

## CHAPTER II

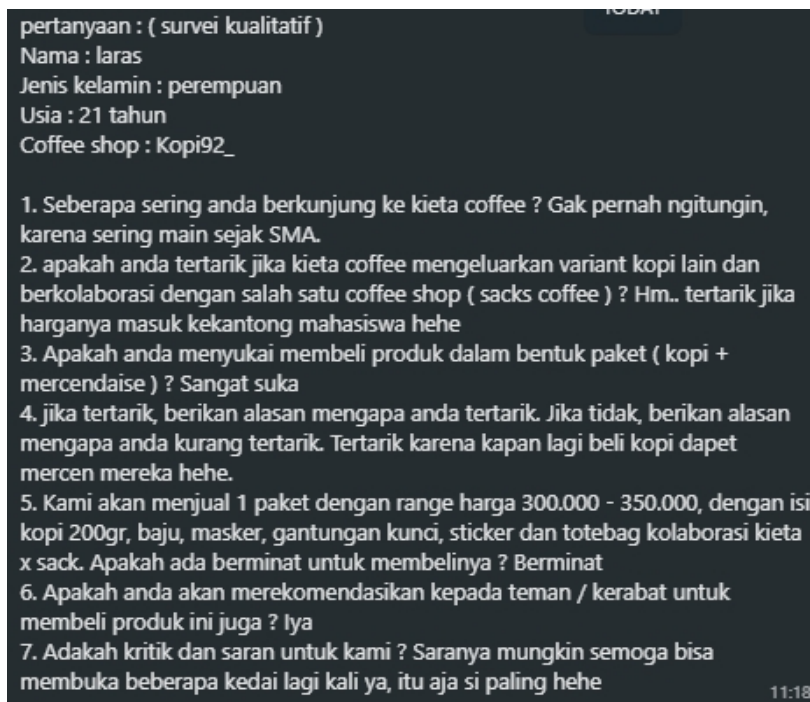
### MARKETING PLAN

#### A. Market Size

Customer is one of the crucial factors of a business. One of an entrepreneur, mentor, sales, and customer service experts named Daria Leshchenko in Quora.com said that the customer is the aspect that does your business. Without customers, a business is nothing. The customer's satisfaction is essential to be considered by a company. Before fulfilling the customer's satisfaction, the company has to know its customers, by then the company can choose its strategy, which was its target market that has to be focus on. Kiss-Pride is a brand that is created under Kieta Coffee, this is means that the loyal customers of Kieta will also become the customers of Kiss Pride.

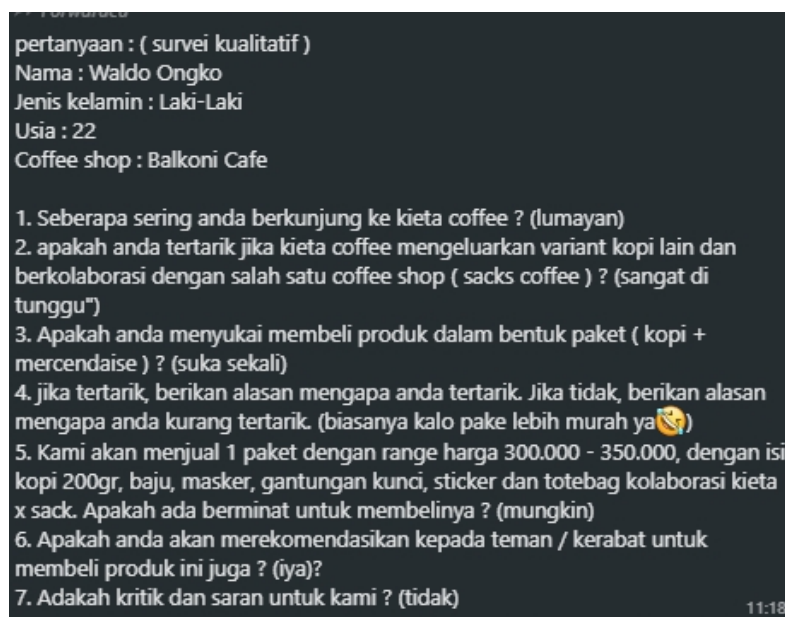
The writer was in the coffee shop world five years ago. These five years of experience running a coffee shop business make the writer more or less know and understand buyers' desires in the coffee business market. The writer has conducted a qualitative survey by interviewing two people who are coffee shop owners and customers of Kieta Coffee. According to Mr. Dwinawan in medium.com, qualitative survey is a research method that help the writer to develop assumptions or hypotheses in the process of finding the solution of a certain problem. The qualitative survey is intended to see further the market situation and also the interest in new breakthroughs that the writer has realized through this Kiss Pride brand. For the interview session, the writer has created several questions including their interest rate with the coffee and merchandise package and their thought about the collaboration between the writer's coffee shop with Sacks Coffee.

The first person is one of the coffee business owner, named Ms. Laras. Her coffee shop is called Kopi92\_. Not only a coffee business owner, but she is also one of the loyal customers of Kieta Coffee. When asked about her interest regarding the collaboration brand, she said that it is such a great idea, especially if the price of the products is according to student's ability. Ms. Laras said that she is really interested with the package of coffee and merchandise by Kiss Pride. She said when else can people buy coffee but also get merchandise.



Picture 2.1 Interview Results with Kopi92\_ Owner

The second person is named Mr. Waldo Ongko, the owner of Balkoni Cafe. Same as Ms. Laras, he is also one of the loyal customers of Kieta Coffee. The same question are asked to Mr. Waldo, he said that he very much waiting for this. He is also interest in the coffee and merchandise package and said that there will be so many people that also love this breakthrough as merchandise is a trend lately.



Picture 2.2 Interview Results with Balkoni Cafe Owner

Besides that, the writer also do directly interview some of the customers regarding their interest in Kiss Pride products. After that, the writer do compile all the answer and here are the customers of Kiss Pride that the writer divides into several segmentations.

#### 1. Geographic Segmentation

As the business is located in the Tangerang area, most customers will be from the Tangerang area, more precisely from Bintaro, Graha, and BSD. There are also customers of Kiss Pride from the other city, such as Jakarta, Bogor, Bandung, Cilegon, Serang, even from the other Island of Indonesia like Lampung and Bali area, as the products are easy to distribute to another area of Indonesia using the delivery company services such as JNE.

#### 2. Demographic Segmentation

The customers are 95% male in gender. Most of the customers are from the age 20 to 40. The customers are mostly students, entrepreneurs, and barista with spend around Rp.150.000 to Rp.1.500.000 in each purchase.

#### 3. Psychographic Segmentation

The writer can say that most of the customers are accustomed to coffee, more precisely, coffee is already become a part of their life. As most of the loyal customers are love coffee, they tend to follow the coffee trend, including such as buying the newest products and merchandise issued by the company's brand.

#### 4. Behavioral Segmentation

The targeted customers of Kiss Pride are the loyal customers who oftenly purchase the products to the writer's coffee shop. They are not only purchase the products directly to the company store, but they are also often buy the dry products from the Kiss Pride marketplace or e-commerce such as Tokopedia, Shopee, and Bukalapak. Kiss Pride products is one of the best seller products of the company, especially in Tokopedia. The company also one of the best selling company in Tokopedia with 4.9 score.

## Statistik Toko



Picture 2.3 Store Statistic

## B. Competitor Analysis

As a business brand, Kiss Pride has several business competitor in the coffee business industry. Here are the competitors of Kiss Pride.

### 1. Tagetto Coffee Roastery



Picture 2.4 Tagetto Coffee Logo

Tagetto Coffee Roastery is one of the best selling coffee store in Jabodetabek, if talking about the roasted coffee product. This company is located in Jalan Lingga Blok G No 245, Perumahan Megapolitan Cinere Estate, Depok, West Java. Not only selling the product by offline, but Tagetto Coffee Roastery also use several marketplace to distribute its products to the customers. Their products price range from Rp. 120.000 to Rp. 250.000 for their coffee beans. The rate of Tagetto Coffee in Tokopedia is 4.9 out of 5.

Nilai Kualitas Produk

**4.9** ★★★★★ (30083 Ulasan)

[Lihat statistik toko](#)

Picture 2.5 Tagetto Coffee Rate in Tokopedia

## 2. Northsider Coffee Shop and Roastery



Picture 2.6 Northsider Coffee Logo

Northsider Coffee Roasters is one of the coffee shop that is located in Pantai Indah Selatan 1 Blok B2 No. 15, Kamal Muara, Jakarta. This company is also one of the best selling coffee shop in Jabodetabek area. Northsider not only selling coffee products, but they also provide its customer with other main course menu such as rice dishes. This is makes the customers sometimes more attracted to come to this coffee shop, as they can enjoy coffee and have a meal at the same time and place. Their products price range from Rp. 80.000 to Rp. 295.000 for their coffee beans. In Tokopedia, Northsider coffee rate is around 4.9 out of 5.

