

CHAPTER II MARKETING PLAN

2.1 Market Size

The research for the product can help to know about potential purchases of consumers, what price will be offered on the market, spending power of the consumer, and consumer lifestyle. The writer has conducted and collected market size research through a quantitative questionnaire distributed to 73 peoples. From the research the writer can identify the potential customer who really wants to try this product. Most of the respondents live in West Jakarta, Tangerang, and Bandung. Later on, EAT EGG will spread the business to Bandung.

According to chart 2.1.1 and chart 2.2.2, the demographic segmentation of EAT EGG by all gender both female and male. The writer targeted to sell its products for a group of employees, businessmen, and housewives. Based on the chart, 48,5% of 68 responses are 43 years old, and 23,5% of 68 responses are 37 – 43 years old. Thus, this product will be targeted at people above 30 years old.

Umur
69 responses

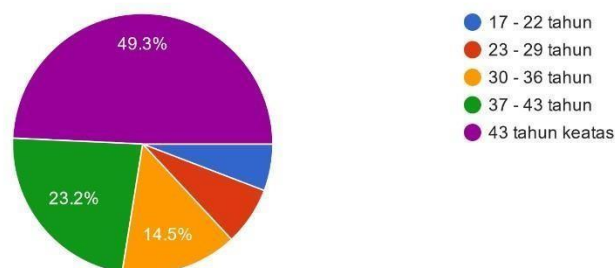


Chart 2.1.1 Customer Age

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Pekerjaan
69 responses

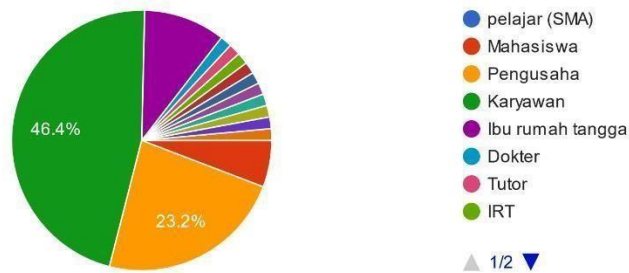


Chart 2.1.2 Occupation

According to chart 2.1.3. The psychographic segmentation can be shown 82,6% of people get used to having breakfast in the morning. 44,1% of 71 responses show that the respondent likes to have breakfast with eggs and 41,2% like to have breakfast with bread. Besides that, according to chart 2.1.4. All middle and upper classes would like to spend Rp. 90.000 – Rp. 130.000 to buy EAT EGG products.

Apakah anda terbiasa sarapan atau makan pagi sebelum memulai aktifitas?
69 responses

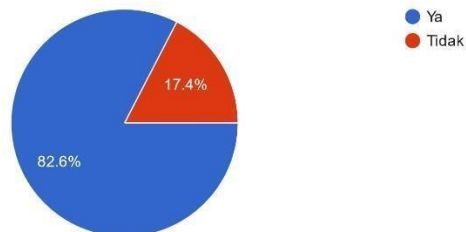


Chart 2.1.3 Consumer Lifestyle

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Karena EAT EGG berbahan premium, kira - kira anda ingin keluar uang berapa untuk membeli produk ini?

69 responses

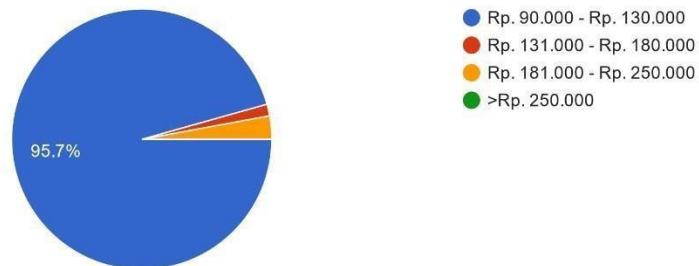


Chart 2.1.4 Spending Power

According to chart 2.1.5. On Behavioral segmentation, the customers are looking for the good taste provided by the product and some healthy ingredients to maintain body health. According to the respondent's suggestions, this product is suitable to eat with bread and coffee. And based on the chart 2.1.6, the respondent was interested to try the egg spread with smoked beef.

Jika produk ini dijual di pasaran, apa yang anda inginkan dari produk EAT EGG ini?

69 responses

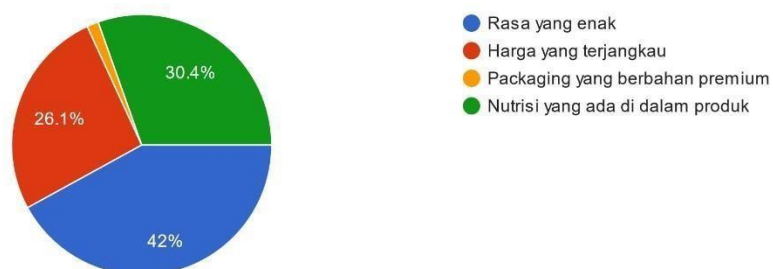


Chart 2.1.5 Customer decisions in buying

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Jika produk ini sudah dijual di pasaran, anda ingin mencoba variant apa?
80 responses

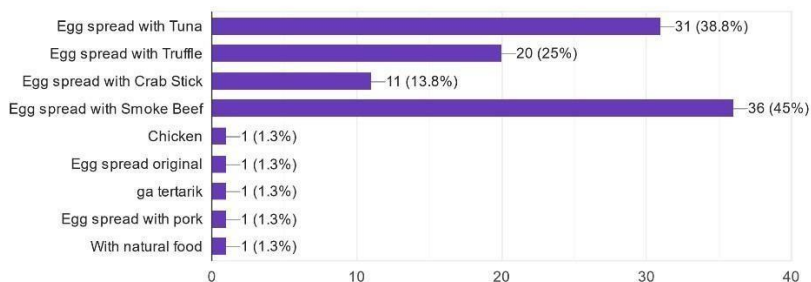


Chart 2.1.6 Consumer preference about EAT EGG

2.2 Competitor Analysis

A. Competitor

EAT EGG have a good opportunity to sell egg spread product, because in Tangerang there are still few brands that sell egg spread products, but there are several homemade brands that sells spread products such as Honest Food and Smeer.



Picture 2.2.1 Honest food

Source: Instagram

Honest food is a brand that sells spread products such as tuna mayo spread, basil pesto, etc. Honest food was established in 2018. In 2018 this business produces and sells a variant product of butter, but now honest food focusses their products in basil pesto spread, tuna mayo spread and

kani crab spread. This business is located in South Jakarta. Honest food use mayonnaise as their base ingredients to make variant products of spread. This tuna mayo spread consists of tuna, Spanish onion, mayonnaise, and dill. Tuna mayo spread and basil pesto has weigh 200 grams with prices starting from Rp. 95.000 to Rp. 110.000. This business sells its product through E-commerce applications such as Tokopedia and Shopee. Also, this business is advertising the product by Instagram.



Picture 2.2.2 Smeer

Source: Shopee

Smeer similar to honest food but this business focuses on selling artisanal spreads. Smeer was established in September 2021. Smeer uses Greek yogurt as the base ingredient to make the artisanal spread. Also, Smeer has a variant menu such as tuna, crab and bonito spread, and egg truffle. Smeer artisanal spread has weight 200 grams with prices Rp. 85.000 – Rp. 95.000. This business is located in South Jakarta. Smeer target market are people who live around South Jakarta. Smeer use

Instagram to promote or advertise the product. Also, this business use E-commerce applications such as Tokopedia.

B. SWOT

Table 2.2.1 Analysis SWOT

Factors	Brand Honest food	Brand Smeer	EAT EGG Product
Location	South Jakarta	South Jakarta	West Jakarta, Tangerang, BSD
Core Product	Butter and spread product	Artisanal Spread with Greek yogurt	Egg spread with variant topping
Customer	People who lived in South Jakarta and people who have middle to upper income.	People who lived in South Jakarta and outside Jakarta (Bandung, Surabaya, Malang, Solo, Denpasar). Also, people who have middle to upper income.	People who lived in West Jakarta, Tangerang, BSD and people who have middle to upper income.
Service	Serve mayo spread	Serve Greek yogurt spread and ready to ship outside Jakarta	Serve creamy egg spread with variant topping
Distribution	Jakarta	Smeer Kitchen (kebayoran lama, South Jakarta)	Tangerang area
Marketing	Instagram, Tokopedia, Shopee	Instagram, Tokopedia	Instagram, Tokopedia, Shopee

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C. Sales Goal

Table 2.2.2 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	50	53	56	58
Customer Base	33	35	37	38
Average Revenue	Rp. 1.662.500	Rp. 1.762.250	Rp. 1.862.000	Rp. 1.928.500
Growth	-	Have many followers on Instagram	Have admin to maintain online shop	Have production team (min 2 people)

D. Marketing Strategy

a. Product Characteristics

EAT EGG signature product is egg spread which has a savory taste and variant toppings. Base ingredients of this product are eggs, mayonnaise, and mustard. The product also uses other ingredients such as sugar, salt and other seasoning. EAT EGG has four menus: EAT EGG truffle, tuna, smoked beef, and crab stick. The EAT EGG truffle consists of truffle seasoning and truffle oil. The EAT EGG tuna consists of tuna, seasoning, dill, and red onion that give it a spicy taste on it. The EAT EGG smoked beef consists of smoked beef, seasoning and paprika powder. The EAT EGG crab stick consists of crab stick, red onion, and dill. EAT EGG products uses Omega-3 eggs and Japanese mayo. Because it is healthier to use Omega-3 eggs and the company wants to make the spread products similar to Tamago Sando (Japanese sandwich). Also, the company offer 250 Gr per jar and it makes a difference between the competitor products. EAT EGG produces egg spreads to encourage people to eat more eggs.

b. Distribution

EAT EGG company will use intensive distribution to enlarge the business. Intensive distribution is whereby the manufacturers use more than one channel to distribute their products and reach the target audience or customers. EAT EGG uses Intensive distribution to distribute the product. Because the company wants to distribute the products to many Japanese restaurants and malls. Also, this company wants to sell and spread the product throughout Indonesia. Then, the company will use online channel such as social media or E-commerce to sell the products.

c. Promotion

EAT EGG company will optimize free marketing channels to gain more customers. For example, this company will maximize the word of mouth marketing by giving an incentive (affiliate, promo code, and free items). Besides that, EAT EGG uses social media to share the product. The company depends on organic content, which means the company will often make content in tiktok. According to the study found by Raymond (2021), tiktok is one of the media that easier to get audiences comparing to YouTube and Instagram.

Table 2.2.3 Advertising Tools

Promotional Tools	Budget over 1 year
Print Brochure for bazaar	Rp. 157.500
Bazaar	Rp. 50.000.000
Online promotions or discounts	Rp. 1.000.000
Content	Rp. 1.000.000
Total	Rp. 52.157.500

d. Pricing

Pricing decisions can have very significant consequences for business. Pricing also can influence whether a consumer purchases a product or not (Keefer Amber, 2021). Therefore, the determination and pricing of a product is very important. And here is the price list of EAT EGG.

Table 2.2.4 Price list

No	Product	Net	Price
1	EAT EGG Smoke beef	250	Rp. 85.000
2	EAT EGG Truffle	250	Rp. 90.000
3	EAT EGG Tuna	250	Rp. 85.000
4	EAT EGG Crab stick	250	Rp. 80.000

EAT EGG uses competitive pricing because it aims for middle to upper consumers. But what makes it different from other competitors is the weight of the product but the price is the same with the competitors. By this pricing strategy it can help the business grow. Because the consumer can know which one is worth it to buy with similar items and prices.

