

## CHAPTER II

### MARKETING PLAN

#### A. Market Size

Any organization that wants to understand its customers' preferences must conduct research on consumer behavior. The information acquired was then used to study client behavior or patterns, which assisted businesses in creating effective marketing strategies. Businesses might use the information acquired to provide clients with the ideal product at the ideal time. Understanding consumer tastes and behavior will help businesses become much more profitable. As a result, one of the most crucial business development plans is market research.

Coconut water is the main product of this business. Beside that, another important aspect of coconut water. There are several physiological factors that can make people want to drink coconut water such as environment, mood, and how much the customer is interested in our product. Environment is one of the physiological factors that can make people drink coconut water. When the weather of the environment is not good such as hot, people want to drink the refreshing drink to make their body fresh again. CoCoBuff is a refreshing drink that can be enjoyed by the customer and has a lot of benefits for our body. CoCoBuff can make your body more fresh and can boost your immune system. CoCoBuff is trying to reach teenagers and workers to become our target market.

#### Quantitative

##### a. Demographic

The survey's quantitative customer demographics make up its initial section. Writer sent a survey to 44 people to fill the CoCoBuff form. Knowing the clients' gender, age, purchasing power, and residence would enable the business to modify the product's placement, price, and packaging to meet the needs of the right customers at the right time.

### Jenis Kelamin

44 responses

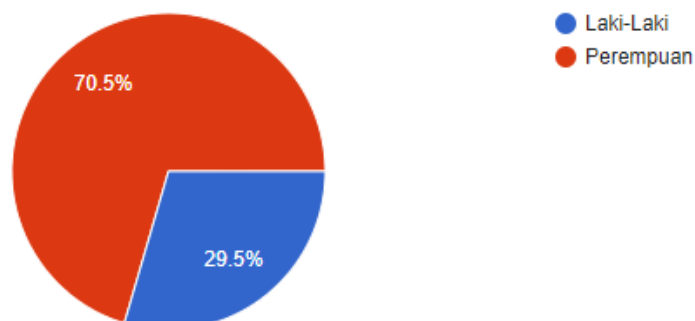


Figure 2.1 Respondent Gender

Source: Writer Data

Based on the data above the total of female respondents is 70.5% and for the male respondent is 29.5%. It could be concluded that females are more attracted to refreshing drinks related to the CoCoBuff product.

### Usia

44 responses

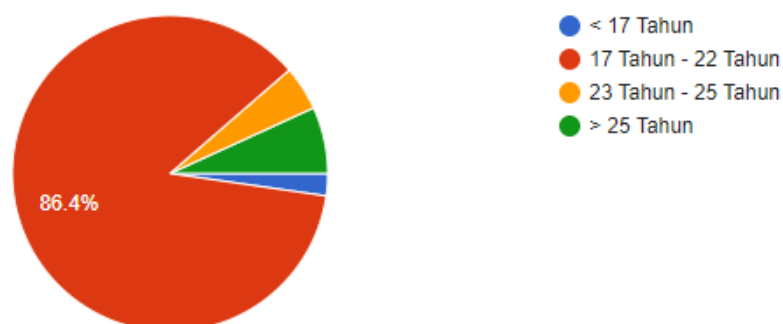


Figure 2.2 Respondent Age

Source: Writer Data

According to the data above respondent age is around 17-22 years old. The other respondent's age is 23-25 years old about 4.5% , under 17 years old about 2.3%, and lastly above 25 years old about 6,8%. Following this data the respondent of CoCoBuff is from the

millennial generation especially from Gen Z. The respondent is the same as CoCoBuff target market, which is teenagers.

### Domisili

44 responses

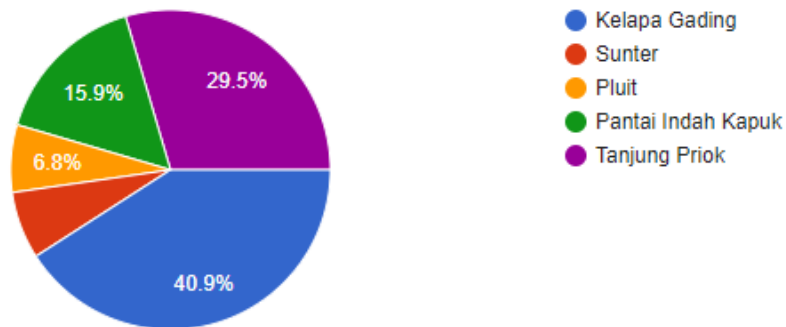


Figure 2.3 Respondent Domicile

Source: Writer Data

CoCoBuff is located in Pantjoran, Pantai Indah Kapuk, North Jakarta. Owner sends the survey to the respondent who stays in North Jakarta such as Kelapa Gading, Sunter, Pluit, Pantai Indah Kapuk, and Tanjung Priok. Based on the data a lot of respondents stay in Kelapa Gading. Besides that some respondents stay in Tanjung Priok is about 29.5%, Pantai Indah Kapuk 15.9%, Pluit 6.8%, and Sunter 6.8%. CoCoBuff will use online applications such as grab, gojek, and shoppe. This data will help CoCoBuff to know the domicile of CoCoBuff consumers so CoCoBuff can reach them by online delivery.

Profesi  
44 responses

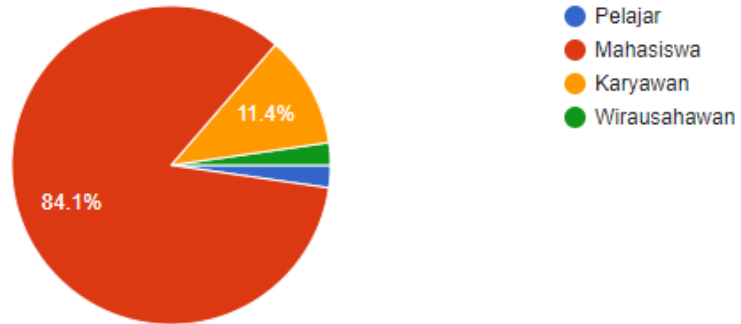


Figure 2.4 Respondent Profession  
Source: Writer Data

Following data above, the respondent profession is 37 University Students, 5 entrepreneurs, 1 student, and 1 employee. This data proves that the main target of CoCoBuff is teenagers.

Penghasilan (1 Bulan)  
44 responses

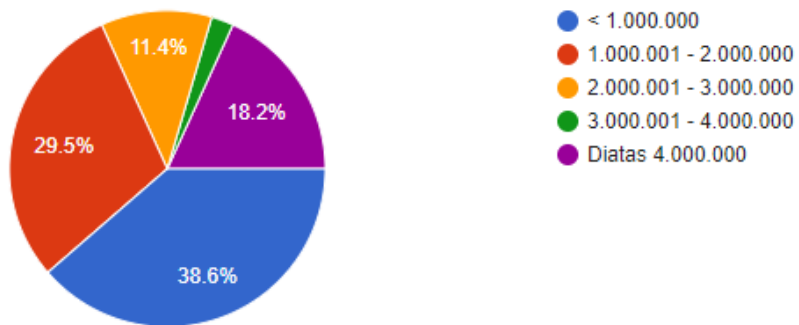


Figure 2.5 Monthly Income  
Source: Writer Data

Most of the respondents profession is University Student so their monthly income is above Rp. 1.000.000. Beside that, because some respondents are already working, their income is above Rp.4.000.000 and Rp.1.000.000 - Rp. 2.000.000. There are 17 respondent that their income below Rp. 1.000.000, 13 respondent about Rp.1.000.000 - Rp. 2.000.000, 8

respondent above Rp.4.000.000, 5 respondent about Rp.2.000.001 - Rp. 3.000.000, 1 respondent, Rp.3.000.001 - Rp. 4.000.000. The data help CoCoBuff to set their selling price of each product.

Pengeluaran (1 Bulan)

44 responses

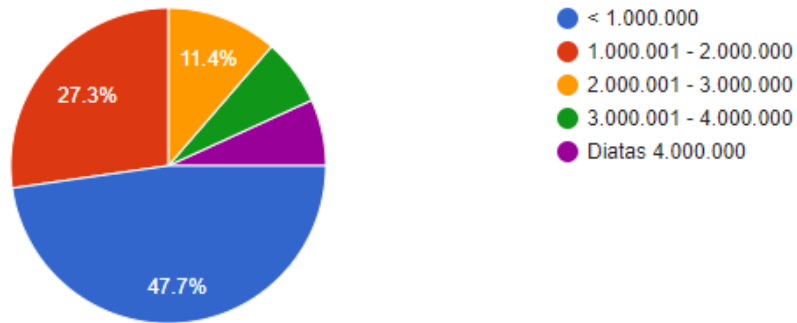


Figure 2.6 Monthly Expense  
Source: Writer Data

Most of the respondents profession is University Student so their monthly expense is above Rp.1.000.000. There are 21 respondents with incomes above Rp.1.000.000. Beside that there are 12 respondents who spend Rp.1.000.001 - Rp. 2.000.000. The few respondents who spend their monthly expenses are Rp.2.000.001 - Rp. 3.000.000 about 11.4% or 5 respondents, Rp.3.000.001 - Rp. 4.000.000 about 6.8% or 3 respondents, lastly above Rp.4.000.000 about 6.8%. or 3 respondents. With this data, CoCoBuff set the price of the product Rp. 25.000 for each bottle because the average expense of the respondents is below Rp 1.000.000

b. Customers' Knowledge and Interest about Coconut Water

Several questions on the consumption frequency and interest of coconut water were posed in order to learn more about the knowledge and interest of customers regarding coconut water. Owner feels that using the appropriate promotional tools will assist increase brand recognition by taking into account customers' expertise and their environment.

Apakah anda pernah minum air kelapa?

44 responses

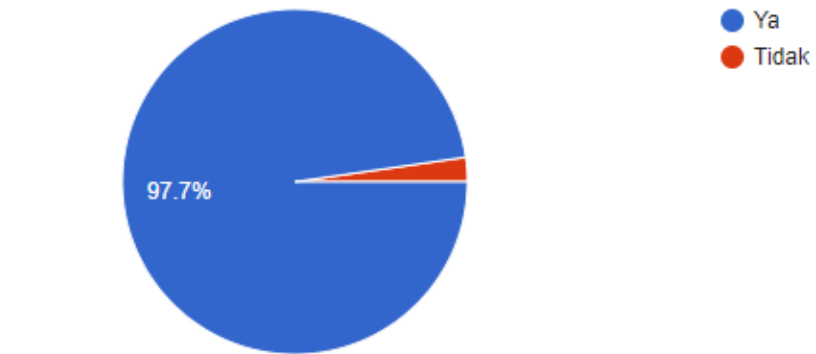
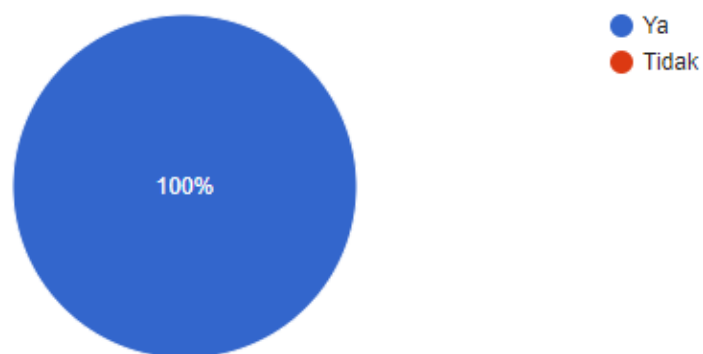


Figure 2.7 Respondent Knowledge of Coconut Water  
Source: Writer Data

Based on the statistics above, it can be seen that all respondents, who were divided into two categories equally, consumed coconut water at the highest percentage of 97,7%. One respondent stated that they never drink coconut water.

Apakah anda menyukai air kelapa?

44 responses



N U S A N I A R A

Figure 2.8 Respondent Interest of Coconut Water

Source: Writer Data

Based on the data above, all respondents or 44 respondents like to drink coconut water. CoCoBuff is trying to make a new innovation to respondents who like to drink fresh coconut water by mixing the fresh coconut water with other beverages and topping. With this data CoCoBuff believes that the respondents will be interested to try the CoCoBuff product.

Seberapa sering anda mengkonsumsi air kelapa?

44 responses

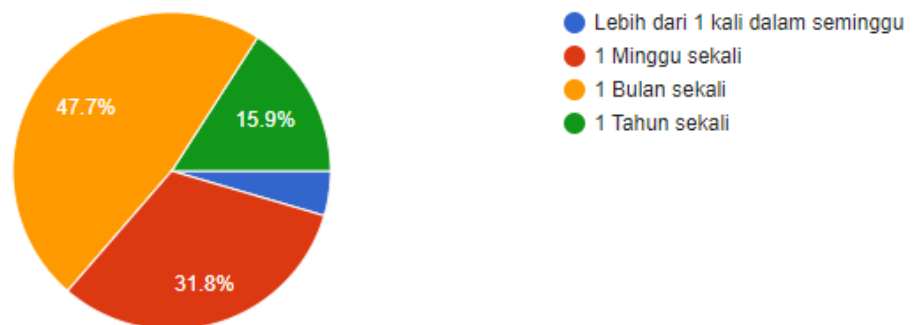


Figure 2.9 Respondent Consumption Rate of Coconut Water

Source: Writer Data

Based on the data above, the percentage of respondents drinking coconut water once a month is 47.7% or 21 respondents, 31.8% or 14 respondents once a week, 15.9% 7 respondents once a year, lastly 4.5% 2 respondents more than once a week. Based on this data the respondent rarely drinks coconut water.

Apakah anda tertarik untuk mencoba CoCoBuff?

44 responses

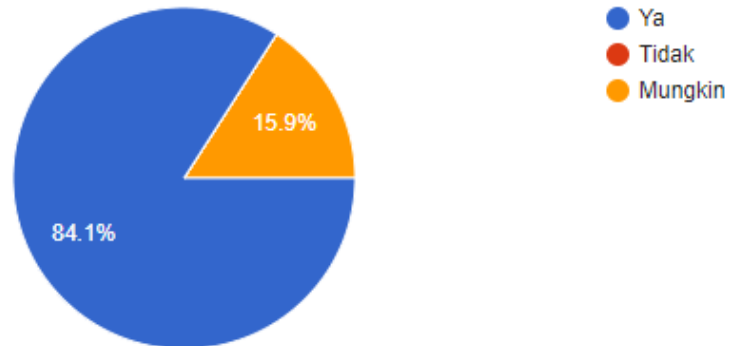


Figure 2.10 Respondent Interest of CoCoBuff  
Source: Writer Data

Based on the data above, most of the respondents are interested in trying the CoCoBuff product. 37 respondents want to try the CoCoBuff product and 7 respondents may want to try the CoCoBuff product.

Apakah anda akan merekomendasikan produk CoCoBuff kepada kerabat anda?

44 responses

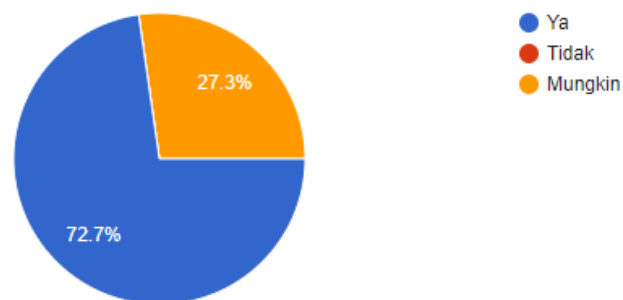


Figure 2.11 Recommendation Rate  
Source: Author Data



Based on the data above, most of the respondents will recommend the CoCoBuff product to their family or their friends. 32 respondents recommend the CoCoBuff product to their family or their friends and 12 respondents may recommend the CoCoBuff product to their family or their friends.

c. Pricing

Berapa harga yang pas untuk satu botol CoCoBuff ? (Ukuran 350 ml)

44 responses

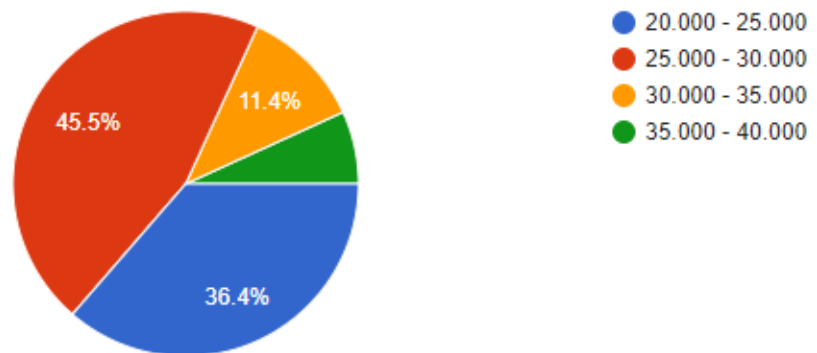


Figure 2.12 CoCoBuff Pricing Recommendation

Source: Writer Data

Finally, more than half of respondents concur that the appropriate product falls between Rp 25.000 and Rp 30.000.

According to data above, the most target market of CoCoBuff are 17-22 years old people with the majority of students and have low buying power. The data show that respondents have tried coconut water. Respondents also have a big interest in trying CoCoBuff products. Additionally, respondents concur that a price range of Rp 25.000–Rp 30.000 would be appropriate for this refreshing drink product.

Qualitative

The qualitative research used in this work aims to better understand client preferences from many angles. In order to conduct an in-depth interview with one owner of a coffee shop, two customers, and two other people in Jakarta as the domicile, the owner purposefully selected appropriate audiences related to the food

and beverage business. In order to acquire more knowledge and respond to changes in the business, the owner aims to understand the level of client interest in beverages as well as the interviewee's opinions.

Participant 1: Mrs. Meisy Febiola, University Student

Mrs. Meisy is a university student that enjoys and consumes coconut water regularly. She drinks coconut water twice a week to make her body more fit. Besides that, she enjoys drinking coconut water after she arrives at home because she feels that coconut water can make her body fresh again. Usually she drinks the coconut water at home because her parents bought the coconut water for her family and put it in the refrigerator so she can enjoy the coconut water when it's cold. The range price of coconut water that her parents buy is Rp.15.000 for each fruit. She shared her opinions about the CoCoBuff product. The taste of the product is delicious. She likes the CoCoKult. For her the taste of the CoCoSweet is too sweet and she prefers to drink the CoCoKult. But she gave a suggestion to make more attractive packaging so people will be interested in buying the product.

Participant 2: Mr. Gunawan Sugito, employee at Finance Office

Mr. Gunawan is an employee in one finance office in Kelapa Gading. He rarely drinks coconut water. He drinks coconut water when he wants to drink it. For him he prefers to drink mineral water because the price is cheaper than one coconut water. He usually buys coconut water near his office and the price of the coconut water is Rp. 17.000 for each fruit. He shared his suggestion about the CoCoBuff product that CoCoBuff can add another variant. Because he rarely drinks coconut water he does not enjoy the CoCoBuff product. Between the 3 variants of the CoCoBuff product he likes the CoCoSqueez more because the CoCoSqueez taste is precise UNIVER SITAS  
MULTIMEDIA  
NUSANTARA  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA  
precise UNIVER SITAS  
MULTIMEDIA  
NUSANTARA  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

Participant 3: Mr. Rian Wibowo, Owner of Labello Coffee

Owner of Labello Coffee from its founding in 2020 is Mr. Rian. In Kalibaru, North Jakarta, there is a tiny coffee shop called Labello Coffee. 50 cups of coffee

could be sold each day by Labello Coffee. The coffee is priced to appeal to people in the lower to middle classes, starting at Rp 15.000. Mr. Rian was drawn to the CoCoKult flavor when testing the CoCoBuff product. He thought the flavor was enjoyable. Mr. Rian added that broadening the target market would be accomplished by including more inventive flavor. Additionally, Mr. Rian added that appealing packaging and branding with a contemporary tone will draw in more adult clients. Mr. Rian advises the business owner to heavily advertise on well-known social media platforms like Instagram and Tiktok.

## **B. Competitor Analysis**

Entrepreneurs should create a comprehensive plan before entering their target business. Operational procedure, financial planning, and personnel are all necessary components that operate in tandem to build a sustainable firm, from producing products, defining client segments, and analyzing rivals to developing marketing campaigns. Entrepreneurs must create their entry strategy before launching a business, and one of the most important components is identifying competitors because every industry has rivals.

By using a competitor's business plan or operational plan as an example in studying and building a firm, competitor analysis can serve as a guidance for new businesses. A planning and operational matrix comparison, benchmarking, as well as learning first-hand as a staff member to collect tacit knowledge, are just a few examples of how to learn about and understand rivals. Analyzing competitors may also aid in a company's expansion and inspire fresh concepts for producing cutting-edge goods. Differentiation would boost the likelihood of survival, which is crucial for gaining profit and reputation.

### **1. Direct Competitor**

CoCoBuff has several competitors such as Madcoco, Cocoshake, Frucoco. But the famous competitor of CoCoBuff is Madcoco. Madcoco sells a lot of variants of coconut water and they combine with chocolate, avocado, lychee, and etc. Madcoco has a lot of loyal customers and is one of the biggest stores that have so many branches in every big mall in Jakarta. Besides that Madcoco also has a convenience and big store where customers can enjoy the product while they have a meeting or just hang out with friends or family. But CoCoBuff believes that our cookies have a different and unique taste.

	<b>CoCoBuff</b>	<b>Madcoco</b>
<b>Strategy</b>	Low Cost/Affordable	Low Cost/Affordable
<b>Core</b>	Refreshing Drink	Refreshing Drink
<b>Customer</b>	General, CoConut lovers	General
<b>Competitive</b>	Beverage Innovation	Beverage Innovation
<b>Advantage</b>	Low cost and affordable	Has loyal customers and has so many branches.
<b>Revenue</b>	Beverages product	Beverages product
<b>Cost Model</b>	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost

Table 2.1 Direct Competitor Matrix

Source: Writer Data



Figure 2.13 Madcoco Product

Source: Google

## 2. Indirect Competitor

CoCoBuff's indirect competitor is boost juice. Boost juice is one of the biggest juice stores in Jakarta. Boost juice has opened more than 10 stores in every big mall in Jakarta. Besides that, boost juice has a lot of customers

because they are one of the big brands of juice. Besides juice, boost juice is also sold such as smoothies for their customers.

	<b>CoCoBuff</b>	<b>Boost Juice</b>
<b>Strategy</b>	Low Cost/Affordable	High/Affordable
<b>Core</b>	Refreshing Drink	Healthy Drink
<b>Customer</b>	General, CoConut lovers	General, Diet people
<b>Competitive</b>	Beverage Innovation	Beverage Innovation
<b>Advantage</b>	Low cost and affordable	Has loyal customers and has so many branches.
<b>Revenue</b>	Beverages product	Beverages product
<b>Cost Model</b>	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost

Table 2.2 Indirect Competitor Matrix

Source: Author Data



Figure 2.14 Boost Juice Product

Source: Google

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

### C. Sales Goals

Products	Price	Unit Sold / Day	Total Revenue	COGS for each product	COGS for Products Daily	Gross Margin
CoCoKult	Rp25.000,00	38	Rp 950.000,00	Rp11.394,00	Rp432.972,00	54,42%
CoCoSqueez	Rp25.000,00	45	Rp1.125.000,00	Rp15.197,00	Rp683.865,00	39,21%
CoCoSweet	Rp25.000,00	35	Rp875.000,00	Rp12.633,00	Rp442.155,00	49,47%
Total		118	Rp2.950.000,00		Rp1.558.992,00	

Table 2.3 Sales Goal  
Source: Author Data

The total of sales goals of CoCoBuff that achieve per day is about Rp2.950.000,00. The total of sales goals is based on our BEP to achieve the capital and operational expense CoCoBuff must sell 118 bottles per day.

### D. Marketing Strategy

Following the evaluation of the necessity and desire of the target client, marketing is a set of steps that include planning, preparing, creating, and packing the items. Marketing is continuously long-term, dynamic, inclusive of all organizational levels, customer-focused, and equipped with a strategic planning framework. In order to consistently work toward consumer happiness, marketing concepts aid in controlling, analyzing, and determining firm activity. Therefore, using the right marketing strategy would ultimately be more advantageous. For instance, a business could change, eliminate negative elements to improve efficiency, lower costs, and increase revenue by performing ongoing research and analysis about the market target as well as receiving consumer feedback.

SWOT	
Strength	<ul style="list-style-type: none"> <li>- Made from 100% pure coconut water.</li> <li>- Innovation of Coconut water</li> </ul>

	<ul style="list-style-type: none"> <li>- Low price but affordable for customer</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>- Low Capital</li> <li>- People don't know about our product.</li> <li>- Limited Human Resources</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>- Has a strategic location to sell</li> <li>- Growing market interest in health related product and Covid-19</li> <li>- After pandemic situation people more care about healthy lifestyle</li> </ul>
Threats	<ul style="list-style-type: none"> <li>- There are big competitors such as madcoco.</li> <li>- Lack of a license would heighten clients' skepticism</li> <li>- Lifetime of the product is not long.</li> </ul>

Table 2.4 SWOT Analysis  
Source: Writer Data

Understanding the fundamental elements of the company's products, services, and promotions will help you create a marketing strategy that will be effective in influencing customer behavior.

#### 1. Product Characteristic

CoCoBuff is a beverage business that sells coconut water with a unique taste and has easy packaging for traveling. CoCoBuff has 3 variants of taste such as CoCoKult, CoCoSqueez, and CoCoSweet. CoCoKult is a variant that mixes with yakult and there is nata de coco for the topping. CoCoSqueez is a variant that mixes lemon juice and honey and there is basil seed for the topping. Lastly, CoCoSweet is a variant that mixes with palm sugar and condensed milk and there are nata de coco and basil seeds for the topping. CoCoBuff offers refreshing drink products that are made with fresh ingredients and pure coconut water. The difference of the CoCoBuff product is that CoCoBuff is using 100% pure coconut water with no additional ice. Because CoCoBuff is using 100% pure coconut water, the lifetime of this product is just 2-3 days if you put it in the chiller. If a customer does not put in the chiller the lifetime of this product is just 4 hours.

## 2. Place/Distribution

CoCoBuff will open a physical store in Pantjoran, Pantai Indah Kapuk. CoCoBuff chose Pantjoran because Pantjoran has a strategic location to sell our product. There are so many people who come to Pantjoran during their free time. The weather in Pantjoran is a little bit hot. So our product is suitable for our customer because our product is a refreshing drink. Beside that, Pantjoran is a food area where people enjoy their food and drinks there. CoCoBuff is available in Online Shopping such as GoFood, GrabFood, and Shop Food.

## 3. Promotion

CoCoBuff will use a variety of promotion methods, including advertising, social media marketing, and personal selling through in-store. For social media CoCoBuff will use instagram and Tiktok for promotion because these two platforms have so many users in the world. For the push strategy CoCoBuff will join such a healthy event bazaar or sports event bazaar. For the pull strategy CoCoBuff will make a promotion such as bundling promotion or buy 1 get 1 promotion.

## 4. Pricing

There are several rivals in the beverage industry. This is why CoCoBuff needs to establish a competitive price plan in order to compete with other beverage companies. Tanya Sammut-Bonnici and Derek F. Channon (2014) claim that there are many different types of pricing. It is specifically broken down into six main categories. CoCoBuff will employ the Penetration Pricing strategy, which is essentially promotional pricing, in order to compete. CoCoBuff will launch its business at a lesser price by employing this method. This tactic is employed to advertise the just released brand at a reduced price. In this approach, the market will gradually become aware of the company's existence. Prices might be gradually raised after gaining popularity. In addition, this pricing model enables CoCoBuff to change its prices in accordance with the costs of the company.

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA