CHAPTER II
MARKETING PLAN

2.1 Market Size

A company should have a target market to know who they are going to sell the product, so there will be no miss target. For knowing the target market and also the potential market, the target segmentation will help to classify the target.
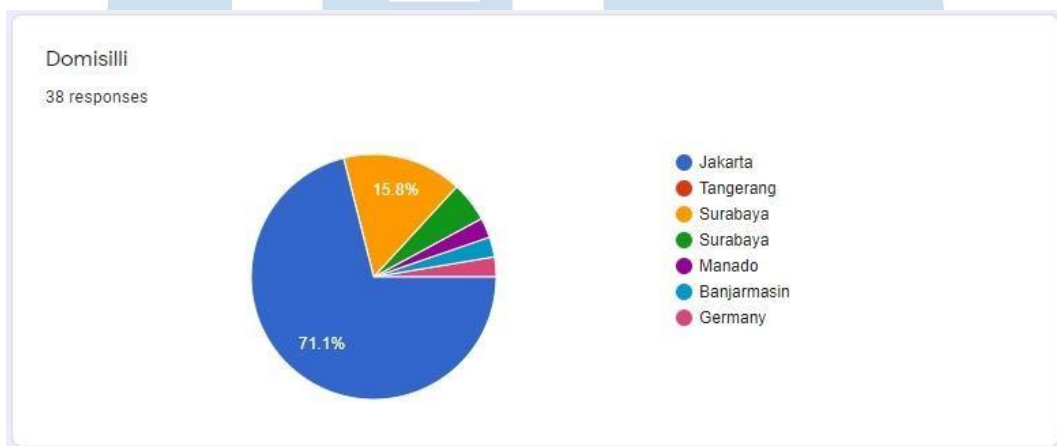
1. Geographically

Chart 2. 1 Domicile

Base from the survey, 71.1% from 38 correspondent is live in Jakarta and the other 28.9% of the correspondent is from another city.
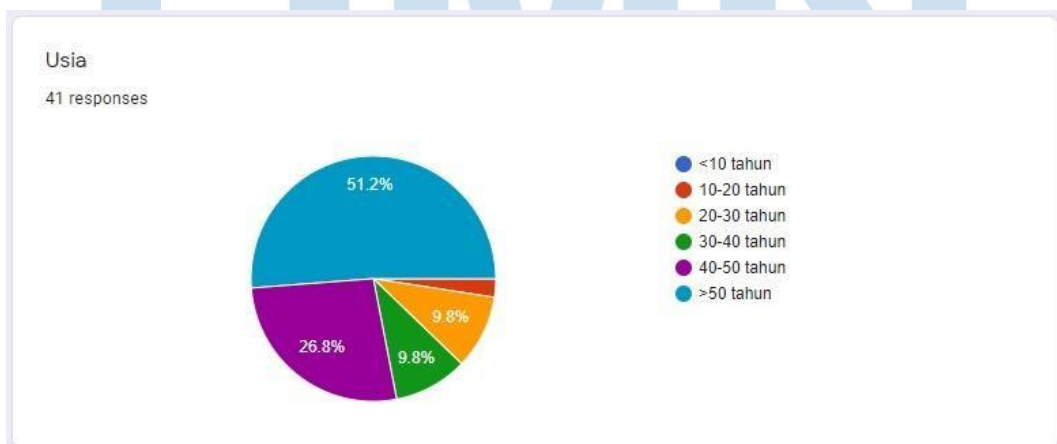
2. Demographic

Chart 2. 2 Age

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Base on the survey most of the correspondent is above 50 years old. There are 51.2% of the respondent are above 50 years old and 16,8% around 40-50 years old and the other 22% of the respondent is under 40 years old.
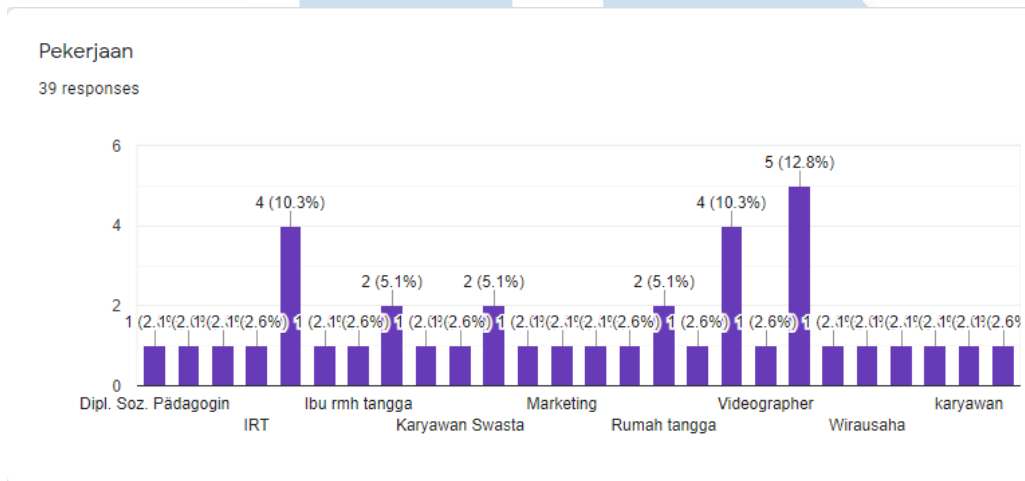

