

CHAPTER II

MARKETING PLAN

A. Market Size

As the company is included as a start-up business, it is important for Delhi Bowl to understand and estimate its market size. By having an understanding regarding the market size, the company can easily create the marketing strategy and achieve high amount of profit. According to Brex (2020), market size is including as a critical factor for a start-up business. This is because the size of the market will determine whether the business venture is feasible or not. It can also help the company to set the right marketing strategy to get a profitable business.

Rice is the staple food of Indonesian people, even there is a saying which says that "if you don't eat rice, it means you haven't eaten". According to Vanya Karunia Mulia Putri (2021) from Kompas, based on research conducted by Licorice: Southeast Asian Market Insights, 88.4 percent of respondents (Indonesian people) prefer rice to other foods. Meanwhile, only 6.8 percent of respondents like noodles and 4.8 percent of other respondents like bread. By this reason, the company choose to produce and offer rice based products to the customers. White rice is the type of rice most consumed by people in Indonesia. In one day, a person can consume white rice three times, this is due to the following factors due to habit, and also because of addiction.

Still according to Vanya, as reported from Harvard Health Publication site, the glycemic index shows how quickly the carbohydrate content in white rice can be converted into sugar by the human body. The existence of a glycemic index will make Indonesian people continue to be addicted to eating rice. Because of the high carbohydrate content in white rice, this type of food is not good for the human body if consumed continuously. Therefore, Delhi Bowl provides rice products using a better type of rice than white rice, namely Biryani.

In determining the target market, Delhi Bowl narrows the target by dividing it into four different types of market segmentation, which are geographic, demographic, psychographic, and behavioral segmentation. All data were obtained from the results of a market survey distributed by the writer to 100 Indonesian people who live around the Jakarta and Tangerang areas.

1. Geographic Segmentation

From the market survey result, the primary target customers of Delhi Bowl will be vary from Tangerang district, South Tangerang, and Jakarta areas. As the company is located in the Tangerang area, the company will focus more on marketing products around the Tangerang district and South Tangerang. However, the company will also accept orders from customers based in Jakarta.

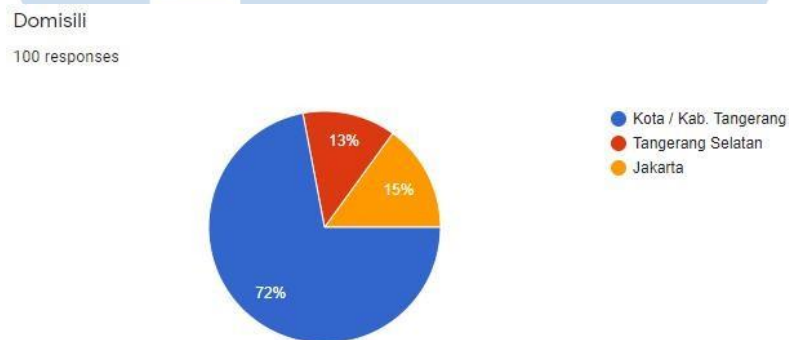


Figure 2.1 Domicile Percentage

2. Demographic Segmentation

As the result of market survey, Delhi Bowl's potential customers vary from all genders, both female and male customers. However, it can be seen that female buyers will dominate sales. From the market survey results, the proportion of female buyers reached 68 percent and male buyers only 32 percent.

Jenis Kelamin
100 responses

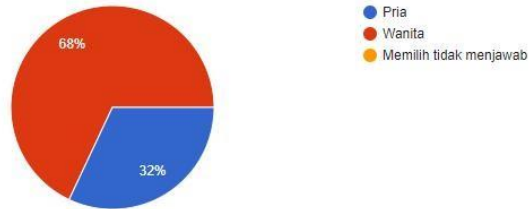


Figure 2.2 Gender Percentage

Regarding the age of the customers, Delhi Bowl will focus on marketing its products to customers aged around 15 to 25 years, which are teenagers and young adults consisting of students and employees. The customer's financial status will vary from medium to high. As seen as the survey result, most of the potential customers mostly spend around Rp1,000,000 to Rp5,000,000 in a month.

Usia
100 responses

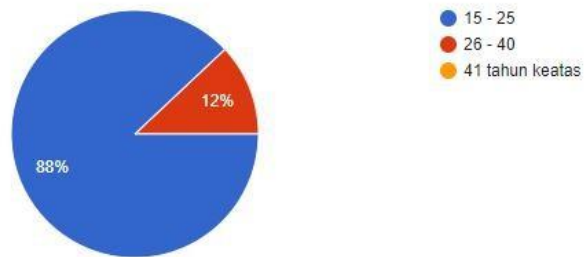


Figure 2.3 Age Range Percentage

Pekerjaan
100 responses

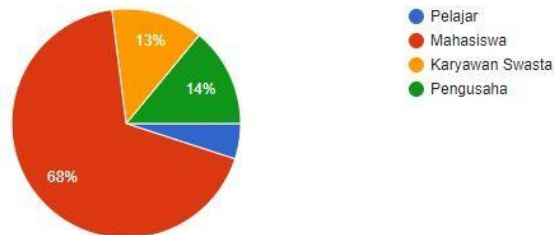


Figure 2.4 Occupancy Percentage

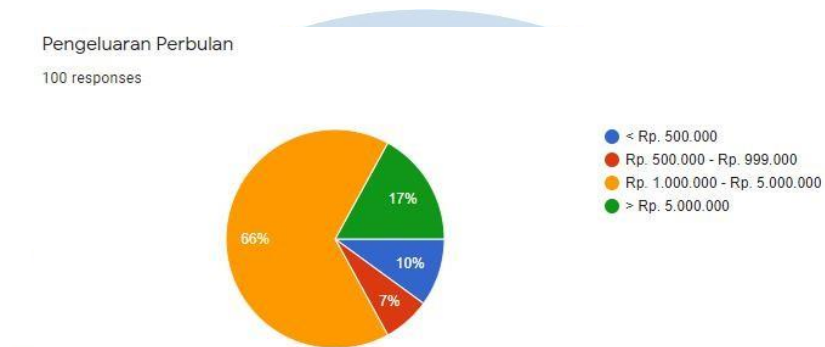


Figure 2.5 Spending Power Percentage

3. Psychographic Segmentation

Based on the market survey conducted by writer, around 92 percent of the 100 potential customers have heard about the Biryani rice cuisine which made using basmati type of rice. However, most of them never try it before.

Apakah anda pernah mendengar dan mengkonsumsi Nasi Briyani?
100 responses



Figure 2.6 Product Knowledge Percentage

Most of the prospective Delhi Bowl buyers have an understanding of the importance of choosing more healthy food options for their bodies. The customer interested to purchase the products as they know about the fact that basmati rice is more healthy and has more benefits to human body rather than white rice. Based on the survey results, it can be said that customers are interested in changing the type of rice in their diet from white rice to basmati rice, especially after they know the benefits that basmati rice provides for their bodies.

Apakah anda tertarik untuk mencoba Nasi Briyani sebagai pengganti nasi biasa?

100 responses

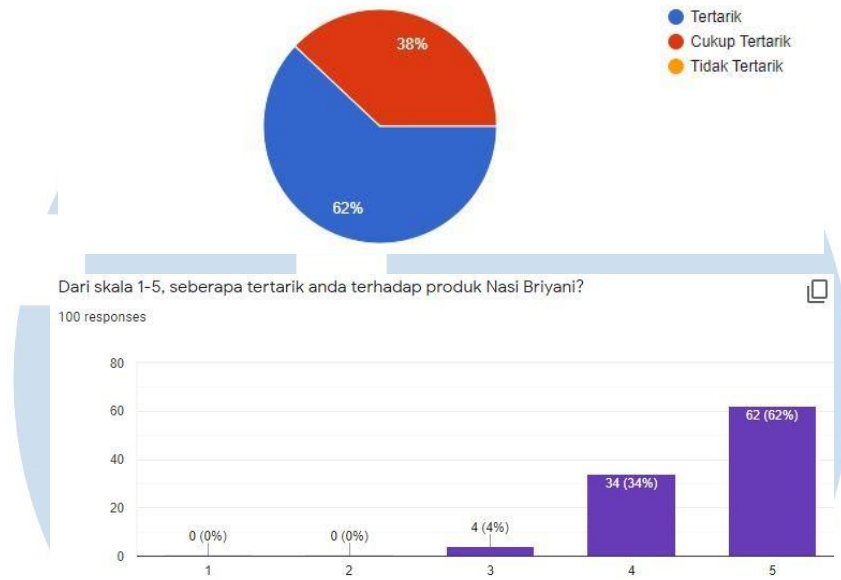


Figure 2.7 Basmati Rice Level of Interest

In the market survey, Delhi Bowl offers three options of Indonesian chicken dishes to accompany the biryani rice, which are ayam bakar, ayam woku, and ayam goreng kremes. Based on the result, around 69 percent out of the 100 are very interested in biryani rice with ayam bakar dish. Then, around 64 percent out of the 100 are very interested in biryani rice with ayam woku dish. For the third dish, around 66 percent out of 100 are very interested to try the biryani rice with ayam goreng kremes.

Seberapa tertarik untuk membeli produk "Rice Bowl" Nasi Briyani dengan Ayam Bakar sebagai lauk pendamping?

100 responses

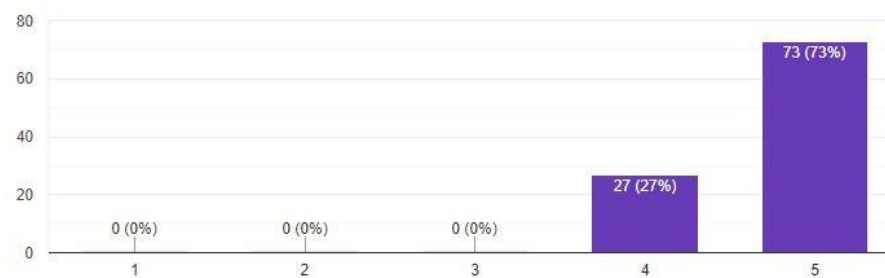


Figure 2.8 Biryani with Ayam Bakar Level of Interest

Seberapa tertarik untuk membeli produk "Rice Bowl" Nasi Briyani dengan Ayam Woku sebagai lauk pendamping?

100 responses

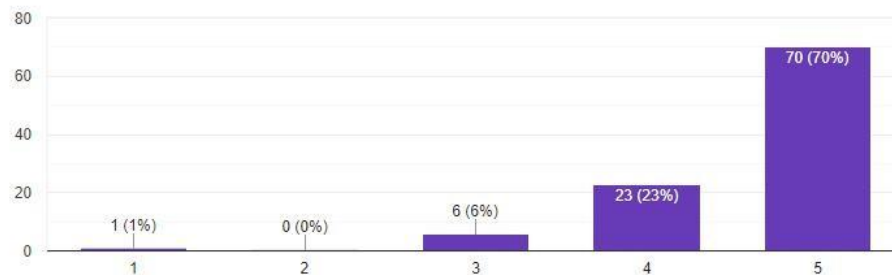


Figure 2.9 Biryani with Ayam Woku Level of Interest

Seberapa tertarik untuk membeli produk "Rice Bowl" Nasi Briyani dengan Ayam Goreng Serundeng sebagai lauk pendamping?

100 responses

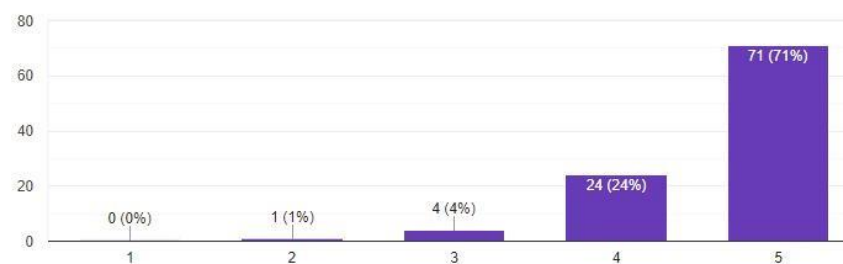


Figure 2.10 Biryani Rice with Ayam Goreng Kremes Level of Interest

4. Behavioral Segmentation

Since the potential customers of Delhi Bowl are Indonesians, they like to include rice in their diet. Because of this, the company strongly believes that it will be easy enough to make a sale. About the purchasing behaviors, most potential customers of Delhi Bowl tend to make online purchases.

Seberapa sering anda membeli produk makanan secara online?

100 responses

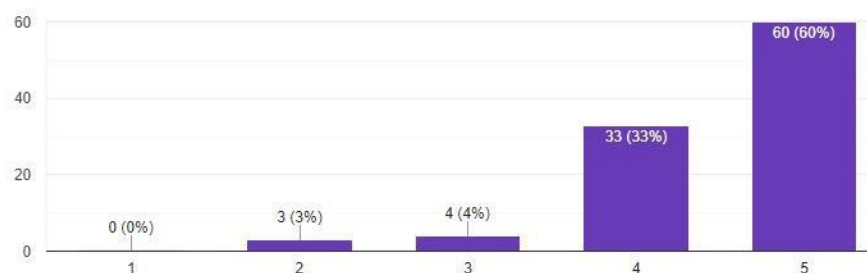


Figure 2.11 Online Purchase Percentage

According to the market survey around XX percent are use Instagram as their main social media where they can socialize and follow the trend. Therefore, the company will use Instagram as the marketing platform.

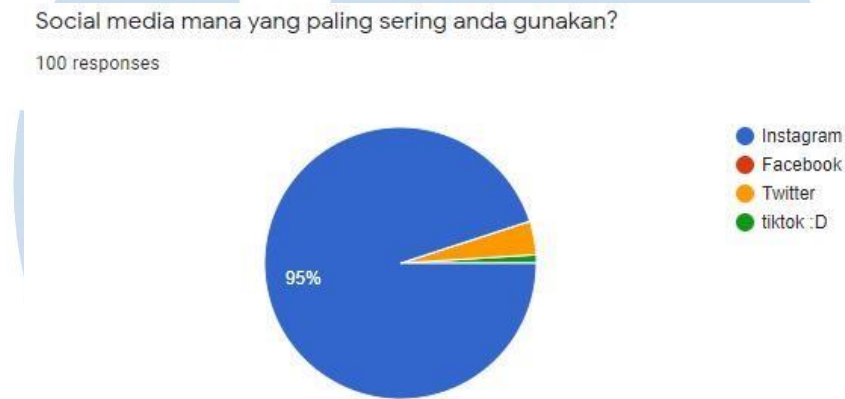


Figure 2.12 Most Used Social Media

For the marketplace, around XX percent of the audience are uses third-party applications such as Go Food, Grab Food, Traveloka Eats, and Shopee Food to purchase their food products. Therefore, besides selling the products through Instagram, the company will also use these applications.

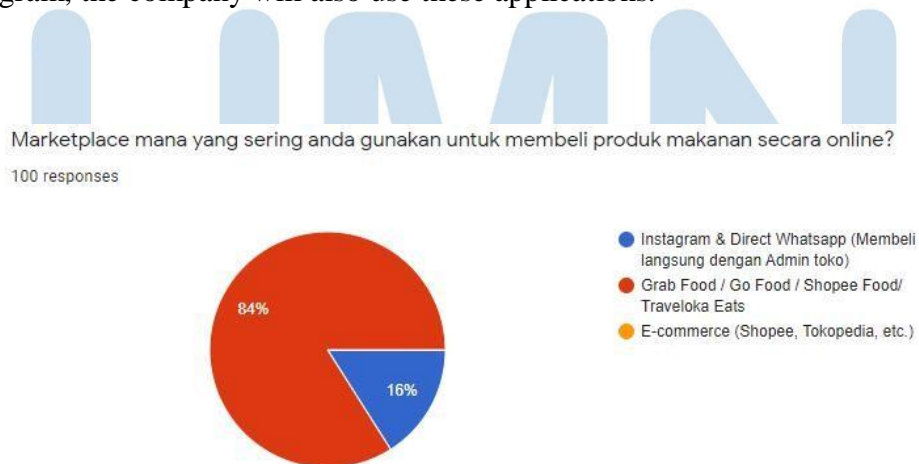


Figure 2.13 Most Used Marketplace for Food Purchase

M U L T I M E D I A
N U S A N T A R A

B. Competitor Analysis

According to Ravi Mahfunda (2019), competitor analysis is a way to collect, identify and compare what our competitors are doing, which helps assist the company to find out the SWOT (Strength, Weakness, Opportunities, and Threat) of the competitors.

1. Competitor

As a start-up business in the food sector, there are several other direct and indirect businesses that included as the competitors of Delhi Bowl, especially in Tangerang and Jakarta area.

a. Direct Competitors

What is meant by direct competitors are other businesses that offer the same type of product as the company. Also those who have the same target market as the company (Mahfunda, 2019). For the Delhi Bowl, the direct competitors are companies that provide biryani dish as their main product. Here are several businesses that considered as the direct competitors of Delhi Bowl.

1) Kebuli Jordan

Table 2.1 Kebuli Jordan


Direct Competitor	Kebuli Jordan
	

Figure 2.14 Kebuli Jordan

Establishment	2018
Location	<ol style="list-style-type: none"> 1. Jalan Kavling Perkebunan Raya No. 1w, Palem Semi, Karawaci, Tangerang 2. Jalan Condet Raya No. 22 - 25, Cililitan, Kramat Jati, East Jakarta 3. Jalan Bintara, West Bekasi, Bekasi city, West Java
Outlet	Kebuli Jordan (KJ) Karawaci & Kebuli Jordan (KJ) Jakarta
Product	Biryani rice with kebuli side dishes (Chicken & Lamb)
Segmentation	Middle Class

The first direct competitor of Delhi Bowl is a business called Kebuli Jordan. This business has a total three store in Java, which located at Tangerang, Jakarta, and Bekasi. In Tangerang area, the store was located at Karawaci area. Kebuli Jordan offers the nasi kebuli products started from Rp. 35.000 per portion. The company sells its products through direct purchase in store, Instagram, and Whatsapp. Here are the SWOT analysis of Kebuli Jordan.


Table 2.2 SWOT Analysis of Kebuli Jordan

Strength	Weakness
High recognition, as the company already has around 40.700 followers on their Instagram account	Only offers a side dish in the form of kebuli chicken only.
Opportunities	Threats
High in sales, because the company has high marketing budgets to hire influencers to promote products.	Not suitable to all Indonesian people as it has the original taste of kebuli which is not adapted to the tongue of Indonesian people.

N U S A N T A R A

2) Sultan Masakan Timur Tengah

Table 2.3 Sultan Masakan Timur Tengah

Direct Competitor	<p>Sultan Masakan Timur Tengah</p>  <p>Figure 2.15 Sultan Masakan Timur Tengah</p>
Establishment	2014
Location	<p>1. Ruko Versailles Blok FA No. 8, BSD City, South Tangerang, Banten 15310</p> <p>2. Ruko Paramount Centre, Blok B No. 26, Jalan Boulevard Raya, Gading Serpong</p>
Outlet	Sultan Masakan Timur Tengah BSD & Gading Serpong
Product	Middle East Cuisine (Biryani/Mandhi Rice, Shawarma Arabia, Curry dishes, Kebab, Tandoori, Yamani Soup)
Segmentation	Middle up to High Class

The second direct competitor of Delhi Bowl is called Sultan Masakan Timur Tengah. This business was located in Gading Serpong area of Tangerang district. This middle east restaurant offers the customers not only with nasi biryani products, but they also offers another middle east and Indian cuisine. For the biryani products, the price is started from Rp. 72.000 per portion. The company

sells its products through direct purchase in store, Instagram, and Whatsapp. Here is the SWOT analysis of this business.

Table 2.4 SWOT Analysis of Sultan Masakan Timur Tengah

Strength	Weakness
Has several options of menu, not only biryani products, also it has a in-store with middle east concept.	Products are offered at high prices.
Opportunities	Threats
Interesting because it has a restaurant with a middle eastern concept	Will not become a regular place to eat because it's quite expensive

3) Biryani Kebuli Berkah

Table 2.5 Biryani Kebuli Berkah

Direct Competitor	<p>Biryani Kebuli Berkah</p> 
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Figure 2.16 Biryani Kebuli Berkah	
Establishment	2020
Location	1. Jalan H. Mansyur No.7, Gondrong, Cipondoh, Tangerang City 15146 2. Komplek Pondok Bahar A-35, Kel. Pondok Bahar, Kec. Karang Tengah, Tangerang City
Outlet	Biryani Kebuli Berkah Cipondoh & Karang Tengah
Product	Biryani rice with kebuli side dishes (Chicken and Lamb)
Segmentation	Low up to middle class

The third direct competitor of Delhi Bowl is called Biryani Kebuli Berkah. The location of this business is at Cipondoh area of Tangerang city. The company sells its products through direct purchase in store, Instagram, Whatsapp, and several marketplace such as Go Food, Grab Food, and Shopee Food. Here are the SWOT analysis of Biryani Kebuli Berkah.

Table 2.6 SWOT Analysis of Biryani Kebuli Berkah

Strength	Weakness
Provide a low price of biryani rice products and easy to reach as it can be ordered through marketplace.	Only provides side dishes in the form of kebuli cooks only.
Opportunities	Threats

High in sales amount, as the products are affordable and easy to be ordered.	Customers get bored quickly, because there are no other menu options other than kebuli.
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b. Indirect Competitors

According to Muhammad Andi Aries (2021), the meaning of indirect competitors are those who have products that are different from the company but can be an alternative as a substitute product. For the indirect competitors, Delhi Bowl choose start-up businesses that offers chicken rice dish as their main product. Here are some of the businesses that are considered indirect competitors to the Delhi Bowl.

1) Nasi Gila Bucin

Table 2.7 Nasi Gila Bucin

Direct Competitor	Nasi Gila Bucin  Figure 2.17 Nasi Gila Bucin
Establishment	2020
Location	<ol style="list-style-type: none"> 1. Sentra Mulia, C22, Jl. H. R. Rasuna Said, Kuningan, Jakarta 2. Jalan Tanjung Duren Raya, No. 69A, South Jakarta 3. Jalan Acordion, Blok L No.6, Kelapa Gading 4. Taman Jajan CBD Bintaro, Jl. Boulevard

	Bintaro Jaya, Pondok Aren, Tangerang 5. The Fave Food Kitchen, Ruko Diamond 3 No. 51, Gading Serpong, Tangerang
Outlet	Nasi Gila Bucin Gading Serpong
Product	Nasi Gila with Ayam Kriuk
Segmentation	Low up to middle class

The first indirect competitor of Delhi Bowl is called Nasi Gila Bucin. This business was established in 2020 by one of Indonesia famous actress and influencer named Anya Geraldine. The product offered by this company is the nasi gila with ayam kriuk with several sauces such as mentai and sambal as the side dish. For the product price, it is started from Rp. 18.000 up to Rp. 22.000. Customers can order products through marketplaces such as Go Food, Grab Food, Traveloka Eats, and Shopee Food. Here are the SWOT analysis of Nasi Gila Bucin.

Table 2.8 SWOT Analysis of Nasi Gila Bucin

Strength	Weakness
Offers a type of menu that is comfortable for Indonesian tastes and with affordable prices.	The real product is not as expected like the menu seen on the promotional content.
Opportunities	Threats
High in sales amount and recognition, as the owner is famous in Indonesia.	Buyers will be easily bored because the products offered are only different in the type of side sauce.

2) Ayam Keprabon Express

Table 2.9 Ayam Keprabon Express

Direct Competitor	Ayam Keprabon Express 
Establishment	2015
Location	1. Ruko Neo Arcade Blok A No. 30, Gading Serpong 2. Jl. Ruko Versailles Sektor 1, 6 Blok FF X10/01, BSD City 3. Jl. Raya Siliwangi No 5 Pamulang, Tangerang City
Outlet	Ayam Keprabon Express Gading Serpong, BSD, and Pamulang
Product	Rice bowl with Ayam Geprek, Meatball Geprek, Sushi Geprek
Segmentation	Middle up to High class

Figure 2.18 Ayam Keprabon Express

The second indirect competitor is called Ayam Keprabon Express. This business is originally from Keprabon area of Solo City in Central Java. The main product offered by this company is a rice bowl product with Ayam “Geprek Blenger”. This business sell its product by direct purchase in-store and online purchase by using marketplaces such as Grab Food, Go Food, Shopee Food, and Traveloka Eats. Here are the SWOT analysis of Ayam Keprabon Express.

Table 2.10 SWOT Analysis of Ayam Keprabon Express

Strength	Weakness
Provide a comfortable menu types that suitable with Indonesian taste.	The product is quite expensive for the small portion given.
Opportunities	Threats
High in sales and recognition, as it is already has around 148.000 followers in the company Instagram account.	Many other food choices at lower prices which are quite similar to the products offered by this company.

2. SWOT of Delhi Bowl

After analyzing competitor's business, it helps to understand the company's strengths, weaknesses, opportunities, and weaknesses by comparing several aspects between the company and the competitor's business. Here are the more easy explanation regarding the SWOT analysis of Delhi Bowl which is compared to the company's direct and indirect competitors.

Table 2.11 SWOT Analysis of Delhi Bowl

Factors	Kebuli Jordan	Nasi Gila Bucin	Delhi Bowl
Location	Jalan Kavling Perkebunan Raya No. 1w, Palembang, Karawaci, Tangerang	The Fave Food Kitchen, Ruko Diamond 3 No. 51, Gading Serpong, Tangerang	Jalan Bakti Jaya Luk Blo F3, Kel. Bakti Jaya, South Tangerang
Core Product	Nasi Biryani with Kebuli Side Dish (Chicken or Lamb)	Nasi Gila with Ayam Kriuk	Nasi Biryani with Indonesian Chicken Dishes

Customer	General (Middle Class)	General (Low to Middle)	General (Low to Middle)
Service	Direct Purchase and Marketplace Online order	Direct Purchase and Marketplace Online order	Direct purchase and Online order through social media (Instagram & Whatsapp)
Distribution	Take away in-store and Delivery	Take away in-store and Delivery	Take away in-store and Delivery
Marketing	Instagram and Marketplaces	Instagram, Website, and Marketplaces	Instagram and Marketplaces

C. Sales Goals

The company expects to get sales from 30 customers in a day. Each customer is expected to order at least one product from the three products offered by the company. The Delhi Bowl is also expected to grow between 5 to 15 percent from the first to fourth month of the business so that the company can achieve average revenue.

Table 2.12 Sales Goals of Delhi Bowl

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	900	945	1039	1194
Customer Base	-	400	450	500
Growth	0	5%	10%	15%
Average Revenue	Rp54,000,000	Rp56,700,000	Rp62,370,000	Rp71,725,500

Marketing Expenses	Rp.1,041,666	Rp.1,041,666	Rp.1,041,666	Rp.1,041,666
Customer Acquisition Cost	Rp14,076,567	Rp14,076,567	Rp14,076,567	Rp14,076,567

Assumptions:

- As the assumptions that there will be 30 customers in a day, so the nominal of customers on the first month of the business is 900 customers and it will be increased by 5% on the second month, 10% on the third month, and 15% on the fourth month of the business.
- Customer base is refer to repeated or royal customer . The company assumed that there will be at least 44% of repeated customer from the first month on the second month.
- The company assumed that the business will be growth around 5% on the second month, 10% on the third month, and 15% on the fourth month.
- The monthly average revenue of Delhi Bowl will be around Rp54,000,000. This calculation is obtained from the revenue projection of Delhi Bowl, which in a day the company will achieve the revenue around Rp1,800,000.
- In each month, the marketing cost of the company is around Rp1,041,666.
- The customer acquisition cost is obtained by dividing the total of four month marketing cost with the total of new customer from the second, third, and fourth month.
- a. Marketing Cost
 - = (Month 1+Month 2+ Month 3+ Month 4)
 - = Rp1,041,666 +Rp1,041,666+Rp1,041,666+Rp1,041,666
 - = Rp4,166,664.
- b. New Customers (Month 2+Month 3+ Month 4)
 - = (45+ 139+ 155) = 294
- Customer Aquisition Cost (4 month period)
 - $$\frac{\text{Total Marketing Cost}}{\text{New Customer}} = \frac{\text{Rp4,166,664}}{294} = \text{RpRp14,076,567}$$



D. Marketing Strategy


1. Product Characteristic

The main product offered by Delhi Bowl is a biryani rice bowl with several types of Indonesian Chicken dishes, including Ayam Bakar, Ayam Woku, and Ayam Goreng Kremes. In Indonesia, rice bowl products are sold everywhere, but most of them use white rice as their main carbohydrate. As according to Alma Erin Mentari (2021) from Kompas, White rice has a high carbohydrate and sugar content, which is not good for human body if it was consumed in excess. Therefore, Delhi Bowl offers a rice bowl product which uses basmati rice which is cooked into a biryani rice dish to the customers. Still according to Alma Erin Mentari from Kompas, Basmati rice contains more protein and also it has lower carbohydrates compared to regular white rice. Not only that, basmati rice is considered suitable as a food to lose weight or suppress an increase in blood sugar levels.

According to Endro Priherdityo from CNN Indonesia, Indonesian people are starting to care more about the food they consume. He said that according to the statement from the Executive Director of Nielsen named Yudi Suryanata, consumers are now more aware of healthy eating patterns, therefore they want to adopt a diet that can overcome various health problems. This statement was based on the Nielsen's New Global Health and Ingredient-Sentiment Survey (2016). Especially after the coronavirus pandemic, people more aware about every food they consume and its benefits to their bodies. According to Christopher Aldo, the Owner and Founder of Yellowfit Kitchen, he said that this day healthier choice food are more attractive to customers. Therefore, Delhi Bowl is sure about product sales where the products offered are certainly a better choice than other chicken rice businesses.

Table 2.13 Delhi Bowl Products

Product	Description
<p>1. Biryani Rice with Ayam Bakar</p>  <p>Figure 2.19 Biryani Rice with Ayam Bakar</p>	<p>The first product is the biryani rice with Ayam Bakar and sliced cucumber as the side dishes. Biryani is cooked with basmati rice and as a side dish, the chicken will be seasoned and cooked using “Ungkep” method, then it will be grilled with Indonesian sweet soy sauce. The price for a portion of this dish is Rp. 30,000.</p>
<p>2. Biryani Rice with Ayam Woku</p>  <p>Figure 2.20 Biryani Rice with Ayam Woku</p>	<p>The second product is biryani rice with ayam woku and sliced cucumber as the side dish. Biryani was specially made using high quality spices and the chicken was cooked with woku style from Manado. The price for a portion of this dish is Rp. 32,000.</p>
<p>3. Biryani Rice with Ayam Goreng Kremes</p>	<p>The third one is biryani with kremes fried chicken. The biryani was spiced and cooked perfectly, accompanied by savory Indonesian</p>

 <p data-bbox="389 595 775 680">Figure 2.21 Biryani Rice with Ayam Goreng Kremes</p>	<p data-bbox="836 304 1313 450">kremes fried chicken and sliced cucumber. The price for a portion of this dish is Rp. 30,000.</p>
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2. Distribution

The entire products from Delhi Bowl can be ordered by the customers by using direct purchase to Delhi Bowl production house and by online orders through social media account including Instagram and Whatsapp. Later on, the products can also be ordered from several marketplaces, including Grab Food, Go Food, Traveloka Eats, and Shopee Food. The product will be prepared by the company after the customer places an order, then the product will be packaged and delivered or sent directly to the customer.

For product distribution, if the customer chooses to buy the product directly at the company's production house, the customer can pick up the product immediately after paying for the order. In addition, for the online orders, the company will use delivery service application including Grab Send, Gosend, Paxel, and Lalamove. Customers will be charged an additional fee for the delivery service. The delivery price depends on the distance from the Delhi Bowl production house to the customer's address.

3. Promotion

Delhi Bowl use push marketing strategy to promote the products. Push marketing strategy is also known as the push promotional strategy. According to Rose Wheeler (2020) from The Blueprint, by using the push marketing strategy means that the company will be directly communicate and promote the products to the customer. More precisely using social media as the main marketing

platform. By using the push strategy for product marketing, Delhi Bowl going to use Instagram as the main marketing platform. The company will share the marketing contents of Delhi Bowl in several Instagram tools, including feeds for photo content, story for short videos, and also reels for videos. Besides using the push marketing strategy, the company also use the pull marketing strategy by using advertising service on social media to spread the product to a wide audience. Still according to Rose, the pull marketing strategy is also known as inbound marketing, where the business actively “pulling” and drawing the customers to the products offered. A thank you card will be included with the product when it is sent to the buyer's address, the main reason is to give them the best services and ensure the customers satisfaction with Delhi Bowl. In addition, this thank you card can also be listed as a print ad because it contains company contacts.

Table 2.14 Advertising Tools

Promotional Tools	Budget over 1 year
Print Advertising	Rp. 1.500.000
Social Media Advertising	Rp. 10.000.000
Editing Platform	Rp. 1.000.000
Total	Rp. 12.500.000

4. Pricing

According to Gie (2020) from her writing with the title “Strategi Penerapan Harga: Cara, Metode, dan Fungsinya” from Accurate website, pricing strategy is very important for a business, pricing strategies are very important for a business, by choosing the right product price it makes the company more easy to compete with competitors. Delhi Bowl is using competitive pricing strategy for its products. Delhi Bowl product prices are determined and set equal to the lowest prices owned by competitors. For the first week after the business is launched, the

company will provide the product at a lower price, the main reasons are to attract more customers and increase sales of the products. Delhi Bowl will provide the products started from Rp. 30.000 up to Rp. 32.000 for a portion of the rice bowl. This nominal also. In which, the product will be cut by 25 percent for the first week of launch. This price is also determined based on the results of a survey conducted by the writer to 100 audiences, which asks whether the price range between Rp. 30.000 up to Rp. 35.000 are the suitable price for one serving of rice bowl, the answers from the survey shows that around 99 percent of respondents agree about it.

Menurut anda, apakah Rp. 30.000 - Rp. 35.000 merupakan perkiraan harga yang pas dan cocok untuk satu porsi (kurang lebih 500 gr) Nasi Briyani dengan lauk Ayam (satu potong)?

100 responses



Figure 2.22 Product Pricing

