

CHAPTER II

MARKETING PLAN

A. Market Size

The purchasing power of consumers influences the determination of a business for the product. Therefore, research on market size must be done when the entrepreneur wants to start a business. The research for the product can help to know about potential purchase of the product, how much the business will grow, and the challenges to be faced.

The writer has conducted market size research through a quantitative questionnaire distributed to 61 peoples. Through this questionnaire, it can be seen that the geographical segmentation of Maofish Crunchy by all genders both female and male, in ages 17 to 30 years who are the generation Z and millennial, and a student. Even though, the writer has a desire that product can be enjoyed by all generations starting from generation X, millennial, and generation Z. Therefore, the writer will deploy the product to the generation Z for a while and then in the future it will spread to all generations.

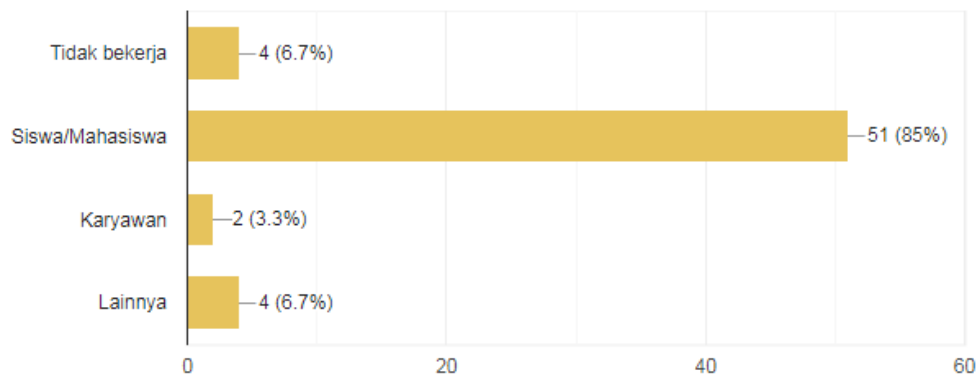


Chart 2.2 Occupation

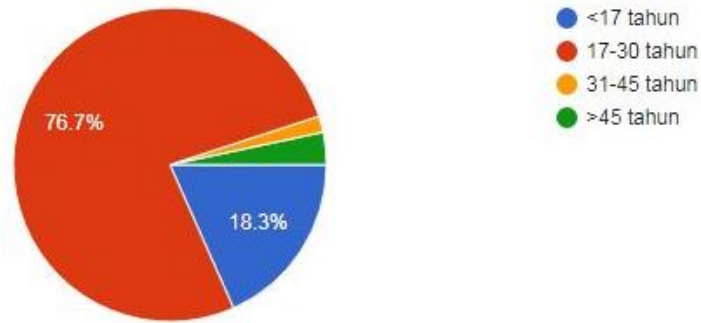


Chart 2.3 Customer Age

Furthermore, on psychographic segmentation, all classes lower and middle interested in this product. It is shown through the many respondents that spend Rp50.000 or less to buy pempek for one meal. The lifestyle of people who are interested in this product is all people who are concerned with delicious taste.

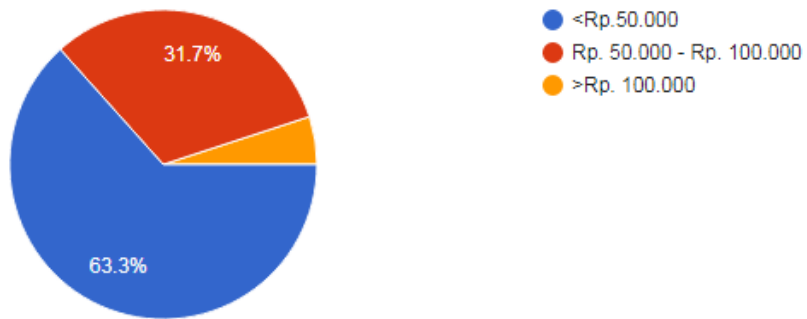


Chart 2.4 Spending Power

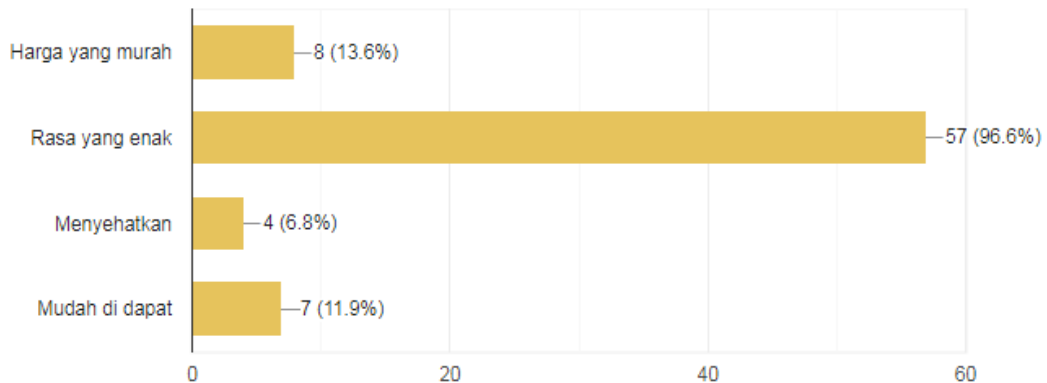


Chart 2.5 Customer decisions in buying

In behavioral segmentation, this product is included in daily purchases because these foods are purchased on all occasions. The customer looks for benefits in the quality of ingredients and taste provided by the product, according to the respondent's suggestions and comments. Then, this product's buyers are category in medium users because the buyers are do not frequently eat or purchase products. Other than that, the buyers are a type of loyalist people because based on an interview between the customer and the owner of the pempek store, the owner mentions that they have a fixed subscription. While the customer, mentioned that will return to the pempek store based on the desired factors such as cleanliness and taste according to the customer.

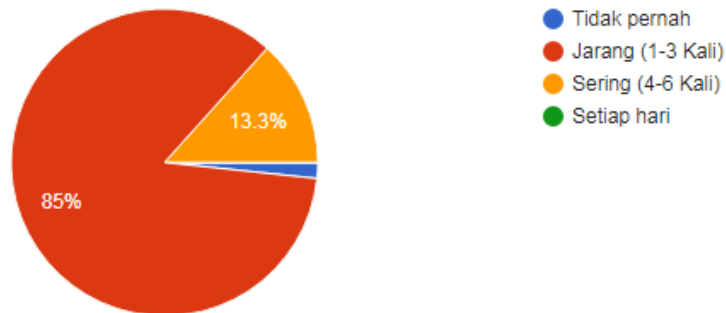


Chart 2.6 Purchasing Power in a week

B. Competitor Analysis



Picture 2.12 Komodo Tuna Brand Fish Crackers

Komodo Tuna is a brand that sells mackerel fish crackers, which are issued by the Komodo Foods company from Siduarjo. Komodo Foods company was established in 1965 by the late Mr. Soenarjo with his wife Ms. Henny Tanty. This company produces various kinds of crackers ranging from prawn, fish and onions crackers, not only that but also shrimp paste and petis. This Komodo mackerel fish crackers consists of tapioca flour, mackerel fish (21%), sugar and salt, without artificial flavor and synthetic food color. Komodo fish crackers has weigh 250 and 500 grams with prices start from Rp30.000 to Rp55.000. Komodo Foods products are sold in several supermarkets and international e-commerce applications such as Tokopedia, Amazon, Bonnet, HERO, Carrefour, Loka, Transmart, and many others.



Picture 2.13 Aceh Fish Skin

Aceh fish skin is a fish skin product with salted egg flavor, produced by Aceh Food which was established in 2019 in Surabaya. This fish skin has two types of flavor, there are spicy and not spicy salted egg flavor. Aceh fish skin has weight 40 grams with prices Rp25.000. This product has been sold in several e-commerce applications and supermarket such as Shopee, Tokopedia, Blibli, Superindo, and many others. Other than that, Aceh Food often join in various bazaars in mall and university.

C. Sales Goals

1. Short Term Goals

Table 2.2 Short Term Goals

Goal/Objective	Description	By when
Product is already spread and known	The product has spread to several convenience stores and souvenir stores. Then it became widely known by the people in Jakarta.	June 2021
Increase in sales	Sales increased by approximately 50%	July 2021
Turnover company	Achieve the return on investment	August 2021

2. Long Term Goals

Table 2.3 Long Term Goals

Goal/Objective	Description	By when
Open an offline store	Opened a first and second offline store of Maofish	September 2021
Develop the product	Issued the latest flavor variants	December 2021
Exporting	Export the Maofish product to the nearest Asian country such as Singapore and Malaysia	February 2022

3. Marketing Strategy Goals

Table 2.4 Marketing Strategy Goals

Marketing Activity	Description	By when	Cost (IDR)
Youtube	Endorse Maofish product to	January 2020	Rp3.000.000

	youtubers		
Social Media	Get a lot of followers and likes	April 2020	Free
	Get authorization from Instagram with a blue check mark	August 2020	Free

D. Marketing Strategy

1. SWOT Analysis

Table 2.5 Strengths and Weakness

Strengths	Weakness
This product makes it more practical for consumers to consume Pempek because this is food that is ready-to-eat	This product is not filling because it is in the form of crackers
The presence of this product helps people to consume fish more often	Has a fishy smell when the customers open the package
The manufacture of this product is use the air fryer which doesn't use oil	
Use original mackerel fish from Palembang	
Have an affordable price for Pempek products	
Can be consumed by all ages, race, religion because doesn't contain of hard ingredients or preservatives and ingredients that is violated by religion	
This product has a variety of flavors that make this product very unique	

Table 2.6 Opportunities and Threats

Opportunities	Threats
<i>Pempek Kulit</i> crackers don't exist in Indonesia and can be predicted to be a trend in the culinary world	Strong competition with competitors of other types of food because many a food trends that is developing now
There are not many rivals or competitors in this product	Products must be continuously upgraded, so that they are not less competitive with others
Pempek product that has been well known in Indonesia society	Increased production makes the need for the air fryer to increase too. So make the expenses will increase
Abundant product ingredients availability because Indonesia is one of the largest fish producing countries	

2. Product

The core product of Maofish is *pempek kulit* crackers which has a savory taste, crunchy and crispy texture. The manufacture of this product uses the main ingredient, namely mackerel fish. Using of this type of fish will produce a pempek product that is more savory and crispy. Maofish has four flavors there are original, spicy, balado, and cheese. The original flavor variant consists of *pempek kulit* crackers and thick *cuko* sauce. The balado and cheese flavor are consists of *pempek kulit* with a sprinkling of balado and cheese seasonings. While the spicy flavor consists of *pempek kulit* with a sprinkling of spicy seasoning. Maofish product fried using an air fryer without using oil, it makes an advantage and difference with other competitor products. Besides that, Maofish's product is a cracker that comes from *pempek kulit* which is not yet in Indonesia, usually the competitor uses a skin of fish or chicken to make chips and crackers.

3. Price

The price is one of the most important factors in the success of a business. Based on (Keefer), pricing can affect consumer purchasing power. Therefore, the determination and pricing of a product is very important. Here are the price list of the Maofish product.

Table 2.7 Product Prices

No.	Product	Size	Price
1	Maofish Original	60 Grams	Rp22.500
2	Maofish Balado	60 Grams	Rp26.000
3	Maofish Cheese	60 Grams	Rp26.000
4	Maofish Spicy	60 Grams	Rp26.000

Maofish products use a penetration pricing strategy because it aims to get a high market by making standard and relatively cheap price. According to the balance small business (2017), using this pricing strategy can help the business succeed at the start, because it can attract consumers attention, build a consumer base and gain positive word of mouth.

4. Distribution

Maofish product will be marketed through an intensive distribution channel strategy because this product will be sold to souvenir center, and restaurant like Sari Sanjaya restaurant, Prima Rasa and Kartika Sari in Bandung. Then, online through social media and e-commerce platforms, such as Shopee, Tokopedia, Lazada, and Instagram.

5. Promotion

This company uses push marketing to develop the products. For push marketing, use social media such as Instagram, Facebook, and Youtube. The writer chooses this platform because many Indonesian people use this application. In Instagram and Facebook, an account for Maofish products will be created and will show a product photos and interesting reviews from the customers. While in Youtube, products will be promoted through YouTuber and will cost approximately Rp3.000.000. Other than that, according to Mustawan (2017), the promotion through a bazaar or trade shows that it will cost approximately Rp2.000.000 to Rp5.000.000 for a day.