

## CHAPTER II

### MARKETING PLAN

#### 2.1 Market Size

Market size affects the number of customers who buy a product that is offered. Before creating and selling a product, the company conducts a survey to find out what the customer wants and likes. Ciatt.lah owners conducted a survey, based on the data obtained, 97% liked and consumed chicken meat, 98% like satay, and 99% agree that the sweet satay is great when consumed with sambal matah.

Ciatt.lah marketing targets are men and women aged 15 to 40 years above. Most of them are students and also workers in Bandar Lampung areas. Ciatt.lah products can be enjoyed by everyone because it is a simple and delicious meal. Since it comes in the form of rice boxes, our target markets are people who are in school, office, and university because they frequently use social media, have a limited break time, and need foods that are full, simple, but tasty.

#### 2.2 Competitor Analysis

##### 2.2.1 Competitors

Business competitor analysis is an important thing for entrepreneurs who want to start a new business. It is important to know what the customer is looking for and wants. The weaknesses and strengths of business competitors is an important thing to know because the market always has new things all the time and it adds to the business competition. In the midst of this, the product being sold must be unique and different from competitors.

There are several business competitors in the Bandar Lampung city area, some of them are sate Luwes and sate Cak Umar. They sell Madurese chicken satay with peanut sauce and soy sauce combined with lontong. Here is a SWOT analysis from Ciatt.lah. The menu offered by Sate Luwes is goat satay Rp. 60,000 /10 pcs, chicken satay

Rp. 50,000 /10 pcs. The Sate Luwes restaurant is located on Jl. Soekarno Hatta, ByPass, Bandar Lampung. Sate Umar Restaurant is located on Jl. Radin Intan, Tanjung Karang, Bandar Lampung. The menu offered is goat satay Rp. 55.000 /10pcs and chicken satay Rp. 45.000/10pcs.

### 2.2.2. SWOT

Based on the description above, below is the SWOT Analysis for the competitors with Ciatt.lah

Factors	Sate Luwes	Sate Cak Umar	Ciatt.lah
Location	Jl. Soekarno Hatta By-Pass, Bandar Lampung	Jl. Raden Intan no. 118, Tanjung Karang, Bandar Lampung	Jl. Dr Harun II , Taman Gading Jaya housing block N. 1, Tanjung Karang, Bandar Lampung
Core Product	Sate ayam & Sate kambing	Sate ayam & Sate kambing	Sate ayam & Sambal matah
Customer	Upper middle class	Upper middle class	Upper middle class
Service	Offline store	Offline store	Online store
Distribution	Bandar Lampung	Bandar Lampung	Bandar Lampung
Marketing	WOM, billboard	WOM	Social Media, Marketplaces

Table 2.1 SWOT Analysis

### 2.3 Sales Goal

The target of selling Ciatt.lah products in 1 day is 35 products. For this reason, Ciatt.lah uses advertising on Instagram social media by paying for advertising on snapchat, promoting through the closest people first, such as family and friends.

Ciatt.lah also has a target of posting Instagram snapgrams 5 times, Ciatt.lah will also always post snapgrams from customers and ask for customer reviews.

Product	Selling Price	Unit Sold/Day	Total Revenue	COGS/Product	COGS/Daily	Gross Margin
Rice Box Ciatt.lah	Rp35.000	Rp35	Rp1.225.000	Rp10.235	Rp153.525	70,76%
Sambal Matah	Rp5.000	Rp35	Rp175.000	Rp23.734	Rp237.340	63,49%
			Rp0	Rp18.108	Rp181.080	67,08%

**Table 2. 2 Sales Goal**

Assumptions:

- Rice Box Ciatt.lah: 35-40 customers will buy Rice Box Ciatt.lah.
- Sambal Matah: 35% out of 35 customers will buy Sambal Mattah as an extra addition to Rice Box Ciatt.lah.
- COGS / product :

Rice Box Ciatt.lah: Rp.10.235

Sambal Matah: Rp.1.399

- COGS / daily:

Rice Box Ciatt.lah: Rp.153.525

Sambal Matah Rp 48.965

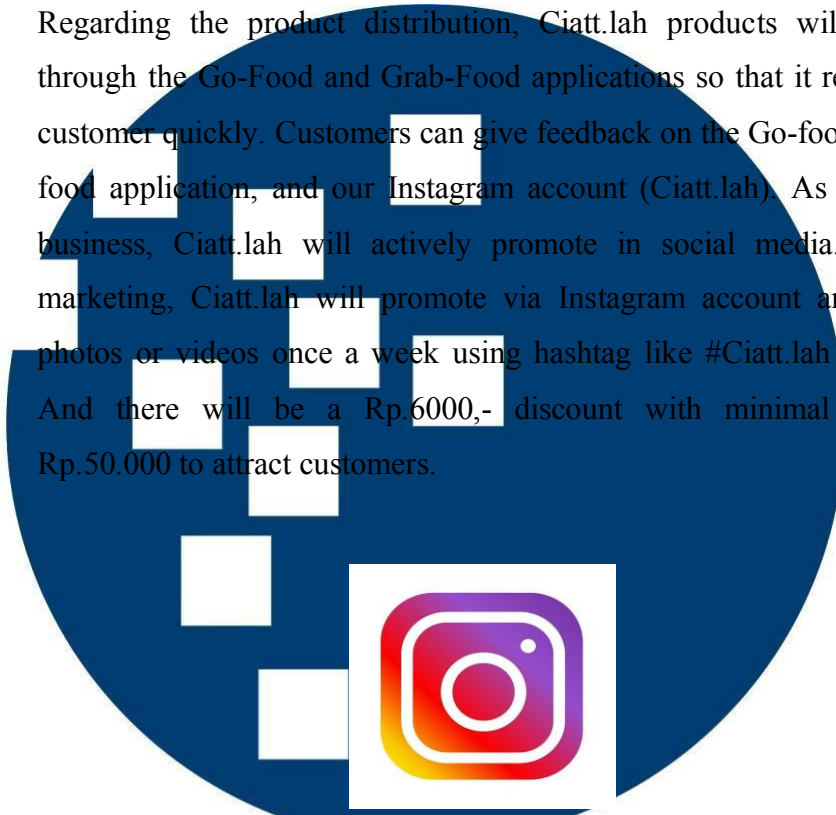
## 2.4 Marketing Strategy

### 2.4.1 Product Characteristics

Ciatt.lah is a home industry that sells rice bowls topped with sweet chicken satay and sambal matah. The chicken satay is sweet-seasoned and marinated with the family's secret recipe and grilled over medium heat. The chicken satay is tender and juicy and the sambal matah is fresh because it is made with selected and good quality ingredients. After it is served and reaches the customer's hands, Ciatt.lah products must be consumed immediately so that the taste remains the same and delicious, Ciatt.lah products last up to 12 hours at room temperature.

## 2.4.2 Distribution

Regarding the product distribution, Ciatt.lah products will be sent through the Go-Food and Grab-Food applications so that it reaches the customer quickly. Customers can give feedback on the Go-food or Grab-food application, and our Instagram account (Ciatt.lah). As a start up business, Ciatt.lah will actively promote in social media. For our marketing, Ciatt.lah will promote via Instagram account and upload photos or videos once a week using hashtag like #Ciatt.lah #enaklah. And there will be a Rp.6000,- discount with minimal purchase Rp.50.000 to attract customers.



Picture 2.1 Customer Relationship Logo



Picture 2.2 Ciatt.lah Instagram



**Picture 2.3 Ciatt.lah Instagram**

### 2.4.3 Pricing

Pricing strategy on product sales is very important because it affects marketing targets and sales results. Ciatt.lah provides affordable prices with food portions that fill customers' stomachs. Ciatt.lah provides the best products from good quality of ingredients, this is to maintain the taste of the food in the midst of the complexity of business competitors. This will increase the number of sales and satisfy the customer. Ciatt.lah sets prices Rp. 35.000,00 for 1 portion and Rp. 5.000,00 for 1 additional cup of sambal matah.

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