, the company will sell at the near gym, sport center, kios bazzar and mall.

E. Marketing and Sales

As a start up business, HS will actively promote in social media. In the first 1 month, there will be a 50% discount in every product if customers follow account HS Instragram and make story Instagram. and also cooperate with the gym if they are members at the gym will get a 10% discount for healthy original banana drink.

F. Competitor

- Rejuve



Figure 2.2 Rejuve

Rejuve reliable 100% fresh, pure and natural cold-pressed juices have ben widely accepted in greater Jakarta for its quality and delicious taste. Spreading to 58 stores throughout Jakarta, Tangerang, Bogor, Bekasi, Surabaya, and Bali. Rejuve is not only growing rapidly, but also growing in expertise to make the best cod-pressed juices that customers can possibly get.

- Boost Juice

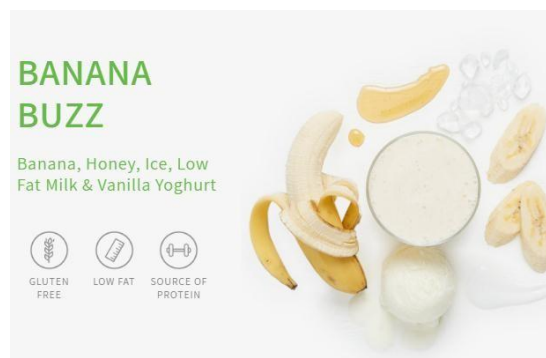


Figure 2.3 Banana Buzz

Today, the world can't get enough of Boost Juice. The brand's winning combination of fresh fruit, blended and squeezed into delicious smoothies and juices, has been remarkable success story.

On a trip to the United states back in 1999, something caught janine's attention. Everyone was into healthy smoothies and fresh juices – while in Australia, the fast food market was uninspiring and unhealthy wanted more flexibility to run her own race

G. SWOT Analysis

1. STRENGTH

1. Favored by all people from young to old as a primary need to meet the needs of vitamins and nutrients for our body
2. Has a variant milk
3. Has a variant topping

2. WEAKNESS

1. Cannot be stored long
2. Eaten immediately

3. OPPORTUNITIES

1. Social media advertising
2. Easy to find supplier fruits in Indonesia
3. Most of Indonesian still enjoy healthy drink

4. THREAT

1. There are some company who already been well-known by people
2. People tend to try overseas product
3. Easy to be copied