

CHAPTER II

MARKETING PLAN

2.1 Market Size

To find out the market size, a survey has been carried out to find out market segmentation, buyer interest and others and so the Nagihkeun Company will know where is the right place for this product to be launched. So, this is a result of the survey.

1. Geographic Segmentation

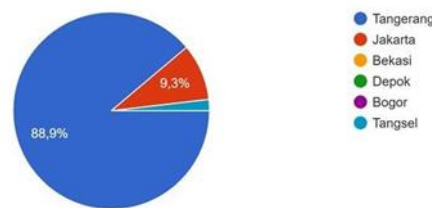


Figure 2.1 Domicile

The distribution of the survey regarding the company's demographic segmentation has included the main areas, namely Tangerang and South Tangerang, as well as other areas such as Jakarta, Bekasi, Depok and Bogor (JABODETABEK). Some of these areas were chosen because the company also wants to see how durable the product will be when it finds out about shipping to these cities before shipping to all over Indonesia. And in this survey, 88.9% of the audiences live in the Tangerang area and the rest are in Jakarta. if based on the results of the survey, it is very easy for companies that have just pioneered products to make deliveries to customers who are still domiciled in the Tangerang and Jakarta areas.

2. Demographic Segmentation

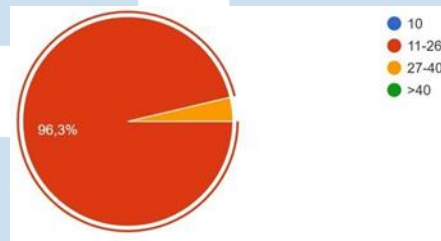


Figure 2.2 Age Range

Based on the survey results, 96.3% of the audience ranged in age from 11-26 years (Generation Z). The age selection listed in the survey is based on looking at the strata from generation to generation, which includes Generation Y, Generation Z, and Generation Alpha. This will greatly affect the distribution of the product in the future, the company itself focuses more on that this product will be introduced and easily accepted by Generation Z. Generation Z itself is currently considered to be one of the most influential things in the culinary and not only that Generation Z is also more being active in the use of social media, this is very related to the way the company will promote it on online media.

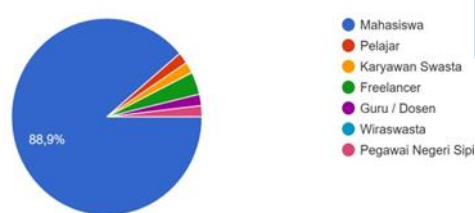


Figure 2.3 Occupations

The results of the survey regarding employment are 88.9% Most of them are students and students. This is also influenced by the results of the service age that has been recorded. This is in line with the company's expectations of its target market.

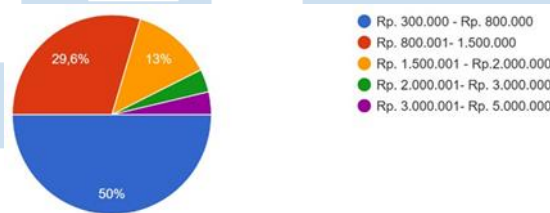


Figure 2.4 Spending Power

Based on a survey on Spending Power, it is found that around 50% of respondents have spending power of Rp.300.000 to Rp.800.000 and for the other 26% in the range of Rp.800.001 to Rp.1.500.000. if viewed based on the data, then this business is in the low to the middle-class segment.

3. Psychographic Segmentation

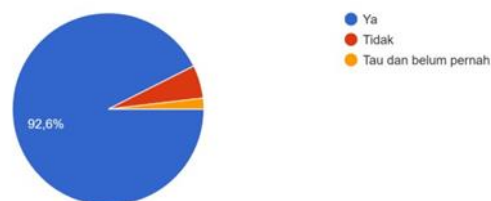


Figure 2.5 Product Knowledge

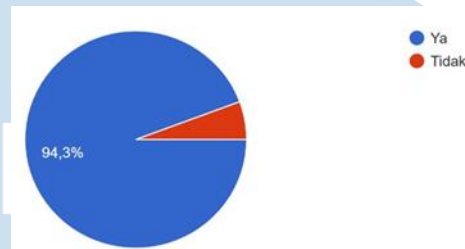


Figure 2.6 Consumer Interest

The results of the next survey will refer to how much the audience knows about Tekwan products on the market. This is also one of the important things because then the customers at least already know what products we will market. Therefore, this also affects the interest of customers to try products from the Nagihan company, 'Tekwan Bone Rangu and Sambal Mercon'. Based on the survey results, 92% of the audience had tried Tekwan and 94% of them were interested in trying Tekwan Tulang Rangu products that had never been on the market before.

