

CHAPTER II

MARKETING PLAN

2.1 Market Size

Market research is one of the most important planning in developing a business. As a startup business company, it is important to understanding the market to help in achieving goals. By being able to understanding about consumer's behavior and preferences it will affect to the company's profit to brings good number in profit.

Therefore, the writer does the market research by quantitative questionnaire that shared to 42 respondents to see how much people who interest in product offered by Soyatelier.id. Spread the questionnaire important to understand more about the market and getting to know what the market needs.

Age
42 responses

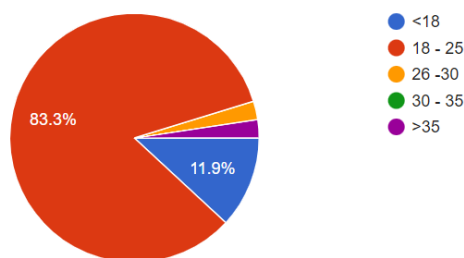


Chart 2.0 Age

From the chart 2.0 about age above, it shows that the respondents around 18-25 years old are more dominant than the other which is 83.3%, and the respondents under 18 years old are the second most filling out the questionnaire which is 11.9% and followed by 20-30 years old and above 35 years old. As the data mentioned. Soyatelier.id targets 18-25 years old people as the primary customers, it can be students or young people who has high curiosity and interest to try something new.

Domicile
42 responses

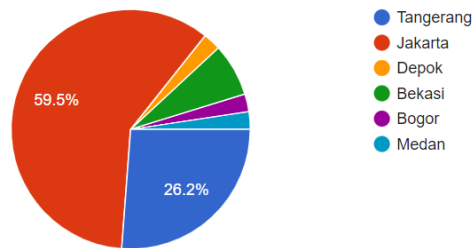


Chart 2.1 Domicile

From the chart 2.1 about domicile above, it shows that the dominant respondents are live in Jakarta and Soyatelier.id is also located in Jakarta. Remember that pudding product cannot last too long and susceptible to temperature, it would be better if the delivery was made to a nearby area to maintain the quality of the pudding considering that the main ingredient is soy milk. However, don't have to worry because the writer will find a way to make the product last for further area.

Occupation
42 responses

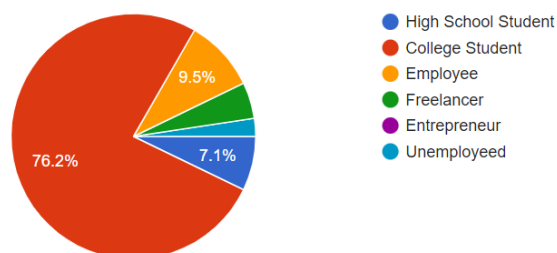


Chart 2.2 Occupation

From the chart 2.2 about occupation above, it shows that college students' percentage are the dominant which is 76.2%, it explains why people around 18-25 years old are the dominant in age range. The rest of the respondents are employee, high school student, freelancer, and unemployed.

Expense per month

42 responses

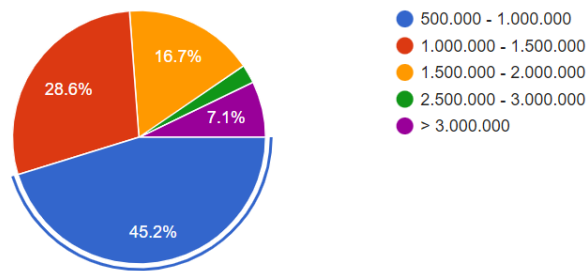


Chart 2.3 Expense per Month

Budget expenses for snacks per month

42 responses

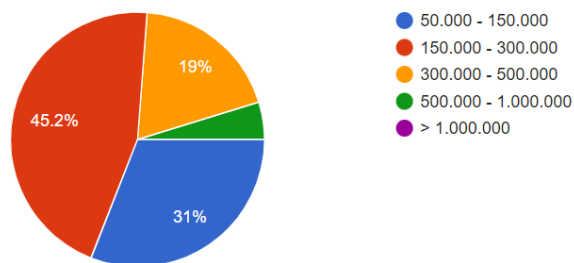


Chart 2.4 Budget Expenses for Snack per Month

From the chart 2.4 about budget expenses for snack above, it shows that the most of the respondents are college students and the expenses are not too much around 500.000 – 1.000.000 per month.

