

CHAPTER II

MARKETING PLAN

2.1 Market Size

The target market includes segmenting a market and then focusing marketing efforts on one or a few segments made up of consumers whose wants and interests are the most closely identified with the owner's product or service offerings. To understand the business's market segment, the owner spread the survey to random people on social media. The survey reaches 113 respondents. This survey is to fulfill the demographic and psychographic information of the customer.

Umur

113 jawaban

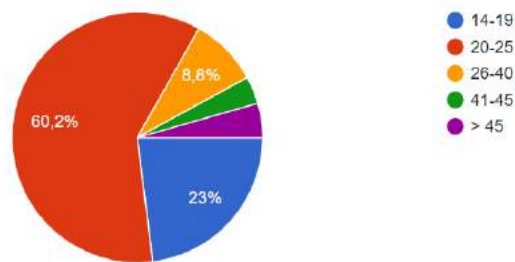


Figure 2.1 Respondent Age

Based on the survey, the age around 14-19 has 26 responses with 23%, the age around 20-25 has 68 responses with 60.2%, the age around 26-40 has 10 responses with 8.8%, the age around 41-45 has 4 responses with 3.5%, and age over 45 has 5 responses with 4.4%.

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

Jenis Kelamin

113 jawaban

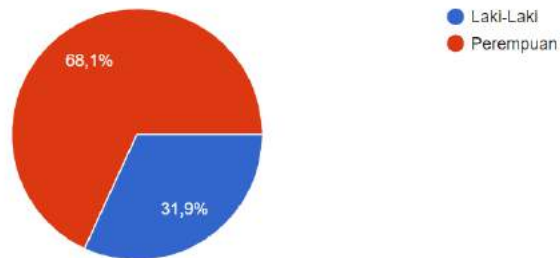


Figure 2.2 Respondent Gender

Based on the survey, the amount of women is more than the number of men, the woman has 77 responses with 68,1% and men have 36 responses with 31,9%. This can be proven that the owner's target market is mostly women.

Domisili

113 jawaban



Figure 2.3 Respondent Domicile

Based on the survey for domicile, mostly the customers are live Tangerang. This can prove that the owner's target market is Tangerang. For the city outside Tangerang like Jabodetabek, the owner also provides the delivery according to the customer's needs.

Pekerjaan

113 jawaban

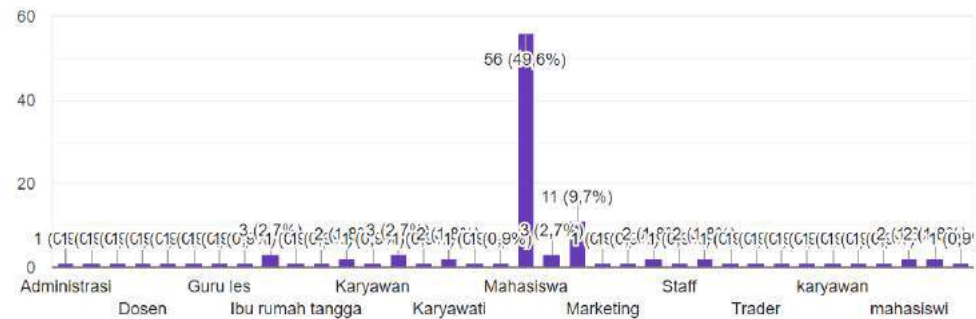


Figure 2.4 Respondent Profession

Based on the survey, there is mostly university student with 49,6% and profession which is employees, housewives, and Trader.

Berapa kira-kira pendapatan Anda per bulan nya?

