

CHAPTER II

MARKETING PLAN

A. Market Size

Selling a product while doing business needs to think about the target market through research first. Market research is useful for several purposes, one of which is to understand consumer needs and wants. After understanding these things, the insights obtained are advantageous for evaluating based on complaints or reviews from consumers. Thus, for the future, writers can predict new strategic plans that can match consumer expectations. It is essential in business development since a business requires consumers or the market to buy all products sold.

The writer has done market research from qualitative and quantitative data as a supporting factor for the formation of this business in the period of November. The quantitative data is obtained from the survey results with a total of 55 selected respondents. The following is a summary of the survey results based on the four types of market segmentation:

1. Geographic Segmentation

Geographic is the segmentation of the market based on the area/location of the respondent. This survey has received respondents from various regions outside Jabodetabek that are unfamiliar with the products from Valoumade from several districts in Banten Province, Indonesia.

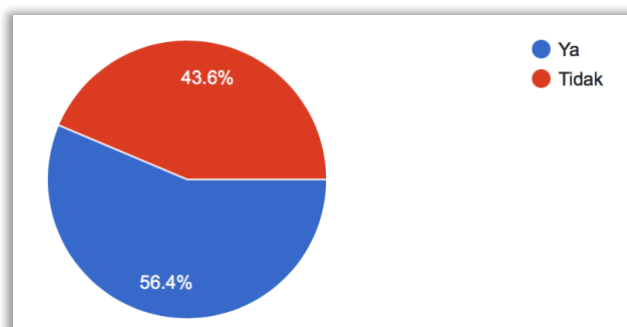


Chart 2.1 Respondents' Knowledge about Pesto

Some respondents choose to buy a product to buy based on a close distance from their domicile. Meanwhile, others prefer to consider the quality of taste and the uniqueness of a product. It is supported from the data that concludes 24

of 55 respondents unfamiliar with Spaghetti Brulee, and 30 of 55 respondents with Pesto.

From these results, the biggest result for respondents' location that are located in the main point of the premise is in Tangerang and the rests are next to Tangerang, there are Parung Panjang and Menteng which only need around an hour to be arrived.

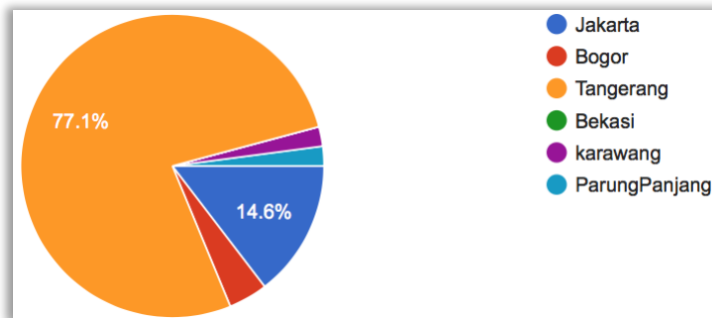


Chart 2.2 Respondents' Domicile

2. Demographic Segmentation

Demographics definition is about age, gender, profession, and others. This segmentation aims to determine the market in line with Valoumade. The choice of 1-20 years old is respondents with the highest interest in trying Spaghetti Brulee and Valoumade Special Pesto among the other ages. Several researchers such as UNICEF said that babies from one to two years can eat pasta because at that age babies can try to eat the same food as adults with a specified portion, especially the pasta itself.

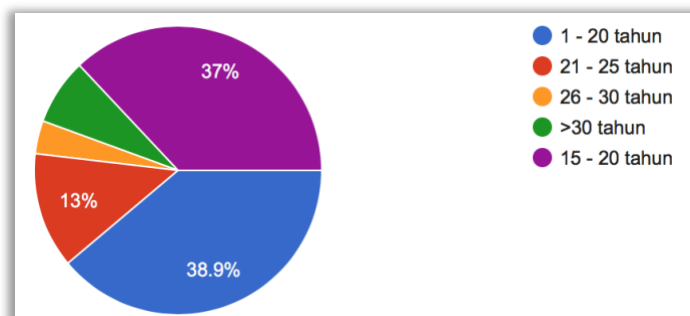


Chart 2.3 Respondents' Age

The specific targets for Valoumade market are students or colleagues since these products are known by generation Z and Alpha. Therefore, it has the possibility to be more popular because of the help of the advanced technology,

which can be a benefit for the company to introduce and expand target market for free by mouth to mouth.

