

CHAPTER II

MARKETING PLAN

2.1 Market Size

Doing consumer behavior research is essential for any business that values knowing what its customers desire. Business owners could better understand their customers' habits and preferences thanks to the data collected, which aided in developing more successful advertising campaigns. Companies might utilize the data to send customers the most suitable product at the most suitable moment. Businesses can increase their profits by a significant amount if they study consumer preferences and habits. Therefore, market research is vital to any strategy for expanding a company's operations.

2.1.1 Quantitative

In order to know and understand more about the market, questionnaires are needed to be spread. The questionnaire itself reached a lot of respondents, specifically 40 respondents. The survey was spreaded in order to find out about the demographic, preference and also the opinion from the market.

a. Demographic

The first component of the survey is comprised of quantitative consumer demographic information. The business could alter the product's placement, price, and packaging to satisfy the needs of the right customers at the right time if it knew the gender, age, purchasing power, and location of its customers.

Jenis Kelamin
51 responses

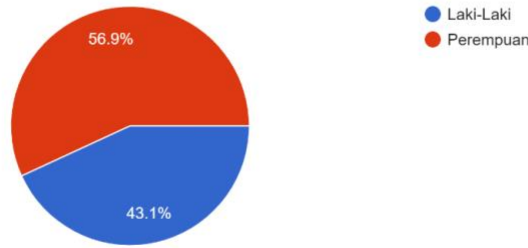


Figure 2.1 Respondent Gender

Source: Author Data

Based on the graph above, the number of women and men is unequal. More women answered the survey which reached 56.9% or 29 people. And men as much as 43.1% or 22 people who completed the survey.

Usia
51 responses

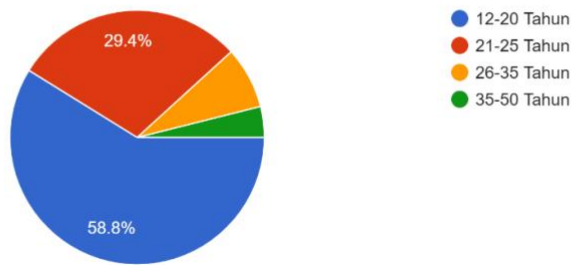


Figure 2.2 Respondent Age

Source: Author Data

According to the data above respondent age who are around 12-20 years old are about 58.8% or 30 people. The other respondent's age who are 21-25 years old are about 29.4% or 15 people, 26-35 years old are about 7.8% or 7 people, and lastly above 35-50 years old are about 3,9% or 2 people. Following this data, the respondent of Angkringan Mami Oca are from the millennial generation.

Tempat Tinggal/Domisili
49 responses

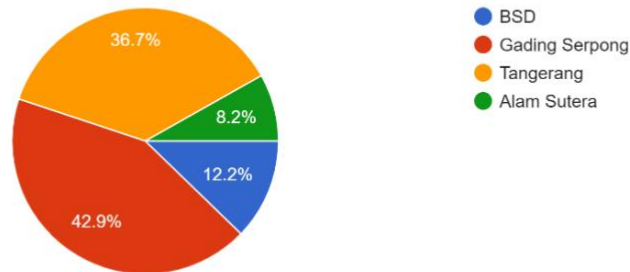


Figure 2.3 Respondent Domicile
Source: Author Data

Angkringan Mami Oca is located in Pasar Modern Paramount, Gading Serpong, Tangerang. Owner send the survey to the respondent who stays in Gading Serpong such as BSD, Alam Sutera, and Tangerang. Respondents who live in Gading Serpong is about 42.9% or 21 people, Tangerang 36.7% or 18 people, BSD 12.2% or 6 people, and Alam Sutera is 8.2% or 4 people.

Penghasilan Perbulan
51 responses

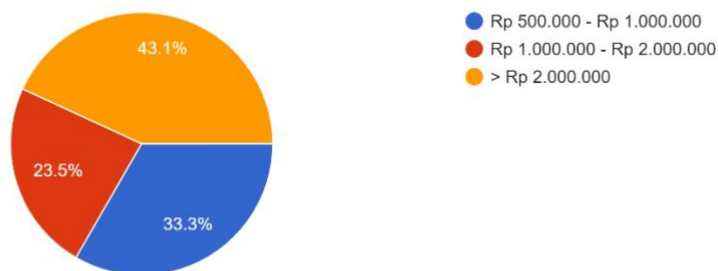


Figure 2.4 Monthly Income
Source: Author Data

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Respondents are mostly millennials/students and are already working so that the average income per month is >Rp. 2,000,000 with a total of 43.1% or 22 people and some respondents have an income of Rp. 1,000,000 - Rp. 2,000,000 with a total of 3.5% or 12 people and the last one is Rp. 500,000 - Rp. 1,000,000 with a total of 33.3% or 17 people.

Pengeluaran Perbulan

Seberapa sering kamu nongkrong/ngumpul dengan teman?
51 responses

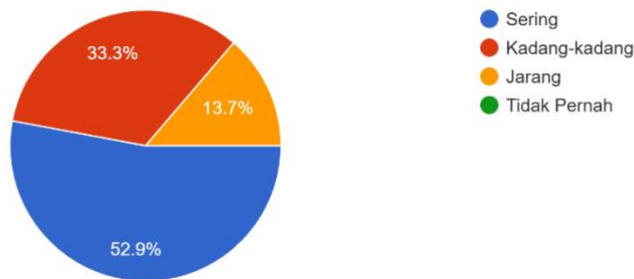


Figure 2.5 Monthly Income

Source: Author Data

Most of the respondents' professions are students so their monthly expenses are IDR 1,000,000. - Rp. 2,000,000 with a total of 62.7% or 32 people. In addition, there were also student respondents who spent Rp. 2,000,000 - Rp. 5,000,000, which is 23.5% or 12 people. Some of the respondents who paid monthly contributions > Rp. 5,000,000 were around 13.7% or 7 people.

b. Knowledge and Interest of Responden about Angkringan

Several questions regarding the frequency of consumption and people's interest in just hanging out or eating outside the home, were asked to find out more about responden knowledge and interest in angkringan. The owner feels that using the

right promotional tools will help increase brand recognition taking into account the expertise of the customer and the environment.

Seberapa sering anda makan diluar rumah?
51 responses

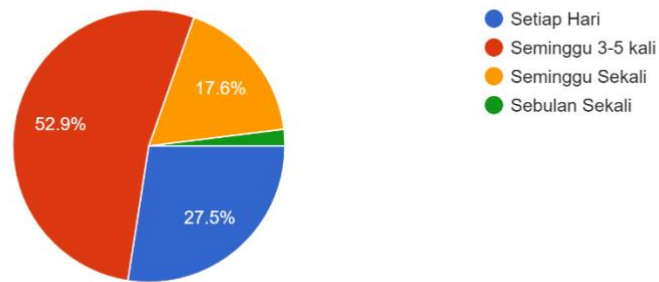


Figure 2.6 Consumption of eating outside the respondent's home
Source: Author Data

Based on the data above, the percentage of respondents who ate outside the home 3-5 times a week was 52.9% or 27 people, then those who answered every day were 27.5% or 14 people, once a week were 17.6% or 9 people, and the last one who answered once a month was 2% or 1 person.

Pernahkah kalian mendengar tempat makan Angkringan?
51 responses

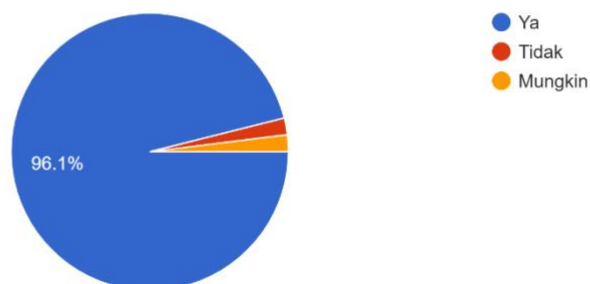


Figure 2.7 Responden Knowledge
Source: Author Data

Based on the data above, the percentage of respondents who knows about *angkringan* is 96,1% or 49 people. So majority of people who live in Tangerang area knows about *angkringan*.

Apakah kalian pernah makan di Angkringan?
51 responses

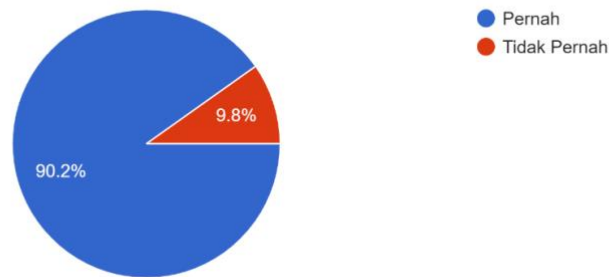


Figure 2.8 Responden Knowledge
Source: Author data

Based on the data above, the percentage of respondents who had eaten at an *angkringan* was 90.2% or 46 people, and those who answered never were 9.8% or 5 people. Based on the data above, it can be seen that most of the respondents have eaten at *angkringan*.