4. Consumer Behavior

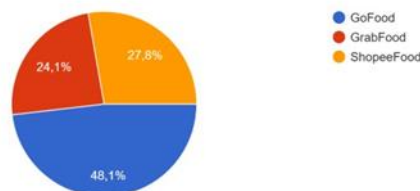


Figure 2.7 Consumer Behavior

This survey is seen in terms of customer behavior when using food ordering services or using E-commerce in the current era. Based on the survey, GoFood's top position with 48%, ShopeeFood 27% and GrabFood 24%.

2.2 Competitor Analysis

2.2.1 Competitor

Competitor analysis is one of the most important things in business. Many think that this will be a threat when the products they make will be marketed. However, this is one way to see and get market opportunities. This will also make the company will continue to think creatively and innovatively and also the company must improve product quality and develop the best offer in the market segment.

1. Pempek Gaby Citra Raya



Figure 2.8 Logo Pempek Gaby

The first competitor was Pempek Gaby, this company initially only had a small shop and the shop was named "Gaby" located in Bekasi. This company provides various kinds of fish-based food, more precisely, this company sells all kinds of typical food from Palembang, South Sumatra. Selling various kinds of typical food from the Palembang region such as, Pempek, Tekwan, Otak-otak, Pindang Patin and others. After being widely recognized by consumers, this company began to develop and sell its products online, currently it also has several resellers in various regions, including those in the Citra Raya area, Tangerang. The range of Tekwan products sold in one serving or in one package is IDR 17,000.

2. Pempek Mang Etet

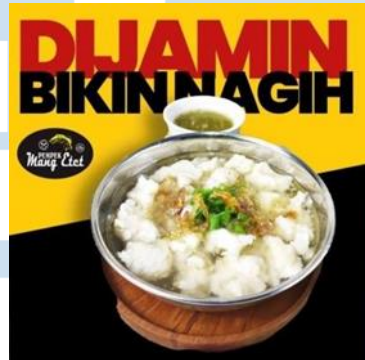


Figure 2.9 Logo Pempek Mang Etet

Pempek Mang Etet. Pempek Mang Etet is located in the Ciledug area, Tangerang. This company also sells its products offline and online. If you do a search on one of the Shopee e-commerce sites, many product displays from Pempek Mang Etet will appear. At Pempek Mang Etet himself he sells various types of processed fish and also various types of sizes. At this company in E-commerce, they sell Tekwan products in only 1 size, namely selling in jumbo sizes which can be consumed as much as 5 portions. The price of Tekwan at Pempek Mang Etet is Rp. 70,000, but only contains Tekwan and spices, no other condiments.

3. Pempek Kenari



Figure 2.10 Pempek Kenari Logo

The next competitor is Pempek Kenari. Pempek Kenari is one of the companies that is quite well known in the community today. This is because, the company is clearly the first to appear in the market. Not only that, the existence of Pempek Kenari is also easy to reach and find, as well as Pempek Kenari outlets, which can be found in foodcorts in shopping centers (Mall), and in several other areas. Same thing with other competitors, at Pempek Kenari the company also sells Pempek of several types and sizes, Tekwan, and sells other foods such as Nasi Goreng. At Pempek Kenari themselves, they sell Tekwan at a price of Rp.22.000/portion.

4. Pempek Candy



Figure 2.11 Pempek Candy Logo

Candy Pempek. This company is also a large company, is well known and has outlets in various regions in Indonesia. Tekwan products will always coexist with other products, such as pempek. At Pempek Candy, this company has also sold online and can be sent throughout Indonesia. The price of Tekwan products at the Pempek Candy company varies, they sell in the form of small portions and large portions. In one portion of Tekwan they sell starting from Rp.25.000 and in some sizes, such as 500 grams, Rp.154.000, 1kg, Rp.308.000.

5. Pempek Pak Raden



Figure 2.12 Pempek Pak Raden Logo

The last competitor, Pempek Pak Raden. Pempek Pak Raden is also a well-known Pempek outlet. For the Tangerang area, Pempek Pak Raden has several locations, including the Gading Serpong area. Indeed, basically the main product of the competitors is processed other than Tekwan, namely Pempek. The Tekwan product that is sold to several competitors is another complete product. The price for Tekwan at Pempek Pak Raden is around Rp. 16,000 per serving.

After conducting an analysis through a survey, the owner also conducted a qualitative method or conducted interviews with several people who had tried Tekwan products from Nagihkeun. Among them there is Bunga Dwi Rahayu, in the interview she stated that the Tekwan product from Nagihkeun has a savory taste image, has a fresh gravy and he also stated that as a spicy taster she said that the chili sauce from Nagihkeun products is spicy and creates the good taste. In this interview, the interviewer only gave advice so that this business can be realized immediately

In the second interviewer, Cheryl Agtha Suciadi. In this interview she said that Nagihkeun products have a harmonious taste and have the right portion, in this interview she only gave the same advice as the first interviewer, namely that this product be immediately sold in the market.

The last interviewer was Dina Nurhidayanti. In this interview, she believes that Tekwan product has a good taste, and the texture of the Tekwan is soft and the taste of fish is delicious. After that, this interviewer also gave suggestions for the owner to sell other Palembang specialties besides Tekwan.

With the results of interviews that have been carried out, as the owner, it is very valuable and all criticism and suggestions will be accommodated and this will also be a motivation for the company so that the products created are growing and accepted in the market.

2.2.2 SWOT

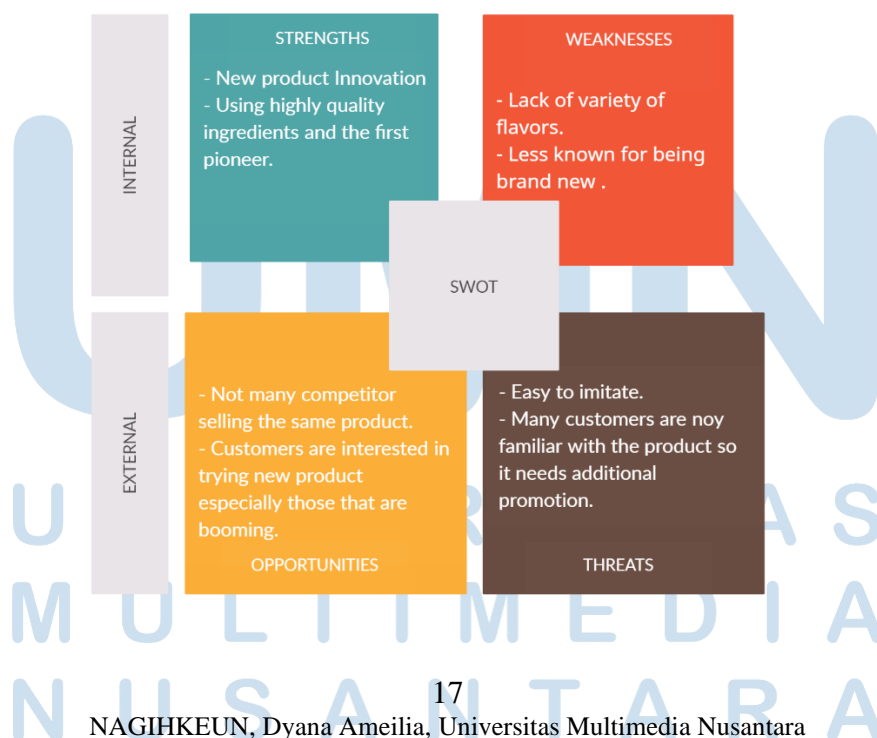


Figure 2.13 SWOT Nagihkeun

SWOT is a strategic plan in which there are several classifications such as (Strength) (Weakness) (Opportunity) and (Threat). In every company there must be a SWOT analysis and this must also be considered carefully by the company because this will affect the strategy during the business process. Determination of SWOT is also divided into two on strength and weakness can be determined by looking internally from within the company. And at this opportunity and threat every company looks externally. Therefore, the Nagihkeun Company has selected and determined the SWOT analysis as well as what has been stated in the figure above.

Table 2.1 Competitor Analysis Factor

Factors	Pempek Gaby	Pempek Mang Etet	Pempek Kenari	Pempek Candy	Pempek Pak Raden	Nagihkeun
Location	Citra Raya Cikupa	Ciledug	Karawaci	Tangerang	Gading Serpong	Citra Raya Cikupa
Core Product	Tekwan & Pempek	Tekwan & Pempek	Tekwan & Food	Pempek & Tekwan	Pempek& Tekwan	Tekwan Tulang Rangu
Customer	Middle Class	Middle Class	Middle Class	Middle to upper Class	Middle Class	Middle Class
Service	Dine-in Takeaway	Dine-in, Takeaway	Dine in, Takeaway	Dine-in, Takeaway	Dine-in, Takeaway	Takeaway
Distribution	Gojek, Grab	Shopee, Instagram	Grab, Gojek	Tokopedia, Shopee, Bukalapak	Grab, Gojek	Gojek, Grab
Marketing	Gojek, Gofood	Instagram, Shopee	Instagram	Website, Tokopedia	Trevelokaats	Instagram, Shopee

With this factor analysis table, it will be easier for companies to see opportunities, both in terms of product sales such as prices, distribution and others. And this can also provide an example for the company of how the strategies that competitors do see how they overcome the problems they face both for the company

and the problems that exist in the market. It also aims to prevent the Nagihkan company from repeating the same mistakes that have happened to other competitors.

2.3 Sales Goal

With this sales goal table, the company will be more motivated and think about how to make this product successful in achieving the sales goal and even exceeding that. And in the results that have been determined by the Nagihkeun company, the company has carried out an ideal calculation and is in accordance with the product units that can be produced in one day for each type of product. In the company there are 4 types of products to be sold and in each of each product produced 11 to 13 units in one day. Therefore, the company determines that there are 4 products that will sell at least 15 pcs in one day.

Table 2.2 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	1.800	1.890	2.016	2.070
Customer Base	-	1.100	1.177	1.212
Growth	-	5%	12%	15%
Average Revenue	Rp.68.850.000	Rp.72.292.500	Rp.77.112.000	Rp.79.177.500
Marketing Expenses	Rp.500.000	Rp.500.000	Rp.500.000	Rp.500.000

2.4 Marketing Strategy

2.4.1 Product Characteristics

Nagihkeun is a small and medium micro-enterprise that focuses on selling typical food from the Palembang region, South Sumatra. By selling fish-based products, the resulting product is nutritious food. Not only that, the selection of all products is done very carefully, so the company only uses high quality and fresh ingredients. The Tekwan that is sold is also very different from the Tekwan commonly found in the market. This is the first Tekwan to use Tulang Rangu to add sensation when customers consume it.

2.4.2 Distribution

The distribution carried out by the Nagihkeun company is by using and utilizing online stores such as Shopee and using social media such as Instagram for the product ordering process. Ordering via social media such as Instagram is done by sending a direct message. With this distribution will greatly facilitate customers to order and find out the product.

2.4.3 Promotion

One of the things that can attract more customers is to choose a good and appropriate promotion method. For companies to share about promotions, the company will first optimize word of mouth marketing. Providing promos every month, giving free items with a minimum purchase. Not only that, on social media there will also be an attractive design selection for each product upload. Endorsing several celebrities and food bloggers who are experts in their fields. And also use Grabfood, Gojek for convenience.

2.4.4 Pricing

Regarding the price of the products sold by Nagihkeun, the company has maximized its best possible to use affordable prices by using high quality materials and the products can be purchased by consumers from various circles. When viewed from several other competitors, Nagihkeun products are more affordable when viewed from the proportions of the products, because in one package, Tekwan products can be enjoyed by up to 2 people in one serving.

Table 2.3 Pricing Product

No.	Product	Net	Price
1.	Original Sambal Hijau	1 Pcs	Rp.35.000
2.	Original Sambal Mercon	1 Pcs	Rp.35.000
3.	Tulang Rangu Sambal Hijau	1 Pcs	Rp.40.000
4.	Tulang Rangu Sambal Mercon	1 Pcs	Rp.40.000