113 jawaban

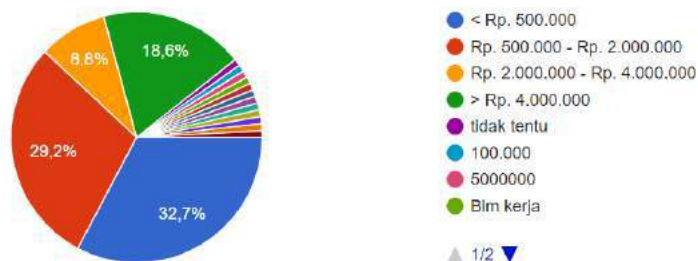


Figure 2.5 Respondent Monthly Expenses

Based on the survey, that most university student has monthly expenses of less than five hundred thousand rupiahs with 37 responses with 32,7%.

UNIVERSITAS
MULTIMEDIA
NUSANTARA

Apakah Anda mengetahui Hampers?

113 jawaban



Figure 2.6 Respondent Knowing Hampers

The people mostly know Hampers through survey, 111 responses with 98,2% know Hampers in general and 2 responses with 1,8% do not know Hampers.

Apakah Anda Tertarik membeli Hampers?

113 jawaban

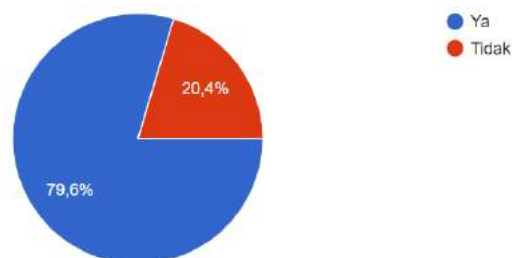


Figure 2.7 Customer Interest of Hampers

Based on the survey, there are 65 responses with 79,6% interested buy Hampers and 48 responses with 20,4%, not interested buy Hampers.

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

Saat Acara Apa Anda membeli Hampers?

113 jawaban

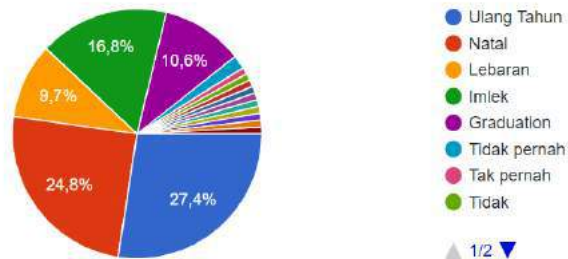


Figure 2.8 Purchasing Hampers

Based on the survey, people are mostly buying Hampers for birthday events. In birthday event has 31 responses with 27,4%, the Christmas event has 28 responses with 24,8%, Eid has 11 responses with 9,7%, Chinese New Year has 19 responses with 16,8%, Graduation has 12 responses with 10,6% and the rest never buy Hampers.

Barang Apa Saja yang membuat Anda tertarik saat membeli Hampers? bisa pilih lebih dari 1

113 jawaban

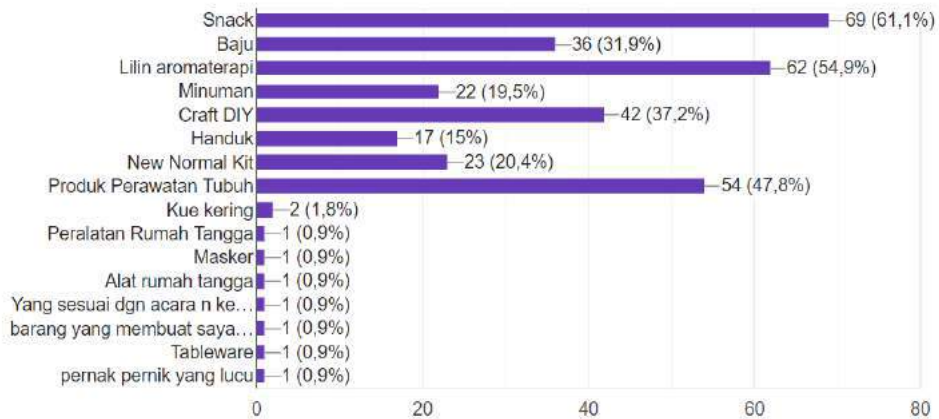


Figure 2.9 Hampers' Type

The owner choose to sell snacks, scented candles, and body & hair care products for the Hampers' type. Because according to the survey, there are 61,1% of snacks, 54,9% of scented candles, and 47,8% of body & hair care products.

