

CHAPTER II

MARKETING PLAN

2.1 Market Size

To reach a market properly, we need to gather data of Customer Behaviour to find customer patterns of FnB purchasing. The Collected data will be used by Coffee Shop to develop and craft the menu. The better plan we used, it will improve the turnover of The Coffee Shop.

The Coffee Shop has been trend in past few with a high range of people with different background. And Some of Coffee Shop has been evolved to a Coffee Stall in order to speed up sales with minimum cost.

With the data taken from Badan Pusat Statistik (BPS) about the age spread in Jakarta, around 3,340,644 people from 15-39 years old that we've target as our customer, Covee Senja could scoop around 32% from total populations in Jakarta as potential customer because we target Millennial and Gen Z generation.

Chart 2.1.1 Data Age

Kelompok Umur	2020 ¹⁴
0-4	661 018
10-14	874 865
15-19	825 828
20-24	818 069
25-29	835 638
30-34	861 109
35-39	974 357
40-44	913 386
45-49	799 344
5-9	893 762
50-54	670 571
55-59	526 403
60-64	377 636
65+	530 102
Jumlah	10 562 088

Chart 2.1.2 Occupation



Chart 2.1.3 Customer lifestyle



Chart 2.1.4 Customer spending time

Berapa lama biasanya kalau berkunjung ke cafe?

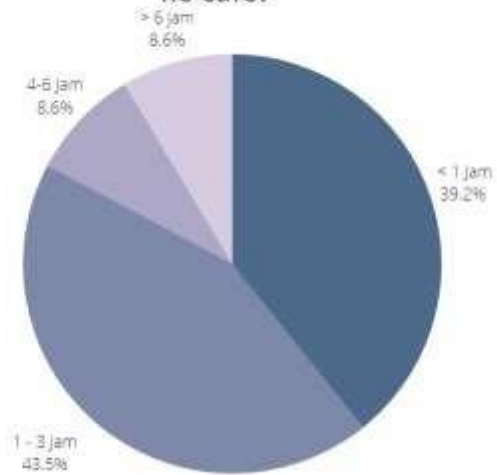
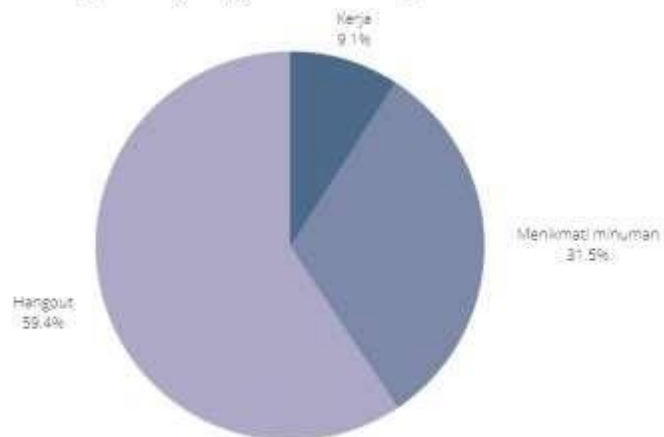


Chart 2.1.5 Customer preference

Kegiatan yang dilakukan jika ke cafe?



We surveyed three customers of our direct competitors which are Sukarman, Ryan, and Alby. With various backgrounds, Sukarman as a businessman often closes or holds meetings with clients. Ryan is an office worker who often does office work, and Alby is a student who often gathers with his friends to do schoolwork. As a businessman, Sukarman needs a comfortable and comfortable place to chat with clients, so that an agreement can be reached, for drinks you don't want heavy. Ryan as an office worker is looking for a drink that can provide relief so that it can help stimulate work, he is also looking for a place that is not too noisy so he can concentrate. Unlike Alby where he looks for a variety of drinks because he often gathers with his friends, he also suggests a place that can be a space to work together.

2.2 Competitor Analysis

2.2.1 Competitor



Picture 2.2.1 nguppie Artisan Roastery

Covee Senja takes Photogenic interior design concept, fast service, and comfort beverages. With the location around Green Lake City, there are many competitor surrounding. One of them is Nguppie Coffee, Nguppie Coffee serve espresso based drinks and classic beverages concept. Even Nguppie Coffee focusing on the Classic Coffee Concept, it still considered as our main competitor as the same location towards.

Table 2.2.1 Direct Competitor Matrix

	Covee Senja	Nguppie Coffee
Strategy	Photogenic interior, Unique Coffee	Classic Interior, Classic Coffee
Core	Flavored Coffee	Manual Brew
Customer	General, Age range 15-39	Businessman, Age range 20-35
Competitive	Coffee and Mocktail	Coffee and Manual Brew
Advantage	Uniqueness of menu item	Classic menu item
Revenue	Beverages Product	Food and Beverage, Roasted Beans



Picture 2.2.2 WK Pontianak

Covee Senja indirect competitor are cafes who coincidental serve Coffee as one of their menu, On our location, Warung Kopi Pontianak is considered as one of our indirect competitor since they have beverages on their menu, although it is not the main product to sales.