How often do you consume pudding?

42 responses

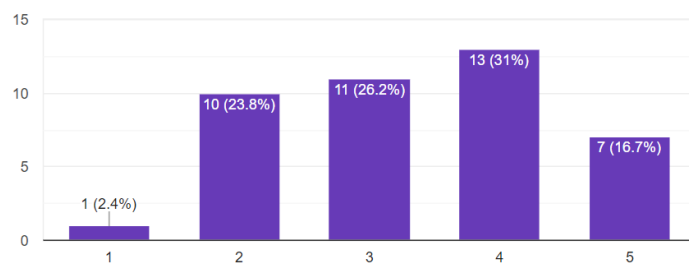


Chart 2.5 How Often Consuming Pudding

From the chart 2.5 about frequency consuming pudding above, from 1 to 5, from the rarely to often, the highest percentage in number 4, which it nearly often. Based on the data above, it can be seen that most of the respondents consume pudding quite often.

Do you like pudding?

42 responses

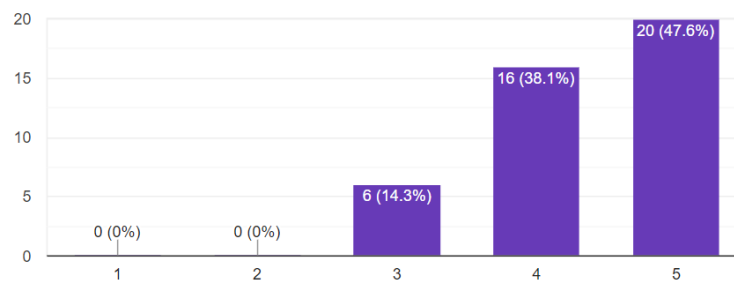


Chart 2.6 Do You Like Pudding?

From the chart 2.6 about preference of pudding above, from 1 to 5 or from don't like pudding to like pudding, most of the respondents choose number 5. From these data it can be concluded that most of the respondents often consume pudding and like pudding. This shows the magnitude of the pudding business opportunity.

Do you know soya milk pudding?

42 responses

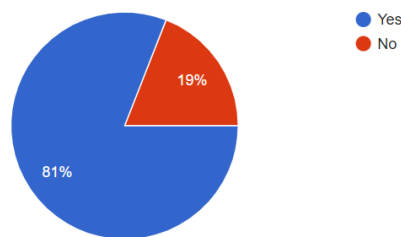


Chart 2.7 Do You Know Soy Milk Pudding?

From the chart 2.7 about knowing soy milk pudding above, it shows that most of the respondents choose yes, it can be concluded that soy milk pudding is well known by the respondents, it will be easier to reintroduce the product of Soyatelier.id.

Have you ever tried soya milk pudding?

42 responses

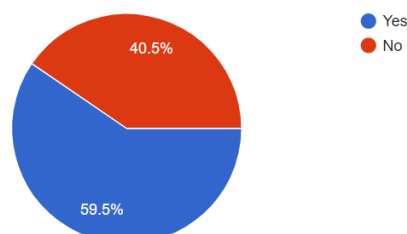


Chart 2.8 Have You Ever Tried Soy Milk Pudding?

From the chart 2.8 above, it shows that most respondents have ever tried soy milk pudding, and the rest 40.5% respondents haven't tried soy milk pudding, even though most of the respondents know about soy milk pudding. For the potential customer who haven't tried soy milk pudding, it will be a great beginning to start trying soy milk pudding.