Menurut Anda, dari beberapa barang yang Anda pilih di atas. Berapa harga yang cocok untuk Penjualan Hampers?

113 jawaban

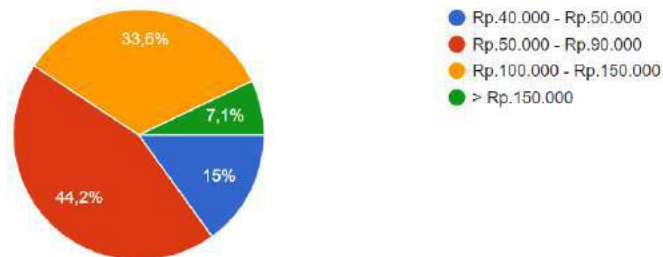


Figure 2.10 Hampers' Pricing

Lastly, based on the survey, people choose range Rp. 50.000 – Rp. 90.000 for Hampers price that has 50 responses with 44,5%.

2.2 Competitor Analysis

2.2.1 Competitor

In competitor analysis, the writer has found a similar competitor that also sells Hampers around Tangerang and Jakarta. Because the writer's sell Hamper, the target market also can be outside Tangerang which is in Jabodetabek so the writer found 5 competitors that have to sell Hampers through online shops.

Whereas the Hanapier Box can offer an affordable price for the customer and also can provide better quality goods per package. Hanapier Box can develop attractive products and packaging for the customer, also promote through social media, and give shopping cards

For a loyal customer. Besides that, Hanapier Box sells the product around IDR 40.000 – 112.000, so this price is affordable for all people like a student, college students, housewives, and employees. All of these aspects may be significant in the Hampers business's ability to compete on pricing, product, and material quality since material quality is also an important factor to consider for the buyer's safety.

Table 2.1 Competitor Analysis

No	Brand Name	Product	Price	Area
1	Skuynanem.id	- Planter Kit Kaktus Hampers - Custom Photo Hampers - Wedding Kado Pernikahan Hampers - Birthday Graduation Kaktus Hampers	IDR 32.700 - 36.600	Kota Tangerang Selatan
2	Ashr Store	- Snack Hampers - Bayi Hampers	IDR 34.900 – 59.415	Kota Jakarta Timur
3	Sweetgifty	- BT21 Hampers - Beauty Hampers - Snack Hampers - Birthday Hampers	IDR 50.000 – 235.000	Tangerang District
4	Holiboxindonesia	- Snack Hampers - Gift Box Hampers - Anniversary Hampers	IDR 35.999 – 110.000	Kota Jakarta Timur
5	Handpers	- Paket Lengkap Hampers - Paket D/E/F Hampers	IDR 41.085 – 69.300	Tangerang District

The first competitor is Skuynanem. id in South Tangerang City, which sells Hampers with 4 types of the package (Planter Kit Kaktus Hampers, Custom Photo Hampers, Wedding Kado Pernikahan Hampers, and Birthday Graduation Kaktus Hampers) that consists of Kaktus, Tumblr, Glass & Spoon, and Custom Photo. The price is around IDR 32.700 - 36.600.

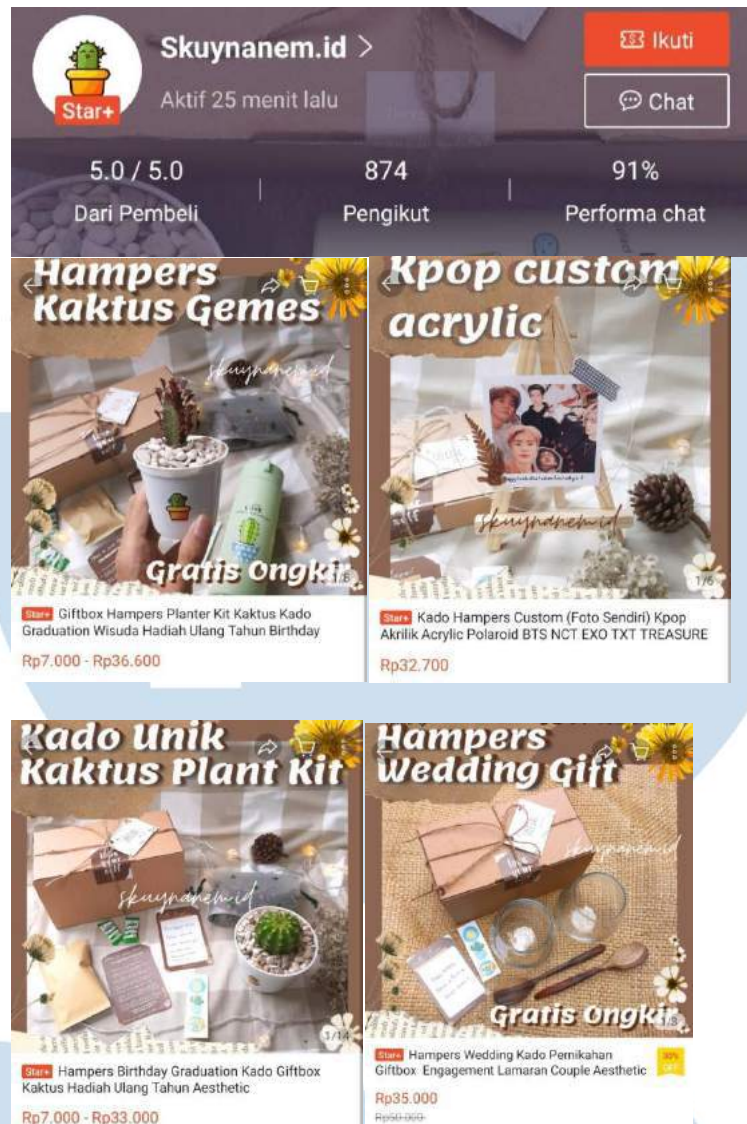


Figure 2.11 First Competitor

The second competitor is Ashr Store in East Jakarta City, which sells 2 types of packages (Snack Hampers and Bayi Hampers) that consist of many variants of snacks from different colors and cloth, glasses, socks for babies. The price is around IDR 34.900 – 59.415.

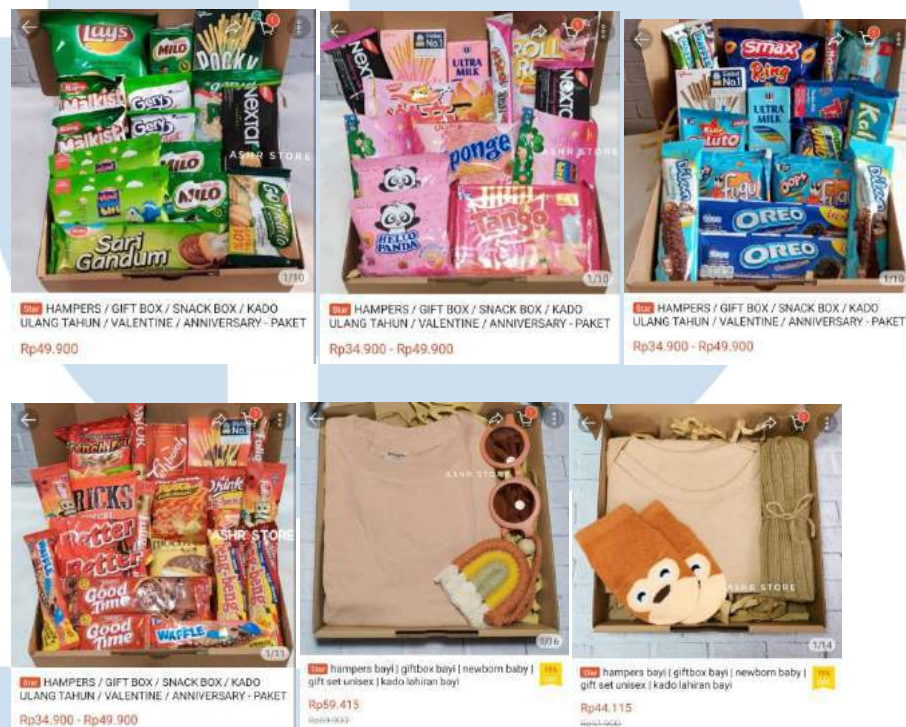


Figure 2.12 Second Competitor

The third competitor is Sweetgifty in Tangerang District, which sells 4 types of packages (BT21 Hampers, Birthday Hampers, Snack Hampers, and Beauty Hampers) that consist of BTS stationery, girls stuff, and many variants of snacks with different colors. The price is around IDR 50.000 – 235.000.

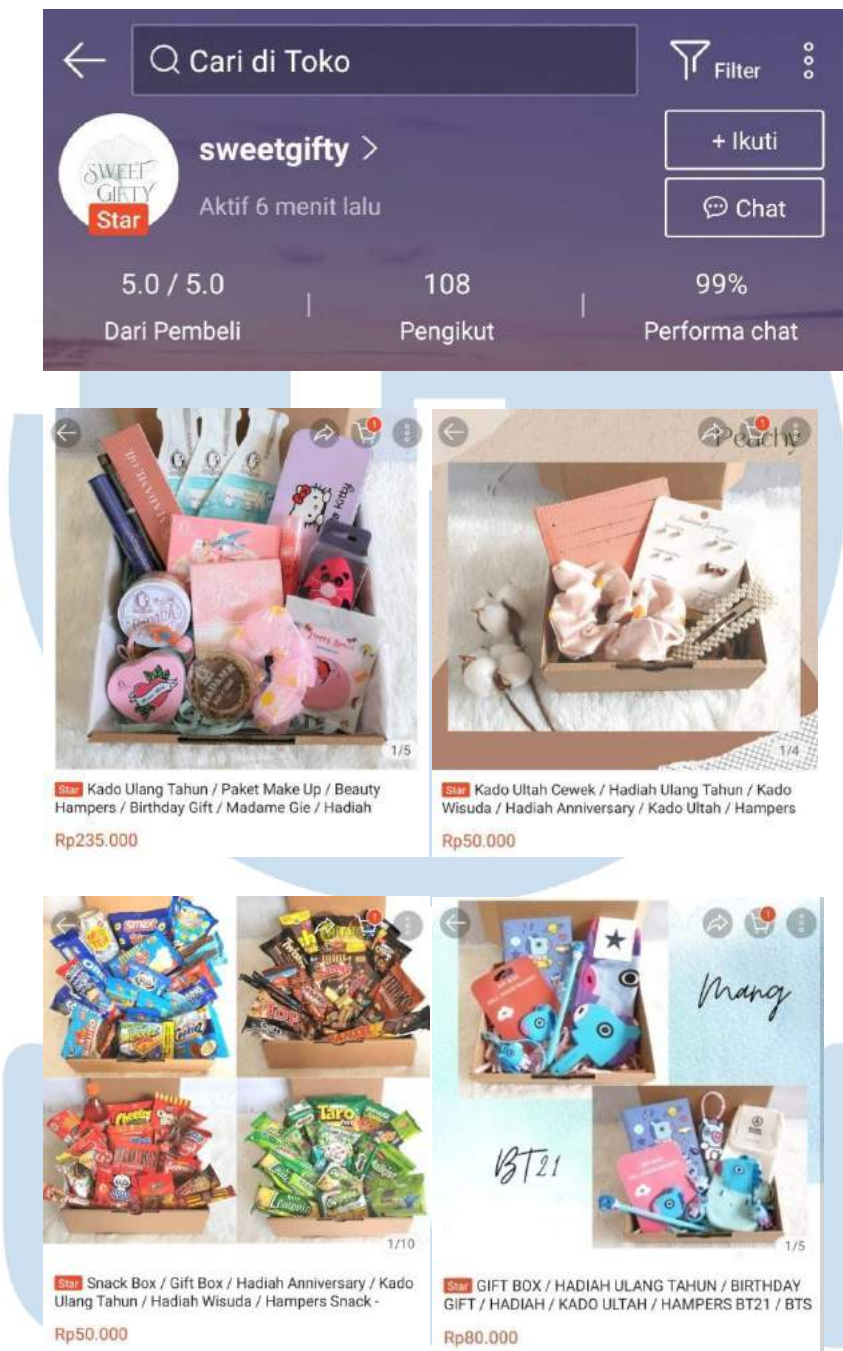


Figure 2.13 Third Competitor

The fourth competitor is Holiboxindonesia in East Jakarta City, which sells 3 types of package (Snack Hampers, Gift Box Hampers, and Anniversary Hampers) that consist of many variants of snacks with

different colors and mini teddy bears. The price is around IDR 35.999 – 110.000.

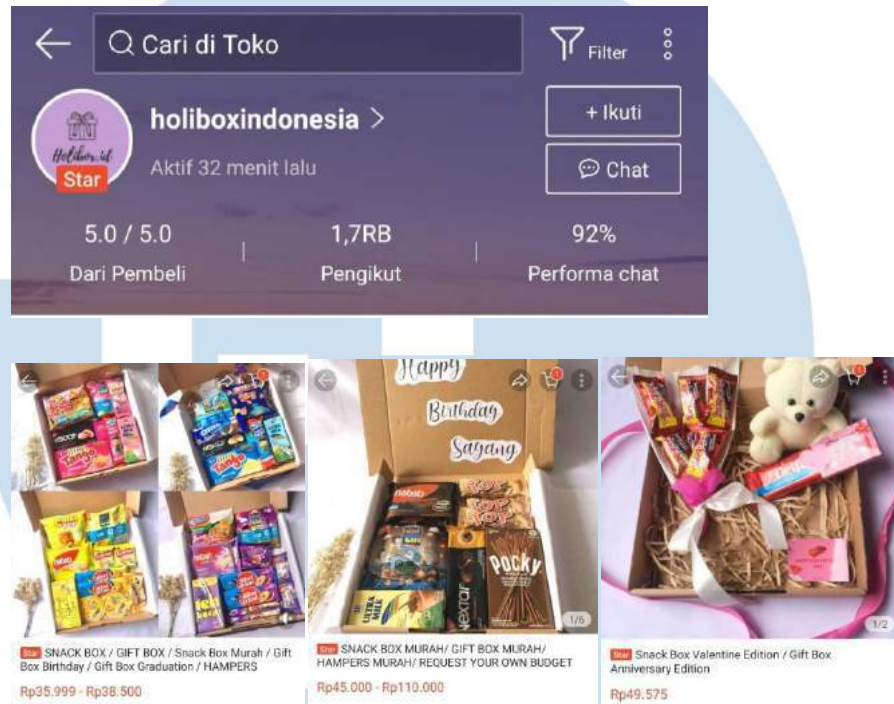


Figure 2.14 Fourth Competitor

The fifth competitor is Handpers in Tangerang District, which sells 2 types of the package (Paket Lengkap Hampers and Paket D/E/F Hampers) that consist of a tumbler, scrunchie, strap mask, mask, cutlery set, and face mask, and premium hood). The price is around IDR 41.085 – 69.300.



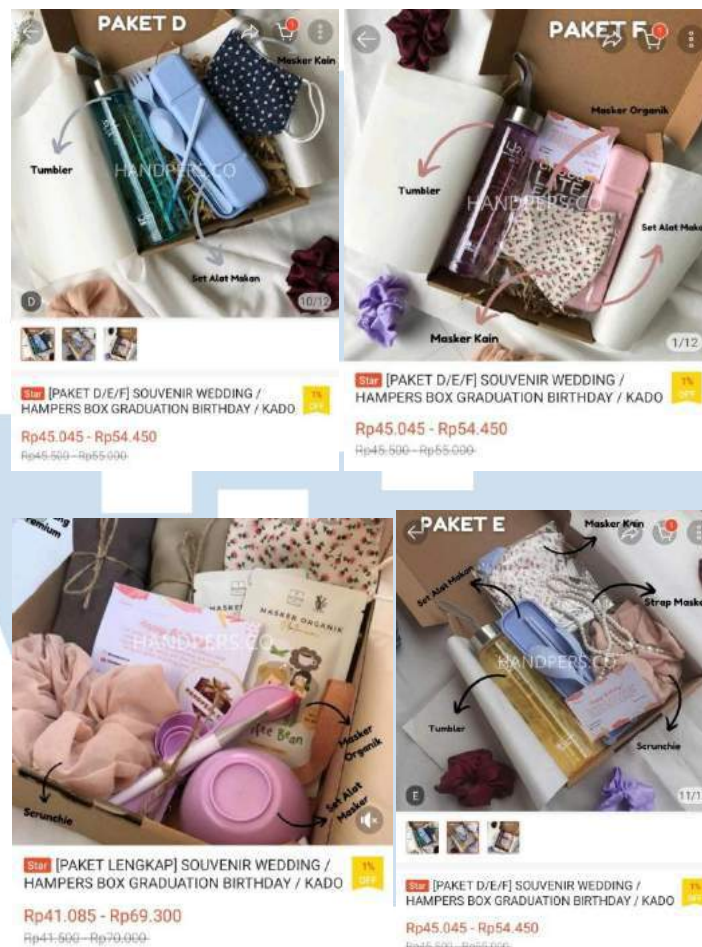


Figure 2.15 Fifth Competitor

2.2.2 SWOT

Strengths <ul style="list-style-type: none">Homemade scented candle in hamper packageRequest thank you cardUnique decoration	Weaknesses <ul style="list-style-type: none">Brand recognitionNew business so people don't trust it completelyPrices are quite competitive with competitors
Opportunities <ul style="list-style-type: none">Not many hampers make handmade candles as a hamper's typeIncreased opportunities to sell during events or feast dayMany people do business buying and selling online	Threats <ul style="list-style-type: none">Prospective buyers are more willing to buy from a well-known hamper businessOther can have same product and typePrices are quite competitive with competitors

Figure 2.16 SWOT Analysis

SWOT analysis is used to determine strategic planning and strategic management in a business or business. In the strengths part, the owner has a homemade scented candle. The candle package has its recipe and

makes from palm wax with unique decorations like request thank you cards, stickers, dried flowers, ribbon, and paper cut Hampers. In the weakness part, the owner does not have brand recognition because this is a new business so people do not trust it completely, and also the price is quite competitive with competitors. In the opportunities part, the owner has a handmade candle and not many competitors make a handmade candle and because nowadays many people do business buying and selling online, the owner provides both online and offline especially the sell will be increased during the events or feast day. In the threats part, prospective buyers are more willing to buy from a well-known hamper business because this is a new business, others can also have the same product and type of hampers cause its easy to remade and the price is quite competitive with a competitor.

Competitor analysis is a method of analyzing a company's market position with its competitors that offer the same product and also to overcome the competitors and gain loyal consumers. Analysis of the popular search for a business in the writer's product or service area, and comparing the services provided by competitors will help a new business to grow and survive. To better understand the writer's competitors, a table of competitor analysis is provided below.

Table 2.2 Competitor Analysis

Factors	Skuyananem.id	Ashr Store	Handpers	Your Product
Location	Jl. Selada 1 No.44, Pd. Cabe Ilir, Kec. Pamulang, Kota Tangerang Selatan, Banten 15418	Jakarta Timur	Kab. Tangerang	Poris Paradise 3 BA 12 NO 28, Cipondoh, Tangerang
Core Product	Kaktus Plant	Snack Hampers	Tumbler and Mask	Homemade Scented Candle
Customer	General	General	General	General
Service	Delivery	Delivery	Delivery	Delivery and In-store
Distribution	Kurir Online	Kurir Online	Kurir Online	Kurir Online
Marketing	Instagram, Shopee	Shopee, Instagram	Shopee, Instagram	Shopee, Instagram

2.3 Sales Goal

Hanapier Box expects that can reach 10 customers per day that the product sells through the online (Shopee, and Instagram) or offline store in Tangerang. Hanapier Box also expects and predicts that the customer growth will increase up to 5% until 10% for four months and will receive the average revenue amount of Rp. 57.120.000 in the four months.

Table 2.3 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	300	350	400	510
Customer Base		650	1050	1560
Growth		5%	5%	10%
Average Revenue	Rp. 33.600.000	Rp. 39.200.000	Rp. 44.800.000	Rp. 57.120.000
Marketing Expenses	Rp.2.000.000	Rp. 2.000.000	Rp.2.000.000	Rp. 1.500.000
Customer Acquisition Cost	Rp. 7.040	Rp. 7.040	Rp. 7.040	Rp. 5.373

2.4 Marketing Strategy

2.4.1 Product Characteristics

Hanapier Box is Hampers that consist of snacks, homemade scented candles, and body & hair care products. Hanapier Box is a product that will be packaged in a box containing many types of variants and wrapped with thick double bubble wrap so that the product is delivered to the consumer safely. In addition to the main product, the Hanapier Box will also contain greeting cards, stickers, dried flowers, ribbons, and paper cut Hampers. For scented candle products, the candles are safe for consumption because made from palm wax and can be stored for a long time. Then, snacks, body products are also safe to use and consume for all types of people.

2.4.2 Distribution

This product will be distributed through online stores such as Shopee and then will be sent directly using package delivery such as JNE, Si Cepat Halu, and J&T Express. The shipping process will also use thick double bubble wrap so that the product will arrive safely in the hands of the customer. By prioritizing product safety, customers will feel comfortable shopping again. Hanapier Box will also use a pre-order system for customers who want special requests and orders in large quantities. For buyers in the Tangerang and Jakarta area will be given free shipping by doing COD and Bank Transfer. If from outside Tangerang and Jakarta, a delivery fee will be charged according to the distance taken.

2.4.3 Promotion

Hanapier Box will be promoted through social media such as Instagram. Hanapier Box will also provide Buy 1 Get 1 product vouchers for the first 10 buyers through their direct Instagram account. Furthermore, for several important events such as Eid al-Fitr, Christmas, and Chinese New Year, free shipping vouchers for the Jabodetabek area will be given. Hanapier Box will also provide loyal customer cards and can be used to top up points so that they can be exchanged for free souvenirs from Hanapier Box.

2.4.4 Pricing

Hanapier Box will set the price starting from IDR 40.000 – 112.000 according to the package type. The price of scented candle Hampers is IDR 67.000 will get rose and lavender fragrance. The price of Body & hair care Hampers is IDR 112.000 will get Hair vitamins, Hair bands, Body Scrub & Body Mist. The price of a 90's snack is IDR 40.000 will get Chuba, Zeky Snack Jadul, Jari-Jari Jagung Bakar, Permen Susu Panda Putih.