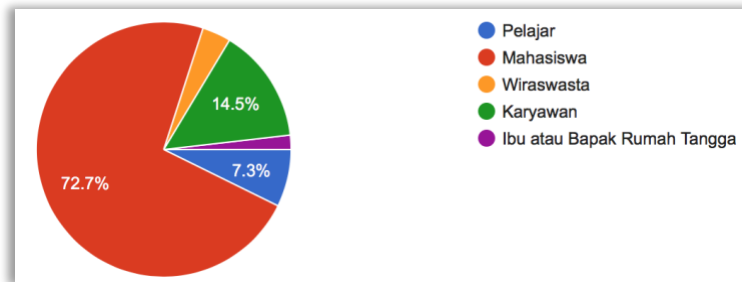


Chart 2.4 Respondents' Profession

Other ages are more considering saving on expenses due to a pandemic that is currently hitting almost all people, so these products are suitable for people with an expenditure of Rp500.000,00 - Rp1.000.000,00/month.

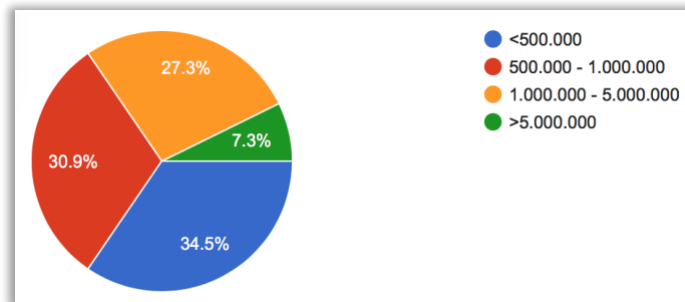


Chart 2.5 Respondents' Expenses

This product is more in demand by women, although both women and men are still interested in trying this.

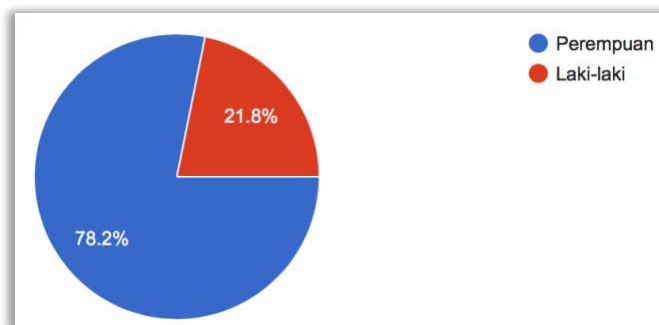


Chart 2.6 Respondents' Gender

Two of the 55 respondents suggested giving a choice of meat other than beef for Spaghetti Brulee according to the rules of Buddhism and Hinduism. The writer deliberately uses only chicken for Spaghetti Brulee, so that this product

is safe for people of any religion especially Muslims which is the majority in Indonesia and it provides low-price products.

3. Psychographic Segmentation

Psychographics is a segmentation based on someone's psychological like social class, lifestyle, and personality. Almost all respondents choose the low-priced from the three options given to save money.

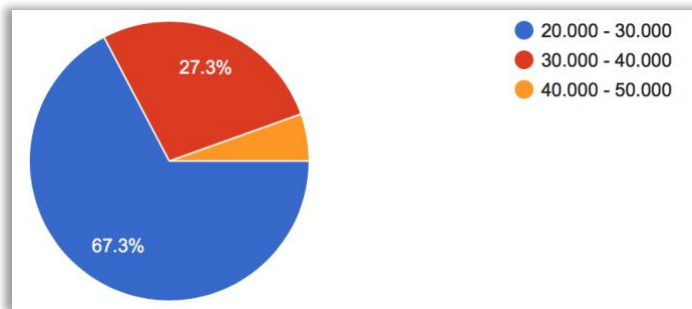


Chart 2.7 Respondents' Spaghetti Brulee Price Options

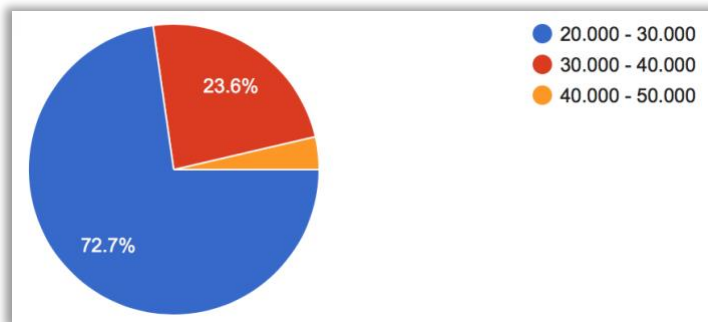


Chart 2.8 Respondents' Valoumade Special Pesto Price Options

Apart from price, health is also the consideration of respondents since health started to become a trend. Some suggestions from the survey said that eating pasta is not a good thing for health because it is not a staple food. Therefore, the writer decided to keep making this pasta with healthier ingredients without preservatives and in appropriate portions as in the following results.

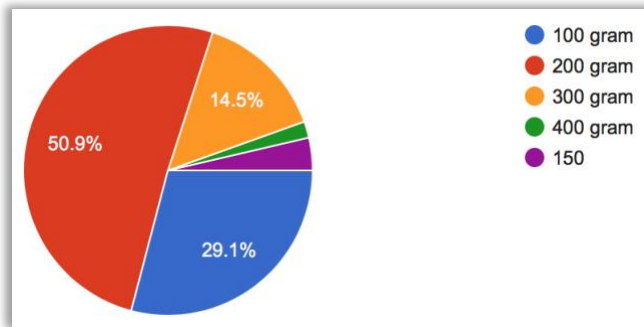


Chart 2.9 Respondents' Spaghetti Brulee Size Options

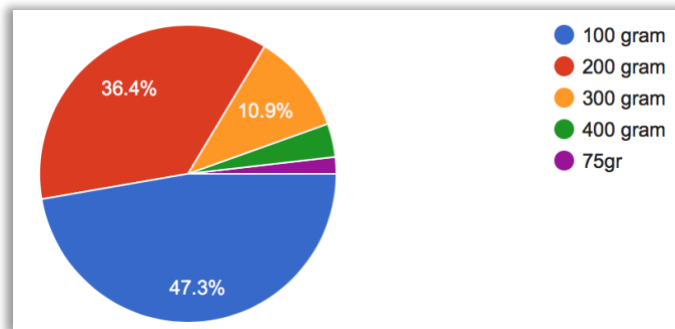


Chart 2.10 Respondents' Valoumade Special Pesto Size Options

Based on the survey, 7 out of 55 respondents wrote like the food that has a creamy texture and contains cheese. Besides, 8 of the 55 respondents also gave suggestions to provide consumers extra sauce.

4. Behavioral Segmentation

As the name implies, this is divided based on consumer habits, especially in Indonesia that like instant thing, as in the following survey results.

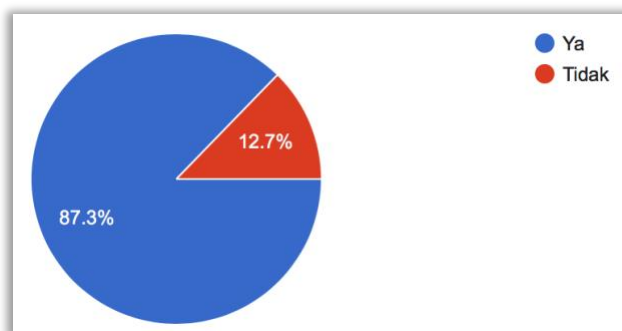


Chart 2.11 Respondents' Appealing to the Food Vacuum

Besides, noodles or pasta in Indonesia is the second food that people like or consume so that there is a possibility that Spaghetti Brulee will be the most popular than Valoumade Special Pesto or the Special Package.

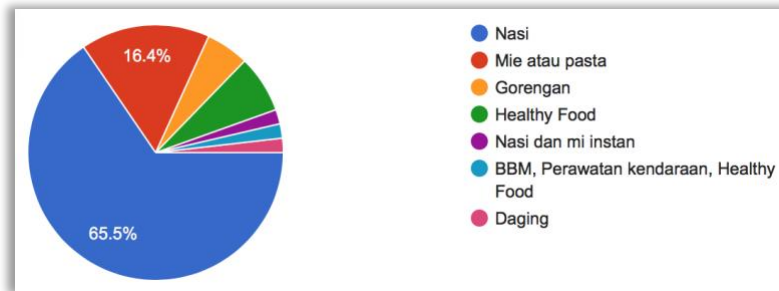


Chart 2.12 Respondents' Appealing to Eat Pasta

To help Indonesia from global warming, the writer has decided to use eco-friendly plastic that is agreed by consumers to use even though need to pay more.

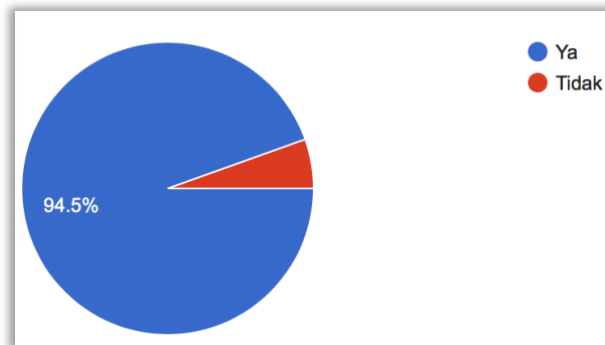


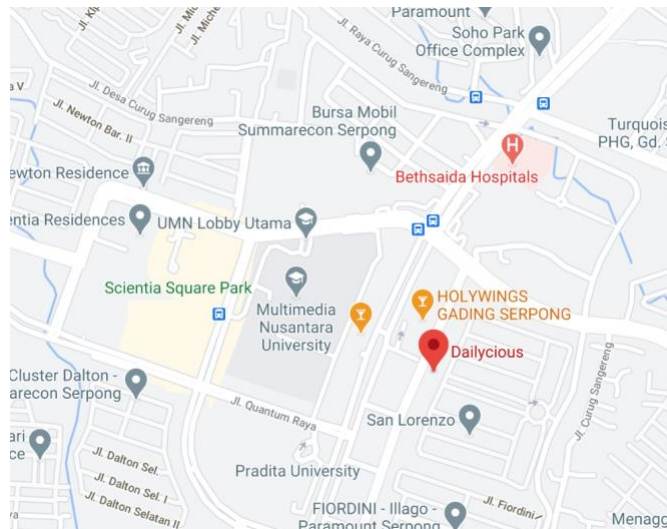
Chart 2.13 Respondents' Appealing to Use Eco-Friendly Plastic

In conclusion, Valoumade has a chance to introduce back the unknown Italian products for Indonesian especially in some districts since many respondents said that Valoumade products are still unfamiliar. Respondents between 1-20 years old with an expenditure minimum of Rp500.000,00/month are the most appealed person to buy this product. The additional values are Valoumade will use chicken only as one of the ingredients needed that is more cheap than beef and since it is the safest one besides beef and pork for other religions like Muslims and Hinduism. Other than that, organic ingredients that can maintain the healthiness and extra sauce to fulfill the consumers' want that can be packaged in the last longer packaging.

B. Competitor Analysis

Most businesses have competitors to compete with each other. It can be a positive or negative influence on the person when running the business. The positive effect is that competitors can be used as opportunities or as motivation to develop the business so that it becomes an opportunity to correct deficiencies to appeal consumers, while the negative effect it can become a threat if the business stays under other competitors.

The writer has already collected the qualitative data by conducting interviews with a manager from the Dailycious restaurant and two consumers to analyze the competitors. From the data received, the writer concludes that three of all interviewees consider a restaurant that prioritizes hygiene, can make the appealing packaging, and choose a strategic location in a row of shop houses where people do business in Gading Serpong as shown on the picture below. Also, good service and affordable prices are a combined value to increase consumer interest. Apart from that, the main reason to buy a product is from the advertisement or honest reviews from social media, since now it is becoming a trend in the community.



Picture 2.1 Dailycious Restaurant Location

Nowadays, seen from social media, Dailycious restaurant follows the times by regularly interacting with people both in posts and in Insta Stories. Supporting facilities is this restaurant has a place to dine-in with a good design and a supportive atmosphere to take photos that are currently a concern for consumers to come to the restaurant. Besides, this restaurant is making promotions to participate in enlivening special events as shown below.



Picture 2.2 Dailycious Events

On other hand, this restaurant and some restaurants still have not planned about the last longer packaging. Even though there are still some restaurants that have planned about it, but the writer found that the price listed is higher than Valoumade. So, it is a great opportunity for Valoumade to provide last longer packaging at a low price.

DAILYCIOUS			
Ruko Bolsena Blok B1-3, Paramount Gading Serpong, Tangerang, Banten 15810			
@dailyciousserpong			
APPETIZERS			
👍 Tahu Telor.....	25		
👍 Roti Cheese Fondue.....	25		
👍 Potato Wedges.....	25		
👍 Singkong Goreng.....	25		
MAIN COURSE			
ASIAN		PASTA/STEAK	
👍 Nasi Iga Bakar.....	75	Chicken Steak.....	45
👍 Nasi Sop Buntut Mini.....	45	Prime Sirloin.....	90
👍 Nasi Saikoro Teriyaki.....	35	Prime Ribeye.....	90
👍 Nasi Beef Bulgogi.....	35	👍 Prime Tenderloin.....	110
👍 Nasi Patin Dabu2.....	35	Spaghetti MeatBalls.....	35
👍 Nasi Goreng Dailycious.....	35	Spaghetti Ayam Sambal Matah..	35
👍 Mie Goreng Tek-tek.....	30	👍 Fettuccine Carbonara	35
👍 Mie Godok Jawa.....	30		
👍 Mie Ayam.....	25		
👍 Bakso Special.....	30		
DESSERT			
		👍 Roti Bakar.....	25
		Es Campur.....	25
		Ice Cream Cup	20
		Ice Cream Scoop	25
		*free 1 topping	
		*extra topping	5
COFFEE			
		Americano/ Long Black.....	15
		Cappuccino.....	25
		Latte.....	25
		Mochacino.....	25
		Kopi Susu.....	25
DRINKS			
Chocolate	25		
Dragon Fruit Juice.....	25		
Guava Juice.....	25		
Strawberry Juice.....	25		
Soursop Juice.....	25		
Orange Juice	25		
Mineral Water.....	5		
Ice/Hot Tea.....	10		
Ice Lychee Tea.....	15		

Picture 2.3 Dailycious Restaurant Menu

The photo above shows that the prices listed can compete with Valoumade's products with an average price range Rp35.000,00. Apart from pasta, this restaurant also sells various Indonesian dishes as Valoumade wants to do. The difference is that Valoumade has focuses on Italian food which can be substituted with ingredients from Indonesia.

To analyze the strength, weaknesses, opportunities, and threats of Valoumade from the competitors, the writer concludes the four in the diagram below.

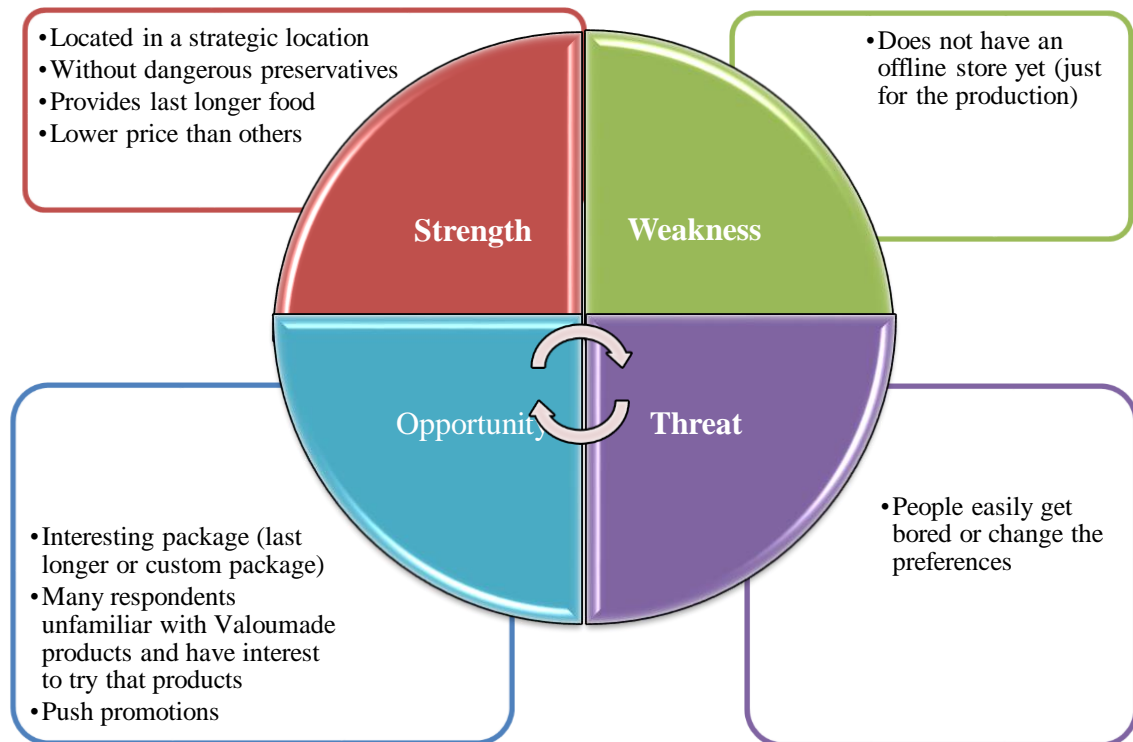


Chart 2.14 SWOT Analysis Chart

C. Sales Goals

Determining sales goals are essential to increase revenue that can be used to help improve the business. As a small business, the writer has made the sales goals realistically so that it still possible for all the staff to achieve these goals.

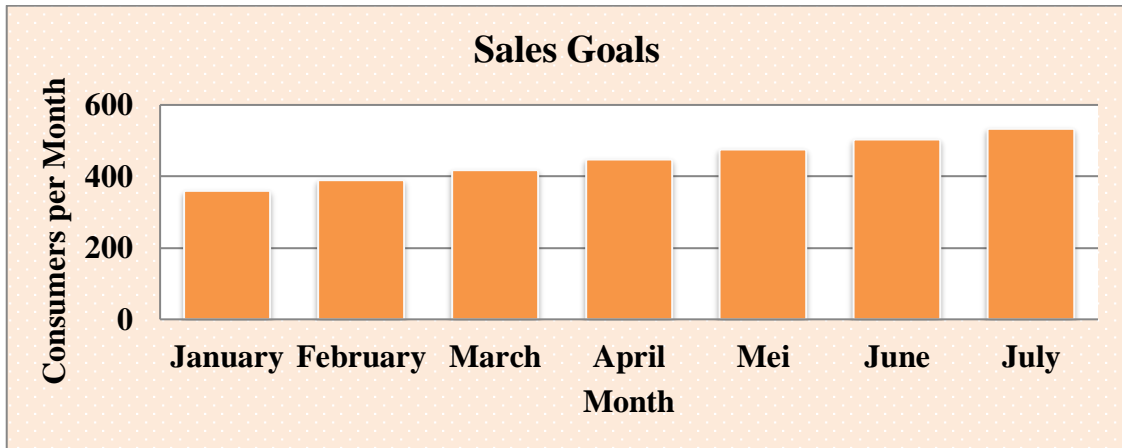


Chart 2.15 Sales Goals Chart

From the chart above, the first goal is to get 12 consumers per day in the first month that will increase by around 8% or at least one consumers every month until July as can be seen in the chart. It is also possible to get more than 8% in a month, after going through six months. The writer concludes if the first-month Valoumade gets 12 consumers with the addition of 8% per month, then the total is 3.125 consumers for six months.

Valoumade has divided the goals to be achieved into two terms, there is the short term which is from the present to five years ahead, and the long term which is more than five years ahead that is written in the table below.

Table 2.1 Target Goals in Short and Long Term

Term	Goals	Target Time
Short Term	Be able to increase minimum 8% of consumers per month	2 nd month
	Add more equipment needed/Upgrade the equipment	2 nd month
	Add new variant or product	2 nd month
	Get business patent	2 nd month
	Expand target market	4 th month
	Add new variant or product	6 th month
	Add extra staff	1 st year
	Open own store (without rent)	3 rd year
	Open branch stores	4 th year
Long Term	Become the most selling product in each marketplace	5 th year
	Expand target market internationally	9 th year

	Open own Restaurant	12 th year
	Expand Restaurant	14 th year

All the goals can be achieved with several actions, there are always monitor the business progress for evaluation, measure the purchase and sales activity to determine the decision to prioritize something, record the consumers' feedback to help fix the problem in the business, learn from an expert, and others

D. Marketing Strategy

Based on the survey data taken, many Indonesians still lack of knowledge about pasta while the product is already well known in various countries, so this business will introduce the product to new and wider market segments with the flavor innovation inherent in Indonesians without changing the taste too significantly.

1. Product Characteristic

This business has one goal to reviving the popularity of pasta dishes that fit the Indonesian tongue that offer low prices for the target market. The products of this business have different textures and tastes.

Spaghetti Brulee has a little bit dense texture inside and creamy texture outside. It is different from others since the pasta is homemade that does not contain harmful ingredients. With a weight of 200 grams per package, consumers can taste the mixture of savory, sour, and sweet from this product. Also, this product can be used as a gift in a special package.

Valoumade Special Pesto has savory and a little bit sour from the lemon juice. It is different from the Original Pesto that uses pine nuts and basil leaves, Valoumade Special Pesto uses toasted peanuts and Indonesian basil leaves that are planted by the writer so that it can suit with Indonesian tongue and also consumers can order the Pesto freshly by the pre-order system.

2. Price

Valoumade uses a price penetration system, from low prices to collect customers then prices will increase according to existing demand. The company is considering the price based on food costs and the competitive price with competitors. Spaghetti Brulee price is Rp25.137,00/200 grams. It is cheaper than the other brands that have an average price of Rp50.000,00/200 grams. Besides, the

Valoumade Special Pesto price is Rp29.683,00/100 grams that is also cheaper than other brands that have an average price of Rp64.000,00/190 grams.