Table 2.2.2 Indirect Competitor Matrix

	Covee Senja	Warung Kopi Pontianak
Strategy	Photogenic interior, unique menu	Café Concept
Core	Flavored Coffee	Rice
Customer	General, age range 15-39	General
Competitive	Photogenic Interior, Coffee Menu	Various Menu of Food
Advantage	Uniqueness of Coffee	Various Option of Food
Revenue	Food Product	Food Product

2.2.2 SWOT

Table 2.2.3 Analysis SWOT

Factors	Nguppie	WK Pontianak	Covee Senja
Location	Food City	Wallstreet	Food City
Core Product	Manual Brew and Classic Coffee	Food	Flavored Covee
Customer	General	General	General
Service	Self Service	Full Service	Self Service
Distribution	Tangerang	Tangerang	Tangerang
Marketing	Digital Marketing	Digital Marketing	Digital Marketing

2.3 Sales Goal

Table 2.3.1 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	30 Transaction /day	35 Transaction /Day	45 Transaction / Day	55 Transaction / Day
Customer Base	15	20	25	30
Growth	15%	20%	20%	25%
Average Revenue	800.000	1.000.000	1.200.000	1.500.000

2.4 Marketing Strategy

2.4.1 Product Characteristics

The concept of the beverage product offered in the form of coffee which has various flavors, and cream topping is the flagship of the twilight covee product. The high value sold by Covee Senja is the friendly service from the Baristas, the uniqueness of the drink that is different from competitors. A comfortable place for meetings, family gatherings, or hanging out. This is a priority for Covee to keep customers from repeating orders to us and even attracting new customers so that they can expand to become bigger and not move to other competitors.

2.4.2 Distribution

In terms of sales, we focus on locating offices / shophouses so we want to attract customers to gather and enjoy our products together with doing assignments or meetings. In addition, we also sell our products through online e-commerce such as Gofood, Shopeefood, Grabfood, Traveloka eats. It can also increase the turnover of Covee Senja. Collaboration with e-commerce also helps promote Covee Senja to attract customers who can't visit our place but want to experience

products. The next step is that we want to expand by opening a franchise.

2.4.3 Promotion

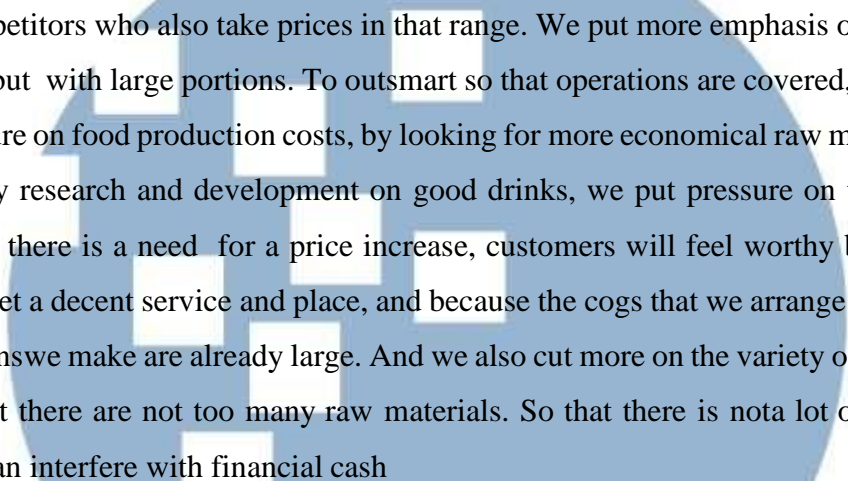
In general, our promotional targets are millennials, we target students aged 15 – 23 years who want to work with comfortable ambience and drink products that suit them. In addition, we also focus on the age range above 23 years who want to work, hold meetings, prospects, or want to do their hobbies. We also provide promotions to the public through brochures and business cards that we provide in our store. The social media that we use, namely Instagram. With Instagram, we can display locations, and various interesting and photogenic photo spots.

Table 2.4.1 Advertising Tools

Promotional Tools	Budget over 1 year
Print Advertising (Brochure, Poster, etc)	Rp. 3,000,000
Direct mail	Rp 3,000,000
In-store promotions	Rp 15,000,000
Tour Group Outreach (Endorsement)	Rp 15,000,000
Public Relations (Digital Marketing)	Rp 24,000,000
Total	Rp 60,000,000

2.4.4 Pricing

For the pricing strategy, we choose a flat price so that students and business people are equal, with the ambience provided and customer convenience, we take prices between 20-35k per drink. Looking at



Competitors who also take prices in that range. We put more emphasis on small sales but with large portions. To outsmart so that operations are covered, we put pressure on food production costs, by looking for more economical raw materials and by research and development on good drinks, we put pressure on this. So that if there is a need for a price increase, customers will feel worthy because they get a decent service and place, and because the costs that we arrange and the margins we make are already large. And we also cut more on the variety of drinks so that there are not too many raw materials. So that there is not a lot of waste that can interfere with financial cash

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