

CHAPTER II

MARKETING PLAN

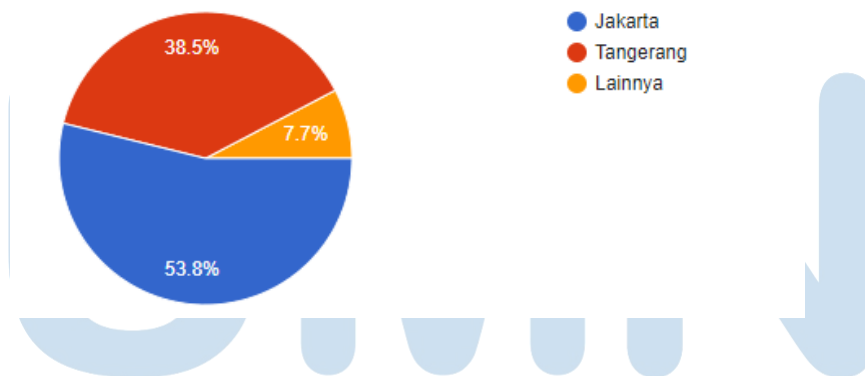
2.1 Market Size

Garnomy have research the market through a survey method that result in the writer to gain knowledge regarding the market. With the survey, the writer manage to find out and divide the market to 3 segmentation which are geographic segmentation, demographic segmentation, and psychologic segmentation.

1. Geographic segmentation

According to the survey that Garnomy did to gain more information regarding the potential customer, Garnomy find out that most audience come from Jakarta region. There are also some audience based on Tangerang district, but the number are much lower than in Jakarta.

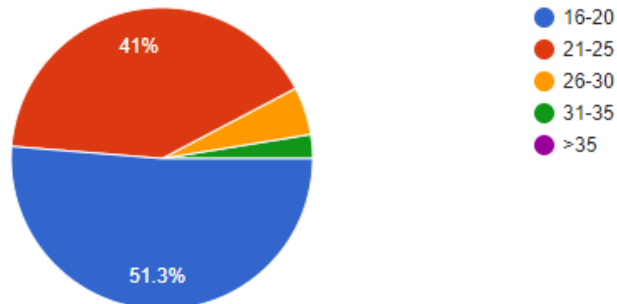
Figure 2. 1 Domicile



2. Demographic segmentation

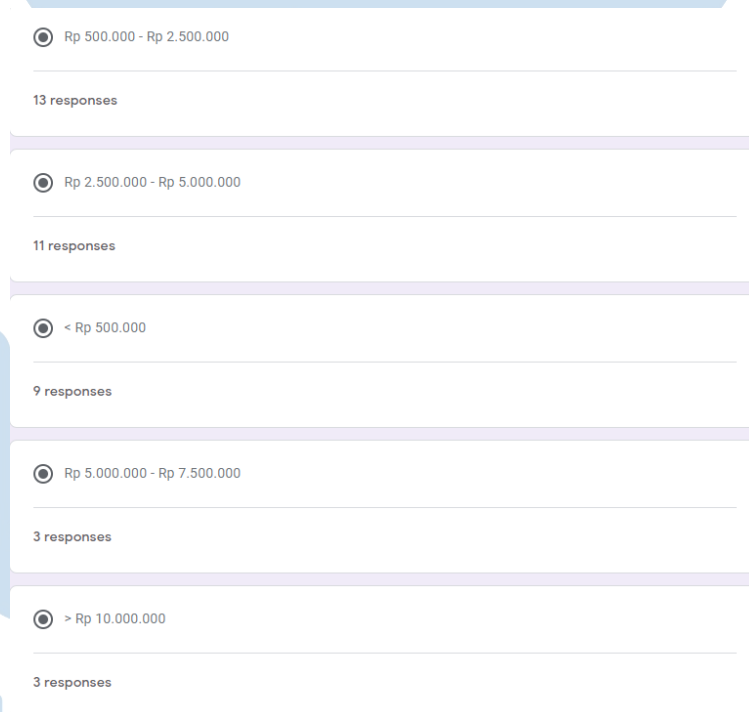
According to the survey that Garnomy have created, garnomy gain information about the demographic factors of the audience. Most audience are the age of 16 to 20 and 21 to 25. With the audience mainly in their young teenager phase, most of the audience are students.

Figure 2. 2 Age Range



With most of the audience of the survey being a university student, the audience spending power varies. Most of the audience spending power are around Rp 500.000 to Rp 2.500.000. There are also a lot of audience with the spending power of Rp 2.500.000 to Rp 5.000.000.

Figure 2. 3 Spending power

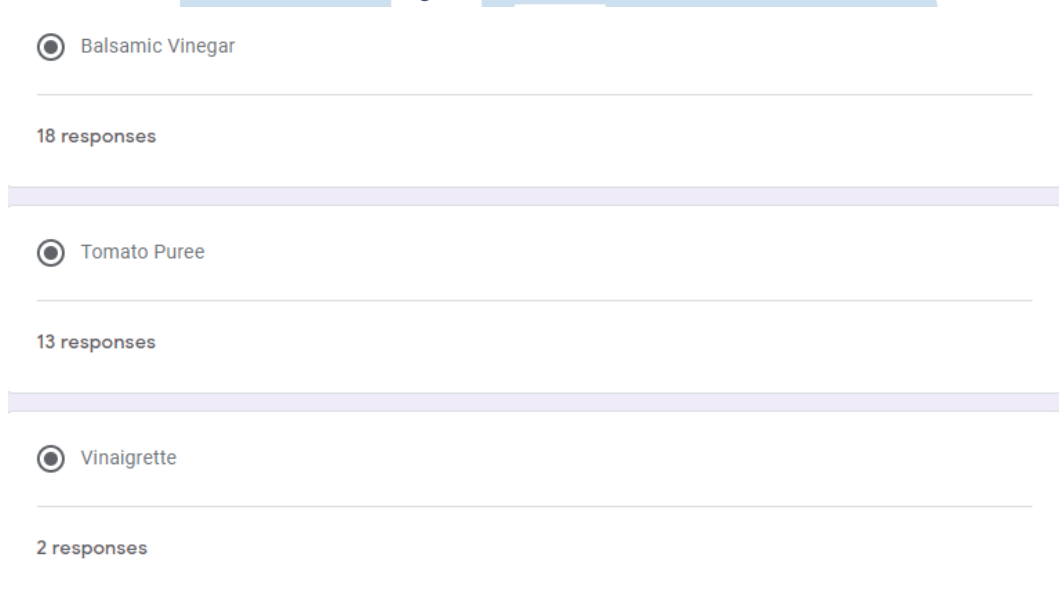


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3. Psychological Segmentation

The writer manage to gain information that most of the audience are interested to try Garnomy's garnish caviar product with 33 audience saying yes to the question "would you try and taste garnish caviar?" The writer also manage to find out that Balsamic vinegar flavor caviar is the most popular flavor that the audience is willing to taste.

Figure 2. 4 Favorable Flavor



2.2 Competitor Analysis

2.2.1 Competitor

1. PT Jaya Utama Santikah

Figure 2. 5 PT Jaya Utama Santikah Logo



PT Jaya Utama Santikah is one of Garnomy competitor. PT Jaya Utama Santikah is one of Indonesian balsamic vinegar distributor. As Garnomy

is using balsamic vinegar flavor as one of its caviar flavors, PT Jaya Utama Santikah is one of the biggest Garnomy competitors.

2. PT Karya Baru Indonesia

Figure 2. 6 PT Karya Baru Indonesia Logo



PT Karya Baru Indonesia is also a competitor to Garnomy. PT Karya Baru Indonesia is a cilantro or coriander distributor that sells coriander as both ingredients and garnish in a bulk. As Garnomy uses cilantro as one of its ingredients for garnish caviar, PT Karya Baru Indonesia becomes one of Garnomy's competitors.

3. PT Sarang Tawon Sukses Abadi

Figure 2. 7 PT Sarang Tawon Sukses Abadi



PT Sarang Tawon Abadi is an Indonesian's syrup distributor that sells syrups to outlets and other businesses in a bulk. One of the garnish caviars that Garnomy sells are a syrup flavor caviar where other syrup distributors will be Garnomy's competitors.

4. PT Saudara Makmur Sentosa

Figure 2. 8 PT Saudara Makmur Sentosa Logo



PT Saudara Makmur Sentosa is a rice and syrup distributor that will be competing with Garnomy where both sells syrup as one of its product.

5. PT. Karawang Foods Lestari

Figure 2. 9 PT Kawang Foods Lestari Logo



PT Karawang Foods Lestari sells canned tomato puree, where the product are the same with Garnomy's caviar flavor. With both company selling and distributing tomato puree that is use as an ingredient and as garnishes, PT Karawang Foods Lestari become one of Garnomy's competitor.

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2.2.2 SWOT

Table 2. 1 Analysis SWOT

Factors	PT Jaya Utama Santikah	PT Karya Baru Indonesia	PT Sarang Tawon Sukses Abadi	PT Saudara Makmur Sentosa	PT Karawang Foods Lestari	Garnomy
Location	Jakarta	Jakarta	Medan	Jakarta	Bekasi	Jakarta
Core Product	Consumer Goods	Herbs and spices	Groceries	Syrups	Sauce and spices	Garnish Caviar
Customer	Supermarket and Restaurant	Supermarket and Restaurant	Supermarket and Restaurant	Supermarket and Restaurant	Supermarket and Restaurant	Restaurant
Service	Pre-Order	Pre-Order	Pre-Order	Pre-Order	Pre-Order	Pre-Order
Distribution	Cargo	Cargo	Cargo	Cargo	Cargo	Cargo and gojek/grab
Marketing	E-Commerce	E-Commerce	E-Commerce	E-Commerce	E-Commerce	E-Commerce

2.3 Sales Goal

Garnomy is expected to grow in sales number in four months. It is expected and forecast that the number of growth is between 7 % to 18 %

Table 2. 2 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	5	7	12	26
Customer Base		12	24	50
Growth		7%	11%	18%
Average Revenue				
Marketing Expenses				
Customer Acquisition Cost				

2.4 Marketing Strategy

In running a business it is very important to know the SWOT of the company brand. The writer have acknowledge the SWOT of Garnomy that let the writer to know about the strength, weakness, opportunities, and threat that Garnomy have in the industry.

SWOT Analysis of Garnomy	
Strength	Unique product, have much potential in adding new flavor
Weakness	Start-up business, less connection and trust from client
Opportunity	Product pioneer (easy to be market leader), currently trending in the food trend
Threat	Easy to be replicate, new product that may be hard to be accepted by potential client.

Table 2.3 Garnomy SWOT Analysis

2.4.1 Product Characteristics

Garnomy sells a new type of garnish that uses molecular gastronomy and spherification process to create a sphere-like garnish that resembles a caviar with looks and texture. Garnomy uses the best ingredients and ensure its quality to be the best and the product are ready to be used. A variety of flavor also being sold by Garnomy to ensure customer are satisfies with the product.

2.4.2 Distribution

Garnomy will be using cargo method for bulk order and the help from gojek and grab as its partner for smaller quantity purchase. Garnomy market segment is more toward business to business where most will be purchasing in a bulk order so using land cargo would be the best method. Clients and customers could contact through the marketing team to place an order.

2.4.3 Promotion

Garnomy uses door to door marketing strategy that is combined with product tasting where marketing team will scout to potential restaurant clients that would like to innovate and renew their menu. Explaining to the potential customer regarding the upcoming food trend and how hopping to the trend in a faster timeline would benefit the restaurant in the long run. With every collaboration with a new client, Garnomy will also offer a helping hand in developing the new menu that uses garnomy product.

Besides door to door marketing, Garnomy also uses social media platform to help in boosting the sales of both Garnomy product and client's outlet that are collaborating with Garnomy's product. Boosting a clients' sales would benefit both party since client will need to order a higher number of quantity of caviar garnish from Garnomy.

2.4.4 Pricing

Garnomy uses different ingredients for each flavor. This led to a set of price range within each flavor. Garnomy also sells garnish caviar in a variety of volume size. However with the uniqueness of garnomy product, the writer kept the price similar to its competitor where they only sold basic ingredients. Garnomy pricing starts at Rp 13.000 for the cheapest flavor and lowest quantity in volume size, and could go up to Rp 200.000 as its highest price.

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