CHAPTER II
MARKETING PLAN

2.1 Market Size

Ramen Co target segmentation focused on who that looking option of food that besides of rice dishes. The author surveys for this business to define the targetof the customer itself. Result of the survey, the company classified the target market of customers itself into segmentation including geographic, demographic, psychographic, and behavioral segmentation.

1. Geographic Segmentation

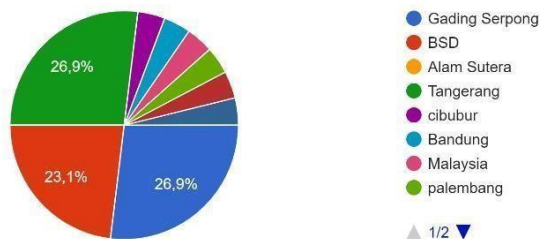Target of customer Ropang Co area several in Pasar modern Intermoda BSD.

Chart 2.1 Domicile Chart

2. Demographic Segmentation

Ropang Co target both male and female customers, most of the customers are a woman. The target customers, age are between 15 – 22 years old. Thisdata source is from google form company of products.

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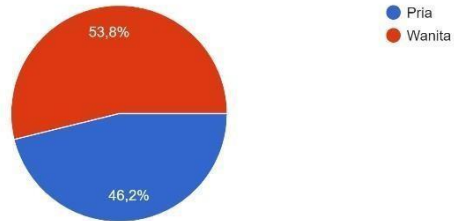
Jenis Kelamin
26 jawaban

Chart 2.2 Gender Chart

Umur
26 jawaban
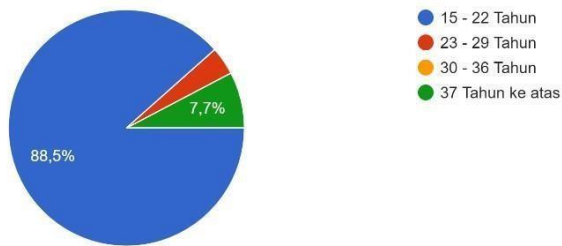
Chart 2.3 Age chart

Pekerjaan
26 jawaban

Chart 2.4 Occupation Chart

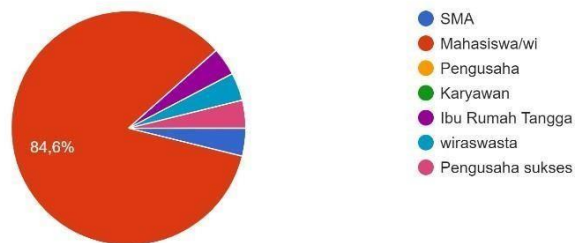Ramen Co, Michael Florentino, Universitas Multimedia Nusantara

3.   Behavioral Segmentation

Target customers to consume noodle dishes as their meals. They are more interested in food that low price, and delicious. Most consumers that consumes Ramen in restaurants or malls. But from 26 respondents, around 65,4 % that purchasing ramen. Consumers are mostly interested in eating ramen, because ramen is the main dish.
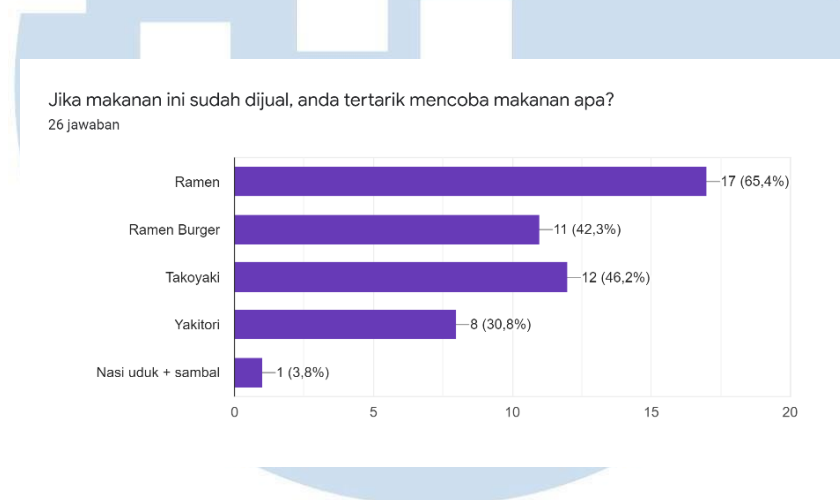
Jika makanan ini sudah dijual, anda tertarik mencoba makanan apa?
26 jawaban

Food	Count (%)
Ramen	17 (65,4%)
Ramen Burger	11 (42,3%)
Takoyaki	12 (46,2%)
Yakitori	8 (30,8%)
Nasi uduk + sambal	1 (3,8%)

Chart 2.5 Consumer Interest Chart

Competitor Analysis

2.1.1   Competitor

1. Ran Ramen

Ran Ramen is located in North of Gandaria, South Jakarta. Ran Ramen is a popular street ramen food in South of Jakarta. Ran Ramen food menu and serves ramen with Japanese concepts. Ran Ramen also sells chicken menus, and also another Japanese menu. Ran Ramen not selling at Go food, but sell in WhatsApp as online. Ran Ramen has a high enough rating, which is 4.5, which can be said the quality and sales are quite good enough.

Figure 2.1 Ran Ramen

2. Ramen Ten 10 QBIG BSD

Ramen Ten 10 is located in QBIG BSD City, Tangerang, Banten. Ramen Ten10 focused on its consumer's food menu and serves ramen with a Japanese concept. Ramen Ten 10 also sell the donburi menu, and the side dish itself. Ramen Ten 10 also sell in Go food, and Grab good online. Ramen has a high enough rating, whichis 4.3, which can be said the quality and sales are quite good enough.

Figure 2.2 Ramen Ten 10 QBIG BSD

2.1.2 SWOT

Table 2. 1 Analysis SWOT

Factors	Ran Ramen	Ramen Ten 10	Ramen Co
Location	Gandaria Utara	QBIG BSD City	Tangerang, BSD
Core Product	Ramen	Ramen	Ramen & Japanese dish
Customer	People who lived in South Jakarta, and people who have lower to middle income.	People who lived in BSD and people who have middle to upper income.	People who lived in BSD Tangerang, and people who have low to middle income.
Service	Serve ramen & Chicken dish	Serve ramen	Serve ramen and Japanese food
Distribution	Gandria South of Jakarta	BSD	BSD Area
Marketing	Instagram, Gojek, WhatsApp	Instagram, Gojek, Grab	Instagram, Gojek

2.2 Sales Goal

Table 2. 2 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	1.430	1.560	1.690	1.820
Customer Base	55	60	65	70

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Growth	-	Have many followers on Instagram	Have admin to maintain online store	Have a team
Average Revenue	Rp. 25.025.000	Rp. 27.300.000	Rp. 29.575.000	Rp. 31.850.000
Marketing Expenses	Rp. 300.000	Rp. 500.000	Rp. 1.000.000	Rp. 3.000.000

2.3 Marketing Strategy

2.3.1 Product Characteristics

There's 4 Menu for main, Ramen, Ramen burger, Takoyaki, Yakitori. Ramen Co is freshly made with quality ingredients. All material is wrapped in plastic, and placed in a temperature area. Ramen Co uses good quality material for all of the menu itself. The author maintains the cleanliness of the product that will be served for the customer.

Figure 2.3 Marketing Strategy

2.3.2 Distribution

Our company sells and distributes the product by the offline store in BSD Cisauk Pasar Intermoda and for the online itself from Instagram, WhatsApp, and also using the Go food by Gojek application that can easily get access by the customer.

2.3.3 Promotion

For the promotion of the Ramen Co itself using and Instagram using advertising service that Instagram promotion has. For the second promotion, Ramen Co uses Gojek to promote the products. The company promotes that product through the Gojek feature discount and it will be up the company product that can be a highlighted as a product that discount on a certain day. That can be remembered by the consumer, that can be repeat order because the consumer interest with a bundle of discount in Gojek itself. The company can inform to author's family and friends thatcan recommend the product.

Table 2. 3 Advertising Tools

Promotional Tools	Budget over 1 year
Print Brochure	Rp. 150.000
Bazaar	Rp. 2.000.000
Content	Rp. 500.000
Online Promotion	Rp. 1.500.000
Total	Rp. 4.150.000

2.3.4 Pricing

Here's the price list of the product offered by Ramen Co.

Table 2. 4 Price of Ramen Co

No	Product	Price
1	Ramen	Rp. 30.000,00
2	Ramen Burger	Rp. 25.000,00
3	Takoyaki	Rp. 15.000,00
4	Yakitori	Rp. 15.000,00
5	Ocha	Rp. 10.000,00

6	Tea		Rp. 10.000,00

Table 2.5 Ramen Product

No.	Ingredients	Qty	Unit
1.	2 Instant Ramen	600	gram
2.	Seaweed	2	pcs
3.	Egg	1	pcs
4.	Naruto	2	pcs

Table 2.6 Ramen Burger Product

No.	Ingredients	Qty	Unit
1.	2 Instant Ramen	600	gram
2.	Lettuce	15	gram
3.	Egg	1	pcs
4.	Cheese Slice	1	pcs
5.	Ground Beef	25	gram
6.	Tomato	15	gram

Table 2.7 Takoyaki Product

No.	Ingredients	Qty	Unit
1.	All-purpose flour	200	gram
2.	Sajiku (tepung bumbu)	50	gram
3.	Maizena	10	gram
4.	Eggs	1	pcs
5.	Milk powder (dancow)	10	gram
6.	Sugar (gulaku)	5	gram
7.	Baking powder	3	gram
8.	Water	660	ml
9.	Soy Sauce	30	ml
10.	Cheese	35	gram
11.	Katsuobushi	80	gram

Table 2.8 Yakitori Product

No.	Ingredients	Qty	Unit
1.	Chicken breast	300	gram
2.	Oil	75	ml
3.	Salt	10	gram
4.	Pepper powder	5	gram
5.	Ginger powder	2.5	gram
6.	Garlic powder	2	gram

No.	Ingredients	Qty	Unit
7.	Soy sauce (Hati angsa)	8	ml
8.	Brown sugar	30	gram
9.	White vinegar	22	ml
10.	Water	100	ml
11.	Tapioca	10	gram
12.	Skewer (for yakitori)	20	pcs

Table 2.9 Ocha Product

No.	Ingredients	Qty	Unit
1.	Ocha powder	50	gram
2.	Water	300	ml

Table 2.10 Tea Product

No.	Ingredients	Qty	Unit
1.	Tea (naga celup)	1	pcs
2.	Water	280	ml

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