

CHAPTER II

MARKETING PLAN

2.1 Market Size

Doing research to understand the market needs and also the consumer behaviour is the essential thing to establish a start-up business. The owner did research using the quantitative method by distributing a questionnaire and gained 54 valid respondents. The purpose of this survey is to create a marketing plan that suits the market by knowing the consumer's preferences. The questionnaire contains information about four types of marketing segmentation, which are:

1. Geographic Segmentation

Based on the data collected from the questionnaire, the respondents are mostly located in Banten Area for more accurately in Gading Serpong and Tangerang Kota. Since Seukon Dairy is an online FnB Business that is located in Gading Serpong, thus the business is suit the market.

Domicile
54 responses

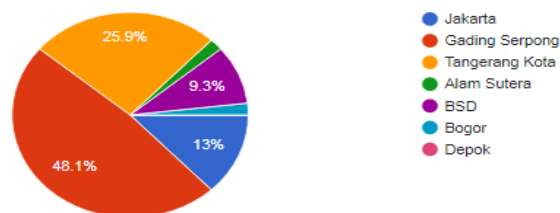


Chart 2.1 Domicile

2. Demographic Segmentation

From the data collected from the questionnaire, the female respondents are more than the male respondents, even so Seukon Dairy can be consumed by all genders. The primary target market of Seukon Dairy is Gen Z and based on the questionnaire, the respondents with age 11-24 is the highest presentation.

Jenis kelamin
54 responses

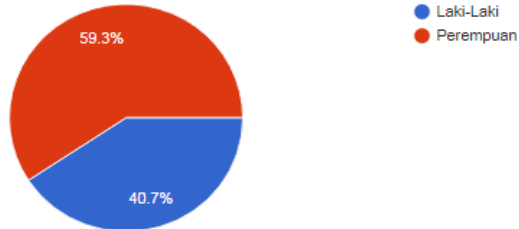


Chart 2.2 Gender

Usia
54 responses

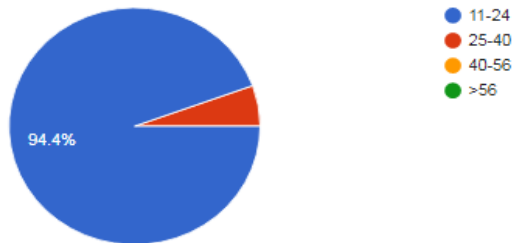


Chart 2.3 Age Range

Can be concluded that the primary customers for Seukon Dairy are from 11-24 years old with the occupation of students and the secondary customers are entrepreneurs but also can be a worker. And from the result of the survey, the spending power of the primary target market is from one million rupiah to three million rupiah per month so it can be concluded that the primary target market is low to medium class.

Pekerjaan
54 responses

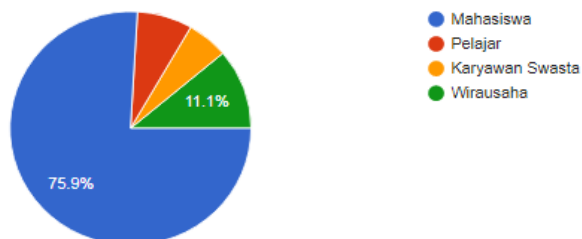


Chart 2.4 Occupation

Pengeluaran perbulan
54 responses

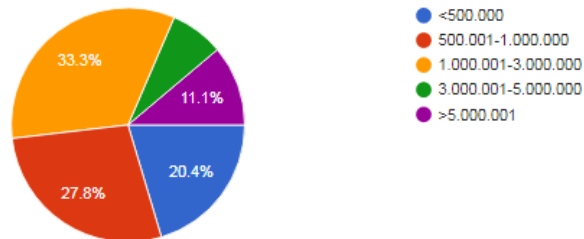


Chart 2.5 Monthly Expenses

3. Psychographic Segmentation

Based on the data from the questionnaire, the 94.4% from 55 of the respondents chose 'yes' on the survey with the question of interest in trying the cream score.

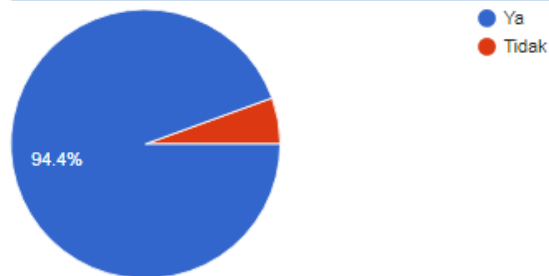


Chart 2.6 Interest of the Products

4. Behavioural Segmentation

The From the data collected from the questionnaire can be concluded that the respondents often buy food online as much as 5 to 10 times per week and use Gojek as the platform followed by Grab and Shopeefood.

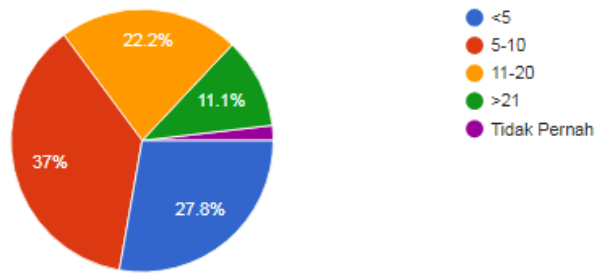


Chart 2.7 Respondent's Habit in Buying Food Online

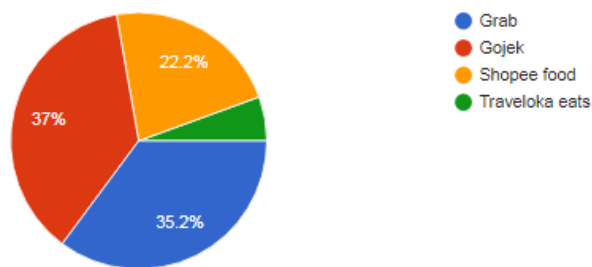


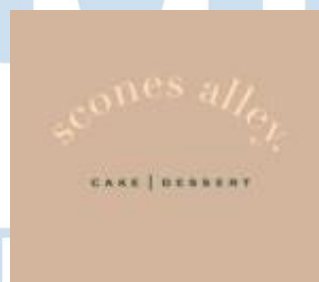
Chart 2.8 Online Food Delivery Platform

2.2 Competitor Analysis

2.2.1 Competitor

Even though this product is a new concept of scone, every business definitely has a minimum one competitor or more. Having a competitor will also give a motivation to grow and expand the business as well. Knowing the SWOT from other competitors can also be seen as an input for the business. Here are several competitors of Seukon Dairy that sell the similar products :

1. Scones Alley



Picture 2.1 Scones Alley

Scones Alley is a business that sells cakes and dessert located in Pantai Indah Kapuk, Jakarta Utara. This business started from 2020 and already gained 49.700 followers on instagram. They sell scones with the flavour of strawberry jam, matcha, green onion and cheese, and sweet corn, but not all the flavour available every day. They take orders only by whatsapp and not using any e-commerce platform.

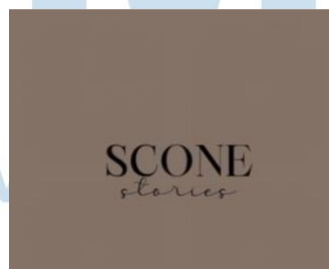
2. Scarlett's Café



Picture 2.2 Scarlett's Café

Scarlett's Café is a korean inspired cafe located in Pantai Indah Kapuk, Jakarta Utara. This cafe opened since in the beginning of 2021 and sells cakes, fatcarons, cookies and also scones. For the scones flavours there are, plain scone with butter, ham and emmental, and caramel raspberry. The price range is starting from 25.000 - 40.000 per pcs. They have online and also offline stores that can be ordered by whatsapp and e-commerce like tokopedia.

3. Scone Stories



Picture 2.3 Scone Stories

This is a business that only focused on selling scones online using instagram and whatsapp. Scone Stories established from July 2021 and located in BSD, Tangerang. They sell only british scones with some of flavour like classic british scone, earl grey, lemon glaze, sweet walnut & pistachio. The price varies from IDR 15.000 – IDR 30.000 per pcs.

2.2.2 SWOT

The SWOT Analysis from the competitors is an important part of running a business to know their strength, weakness, opportunity and threats. The table below is the SWOT from the competitors of Seukon Dairy.

Table 2. 1 Competitors Analysis SWOT

Factors	Scones Alley	Scarlett's	Scones Stories	Scone Dairy
Location	Pantai Indah Kapuk	Pantai Indah Kapuk	BSD	Gading Serpong
Core Product	Scones, cake	Scones, cake	Scones	Scones
Customer	Dessert enthusiast	Dessert enthusiast	Scone lover	Scone lover
Service	Pre-order	Dine-in, Takeaway	Pre-order	Dine-in,Takeaway, Delivery
Distribution	Delivery courier (Grab & Gojek)	Dine-in,Tokopedia,Delivery courier (Grab & Gojek)	Delivery courier (Grab & Gojek)	Shopee food, Grab, Gojek , Paxel, Consignment
Marketing	Instagram, Whatsapp, Website	Instagram, Whatsapp	Instagram, Whatsapp	Instagram, Whatsapp, Tiktok

2.3 Sales Goal

To predict the sales every month of Seukon Dairy, the owner make table to keep track for the sales improvement. The table below is the prediction of customer growth around 11%-28% every month.

Table 2. 2 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	2250	2500	3200	4000
Customer Base		750	950	1800

Growth		11%	28%	25%
Average Revenue	Rp 39.150.000	Rp 43.456.500	Rp 50.844.105	Rp 69.600.000
Marketing Expenses	Rp 1.300.000	Rp 1.300.000	Rp 1.300.000	Rp 1.300.000

2.4 Marketing Strategy

To maximize sales and also promotion in Seukon Dairy, the owner needs to know the SWOT form of the business. By analyzing the SWOT, the marketing plan can be made effectively and efficiently.



Table 2.3 Seukon Dairy SWOT

Seukon Dairy SWOT Analysis	
Strength	<ol style="list-style-type: none"> 1. Freshly made everyday 2. First innovation in making cream scone 3. Have 5 unique flavor and bring Indonesian taste 4. Strategic location 5. Lower price than the others
Weakness	<ol style="list-style-type: none"> 1. Limited Staff 2. Start up business
Opportunity	<ol style="list-style-type: none"> 1. Many respondents interest to try the product 2. High demand market 3. Collaboration with coffee shop
Threats	<ol style="list-style-type: none"> 1. Well known competitors 2. Limited range delivery

2.4.1 Product Characteristics




Seukon Dairy is a small business that sells cream scones. Scones is a dessert that has a flaky texture and will be paired with soft cream with some flavours. There are five different flavors in Seukon Dairy and one of the flavors is inspired by Indonesian dessert. The several variations of the cream scone are, original scone, klepon scone, cereal cream scone, kuki cream scone and speculoos scone. The scone will be packed using a laminated box with the decoration of Seukon Dairy

Table 2.4 Seukon Dairy's Products

Products	Description
<p>1. Ori Seukon</p>  <p>Picture 2.4 Ori Seukon</p>	<p>Korean Scone with the filling of signature cream of Scone Dairy.</p> <p>Portion : 1 piece Weight : 75 gram</p>
<p>2. Klepon Seukon</p>  <p>Picture 2.5 Klepon Seukon</p>	<p>Korean Scone inspired by Indonesian dessert which is klepon, with the filling of pandan cream, palm sugar and desiccated coconut.</p> <p>Portion : 1 piece Weight : 75 gram</p>

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<p>3. Cereal Scone</p>  <p>Picture 2.6 Cereal Cream Seukon</p>	<p>Korean scone with the filling of cereal infused cream and topped with cornflakes. Portion : 1 piece Weight : 75 gram</p>
<p>4. Kuki Cream Seukon</p>  <p>Picture 2.7 Kuki Cream Seukon</p>	<p>Korean scone with the filling of cookies and cream cream and topped with cookies. Portion : 1 piece Weight : 75 gram</p>
<p>5. Speculoos Seukon</p>  <p>Picture 2.8 Speculoos Seukon</p>	<p>Korean scone with the filling of speculoos cream topped with speculoos cookies crumbles. Portion : 1 portion Weight : 75 gram</p>

2.4.2 Distribution

Seukon dairy is a small business that is a home industry business based in Gading Serpong, Tangerang. In the first year, Seukon dairy will be focusing on selling the products online using some platform to order like Grabfood, Gofood, Shopeefood, and Paxel because those platforms can

deliver products within some minutes or hours to keep the product fresh and stay in shape. Besides selling online, Seukon dairy will do a consignment system to some coffee shops in Gading Serpong to distribute the products. The scone will be delivered every day to maintain the quality of the scone.

2.4.3 Promotion

In addition to promoting and to make a brand recognition to the market, Seukon Dairy will use the push and pull marketing strategy to attract customers. The push marketing strategy will be using social media as the platform to introduce our brand such as Instagram, Tiktok and Whatsapp and also using influencers by doing endorsements. Furthermore, Seukon Dairy will join in the online food delivery platform such as Grabfood, Gofood, Shopeefood and Traveloka eats to give promotions like discount vouchers. Aside from that the pull strategy marketing will also apply with word of mouth strategy by giving testers to the owner's friend and surroundings. The seasonal promotion also will be applied in Christmas, Eid, Chinese New Year, and etc with the example of promotion buy 1 get 2 scone.

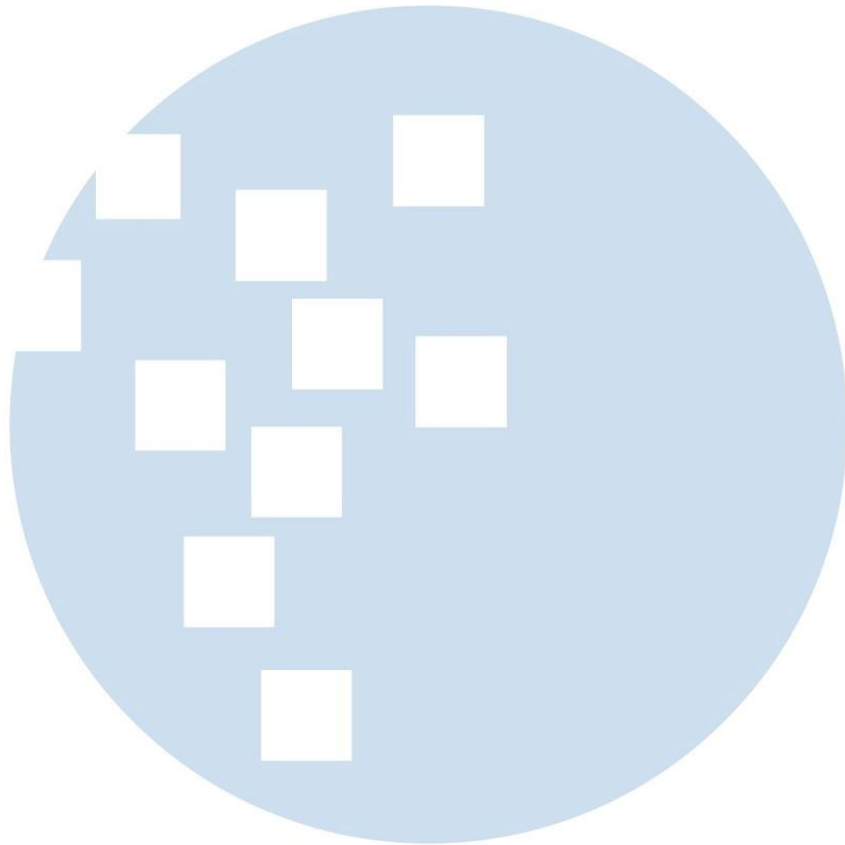
Table 2.5 Advertising Tools

Promotional Tools	Budget/month
Instagram ads	Rp 300.000
Micro Influencer on Instagram & Tiktok	Rp 500.000
Free Tester	Rp 300.000
Flyer	Rp 200.000
Total	Rp 1.300.000

2.4.4 Pricing

For the pricing, Seukon dairy will set the price lower than the competitor with the range from IDR 15.000 to IDR 18.000 per piece. This price is already included with the packaging. Seukon Dairy will launched

five flavours of scone which are Ori Seukon that will be priced at IDR 15.000 and the others such as Klepon Seukon, Kuki Cream Seukon, Speculoos Seukon and Cereal Cream Seukon will be priced at IDR 18.000.



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