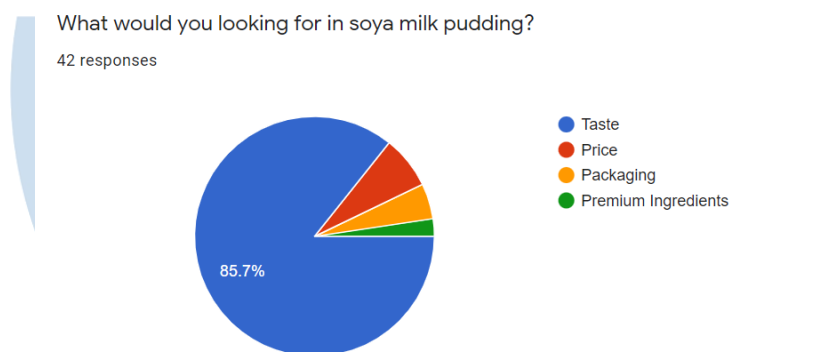


Chart 2.9 What Would You Looking for in Soy Milk Pudding

From the chart 2.9 above, it shows that most of the respondents, 85.7% choose taste as their preferences. The taste in a food is very important, and as a business owner must provide a satisfying taste for its customers.

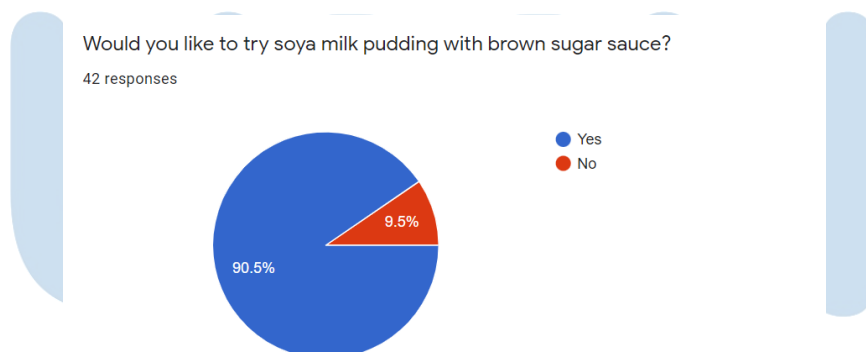


Chart 2.10 Would You Like to Try Soy Milk Pudding?

From the chart 2.10 above, it shows that most of the respondents choose yes and the rest are chosen maybe, there isn't any respondent choose no to try soy milk pudding. It shows the curiosity of the respondent to try soy milk pudding.

Would you like to try soya milk pudding with chocolate sauce?

42 responses

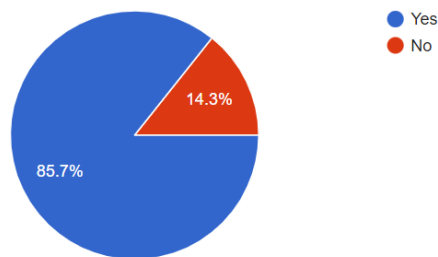


Chart 2.11 Would You Like to Try Soy Milk Pudding with Brown Sugar Sauce?

Would you like to try soya milk pudding with caramel sauce?

42 responses

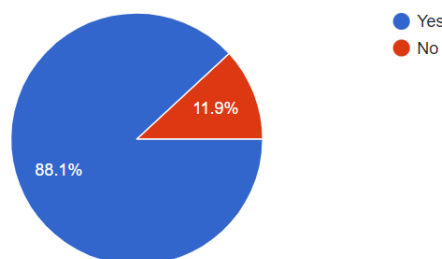


Chart 2.12 Would You Like to Try Soy Milk with Chocolate Sauce?

Would you like to try soya milk pudding?

42 responses

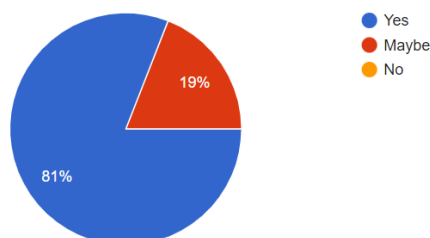


Chart 2.13 Would You Like to Try Soy Milk Pudding with Caramel Sauce?

From the chart 2.11, 2.12, 2.13 above, it shows that most of the respondents want to try the three menus of Soyatelier.id, soy milk pudding with brown sugar

sauce, chocolate sauce, and caramel sauce. From these data, the owner see how enthusiast the respondents to trying soy milk pudding with variants sauce.

How much will you spend for 1 cup of soya milk pudding (200 ml cup)?
42 responses

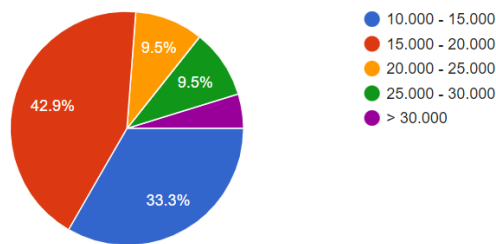


Chart 2.14 How Much Will You Spend for 1 Cup of Soy Milk Pudding?

From the chart 2.14 above, it shows that more than half of the respondents choose 15.000 – 20.000 rupiah for 1 cup of soy milk pudding (200 ml) and agree that the price is suitable for the product.

2.2 Competitor Analysis

2.2.1 Competitor

Every business must have its own competitors. Competitor is one or several businesses who have the same product or service as a particular business product. Although competitors are considered as a challenge, competitors can also have a positive impact on certain businesses. For example, with competitors, a business will further improve its quality both in terms of products and services so that it can attract consumers more, competitors can increase motivation to move forward and try to do better (Ibnuismail, 2021).

Performing a competitor analysis before starting a business is very important as a guide for developing a business. Competitor analysis is not only done before running a business, but while running it also have to do competitor analysis, because over time the business will continue to grow by offering the latest innovations and ideas. Innovation and

creative ideas are important for a business and it will be very much needed for the running of a business.

As a start-up company, Soyatelier.id also have to do some competitor analysis. The analysis is carried out on businesses that offer the same product as Soyatelier.id.

a. Sobebean.id



Figure 2.1 Sobebean.id Products (Source: Sobebean.id Instagram)

Sobebean.id is one of the competitors Soyatelier.id. Sobebean.id have the same product with Soyatelier.id, which soya milk pudding, but there is also the difference between them. Sobebean.id start the business on 2020 in Jakarta Barat, it sells not only soy milk pudding but sells some milk product such as almond milk, and soy milk.

Table 2.1 Sobebean.id SWOT Analysis

| Sobebean.id SWOT Analysis | |
|---------------------------|--|
| Strength | 1. Have more than one product, soy milk pudding and milk from nuts such as almond milk and soy milk. 2. Have good and entertaining contents on Instagram. |
| Weakness | 1. Don't have much customer even though it's the business already run for more than 1 year. |

| | |
|-------------|--|
| | 2. Lack of marketing. |
| Opportunity | 1. Have so much opportunity to attract more buyer. 2. Develop some new healthy product. |
| Threats | 1. Lack of interest from customers. 2. Lack of interest in soy milk pudding. |

b. Pudding Mama Jakarta



Figure 2.2 Pudding Mama Jakarta Products (Source: Pudding Mama Jakarta Instagram)

The other competitors of Soyatelier.id is Pudding Mama Jakarta. Pudding Mama Jakarta don't have the same exact product with Soyatelier.id. Different with Soyatelier.id which sells soy milk pudding, Pudding Mama Jakarta sells pudding with various shape and color, and also sells cup pudding.

Table 2.2 Pudding Mama Jakarta SWOT Analysis

| Pudding Mama Jakarta SWOT Analysis | |
|------------------------------------|--|
| Strength | 1. Eye catching products which can attract customer to order the product. 2. Sells pudding with various shapes. 3. Consistency the quality of the product. 4. Have good and entertaining contents on Instagram. |

| | |
|-------------|---|
| Weakness | <ol style="list-style-type: none"> 1. Only can order via What's app and DM Instagram. 2. Sells only on Instagram. |
| Opportunity | Have so much opportunity to attract more buyer by creates wider market by opening more online store on the e-commerce such as Tokopedia and Shopee. |
| Threats | <ol style="list-style-type: none"> 1. Have much competitors that are more well known by the customer. 2. Similar business with more affordable price. |

c. Puyo

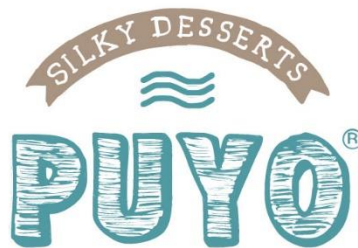


Figure 2.3 Puyo Logo (Source: puyodesserts.com)

Puyo is one of the huge business brands of pudding dessert in Indonesia. Puyo offers pudding with silky texture with some variants flavor. Puyo start opening the first booth in Tangerang located in Living World Alam Sutera on 2013. Not only sells pudding, Puyo also sells drinks that contain the pudding in the drinks.

