

CHAPTER II

MARKETING PLAN

2.1 Market Size

Any company that wants to sell their product must understand its customers' preferences and to do so must conduct a research on the customers' behaviour. The information then will be used to create the most effective marketing strategy from the customers' behaviour data. In creating business it is best to use the information that has been gathered in order to create the most ideal product for the business. One of the most important steps when creating a business is to research the market and understand the customer behaviour because from understanding the data and information, the business may generate more profit.

Pempek is the main product of the business. Pempek is one of the traditional foods from Palembang, south sumatera and commonly enjoyed by people as a snack. Pistel001 is trying to reach out to teenagers as the main target market.

Jenis Kelamin

42 responses

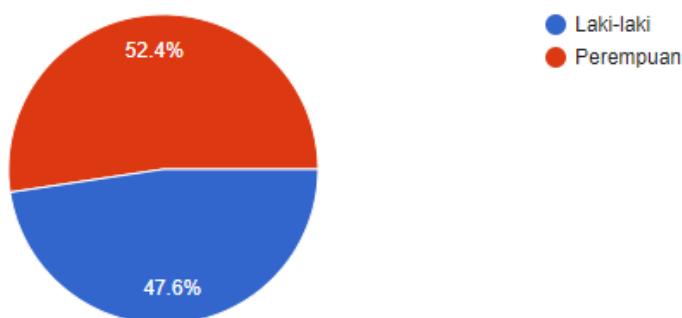


Figure 2.1 Respondents' gender

Based on the data that have been collected by the writer, 52% of the respondents of the questionnaire are women which is 22 respondents and 47.6% are men which is 20 respondents.

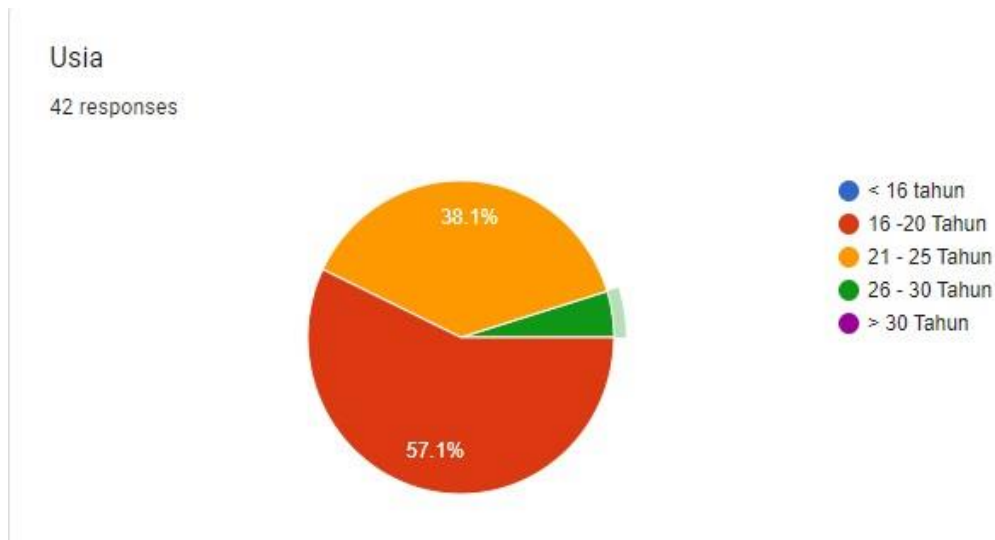


Figure 2.2 Respondents' range of age

From the writer's data 57% of the respondents or 24 respondents are age around 16-20 years old. 38% or 16 respondents are around 21-25 years old and 4.8% or 2 respondents are around 26-30 years old. From the data, it is showing that most of the respondent are teenagers and university students which is the target market for Pistel001.

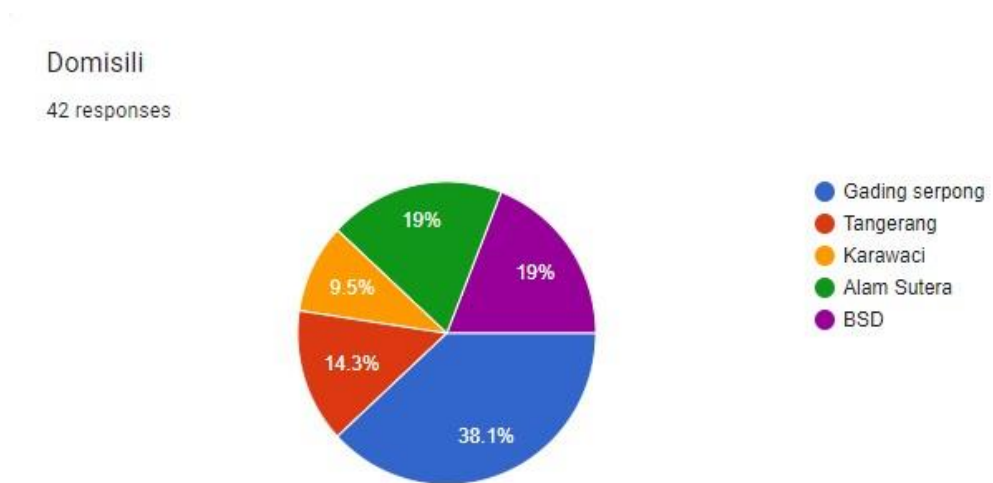


Figure 2.3 Respondents' Domicile

M U L T I M E D I A
N U S A N T A R A

From the questionnaire data 38% or 16 of the respondents lived in Gading Serpong, the second highest is 19% or 8 of 42 respondents lived in BSD which is the same with respondents that lived in Alam Sutera. While 14% of the respondents lived in Tangerang and 9.5% of the respondents lived in Karawaci. The data showed that the respondents lived in Tangerang, Gading Serpong and around which are also near the university, which are also in accordance with Pistel001's target market for university students.

Penghasilan

41 responses

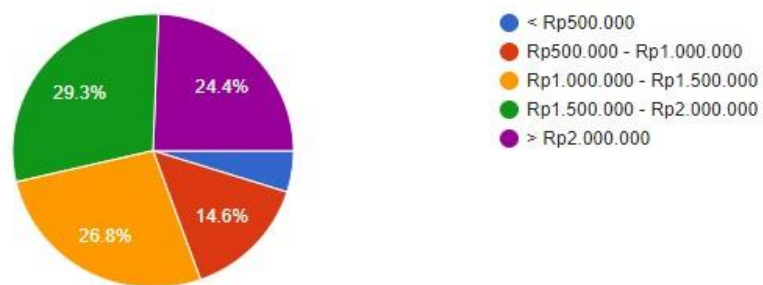


Figure 2.4 Respondents' Range of Income

While the location of the market is important, the buying power of the consumer also important, the respondent of this question is 41 respondent, from 41 respondent, 29% or 12 of all respondents have income ranging from Rp1.500.000 – Rp2.000.000. 26% or 11 of all respondents have income ranging from Rp1.000.000 – Rp1.500.000. 24% of the respondents' income higher than Rp2.000.000, 14% of the respondents ranging from Rp500.000 – Rp1.000.000, 4.9% from 42 respondents have income lower than Rp500.000 and 1 respondents not answering the question.

UNIVERSITAS
MULTIMEDIA
NUSANTARA



Figure 2.5 The Respondents' Product Knowledge

In order to create a product that can be sold to the customer, the writer needs to know the product knowledge of the customers. From the data of the questionnaire, it can be seen that all 42 respondents know the product Pistel001 which is pempek.

Seberapa sering anda mengonsumsi pempek

42 responses

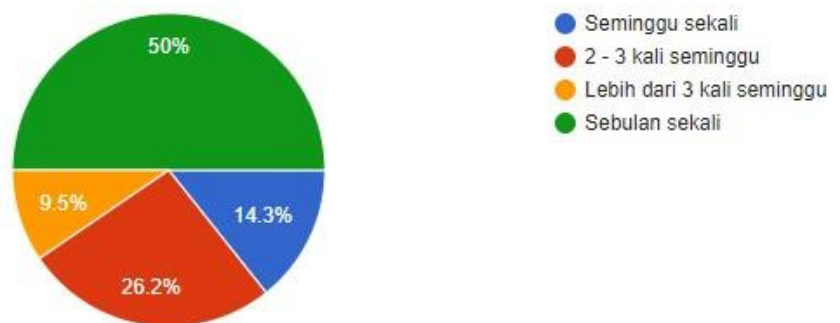


Figure 2.6 Respondents' Consumption Intensity

From the data, it shows that 50% percent of the respondents consume pempek with interval around once a month while 26% of the respondents consume pempek

around 2 to 3 times a week. 14% of the respondents consume pempek at interval once a month and 9.5% of the respondents consume pempek more than 3 times a week.

Apakah kamu tertarik dengan produk Pistel 001

42 responses

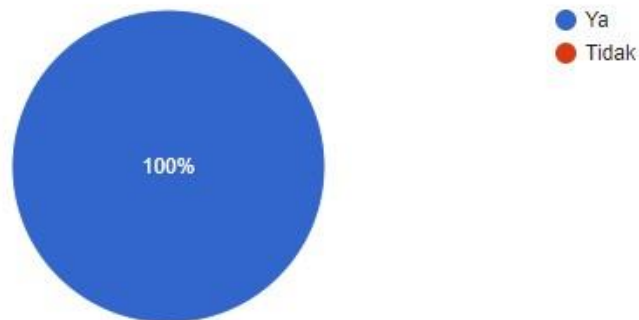


Figure 2.7 Respondents' Interest on Pistel001 Products

Based on the data from the questionnaire, it is shown that 100% of the respondents have interests in Pistel001 products

2.2 Competitor analysis

Before starting a business, entrepreneurs should develop thorough and effective plans. To create a sustainable business, operational process, financial planning, and personnel must work together in all aspects such as product development, customer segmentations, competitors, and marketing strategy. Identifying rivals and competitors is one of the important aspects when starting a business because every industry will have their own competitors.

According to Ghoshal (1991) from learning and analyzing the competitors may provide advice and guides when creating new business. From planning comparison, and customer experience are some of the examples of how to understand rivals and competitors. Understanding and analyzing competitors may inspire some fresh concepts for the products. Differentiation with competitors would create survival chances for new business which also can generate profit and reputation to the customers.

2.2.1 Direct Competitor

Pistel001 have several competitors such as Pempek Selamat, Pempek Tjik Wan. Pempek Selamat sells several types of pempek such as pempek lenjer, pempek kapal selam, pempek pistol and many more. Pempek Selamat is a pempek chain originated from Jambi and have a lot of branches from Jakarta to Tangerang. Because of their availability and accessibility, Pempek Selamat have their own loyal customers. Pempek Tjik Wan being one of the most famous pempek restaurant in Jakarta and around, the advantage of Pempek Tjik Wan is their accessibility and their branches. Pempek Tjik Wan have their own loyal customers. But the writer believes that Pistel001 have a different innovation and unique taste.

Table 2.1 Direct Competitor Comparison

	Pistel001	Pempek Selamat	Pempek Tjik Wan
Strategy	Low Cost/ Affordable	Middle Cost	Middle cost
Core	Food	Food and Beverage	Food and Beverage
Customer	General	General	General
Competitive	Pempek Inovation	Brand Knowledge	Brand Knowledge
Advantage	Low cost, accessibility	Middle cost, Dine-in	Middle cost, dine-in
Revenue	Food Products	Food and Beverage Products	Food and Beverage Products
Cost Model	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost

Indirect competitor

Pistel001's indirect competitor is Leeloo Siomay. Leeloo siomay is one of the biggest siomay brands in Tangerang around. Leeloo has several branches that spread around Tangerang, Gading Serpong, Karawaci, BSD, and more. Leeloo Siomay sells various types of siomay for their customers.

Table 2.2 Indirect Competitor Comparison

	Pistel001	Leeloo Siomay	Wingheng Dimsum
Strategy	Low Cost/ Affordable	Low Cost/ Affordable	Middle up Cost
Core	Food	Food	Food and Beverage
Customer	General	General	General
Competitive	Pempek Inovation	Brand Knowledge	Brand Knowledge
Advantage	Low cost, accessibility	Low to middle cost	Middle to up cost,
Revenue	Food Products	Food Products	Food and Beverage Products
Cost Model	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost	Variable cost and Fixed Cost

2.2.2 SWOT

Table 2.3 SWOT

SWOT	
Strength	<ul style="list-style-type: none"> • Unique and has a different taste. • New Innovation of Pempek
Weakness	<ul style="list-style-type: none"> • People don't know about our brand.
Opportunity	<ul style="list-style-type: none"> • Selling platform is easy to access by people • Growing market interest in frozen food product and Covid-19
Threats	<ul style="list-style-type: none"> • There are big competitors such as Pempek Selamat and Pempek Tjik Wan. • Lack of a license and reputation may create hesitation

2.3 Sales goal

Table 2.4 Sales Goal

Sales Goals	Year 1	Year 2	Year 3	Year 4
Order	50/day	75/day	100/day	125/day
Marketing expense	Rp12.000.000	Rp17.000.000/day	Rp22.000.000/day	Rp27.000.000/day
Total Revenue	Rp 1.750.000/day	Rp2.625.000/day	Rp3.500.000/day	Rp4.375.000/day
Gross Margin	Rp20.952/day	Rp25.000/day	Rp30.000/day	Rp35.000/day
Net Income	Rp1.489.168/day	Rp2.364.168/day	Rp3.239.168/day	Rp4.114.168/day

2.4 Marketing Strategy

Creating a marketing plan is an action that includes planning, developing, creating, and selling the products after analysing what the customer wants and needs. Marketing is long term, dynamic, involving every level of organization, strategic, and customer centred. A proper marketing plan would be beneficial for the company because of the principles of marketing aim for customer satisfaction. By conducting research and analysis about customer data, behaviour and feedback a business may modify the strategy, to enhance efficiency and boost revenue.

2.4.1 Product Characteristic

Pistel001 is a frozen food business that sells frozen pempek with easy to store and use packages. Pistel001 has 3 variants of pempek such as Pempek Pistel, Pempek Kapal Selam Mini, and Pempek Mozzarella. Pempek pistol is Pistel001's main product with pempek filled with unripe papaya cooked with coconut milk and dried shrimp. Pempek kapal selam mini is a pempek that filled with egg inside, and lastly pempek mozzarella is a modern pempek variant filled with mozzarella cheese, all of the

products of Pistel001 can be consumed by frying or just boiling it. According to the consumer questionnaire college students make up for the main target market for Pistel001 that's why Pistel001 emphasize on accessibility and long shelf life to attract the target market.

2.4.2 Distribution

Pistel001 is a company that has a frozen food concept, the product will be produced before then will be frozen solid and then sold to the customer. The way of distribution for Pistel001 is using e-commerce as the best distribution channel, the distribution will be using e-commerce platforms such as shoppe and tokopedia. Beside shopee and tokopedia, the distribution also flows from Instagram where the customer may order from instagram. After ordering the product from the platforms, the writer will ship the product to the customer through JNE Express.

2.4.3 Promotion

Because of how technology has developed, pistel001 intends to use social media platforms such as Instagram and Tiktok for marketing and branding. The writer expects to use instagram and Tiktok to continuously market Pistel001. Before launching officially, Pitel001 intended to promote to the audiences online. After official launching, Pistel001 intended to collaborate with several influencers to increase brand recognition. The Instagram advertisement is also one of the promotional methods for Pistel001. The owner would choose influencers with 10.000 followers or more to promote Pistel001.

Table 2.5 Promotional Tools

Promotional Tools	Budget for 1 year
Instagram Advertisement	Rp25.000/day = ...
Influencer advertisement	Rp900.000 – Rp1.200.000/ post=....

2.4.4 Pricing

Due to several competitors in the beverage industry, Pistel001 needs to establish a competitive price in order to compete and gain leverage with other pempek companies. In order to survive and compete with other pempek companies, the most suitable pricing strategy for Pistel001 is Penetration Pricing, in which the selling price of Pistel001 will be lower than pempek companies. This strategy will only be employed for a few months of launching and to promote the Pistel001 brand. With this pricing strategy, the Pistel001 brand will be known to the customers and the market will be aware of Pistel001's existence. After gaining popularity among the market and customers, the price will be increased gradually and slowly will enable Pistel001 to increase price to the company's production cost. The selling price for 1 pack of 5 pcs of pempek pistol is Rp35.000, the price is generated from Rp14.162 for the COGS, to reach break-even point, Pistel001 needs to sell 12 pack a day to fulfil the daily operation cost. The selling price for 1 pack of 5 pcs of pempek kapal selam mini is Rp30.000, the price is generated from Rp12.133 for the COGS, to reach break-even point, Pistel001 needs to sell 14 pack a day to fulfil the daily operation cost. The selling price for 1 pack of 5 pcs of pempek mozzarella is Rp40.000, the price is generated from Rp15.847 for the COGS, to reach break-even point, Pistel001 needs to sell 11 pack a day to fulfil the daily operation cost

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A