Nilai Kualitas Produk

**4.9** ★★★★★ (47002 Ulasan)

[Lihat statistik toko](#)

Picture 2.7 Northsider Coffee Rate in Tokopedia

By observing both of the competitors, the writer decided to issued ideas to make new breakthroughs that had not previously been done by most of the local coffee shops, especially in the Tangerang area. The idea is to issue some merchandise such

as t-shirt, mask, totebag, and keychain under the Kiss Pride brand to attract more customers.

### C. Sales Goals

The sales goals of Kiss Pride brand are divided into two categories, which are the short-term and long-term goals. The short-term goals of Kiss Pride is to satisfied the customers with a new breakthrough with this coffee and merchandise products. Not only that, it also desireable that there will be more new customers that can later on become a loyal customers, as the company not only sell the coffee but also a trendy mechandise. For the long-term goals of Kiss Pride, the company hope that this brand can be loved by many people so in the future there will be a development in the products offered such as Kiss Pride product volume 2 with new taste of coffee and new designed merchandise. Not only that, the establishment of a special outlet for Kiss Pride is also included in the company long-term goals.

### D. Marketing Strategy

Kiss Pride has its SWOT strategy to help the company identified the strength, the weakness, the opportunity, and the threats

- S (Strengths)
1. The owner has a five years experience in the coffee industry
  2. The mother companies of Kiss Pride brand already has many loyal customers.
  3. New breaktrough of local coffee shop products

W (Weaknesses) As the product is merchandise, the interest of several people at this pandemic situation is low, as those peoples do not go anywhere and only stay at home.

- O (Opportunity)
1. The company is part of a mother company that is well known as a best selling local coffee shop.
  2. High quality products with reasonable price.
  3. The products are trend nowadays and easily to distributed.

- T (Threats)
1. Best-selling Competitors
  2. Coronavirus Pandemic

1. Products

Kiss Pride is a collaboration brand under Kieta Coffee and Sacks Coffee. The products offered by the company is a special coffee beans that never been sold by both of the mother companies before. Not only that, there are also special merchandise under the Kiss Pride brand. Here are the more detail about the products offered:

a. T-Shirt



Picture 2.8 Kiss Pride T-shirt

Price : Rp. 120.000

b. Masks



Picture 2.9 Kiss Pride Mask

Price : Rp. 30.000

c. Totebag



Picture 2.10 Kiss Pride Totebag

Price : Rp. 100.000

d. Key Chain



Picture 2.11 Kiss Pride Keychain

Price : Rp. 25.000

e. Roasted Coffee Bean





## Picture 2.12 Kiss Pride Roasted Coffee Bean

Price : Rp. 120.000

### 2. Distribution

All of the Kiss Pride products will be sold by online purchase. The products can be purchased using several marketplace owned by the Kieta Coffee and Sacks Coffee including Instagram, Tokopedia, Shopee, and Bukalapak. As the products are limited, the company applying the system of first pay first get. So, the customers has to ensure that after they submit the format order or add the products to their shopping cart, they have to right away done the payment process, so they will not miss the products. After the payment process is done, the company will data the customers and then ship the products to the customers using delivery company services.

### 3. Promotion

There will be two strategy used by the company to promote the products. First one is push strategy, the company will use social media platform such as instagram to promote and introduce the products to the customers. The advertising services from Instagram, Tokopedia, and Shopee will used. Then, for the pull strategy, there will be some discount and promo in the certain occasion provided by Kiss Pride to its customers. The discount and promo are such as the customers can get discount card to buy Kieta or Sacks Coffee products by purchase the Kiss Pride products and also such a harbolanas sale in several marketplace.

### 4. Pricing

The penetration pricing strategy will used by Kiss Pride to all the products. The company will offer a high-quality of products with a very reasonable price. The reason is to reach more customers. The product price are started from Rp. 25.000 to Rp. 350.000 for a bundle package of all Kiss Pride products.