3. Promotion

Table 2.2 Promotional Budget

No.	Explanation	Budget	Note
1.	Instagram Advertisement	Rp300.000,00	Rp10.000,00 x 30 days (1.300-3.400 audiences/day)
2.	Sociabuzz	Rp600.000,00	Start from Rp10.000,00 (Instagram Endorse, Instagram Paid Promote, Tiktok Endorsement)
3	Public Figures	Free	Some public figures give free endorsement for small businesses (for example, Jessica Iskandar, Ashanty, Via Valen, Ernest Prakarsa, Terry Putri, Annisa Pohan, and many more)
4	School Committee Events	Rp160.000,00	Average price Rp40.000,00/week
3.	Youtube Bumper Advertisement	Rp800.000,00- Rp3.600.000,00 / month	It charged by CPM – cost per thousand impressions. Pay for a bumper advertisement each time the advertisement receives 1,000 impressions.
4.	Promotional Kit for exhibition	Rp172.000,00	Logo Rp22.000,00 & X-Banner Rp150.000,00
ESTIMATED TOTAL PER MONTH		Rp1.060.000,00	Excluding Youtube and Exhibition

Based on the data above, the writer will promote through Tiktok and Instagram application since both are the social media that is most often used by the target market. Nowadays, some public figures give free endorsement fees for small businesses struggling from this pandemic and can help increase the Indonesian economy. The requirements for being able to endorse for free based on Kumparan, Okezone, Suara, and Kompas News are as follows:

- a. Ashanty: this artist will endorse food for free for small businesses by giving honest reviews on the story which means the products must be tasty and have good quality
- b. Kalina Octaranny: company only needs to tag the content to be endorsed by Kalina Octaranny for free because Valoumade is still a small business

- c. Jessica Iskandar: same as Ashanty, only the selected products that will be endorsed for free by Jessica Iskandar
- d. Via Vallen: Valoumade has the possibility of endorsing Via Valen at the end of 2021 since the conditions given to get free endorsement are an account that already has testimonials to be trusted, another requirement is open the account for public
- e. Ernest Prakarsa: the company only needs to send the profile, menu, business location, and Instagram account to be endorsed on this artist's feed. Therefore, Valoumade will try to work with Ernest Prakarsa when the company already has an offline store later.
- f. Terry Putri: same as Kalina Octaranny, Terry Putri will receive free endorse for the content only for small businesses
- g. Annisa Pohan: for Annisa Pohan, Valoumade only needs to tweet the content to be promoted and tag her account on Twitter, then Annisa Pohan will retweet it to help promote the business

Also, Instagram Advertisement makes some people feel appealed to this, which often appear on the homepage. But on Instagram, writers prefer to do endorsements to Instagram Foodie Indonesia through the Sociabuzz website because it provides a cheaper price than other Food bloggers. Even though, this step still works to expand the market size and Sociabuzz is already trusted by many people.

Besides, the writer wants to take advantage of everything to be able to promote this business at free and low cost. As people know, Facebook and Twitter have indeed become a trend in the past few years, but currently, both applications still have many active users so that writers can promote this business through the writer's account on Facebook that has almost 2,500 friends. For Twitter, the writer will promote this business on an interactive thread since many threads can be famous. On the other hand, paid promotion in school committee events is needed since the price is affordable but still has many insights. In addition, if the business has grown up, the writer will promote it through Youtube Advertisement.

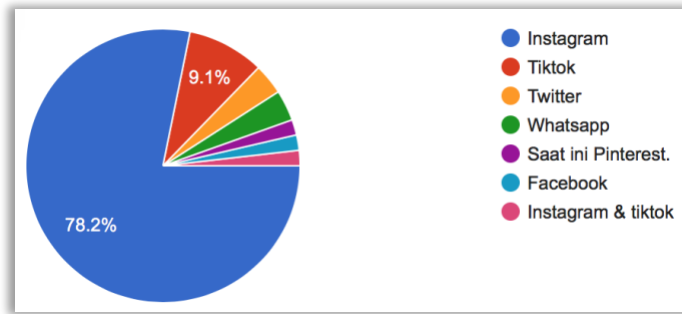


Chart 2.16 The Most Often Used Social Media by Respondents

This regular promotion aims to get consumers' loyalty by making strategies. Apart from giving thanks, Valoumade will also carry out a direct mail promotion to re-offer products that are being sold so that there is the possibility of repeat orders. This is very useful to get new prospective consumers to buy products at Valoumade online store because the company already has loyal consumers.

4. Distribution

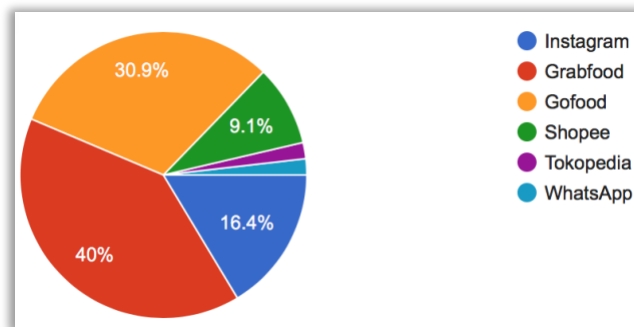


Chart 2.17 Respondents' Choice of Platform to Buy Products

Based on the results of the survey and interviews, the writer concluded that the use of Instagram, Gojek, and Grab applications was the most chosen by all respondents to buy or sell products. Gojek and Grab in Indonesia are often used to sell or buy food because there are advantages in terms of efficiency and effectiveness. The writer firstly only chose Gojek and Grab as the marketplace because both of them also require a monthly fee so as an initiation process, the writer needs to observe the progress of these two applications to fix it later to be improved or changed. Other than that, the write will also register Valoumade in Shopee, Tokopedia, and other marketplaces if the target market has already expanded and has sophisticated technology. Based on the webinar that the writer has attended, the speaker said that each marketplace has a different target market as explained below.

a. Shopee



Picture 2.4 Shopee

Shopee is a marketplace that focuses on women interested in fashion, beauty, or other cute things. Valoumade provides a special package for Spaghetti Brulee as a gift that can be costumed by the person who ordered. In addition, Shopee is in number 11 of 153 top marketplaces around the world, which is the number one marketplace in Indonesia that has 260,3 M visitors per month across the Southeast.

b. Tokopedia



Picture 2.5 Tokopedia

Valoumade can be eaten for all gender. So, Tokopedia is a suitable choice since the target market is general even though more specific to men. Tokopedia is number 27 of 153 top marketplaces around the world that has 74,2 M visitors per month in Indonesia, especially in Jakarta.

c. Lazada



Picture 2.6 Lazada

Lazada is in the number 17 of 153 top marketplaces around the world, which is the number two in Indonesia after Shopee and before Tokopedia

that has 172,7 M visitors per month across the Southeast. Besides, Lazada has a target outranking share strategy to make one of the sellers appear in strategic key search words by competing with other competitors. This can help Valoumade to achieve the goal as the shop with the most selling products in the marketplace. In addition, several more goals can be achieved, including Return on Investment (ROI) maximization, visibility, cost per acquisition or cost to appeal new customers, and conversion maximization.

From the three marketplaces above, Valoumade products can only be sent by instant delivery with a maximum delivery of two hours, which will be using the Shopee Express Instant, Gosend Instant, and GrabExpress Instant options. It will also be sent with ice cubes in a plastic bag to minimize the temperature rise faster, so that product quality can be maintained within a maximum of two hours.

In addition, to reach a wider market, Valoumade plans to distribute these products to several minimarkets such as Alfamart which is located in the Allogio shop house and Indomaret which is located in the Apartment Scientia Square shop, both of which are temporary residences for students and are part of Valoumade's target market. The following are requirements to become suppliers at Alfamart and Indomaret based on both official websites.

a. Alfamart



Picture 2.7 Alfamart

Requirements:

- 1) Companies (PT / CV), Micro, Small and Medium Enterprises (UMKM) or individuals
- 2) Having products that are innovative, unique, specific, and have a selling power
- 3) Have a marketing strategy that goes along with Alfamart
- 4) Have a marketing strategy that is in line with or willing to follow Alfamart's marketing strategy in terms of Margin, Inventory, Joint Promos and Service Level.

b. Indomaret



Picture 2.8 Indomaret

Requirements (Selection of Trade Products):

- 1) Types of Products: Food & Non-Food Products, according to the target market of Indomaret
- 2) Packaging: must be neat, hygienic and modern

Terms of Trade Products:

- 1) Quality & Competitive Prices
- 2) Safe for Consumers: list the manufacturers & distributors; size in gram or liter; performance from the Ministry of Health or related; the expiry date; halal food; and barcode

Requirements as Supplier:

- 1) Complete or fill in the Product and Supplier Application Form
- 2) Commit to order fulfillment; delivery schedule; payment system
- 3) Making promotion cooperation proposals
- 4) Willing to conduct sales evaluation.