Table 2.3 Puyo SWOT Analysis

| Puyo SWOT Analysis | |
|--------------------|--|
| Strength | <ol style="list-style-type: none"> 1. Already open 90 outlets in Indonesia. 2. Have many followers on Instagram. 3. Consistency the quality of the product. 4. Have good and entertaining contents on Instagram. |
| Weakness | The price is relatively expensive looking by its small portion. |

| | |
|-------------|--|
| Opportunity | Have so much opportunity to start opening the outlet on overseas and attract more customer. |
| Threats | <ol style="list-style-type: none"> 1. Having much competitors with the same product. 2. Similar business with more affordable price. |

d. Butterbean



Figure 2.4 Butterbean Dessert Box Product (Source: Butterbean Instagram)



Figure 2.5 Butterbean Pudding Product (Source: Butterbean Instagram)

Butter bean is pudding and cake business located in Jakarta. The product offered by Butterbean are pudding in a cup and dessert box with various flavor such as matcha, chocolate, tiramisu, cappuccino, blueberry, and Nutella. Butterbean start the business by selling dessert box, and now starting to sell pudding. This company opened in 2020, and still going on until now.

Table 2.4 Butterbean SWOT Analysis

| Butterbean SWOT Analysis | |
|--------------------------|---|
| Strength | <ol style="list-style-type: none"> 1. Eye catching products which can attract customer to order the product. 2. Sells pudding with various flavors. 3. Have good and entertaining contents on Instagram. |
| Weakness | <ol style="list-style-type: none"> 1. Rarely active on social media. 2. Reach only in Jabodetabek. |
| Opportunity | Have so much opportunity to expand the business so the company can reach other city outside Jabodetabek. |
| Threats | <ol style="list-style-type: none"> 1. Have much competitors that are more well known by the customer. 2. Competitor sells similar product with affordable price. |

e. Dapur Kudapan



Figure 2.6 Dapur Kudapan Logo (Source: Dapur Kudapan Instagram)

Dapur Kudapan is a business that opened in 2020 and located in Jakarta Pusat. This company focuses on selling snack such as pudding, cookies, and Korean garlic bread. Not only food, Dapur Kudapan also selling drinks such as coffee and soy milk.

Table 2.5 Dapur Kudapan SWOT Analysis

| Dapur Kudapan SWOT Analysis | |
|------------------------------------|---|
| Strength | <ol style="list-style-type: none"> 1. Have many products such as pudding, bread, cookies, jam, and drinks. 2. Have good and entertaining contents on Instagram. |
| Weakness | <ol style="list-style-type: none"> 1. Rarely active on Instagram. 2. Don't have much customer even though the company run for over 1 year. |
| Opportunity | Have so much opportunity to attract more buyer by doing some advertising and marketing. |
| Threats | Have much competitors that sells same product with more affordable price. |

Table 2.6 Soyatelier.id SWOT Analysis

| Soyatelier.id SWOT Analysis | |
|------------------------------------|--|
| Strength | <ol style="list-style-type: none"> 1. Unique packaging using glass jar. 2. New innovation of soy milk pudding using various sauce. 3. Offers pudding with a healthier choice. 4. Affordable price with high quality product and packaging. |
| Weakness | <ol style="list-style-type: none"> 1. Only reach Jakarta area. 2. Sells only via Go Food, Grab Food, and Shopee Food. 3. Limited equipment. 4. Low brand recognition. |
| Opportunity | <ol style="list-style-type: none"> 1. Have so much opportunity to attract more buyer by creates more interesting content on social media. 2. No competitor sells the same product in the near area. |
| Threats | <ol style="list-style-type: none"> 1. Untrustworthy staffs. 2. There are many competitors sells the same product but more well known. |

2.2.2 SWOT

Table 2.7 Analysis SWOT 1

| Factors | Sobean.id | Pudding Mama Jakarta | Soyatelied.id |
|---------------------|--------------------------|--------------------------|----------------------------------|
| Location | Jakarta Barat | Jakarta Barat | Jakarta Pusat |
| Core Product | Soy milk pudding | Pudding | Soy Milk Pudding |
| Customer | General | General | General |
| Service | e-commerce and delivery | What's app and Instagram | Delivery |
| Distribution | Around the company area | Jabodetabek | Jakarta area |
| Marketing | Social Media, e-commerce | Instagram | Instagram, Tik Tok, Delivery app |

Table 2.8 Analysis SWOT 2

| Factors | Puyo Dessert | Butterbean | Soyatelied.id |
|---------------------|---------------------------------|---|----------------------------------|
| Location | Jakarta and other city | Jakarta | Jakarta Pusat |
| Core Product | Pudding and drinks | Pudding and dessert box | Soy Milk Pudding |
| Customer | General | General | General |
| Service | Dine in, take away and delivery | What's app, Instagram, e-commerce, and delivery app | Delivery |
| Distribution | Around the outlet | Around the company area | Jakarta area |
| Marketing | Social Media, and website | Instagram, and e-commerce | Instagram, Tik Tok, Delivery app |

Table 2.9 Analysis SWOT 3

| Factors | Dapur Kudapan | Soyatelied.id |
|---------------------|---------------|------------------|
| Location | Jakarta Pusat | Jakarta Pusat |
| Core Product | Snacks | Soy Milk Pudding |

| | | |
|---------------------|--------------------------|----------------------------------|
| Customer | General | General |
| Service | e-commerce and delivery | Delivery |
| Distribution | Around the company area | Jakarta area |
| Marketing | Social Media, e-commerce | Instagram, Tik Tok, Delivery app |

2.3 Sales Goal

Table 2.10 Sales Goal

| Sales Goals | Month 1 | Month 2 | Month 3 | Month 4 |
|---------------------------|---------------|---------------|----------------|----------------|
| Customer | 1800 | 1.944 | 2.138 | 2.416 |
| Customer Base | - | 3.744 | 4.082 | 4.554 |
| Growth | - | 8% | 10% | 13% |
| Average Revenue | Rp 90.000.000 | Rp 97.200.000 | Rp 106.920.000 | Rp 120.819.600 |
| Marketing Expenses | Rp 3.000.000 | Rp 3.000.000 | Rp 3.000.000 | Rp 3.000.000 |
| Customer Acquisition Cost | Rp 1.666,7 | Rp 20.833,3 | Rp 15.463,92 | Rp 10.791,37 |

2.4 Marketing Strategy

2.4.1 Product Characteristics

Although there are already several competitors whose products are soy milk pudding, but in the area around the writer, no one has sold these products. This product uses soy milk as the main ingredient, the cholesterol content in soy milk is 0 mg, which makes this Soyatelier.id product low in cholesterol. In addition, the uniqueness of this product is found in the brown sugar sauce, the sauce is not only made of brown sugar and water, but there is additional ginger in the sauce to add a spicy and warm taste.

The concept of this variant of soy milk pudding with brown sugar sauce is similar to traditional food, it is called bean curd or kembang tahu.

Kembang Tahu is a food made from soybeans that are processed that the texture is very soft and combined with a warm and spicy ginger sauce. This Soyatelier.id product variant is inspired by warm traditional Indonesian food, but the author made this product into a cold dessert but served with a warm and spicy sauce to create a unique and delicious combination. This product variant also does not contain cow's milk so it is very suitable for lactose intolerant people to try this product.

Soy milk pudding with chocolate sauce has a slightly bitter taste that comes from dark chocolate. This product is suitable for customers who don't really like sweet food but still want to eat dessert. It is made using quality ingredients so that the resulting taste is also of high quality.

The last product is soy milk pudding with caramel sauce, is very suitable for sweet food fans, this variant is the sweetest among the other two variants. The caramel sauce is thick and so creamy that it will melt in mouth. The production of this product also uses quality materials.