Chart 2. 3 Job

Base on the survey the correspondent have varieties of job. There are many entrepreneurs that join the survey. The other job such as housewives, photographer, employee. Marketing, and there are many other jobs.
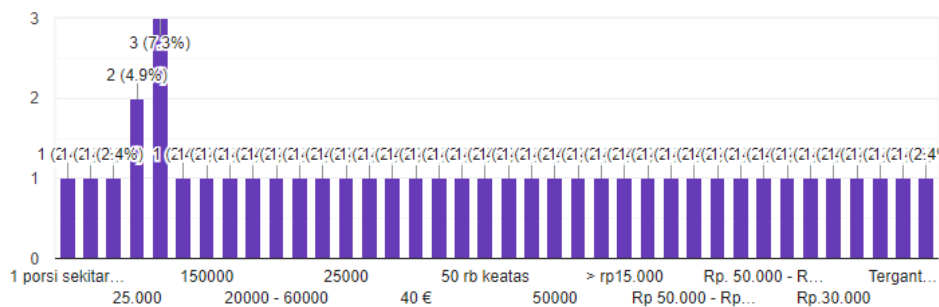
3. Psychographic

Chart 2. 4 How Much you Spend for food?

Base on the survey, the lowest price they buy for their meal is Rp 10.000 and for the highest is on Rp 130.000. From the survey, many of the correspondent answer they buy the food around Rp 50.000.

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4. Behavior

Seberapa sering anda memakan Rendang?

41 responses

- 1-3 kali per minggu
- 1-3 kali per bulan
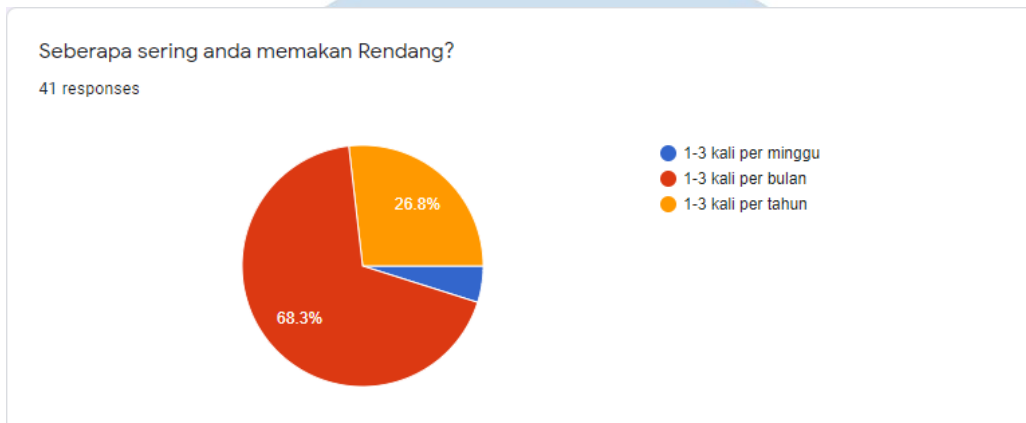- 1-3 kali per tahun

26.8%

68.3%

Chart 2. 5 How Often you eat Rendang?

Base on the Survey, most of the correspondent with 68,3% answer they eat Rendang 1-3 times a month. Only 4,9% of the correspondent eat rendang 1-3 times a week. And the rest of the correspondent with 26,8% they eat Rendang only 1-3 times a year.

Seberapa sering anda memakan Sosis?

41 responses

- 1-3 kali per minggu
- 1-3 kali per bulan
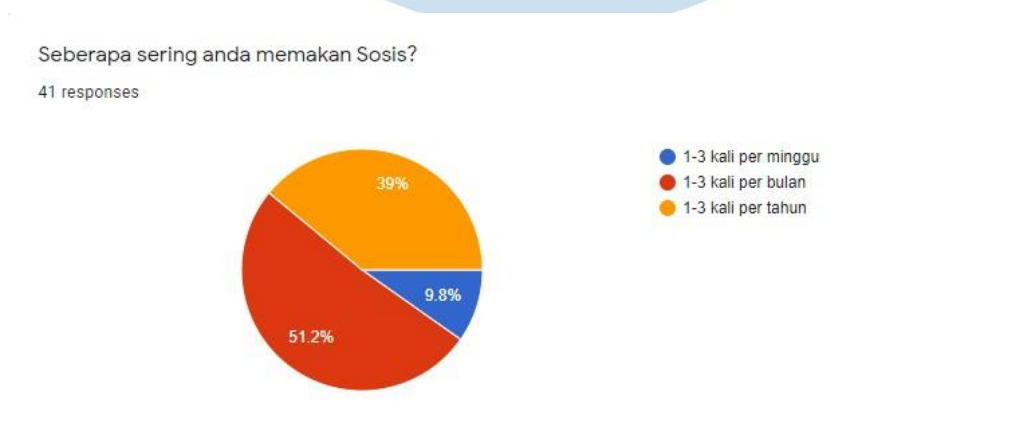- 1-3 kali per tahun

39%

9.8%

51.2%

Chart 2. 6 How often you eat suasage?

Base on the survey, with 51,2% answer more than half of the correspondent eat sausage 1-3 times a month. 39% of the correspondent eat sausage only 1-3 times a year. And 9,8% of the correspondent eat sausage 1-3 times a week.

2.2 Competitor Analysis

2.2.1 Competitor

Opening a business is an easy task to do. Everyone can open business right away. But opening business is not only open the business but it's had to be works. The business should be able to operate and make income for the owner. For opening business and operating the business, competitor analysis is one of the important things. Having a competitor analysis can help the owner to be aware what's going on around the business.

ReS'Tu Anda is a brand that focusing on selling new type of sausage with the taste of Rendang. The direct competitor for ReS'Tu Anda are the sausage that already packed and selling at mart. For example, Kimbo, Champ, Kanzler, Belfood, and Hanzel. The strength from the sausage that already sells inside the mart is they come from big company and the sausage brand is already well known to public because the brand already on the industry for years. Even though ReS'Tu Anda is not from a big company, ReS'Tu Anda product is different from other kind of sausage. The weakness for those brands is they must compete one to the others in the market size. While ReS'Tu Anda have no direct competitor that selling Rendang Sosis. The opportunities those brands have is they get many chances to create new type of food and put the new type of food on the market easily. With using marketing tactic, ReS'Tu Anda can sell more and create new kind of Rendang Sosis. The threat for those brands is too many sausages with the same type are marketed. Meanwhile, ReS'Tu Anda is suggest the customer to try new kind of sausage.

2.2.2 SWOT

Table 2. 1 SWOT

Strength	Weakness
- Selling different type of sausage - Rendang is one of food that people love	- There are many competitors that selling sausage - Have to compete with big company
Opportunities	**Threat**
- New type of food that can be a new trend to people - The location of production is strategic	- There will be new business that sell similar product as ReS'Tu Anda

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Table 2. 2 Analysis SWOT

Factors	Kimbo	Your Product
Location	Supermarket	Citra 3
Core Product	Beef Sausage	Rendang Sosis
Customer	General	General
Service	Indirectly	Pre-Order
Distribution	Indirectly	Directly
Marketing	Adds	Instagram, WhatsApp

2.3 Sales Goal

The sales on the first month will be 300 costumers with assumption 1 customer order 1 pcs of Rendang Sosis. The total customer each month obtained from five times pre-order with 60 customer each pre-order. The next month of the sales goal will be the same with 300 customer each month.

Table 2. 3 Sales Goals

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	80	80	80	80
Customer Base		160	240	320
Growth		100%	50%	33%
Average Revenue	Rp 4.500.000	Rp 4.500.000	Rp 4.500.000	Rp 4.500.000
Marketing Expenses	Rp42.000	Rp42.000	Rp42.000	Rp42.000
Customer Acquisition Cost	Rp 1.050	Rp 1.050	Rp 1.050	Rp 1.050

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2.4 Marketing Strategy

2.4.1 Product Characteristics

ReS'Tu Anda present the first Rendang Sosis, a sausage with different type of sausage that already known in public. The sausage that normally find in public are normally made from meat, flour, and seasoning. And most of the sausage that can be find in supermarket are containing preservative agent, that can harm consumer health.

ReS'Tu Anda's Rendang Sosis is representing the uniqueness of rendang that can be taste inside the sausage. Rendang Sosis are filled with rice noodle, ground beef, and Rendang Sauce. ReS'Tu Anda Rendang Sosis are made without any preservative agent that can harm customer health. Eventhought Rendang Sosis not using any preservative, Rendang Sosis can be store in fridge for 2 weeks, because of the package are using vacuum technique.

2.4.2 Distribution

Restu anda distribution way is by using a Pre-order technique. The promotion of the opening for the pre-order will be post on the official Instagram of restu anda (ig: restuanda.id). The customer can order Rendang Sosis by Instagram or WhatsApp number (087808033561). The food will be delivered to the customer residence by using online courier. The payment will be using online transaction, such as gopay, ovo, shopeepay, QR or other online payment.

2.4.3 Promotion

The promotion for ReS'Tu Anda are using social media and also giving tester to people around. The social media, such as Instagram will help to attract younger people to buy Rendang Sosis. Meanwhile giving tester to people around is one of the promotion strategies, because most of the survey respondent are housewife. By giving tester to people around is to attract the customer by the taste of Rendang Sosis and the chance for the taster buy the

Rendang Sosis. The last promotion is distributing flyer about ReS'Tu Anda product, Rendang Sosis.

Table 2. 4 Advertising Tools

Promotional Tools	Budget over 1 year
Instagram advertisement	Rp 200.000
Rendang Sosis Tester	Rp 250.000
Flyer Printing	Rp 50.000
Total	Rp 500.000

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