

CHAPTER II

MARKETING PLAN

2.1 Market Size

Every business must have its own market size and target market. With a target market, it can help a company to focus on who they will sell their products to. Indonesian people tend to prefer snacks than heavy meals. Based on the article read by the writer that taken from PergiKuliner.com, Indonesian people tend to prefer sweet foods. This is because most Indonesian people from birth have been given sweet food, so it becomes a habit until they grow up. This also makes it easier for Pusura to reach the target market. Pusura has categorized the main target markets into several segmentations. There are four types of market segmentation that Pusura classified as its target market, which are:

1. Geographic Segmentation

The majority of Pusura's audience is in the Jabodetabek area. But even if that is the case, people who live outside Jabodetabek will still be able to buy Pusura products.

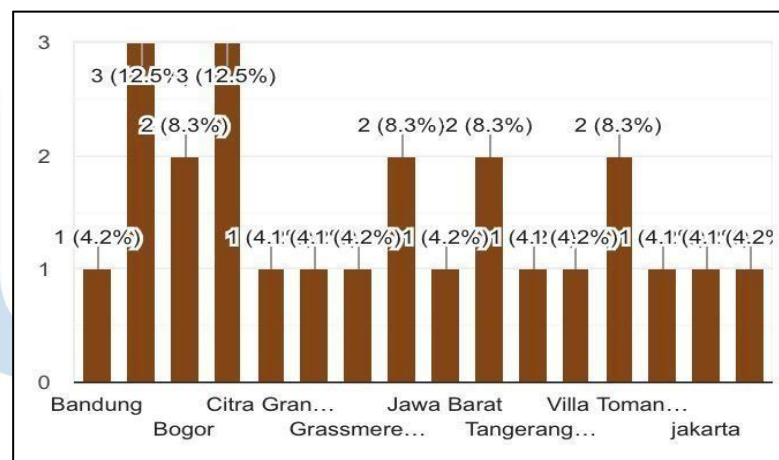


Figure 2.1 Domicile

2. Demographic Segmentation

Based on the survey obtained for demographic segmentation, female customers have more percentage than male customers. However, Pusura products can still be purchased by both female and male.

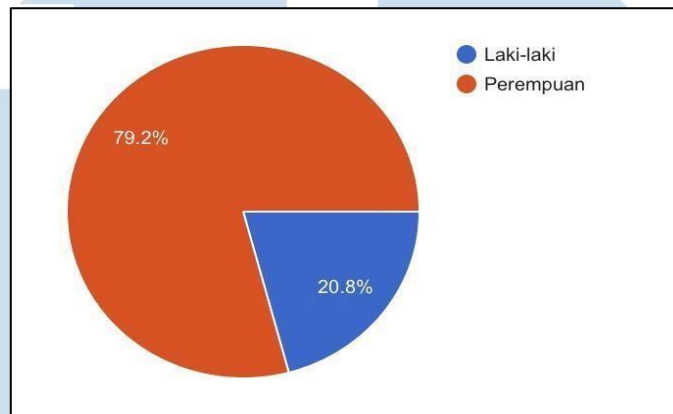


Figure 2.2 Gender

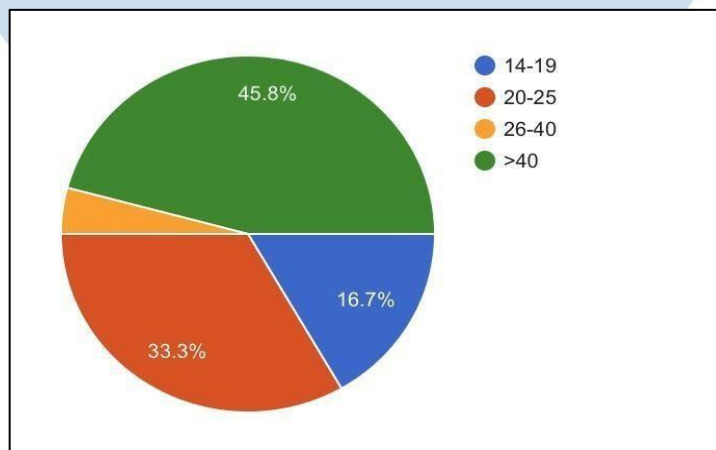


Figure 2.3 Age Range

From the data obtained, Pusura's target market is people aged 40 years and over. But many people in their 20s are also interested in this product.

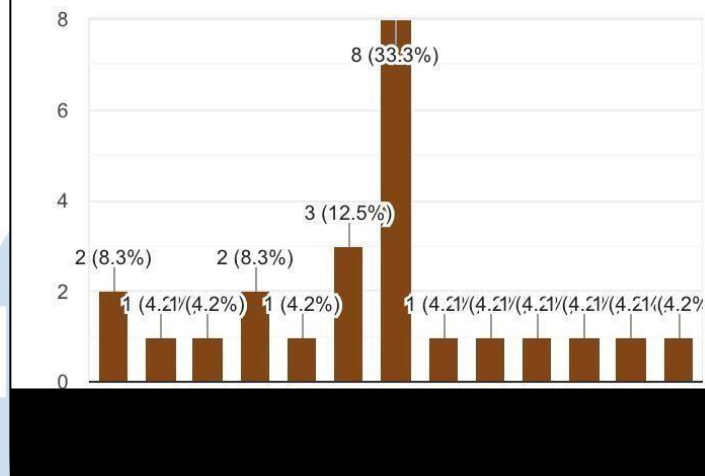


Figure 2.4 Occupation

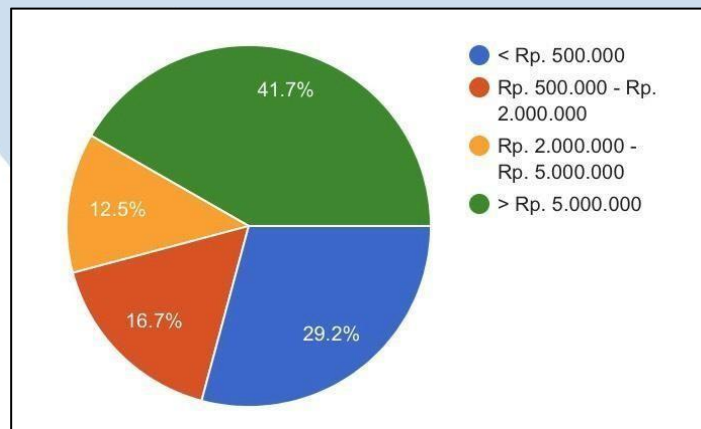


Figure 2.5 Salary

3. Psychographic Segmentation

In this psychographic segmentation, it can be seen whether or not people are interested in Pusura's products, and how many people are roughly interested.

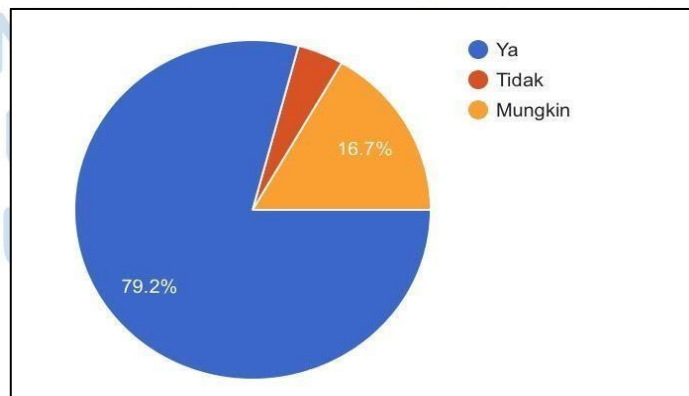


Figure 2.6 Interest

4. Behavioral Segmentation

In this behavioral segmentation, it can see how people usually know a product, whether through social media such as Instagram, or through E-commerce such as Tokopedia, or through online delivery such as GoFood or GrabFood. Other than that, it can also be seen from which aspect people are interested in buying this product, for example in terms of taste, price, or even packaging.

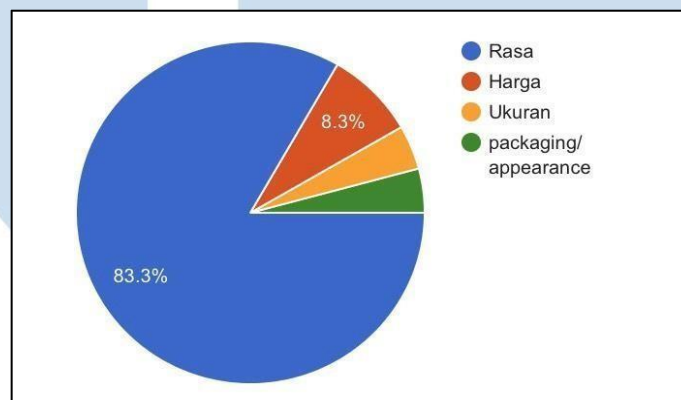


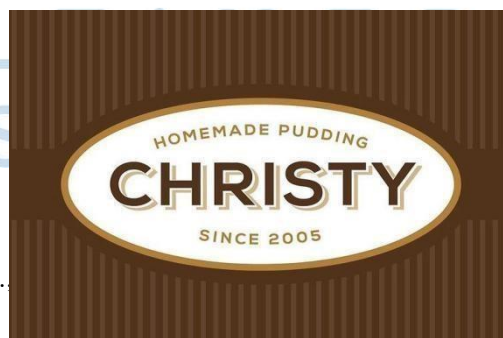
Figure 2.7 Product Dimension

2.2 Competitor Analysis

2.2.1 Competitor

To build a business, of course the writer has to think about its competitors. So it must think about what innovations must be made so that our business is not less competitive with other competitors. Here are some of Pusura's competitors:

1. Christy Pudding



Title...

Figure 2.8 Christy Pudding Logo

The first competitor is Christy Pudding. Christy Pudding is a Pudding company that was founded in 2005. However, now this company has several outlets, which are located in Kelapa Gading, Panglima Polim, and in Puri Kembangan. This company sells pudding in various flavors, shapes, and prices.

2. Pudding Sichantiek



Figure 2.9 Pudding Sichantiek Logo

The second competitor is Pudding Sichantiek. Pudding Sichantiek is one of the biggest pudding companies on Instagram. This company already has 240 thousand followers. This company is a home-based business located in the Tanjung Duren area, Jakarta. Pudding Sichantiek sells pudding with various variations, but this company makes it with halal ingredients.

3. Sweetbear Dessert



Figure 2.10 Sweetbear Dessert Logo

The third competitor is Sweetbear Dessert. This company is a home-based business that sells puddings and other desserts, and it is located in Sunter, North Jakarta. This company is the founder of Lumutan Coconut and Tropical Milk Pudding.

4. Sweetgill Dessert



Figure 2.11 Sweetgill Dessert Logo

The fourth competitor is Sweetgill Dessert. Just like Pudding Sichantiek, Sweetgill Dessert is also one of the biggest pudding companies on Instagram with 300 thousand followers.

This company has been established since 2016. This company is the founder of Edible Flower Pudding.

2.2.2 SWOT

Table 2. 1 Analysis SWOT

Factors	Sweetbear	Sweetgill	Christy	Pusura
Location	North Jakarta	Jakarta	Kelapa Gading	Cibubur, Bekasi
Core Product	Pudding	Pudding	Pudding	Pudding
Customer	Dessert Lover	Dessert Lover	Dessert Lover	Dessert Lover
Service	Pre-Order	Pre-Order	Pre-Order	Pre-Order
Distribution	Gojek, Grab	Gojek, Grab	Gojek,Grab, ShopeeFood	Gojek,Grab, ShopeeFood
Marketing	Instagram, WhatsApp	Instagram, WhatsApp	Instagram, WhatsApp	Instagram, WhatsApp

2.3 Sales Goal

Pusura's growth increases by 5% every month

Table 2. 2 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	340	357	374	391
Growth		5%	10%	15%
Average Revenue	Rp. 11.220.000	Rp. 11.781.000	Rp. 12.342.000	Rp. 13.464.000
Marketing Expenses	Rp. 60.000	Rp. 60.000	Rp. 60.000	Rp. 60.000

2.4 Marketing Strategy

Table 2.3 SWOT Analysis

Pusura SWOT Analysis

Strength	Made with premium and high quality ingredients, affordable price
Weakness	Start-up business
Opportunities	New innovation, using marketplace and e-commerce
Threats	Limited staff

241 Product Characteristics

Pusura is a home-based business whose main menu is pudding with an archipelago theme. The characteristic of the products is that the writer or owner can guarantee that Pusura uses premium and high quality ingredients, so that the results and taste of the pudding are different from other puddings. The products sold are inspired by typical Indonesian snacks so that they are made into puddings.

242 Distribution

Our company will offer to several coffee shops to work together so that Pusura can become a supplier for the pudding. If the customer wants to buy online, our products can be purchased via Instagram, or chat via WhatsApp, or it can also order through several platforms such as GoFood, Grab Food, or Shopee Food. And if customer want to buy the products offline, they can come to the offline store, which is located in Citra Gran housing, Cibubur, Bekasi.

243 Promotion

Since social media is the most influential tool for promotion and marketing, Pusura will use Instagram and WhatsApp as promotional media, and Pusura will also use several applications such as GoFood, Grab Food,

and Shopee Food, so customers can buy it online. In addition, Pusura will also provide several discounts on certain occasions, for example for Christmas hampers, Eid hampers, and of course Pusura will also provide quite large discounts for loyal customers.

244 Pricing

Pusura uses a pricing strategy by using the cheapest possible but high-quality ingredients, so that the price per cup remains low. Pusura uses a 200ml cup which costs Rp. 1.000. And also a 1300ml cup for Rp. 1.500.