For the packaging, the author uses a glass jar 200 ml. Most well-known pudding companies use plastic-based packaging it seems more practical but too many businesses have used it, therefore the writer also puts uniqueness in the packaging. The use of glass jars is important for the visual of Soyatelier.id products so it can attract customer's attention, besides that the glass jars can be cleaned and used again by customers.

2.4.2 Distribution

During the first few months, the company will only accept orders via Go Food, Grab Food, and Shopee Food. After the order comes in, the staff will immediately prepare the product while waiting for the driver to pick up the product, after that the driver will deliver the product to the consumer. For the time being, product shipments can only be sent to the Jakarta area, close to the production kitchen in order to maintain product

quality and consistency. If the income is start to grow, the writer will start to expand his business so that he can reach more distant areas.

2.4.3 Promotion

Promotion is something that must be considered in a business, promotion is important for the smooth running of a business. By doing promotions, potential consumers will get information about the products to be sold so as to attract the attention of buyers, and reach a wider range of consumers. Besides that, promotion is also useful for building brand awareness. Therefore, Soyatelier.id must carry out promotions to achieve all of that. The promotional strategy that will be carried out is to create interesting content on Instagram, make interesting videos on Tik Tok. Social media must be used optimally to promote, especially Tik Tok, which has many users. In addition, Soyatelier.id will also endorse Tik Tok influencers and celebrities whose content focuses on reviewing food. Soyatelier.id will also create a website that contains detailed product explanations.

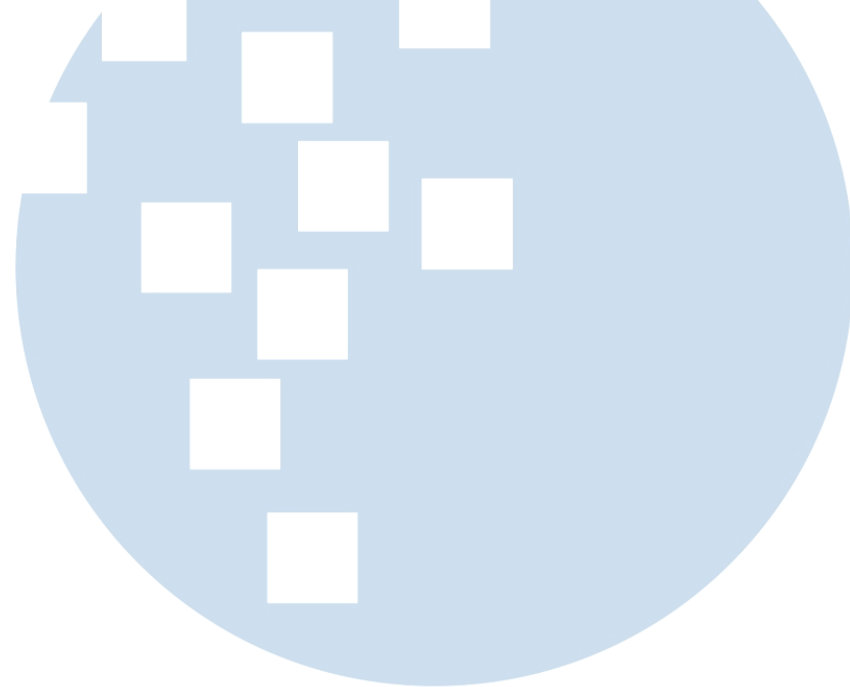
2.4.4 Pricing

Today's business competition is very tight, especially for the food and beverages industry, and price is the main factor. To increase customer interest in Soyatelier.id products, as a start-up business the company will provide affordable prices for its customers but with the best quality. Although many competitors offer lower prices, Soyatelier.id products is also affordable for the area around the writer's house. Soyatelier.id has 3 products and all of the products have the same price, which is Rp. 20,000.

Table 2.11 Product Pricing

| No | Product Name | Price |
|----|---|-----------|
| 1 | Soy Milk Pudding with Brown Sugar Sauce | Rp 25.000 |

| | | |
|---|--|-----------|
| 2 | Soy Milk Pudding with Chocolate Sauce | Rp 25.000 |
| 3 | Soy Milk Pudding with Caramel Sauce | Rp 25.000 |



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA