

CHAPTER II

MARKETING PLAN

2.1 Market Size

The total number of sales and customers that stakeholders can see directly is referred to as a market size. This method is typically used at the end of each year to determine the company's next market and business projections. (Sun Education Group, 2017) Consumer behavior research is critical for any business to understand their customers' preferences. The information gathered is then used to analyze the customer's behavior or pattern, which assists a company in developing the best marketing strategy. The information gathered could be used by businesses to provide customers with the right product at the right time. Understanding consumer preferences and behavior can help a company's profit significantly. As a result, market research is regarded as one of the most critical planning steps in the development of a business.

There are two variables or research methods to support the search for market size in a business, namely qualitative and quantitative. When compared to qualitative methods, quantitative methods are more widely used. Quantitative methods that emphasize deductive hypotheses have limitations in addressing the problems under consideration. With these constraints, alternative methods for answering questions that quantitative research methods cannot answer are required. The method is qualitative.

Qualitative methods are focused on in-depth observations. As a result, employing qualitative methods in research can lead to a more in-depth examination of a phenomenon. The answer to the realization that all consequences of human actions are affected by internal aspects of the individual is qualitative research that focuses on humanism or the human individual and human behavior. Internal aspects of the individual, such as beliefs, political views, and social background. (Agustini, 2020)

The writer uses both quantitative and qualitative data, including interviews with the founder of PIG ME UP! as well as PIG ME UP! customers. Mr. Harry Indrawan, Founder of PIG ME UP!, is the first participant. PIG ME UP

has six locations, one of which is in Karawaci's Supermall. Mr. Harry Indrawan founded the PIG ME UP company in September of 2015, and it has been in operation for six years. PIG ME UP uses a slow-cooked Japanese pork that has been roasted for 10 hours. PIG ME UP comes with a variety of carbohydrate options, including rice and noodles, as well as a rice box or meat option, including pork belly and chicken. Combo, Crispy Pork, Chashu, Selected, Tonkatsu, and Mentai are the seven food series offered by PIG ME UP. PIG ME UP offers a wide range of prices, ranging from Rp. 22,000++ to Rp. 77,000++. Pork Belly Frozen Food is also available at PIG ME UP, with prices ranging from IDR 50,000 to IDR 120,000.

Ms. Liona Cecilia, one of the customers who frequently consume or purchases Ric Box PIG ME UP! PIG ME UP's concept, according to Ms. Liona Cecilia, "fits perfectly with the products being sold." Ms. Liona Cecilia prefers to purchase the combo package (Rp 80,000 incl tax) because it includes two types of pork belly, but the rice portion is smaller than the pork belly. The listed price is still quite high.

The owner also distributed a questionnaire on a larger scale to gain a better understanding of the market. The questionnaire was completed by 53 people, who provided 47 valid responses. This quantitative survey was carried out to gather information about the demographics, preferences, and opinions of target markets.

2.1.1 Demographic

The whole first section of the questionnaire focuses on the quantitative demographics of the customer base. Knowing the sexual identity, maturity level, purchasing power, and domicile of the customers would allow the company to adjust the location, price, and packaging of the products to cater to the right consumers at the right time.

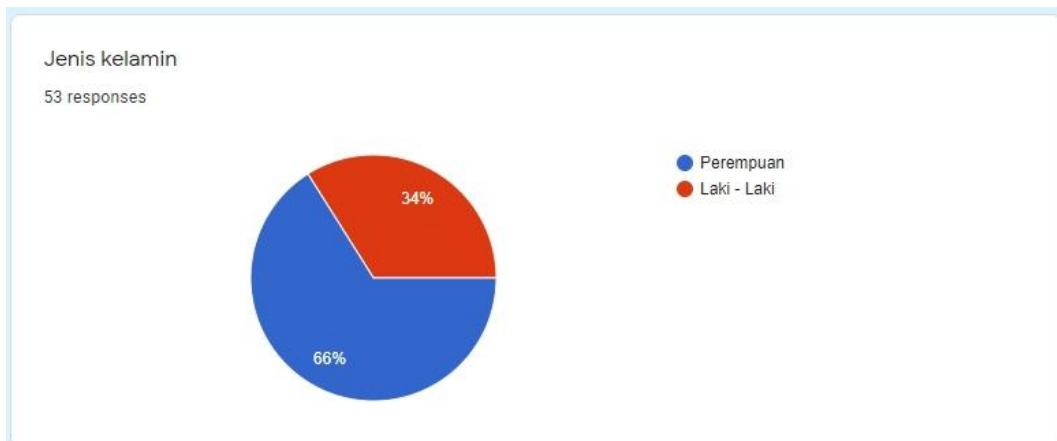


Figure 2.1. Respondent's Gender

According to survey data presented on figure Respondent's Gender, there are more women than men, with women outnumbering men by 66 percent to 34 percent.

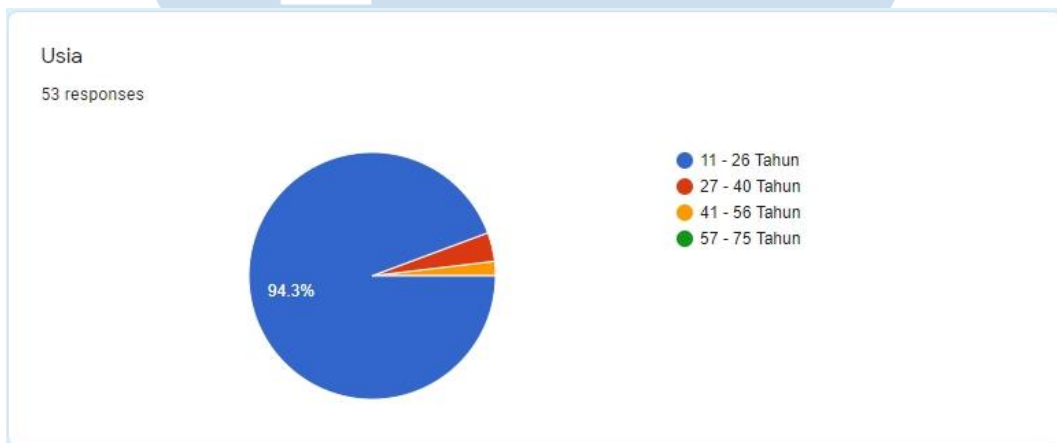


Figure 2.2 Respondent's Ages

According to survey data presented on figure Respondent's Ages, 94.3 percent of 53 people aged 11-26 years, namely Generation Z, are synonymous with the ambitious generation, proficient in digital matters, confident, questioning authority, uses slang frequently, spends more time alone, and has a high level of curiosity. Kompas et al., 2021 As many as 3% of the 53 people who completed the questionnaire were between the ages of 27 and 40, known as the Millennial Generation, and 1.9 percent were between the ages of 41 and 56, known as Generation X.

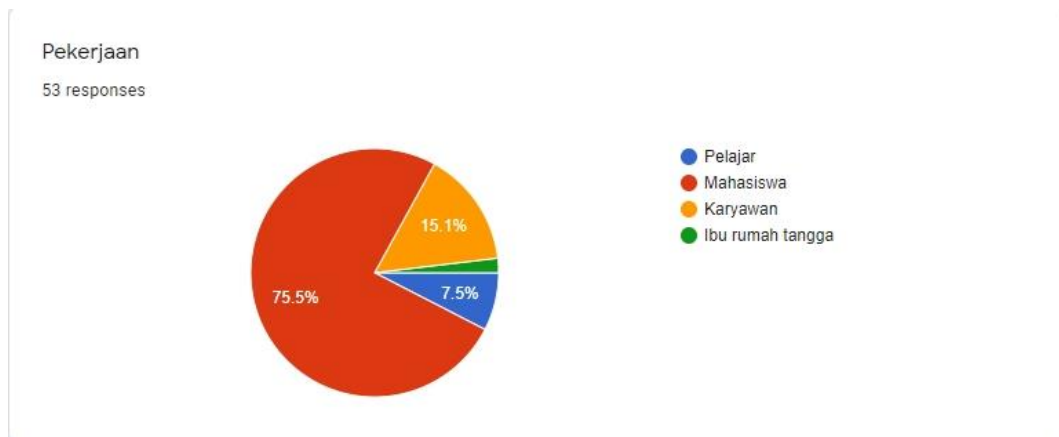


Figure 2.3 Respondent's Professions

According to survey data presented on figure Respondent's Professions, 75.5 percent were students, 15.1 percent were employees, 7.5 percent were students, and 1.9 percent were housewives. This means students are more interested than others. Students can be the main target market of this product.



Figure 2.4 Respondent's Monthly Revenue

According to survey data presented on figure Respondent's Monthly Revenue, as many as 34 percent of respondents earn Rp. 1,000,000 - 5,000,000 per month, while 32.1 percent earn Rp. 500,000 - Rp. 1,000,000 per month, 13.2 percent earn less than IDR 500,000 per month, and 9.4 percent earn IDR 5,000,001 - 10,000,000. This means that most of the respondents already have a fixed income. In addition, most of the respondents also belong to the middle class.

Berapakah pengeluaran anda selama satu bulan untuk membeli makanan?

53 responses

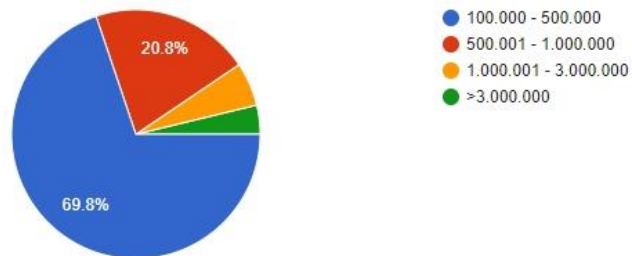


Figure 2.5 Respondent's Monthly Expenses

According to survey data presented on figure Respondent's Monthly Expenses, as many as 69.8 percent of respondents spend Rp 100,000 - 500,000 per month on food, 20.8 percent of respondents spend Rp 500,001 - 1,000,000 per month, 5.7 percent of respondents spend Rp 1,000,001 - 3,000,000 per month, and 3.8 percent of respondents spend more than Rp 3,000,001 per month.

2.1.1 Behavioral Segmentation

Behavioral segmentation categorizes customers based on their purchasing or use of a product. With customer behavior such as the habit of shopping online, shopping for products through the website, or meeting needs, and customers having brand loyalty to a product, as well as the usage rate of the product. This behavioral data is extremely helpful in determining how customers interact with the products you create. Whether they like it or not, whether they use your product frequently or not. The goal of this segmentation is to understand and fulfill your product's pre-customer desires, as well as to develop a good marketing strategy to maintain good communication between you and the customer.

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

Apakah anda mengetahui Samcan
53 responses

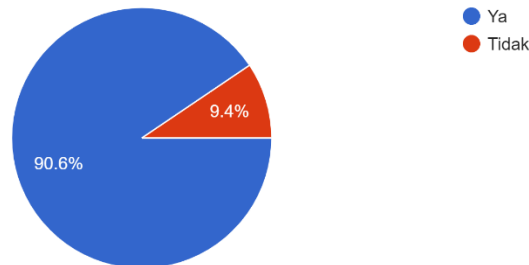


Figure 2.6 Respondent's Knowledge about Samcan

According to survey data presented on figure Respondent's Knowledge About Samcan, 90,6 percent of respondents already know about samcan, and 9.4 percent of respondents doest know about samcan. Samcan pork, also known as pork belly, is a type of meat with five layers of meat and fat. Samcan pork is frequently regarded as the most delectable part of the pig. Samcan is well-known for its savory meat flavor. The fat in the samcan content contributes to the savory flavor (Andry Trisandy, 2020)

Apakah anda pernah mengkonsumsi Samcan
53 responses

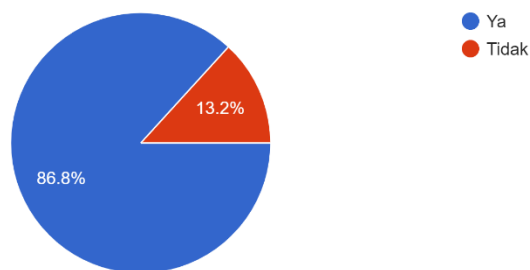


Figure 2.7 Respondent's Consumed Samcan

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

According to survey data presented on figure Respondent's Consumed Samcan, 86,8 percent of respondents from fifty-three respondents already consumed Samcan, but 13,2 percent never tried samcan. This means that 46 out of 53 respondents have consumed samcan before. This could be the target market of this product.

Seberapa sering anda mengkonsumsi Samcan selama satu bulan?
53 responses

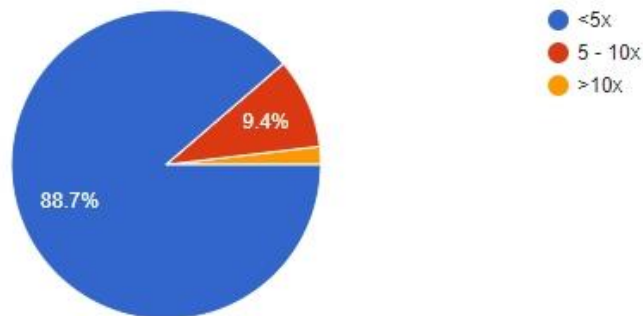


Figure 2.8 Respondents Consume Samcan per month

According to survey data presented on figure Respondent's Consume Samcan per Month , 88,7 percent of respondents already consumed samcan less than five times per month, 9,4 percent of respondents consumed samcan five until ten times per month, and 1,9 percent of respondents consumed samcan more than ten times per month.

2.1.2 Geographic Segmentation

Domisili
53 responses

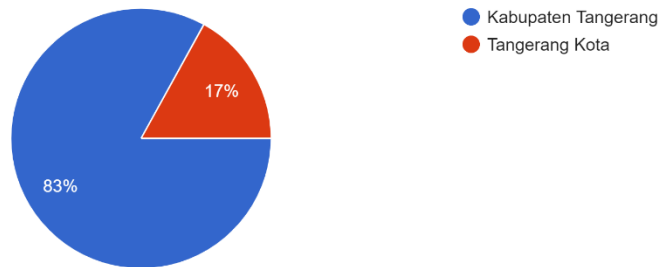


Figure 2.9 Respondent's Domiciles

According to survey data presented on figure Respondent's Domicilies, 83 percent of the 53 people live in Tangerang Regency, while 17 percent live in Tangerang City. Samcan Wong is located in Tangerang, specifically on Jl. Kisamaun, in the Old Market. The chosen location is very strategic due to the short radius between Tangerang Regency and Tangerang City.

2.1.3 Physiographic Segmentation

Seberapa besar tingkat kesukaan anda terhadap Samcan
53 responses

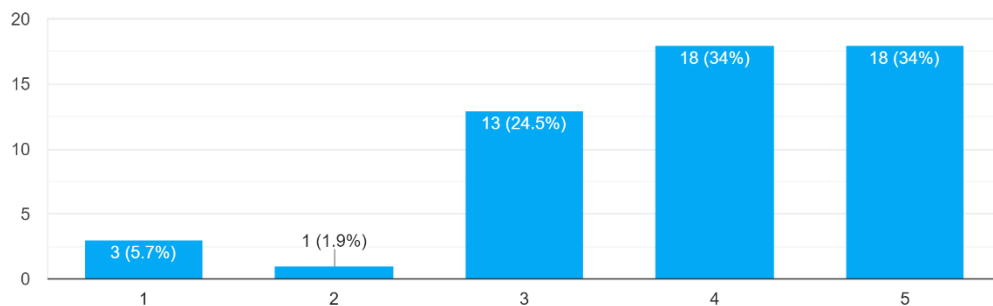


Figure 2.10 Respondent's Preference Level

NUSANTARA

According to survey data presented on figure Respondent's Preference Level, 34% of respondents liked Samcan very much or quite liked Samcan, 24.5 percent were neutral towards Samcan, 1.9 percent did not like Samcan very much, and 5.7 percent did not like Samcan at all. The majority of respondents enjoy samcan because it tastes good, is delicious, and they enjoy the texture of the meat and oil contained in samcan. While some respondents disliked samcan because the meat was too fatty and chewy, others had never tried it.

Apakah anda tertarik untuk mencoba Samcan Rice Bowl dengan berbagai macam varian rasa?
53 responses

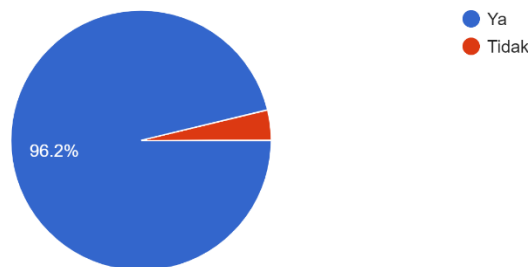


Figure 2.11 Respondents Interested

According to survey data presented on figure Respondent's Interested, 96.2 percent of respondents were interested in trying Samcan rice bowl with several variants, while 3.8 percent were not.

Diantara jenis dan varian dibawah ini, menurut anda, mana yang ingin anda coba?
53 responses

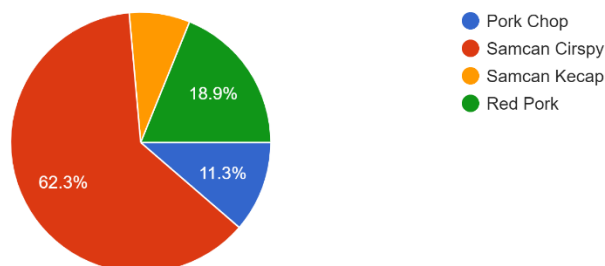


Figure 2.12 Respondents Interested

According to survey data presented on figure Respondent's Interested, 62.3 percent of 53 respondents chose the Crispy Samcan variant, 18.9 percent chose Red Pork, 11.3 percent chose Pork Chop, and 7.5 percent chose Sweet Pork. Most respondents choose crispy samcan because they like the crispy texture and the distinctive smell; however, other respondents are interested in crispy samcan and Red Pork because they are curious about the taste; and some respondents choose pork chop because they want to try new pork rib variants.

Jenis nasi apa yang akan anda pilih untuk dinikmati bersama pilihan Samcan anda?
53 responses

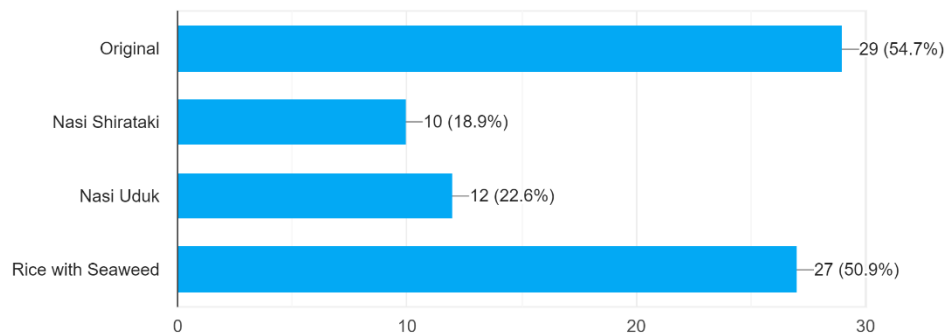


Figure 2.13 Respondents Interested (Type of Rice)

According to survey data presented on figure Respondent's Interested (Type of Rice), 54.7 percent of respondents chose original rice to be eaten with the samcan variant, 50.9 percent chose Seaweed Rice, 22.6 percent chose uduk rice, and 18.9 percent chose Shirataki Rice. This means that most respondents prefer samcan with plain rice or with a little seaweed.

Menurut anda, berapa harga yang cocok untuk satu Samcan Rice Bowl?
53 responses

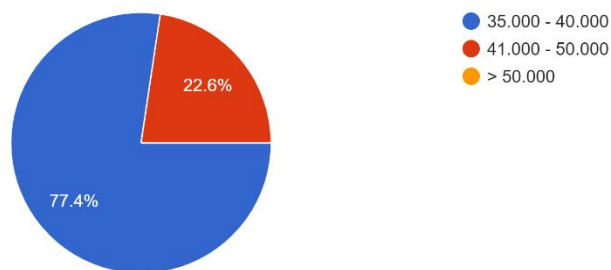


Figure 2.14 Suitable Price for the Rice Bowl

According to survey data presented on figure Suitable Price for the Rice Bowl, 77.4 percent of respondents chose Rp. 35,000 - 40,000 for one rice bowl, while 22.6 percent chose Rp. 41,000 - 50,000 for one rice bowl. With most of the respondents being in the middle economic class, most of the respondents chose the cheapest price range.

Jika Samcan Rice Bowl berhasil dijual, apakah anda akan membeli produk tersebut?
53 responses

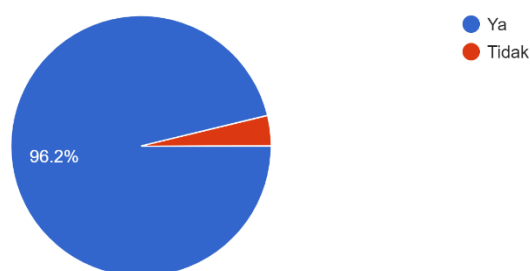


Figure 2.15 Respondents Intrest in Samcan Wong

According to survey data presented on figure Respondent's Intrest in Samcan Wong completed by 53 people, 96.2 percent of respondents are interested in purchasing or trying the Samcan Rice Bowl with several available variants. After several questions and information were given to the respondents, most of the respondents were interested in buying this product if this product was sold.

2.2 Competitor Analysis

2.2.1 Competitor

Before venturing into a new industry, entrepreneurs should develop a thorough plan. From developing products, identifying consumer segments, and evaluating competition to creating promotional campaigns, process management, personal finance, and extra staff are all required components that must work in tandem to maintain a successful business. Small business owners must develop their entry strategy before starting a business, and one of the most important parts is identifying competitors, as every business will have a competing product.

Identifying current and potential competitors is the first step in competitor analysis. It depicts an essential appendage for conducting an industry analysis. Industry analysis provides details on potential sources of competition (including all the possible strategic actions and reactions and effects on profitability for all the organizations competing in the industry). A well-thought-out competitor analysis, on the other hand, allows an organization to focus on those institutions in which it will be in direct competition, which is especially important when an organization faces only a few potential competitors. As a rice bowl seller whose main ingredient is pork, Samcan Wong has several competitors, such as:

A. Direct Competitor

1. Pig Hunter Alam Sutra



Figure 2.16 Pig Hunter Logo

Pig Hunter Alam sutra is a pork-centric restaurant that can be found at Ruko Imperial Walk, Kav 29B no 33 & 35. Pakula, Kec. North Serpong, South Tangerang City, Banten 15320. Alam Sutera, Pakualam, Kec. North Serpong, Kec. North Serpong, South Tangerang City, Banten 15320. Pig Hunter has two floors with a hunter theme, as well as a pool table and several other games that can be played with friends or family on the second floor. The prices range from Rp. 30,000 to Rp. 350,000 for food, and from Rp. 8,000 to Rp. 28,000 for the bare drinks.

Pig Hunter offers a variety of processed pork menus, one of which is the platter menu, which includes a variety of large-portioned dishes. If you're coming with a group, this menu is a good choice because a set menu platter can serve up to four people. Spicy pork, pork satay, pork belly, samcan Petah, fried potatoes, and sambal matah are served on a platter. Nasi Tawuran is available in addition to the platter menu. As the name implies, this rice menu includes ribs, crispy samcan, spicy fried pork, fried noodles, lawar, and sambal match, among other pork dishes. Nasi Tawuran is served on one large plate with enough food for four people. There are also processed pork dishes with a Peranakan flavor, such as soy sauce pork, spicy pork, Sweet Asam Babi Nasi, and Black Pepper Babi Rice, in addition to dishes with Indonesian flavors. Meanwhile, the special cheese hunter menu for pork lovers—especially the knuckle section—and cheese offers a Western twist. A menu of American Pork Burgers and Piggy Bites + Salad, as well as spaghetti carbonara/bolognese, is also available.

2. Oink! Pork Bowl



Figure 2.17 Oink! Pork Bowl Logo

Oink Pork Bowl is a non-halal restaurant in Gading Serpong, specifically at Ruko Glaze 1, Jl. Boulevard Raya Gading Serpong No. 8, Klp. Two, District. clp. Dua, Tangerang, Banten 15810. Oink Pork Bowl opened in 2019 and offers a variety of menus featuring processed pork. The price of the Oink Pork Bowl is divided into two sizes, namely the Regular Bowl at Rp. 37,000 for all menus and the Large Bowl at Rp. 48,000. Some of the menus available in the Oink Pork Bowl include Braised Pork, Spicy Basil Pork, Crispy Pork Sambal Matah, Woku Pork, Rica Rica Pork, and the best-selling Crispy Pork Mentai and Roast Pork and Char Siew.

3. Pig Me Up!



Figure 2.18 Pig Me Up Logo

Pig Me Up is a well-known non-halal restaurant in Jakarta and Tangerang, with several branches in Tangerang, Jakarta, and the surrounding areas. Pig Me Up is served with a rice bowl dish topped with roast pork. The roast pork at Pig Me Up will be cooked in the Japanese slow style method, which involves roasting the pork for 10 hours and then slicing it thinly. Ricebowl Pig Me Up customers have the option of eating roast pork with rice, rice, or noodles. Aside from that, there are a variety of variants to choose from, including cha siu, curry cha siu, and crispy pork. Prices start at IDR 22,000 for the Tonkatsu Rice menu and go up to IDR 77,272 for the Combo Noodle or Combo Rice menu.

4. Pork in The Box



Figure 2.19 Pork in The Box

Jl. Swasa Raya No.5, RT./rw/RW.01/17, Bencong Indah, Kec. clp. Dua, Tangerang, Banten 15811 is a simple eatery with jones's Food Truck. Since May 9, 2017, Pork in a Box has been selling for four years. Burgers, Pit Rice, Snacks, and drinks are among the menu options at Pork in the Box. Pork in the Box also accepts orders for large events, such as making nasi tumpeng with pork, with prices ranging from Rp. 89,000 - 137,000 for burgers, Rp. 15,000. - 60,600 for main dishes such as Nasi Babi Rica, Nasi Babi Roast, and others, and IDR 44,000 - 215,000 for side dishes such as roast pork and pork Rica-Rica.

B. Indirect Competitor

1. Nasi Campur Ko'AAN



Figure 2.20 Pig Me Up Logo

Nasi Campur Ko AAN is a restaurant where the main course is pork. Nasi Campur Ko AAN already has several locations in Tangerang, including Supermall Karawaci, Gading Serpong, and Modernland. Nasi campur ko AAN serves a variety of dishes, including Nasi/Kwetiaw/Noodles/Vermicelli from chicken - pork, fu Yung hai, and seafood like carp and shrimp. The most affordable price ranges from IDR 27,000 to 45,000.

2.2.2 SWOT

SWOT analysis (strengths, weaknesses, opportunities, and threats) is a framework for evaluating a company's competitive position and developing strategic plans. A SWOT analysis evaluates internal and external factors, as well as current and potential future opportunities. A SWOT analysis is intended to facilitate a realistic, fact-based, data-driven examination of an organization's,

initiative's, or industry's strengths and weaknesses. The organization must maintain the accuracy of the analysis by avoiding preconceived notions or primarily focusing on real-life contexts. Entrepreneurs should use this as a guideline rather than a prescription. (HARGRAVE, 2021)

Table 2. 1 SWOT Analysis

Factors	Pig Hunter	Oink Pork Bowl	Samcan Wong
Location	Ruko Imperial Walk, Kav 29B no 33 & 35. Pakualam, Kec. North Serpong, South Tangerang City, Banten 15320	Ruko Glaze 1, Jl. Boulevard Raya Gading Serpong No. 8, Klp. Two, District. clp. Dua, Tangerang, Banten 15810	Ruko Jl. Kiasnawi Pasar Lama Kota Tangerang (LN) Tangerang, Banten
Core Product	Pork	Pork	Pork
Customer	Pork Lovers, Non-Muslim	Pork Lovers, Non-Muslim	Pork Lovers, Non-Muslim
Service	Dine-In and Take Away	Dine In, Take Away, Grab, Gojek	Dine In, Take Away, Grab, Gojek
Distribution	Offline	Offline Store and Online Store	Offline Store and Online Store
Marketing	Instagram, Pergikuliner, Traveloka, GoFood, Zomato, Tripadvisor	Instagram, Pergikuliner, Traveloka, Grabfood	Instagram.

Factors	Nasi Campur Ko'AAN	Pork in the Box	Pig Me Up!
Location	Pasar Modern Town Market Blok RB No 005 Modernland Tangerang, RT.003/RW.006, Babakan, Kec. Tangerang, Kota	Jl. Swasa Raya No.5, RT./rw/RW.01/17, Bencongan Indah, Kec. clp. Dua, Tangerang, Banten 15811	Mall Alam Sutera, Lantai 2, Futopia Jl. Jalur Sutera Barat, Alam Sutera, Serpong, Tangerang Selatan

	Tangerang, Banten 15117		
Core Product	Pork	Pork	Pork
Customer	Pork Lovers, Non-Muslim	Pork Lovers, Non-Muslim	Pork Lovers, Non-Muslim
Service	Dine In, Take Away, Grab, Gojek	Dine In, Take Away, Grab, Gojek	Dine In, Take Away, Grab, Gojek
Distribution	Offline	Offline Store and Online Store	Offline store
Marketing	Instagram, Pergikuliner, Traveloka, GoFood, Zomato, Waze	Instagram, Pergikuliner, Traveloka, Grabfood	Instagram, pergikuliner, zomato

2.3 Sales Goal

Explain how your company expects to reach a certain number of customers monthly through several advertising tools that have been decided below the table.

Table 2. 2 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	400	25	50	75
Customer Base		425	475	550
Growth		20%	25%	30%
Average Revenue	Rp 18.451.400	Rp 22.141.680	Rp 23.064.250	Rp 23.986.820
Marketing Expenses	Rp 1.663.000	Rp 600.000	Rp 600.000	Rp 600.000
Customer Acquisition Cost	Rp 42.158	Rp 41.913	Rp 41.501	Rp 41.023

2.4 Marketing Strategy

2.4.1 Product Characteristics

Samcan Wong is a food and beverage startup that specializes in pork processing. Samcan Wong has several pork categories, including Pork Chop and Pork Belly or Samcan. Crispy Samcian, Red Samcian, and Sweet Samcian are some menus that use samcian, while a Garlic Honey Pork Chop menu is available for pork. Samcan Wong offers several options. Rice to serve, such as rice uduk, seaweed rice, and original rice.

Not only that, but Samcan Wong is paired with three types of Java-Bali chili sauce: Sambal Matah, Sambal Geprek, and Sambal Terasi. Samcan Wong also offers a variety of menu items with chicken as the main ingredient, including chicken curry, black paper, teriyaki, and chicken katsu. There is already rice, a choice of side dishes (pork/chicken), chili sauce, half/cooked eggs, and vegetables such as cucumber and lettuce in Samcan Wong's 650 ml bowl.

2.4.2 Distribution

The location and quality of the materials to be used are critical, so Samcan Wong selects and purchases them directly from the owner to ensure the quality of the materials to be used. Starting with the selection and purchase of pork and chicken, as well as other ingredients to make spices and chili sauce, Modernland Market in Tangerang has become a family subscription. After purchasing the ingredients, everything will be cleaned and prepared to be cooked and served to the guests. Samcan Wong will accept orders in person, via Whatsapp, and online. Samcan Wong will collaborate with GrabFood, Shoppe Food, and GoFood partnerships to go online.

2.4.3 Promotion

To ensure the smooth operation of the upcoming business, Samcan Wong will collaborate with the Grabfood, Shoppefood, and Gofood partnerships. Samcan Wong, on the other hand, will work with gokuliner.com and zomato for media promotions. According to databooks, Instagram is one of the world's most popular social media platforms, particularly among young adults. The number of active Instagram users worldwide reached 1.07 billion in the first quarter of 2021,

with 354 million users aged 25 to 34 years old. In Indonesia, the number of Instagram users is expected to reach 91.77 million by July 2021. The 18-24-year-old age group accounts for 36.4 percent of all users. After YouTube and WhatsApp, Instagram is the third most popular social media platform. As a result, Samcan Wong will use Instagram ads as an additional promotional medium.

Table 2. 3 Advertising Tools

Promotional Tools	Budget over 1 Month/Year
Instagram Adds	Rp 600.000/month
Shoppe Food	Free
X Banner	Rp 63.000
Influencer 10person (Micro min followers 10k – 99k) (1x snapgram SamcanWongVibes and Food)	Rp 100.000/person = Rp 1.000.000
Total	Rp 1.663.000

2.4.4 Pricing

Samcan Wong offers a variety of menu options, with prices for pork ranging from IDR 30,000++ to 40.00++ While chicken costs between IDR 20,000++ and IDR 30,000++, and chili costs between IDR 1,000 and IDR 1.500.