Setelah membaca sekilas tentang Angkringan Mami Oca apakah anda tertarik untuk datang membeli makanan dan minuman dari Angkringan Mami Oca?
51 responses

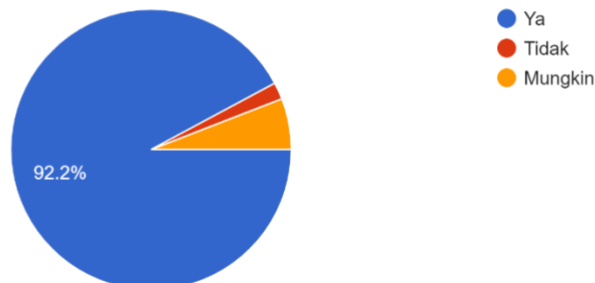


Figure 2.9 Responden Interest of Angkringan Mami Oca
Source: Author Data

Based on the data above, the percentage of respondents who had an interest in coming to Angkringan Mami Oca was 92.2% or 47 people, those who answered never were 2% or 1 people, and those who answered maybe were 5.9% or 3 people. Based on the data above, it can be seen that most of the respondents are interested in coming and eating at Angkringan Mami Oca.

c. Pricing

Kira-Kira berapa harga yang cocok untuk satu gelas STMJ berukuran 360ml?
51 responses

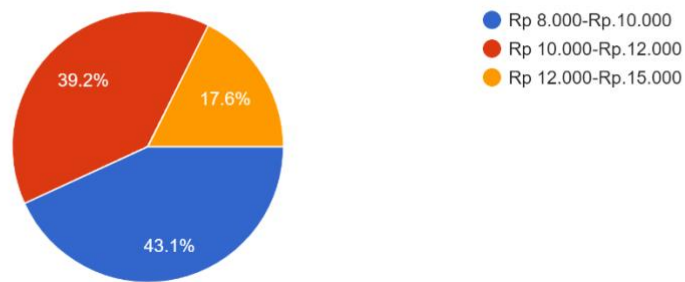


Figure 2.10 Responden Purchasing Ability of STMJ
Source: Author Data

Based on the data above, the percentage of respondents who had the ability to purchase STMJ products Rp. 8,000 - Rp. 10,000 was 43.1% or 22 people, those who answered Rp. 10,000 - Rp. 12,000 were 39.2% or 20 people, and those who answered Rp. 12,000 - Rp. 15,000 were 17.6% or 9 people. based on the data above it can be seen that most of the respondents chose the price of Rp. 8,000 - Rp. 10,000 and some of the respondents chose the price of Rp. 10,000 - Rp. 12,000, and finally some respondents chose the price of Rp. 12,000 - Rp. 15,000.

Kira-Kira berapa harga yang cocok untuk satu porsi Nasi Bakar?

51 responses

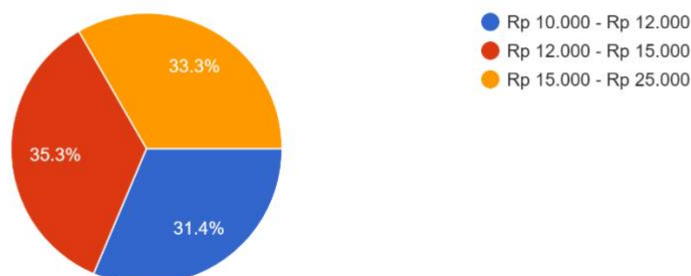


Figure 2.11 Responden Purchasing Ability of Nasi Bakar

Source: Author Data

Based on the data above, the percentage of respondents who had the ability to purchase Nasi Bakar products Rp. 12,000 - Rp. 15,000 was 35.3 % or 18 people, those who answered Rp. 15,000 - Rp. 25,000 were 33.3% or 17 people, and those who answered Rp. 10,000 - Rp. 12,000 were 31.4% or 16 people. based on the data above it can be seen that most of the respondents chose the price of Rp. 12,000 - Rp. 15,000 and some of the respondents chose the price of Rp. 15,000 - Rp. 25,000, and finally some respondents chose the price of Rp. 10,000 - Rp. 12,000.

2.1.2 Qualitative

This business plan includes qualitative research methods to understand more about market preferences from various perspectives. The audience decided by the owner is an angkringan business manager in Tangerang City and two of his customers.

Participant 1 : Kamal, Kahayang Angkringan Manager

Kamal is a manager who takes care of the Kahayang Angkringan UMKM business on Jl. Rasuna Said, Pakojan, Tangerang city. This angkringan has been

around for about 4 years. However, Kamal himself was assigned as a manager at Kahayang Angkringan just this past year.

The opening hours of Kahayang Angkringan are from 15.00 in the afternoon and the closing time is Monday to Saturday night at 01.00 in the morning, while on Sunday nights it closes at 02.00 in the morning, usually on Sunday nights more visitors come than usual. Angkringan usually sells fresh products which are produced every day, he explained that every day he starts preparing his sales from noon and will be sold in the afternoon until evening.

According to him, visitors who come are erratic every day. For buyers who come every day varies. Like college kids who come to hang out while doing their assignments, there are people who come after work, and there are also mothers and fathers who come with their families to just eat and chat there. Likewise, the income varies every day depending on how many customers come and apart from the erratic buyers, there are many other angkringan competitors in the area as well. So that it has enough impact on daily income.

Participant 2 : Mr. Pram, Kahayang Agkringan Customer

Pak Pram is a businessman in the Banjar Wijaya area. He lived in the area for 24 years. He was one of the regular customers when Kahayang Angkringan started to open a business, he started hanging out at this angkringan a lot, he also mentioned that sometimes he would bring his co-workers to come hang out while discussing his business. According to him, the place of Angkringan's temple is quite strategic and comfortable to visit.

After being mentioned about Angkringan Mami Oca's products, he was interested in trying one of Angkringan Mami Oca's products, STMJ Red Velvet. He also mentioned the new concept of the STMJ drink which is interesting to try. And the prices offered are affordable.

Participant 3 : Mrs. Aini, Kahayang Angkringan Customer

Mrs. Aini is a housewife who lives in the Banjar Wijaya area. She has lived in the area for the past 30 years and has been a regular customer from the past year. She often comes with her family to just eat and chat there. She mentioned that her favorites are Nasi Bakar and Sate Sate.

After being mentioned a little about Angkringan Mami Oca's products, she was interested in buying STMJ Taro and Nasi Bakar, not only for herself, she also mentioned that her son liked the taro-flavored drink, she also mentioned that she had never tried STMJ's drink with mixed flavors. According to her, what she knows is that STMJ is only a mixture of milk, eggs, honey and ginger and usually the only difference is the addition of eggs. She said the price offered by Angkringan Mami Oca is reasonable and affordable with the new innovations that have been created. She also advised the owner to try adding other flavors to make it more diverse.

2.2 Competitor Analysis

2.2.1 Competitor

Before entering an industry of interest, entrepreneurs must develop a comprehensive business strategy. From producing products, establishing client segments, and assessing rivals to developing marketing strategy, operational procedure, financial planning, and staffing are all required

components for a firm to be sustainable. Before launching a firm, entrepreneurs must develop their entry strategy, and one of the most important components is identifying competitors, as every business has rivals.

Competitor analysis could act as a guide for startup companies by utilizing competitor's business plan or operational plan as an example in analyzing and developing a business. Learning and understanding competitors could be accomplished in a number of methods, such as by comparing a planning and operational matrix or by benchmarking, as well as by gathering tacit knowledge via firsthand experience as a staff. Analyzing competitors can also help a firm grow and generate new ideas or concepts for developing creative products. Differentiation would boost the likelihood of survival, which is crucial for gaining profit and reputation.

2.2.1.1 Direct Competitor

Angkringan Mami Oca as a business or business that focuses on creating innovation and also modifying it to enjoy traditional Indonesian herbal drinks into drinks that are more up-to-date and known by youth. The existing competitors are Angkringan CA Gading Serpong and Waroenk Angkring Atas Awan.

Angkringan CA is one of the angkringans in Gading Serpong and is well known to many people. This angkringan was established in June 2022 and is located in Ruko Maxwell, Blok C, Gading Serpong.

Angkringan CA sells various kinds of Nasi bakar and satay satay which are quite complete and varied.

Another direct competitor is Waroenk Angkring Atas Awan, this angkringan has a different concept, they use the modern angkringan concept, namely cafe angkringan, they sell various types of typical angkringan food with different nuances. Waroenk Angkring Atas Awan is located on Jalan Kisamaun No 132-134, Tangerang City.

Table 2.1 Direct Competitor Analysis

	Angkringan Mami Oca	Angkringan CA	Waroenk Angkring Atas Awan
Strategy	Low Cost/Affordable	Middle Cost/Affordable	Middle Cost/Unique Concept
Core	Food and Beverage	Food and Beverage	Food and Beverage
Customer	General	General	General
Competitive	Beverage Inovation	Brand Knowledge	Concept Innovation
Advantage	Low Cost, Freedom Socialize Benefits	Middle Cost, Freedom Socialize Benefits	Middle Cost, Freedom Socialize Benefits
Revenue	Food and Beverage product	Food and Beverage product	Food and Beverage product
Cost Model	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost

Source: Author Data

2.2.1.2 Indirect Competitor

Indirect competitors are types of competitors that can affect business sales indirectly, for example customers who want to make their own recipes at home can be categorized as indirect competitors.

Regarding the Angkringan Mami Oca product, the product being sold is actually quite easy to make at home. Angkringan Mami Oca's indirect competitor is a company that everyone knows. In addition, the menu sold at this company is very diverse. One of the indirect competitors of Angkringan Mami Oca is Warunk Upnormal.

Warunk Upnormal is one of the most famous cafes. Warunk Upnormal has opened more than 10 branches in several regions and cities. Apart from that, Warunk Upnormal has many customers because it is one of the famous cafes that many people know. Apart from food and drinks they also have lots of snacks for their customers who come just to hang out and relax. Apart from that, they also have a pretty good marketing strategy to attract people's interest by holding lots of discount promos every week.

Apart from Warunk Upnormal, another indirect competitor is Warung Wakaka, this cafe was established for the first time in 2016, with its first outlet in Muara Karang, North Jakarta. Then started opening branches in several outlets in several cities. With the many branches owned by Warung Wakaka, many people know about it, so that it becomes a threat to Angkringan Mami Oca.

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Table 2.2 Indirect Competitor Matrix

	Angkringan Mami Oca	Warunk Upnormal	Warung Wakaka
Strategy	Low Cost/Affordable	Middle Cost/Affordable	Middle Cost/Affordable
Core	Food and Beverage	Food and Beverage	Food and Beverage
Customer	General	General	General
Competitive	Beverage Inovation	Brand Knowledge	Brand Knowledge
Advantage	Low Cost, Freedom Socialize Benefits	Middle Cost, Freedom Socialize Benefits	Middle Cost, Freedom Socialize Benefits
Revenue	Food and Beverage product	Food and Beverage product	Food and Beverage product
Cost Model	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost

Source: Author Data

2.2.2 SWOT

Based on the competitors' strong values above, compare them with your company with SWOT analysis. It can be written in a table. Example are as follow:

Table 2. 3 Analysis SWOT

SWOT ANGKRINGAN MAMI OCA	
Strength	<ol style="list-style-type: none"> 1. Variation of products sold 2. Affordable food prices 3. The uniqueness of the angkringan, not only selling food but selling a togetherness and relaxed atmosphere

Weakness	<ol style="list-style-type: none"> 1. Place of Business (a place that is open causes external factors such as weather to be very influential) 2. Time of business (open time only at night) 3. Profits are limited
Opportunity	<ol style="list-style-type: none"> 1. Strategic location 2. Free promotion (word of mouth) 3. Human nature tends to be consumptive.
Threats	<ol style="list-style-type: none"> 1. Number of Similar Products in the Market 2. Hygiene Issues 3. Uncertain climate (weather).

Source: Author Data

2.3 Sales Goal

The sales goal is made based on the calculation of income statement in Chapter V. The numbers of the sales below are assumed for 10% growth yearly.

Table 2. 4 Sales Goal

Sales Goals	Year 1	Year 2	Year 3	Year 4
Product sold	95	105	116	128
Yearly Marketing expense	6.000.000	6.600.000	7.260.000	7.986.000
Total Revenue Daily	Rp498.600.000	Rp 548.460.000	Rp 603.306.000	Rp 663.636.600
Gross Margin	Rp 355.298.400	Rp 390.828.240	Rp 429.911.064	Rp 472.902.171
Net Income	234.447.521	Rp 257.892. 273	Rp 283.681.500	Rp 312.049.651

Source: Author Data

2.4 Marketing Strategy

2.4.1 Product Characteristics

Angkringan Mami Oca is different from other competitors. Where in general other angkringan sell the same menu, Angkringan Mami Oca provides more innovative products. Angkringan Mami Oca has been

developed traditional nasi bakar and STMJ with various flavors. For drinks, there are four variants of STMJ, namely STMJ Original, STMJ Red Velvet, STMJ Taro and lastly STMJ Green Tea. For the food, there are three variants, namely Nasi Bakar Ayam Suwir, Nasi Bakar Tongkol Suwir and Nasi Bakar Cumi Petai.

2.4.2 Place Distribution

Angkringan Mami Oca will open a physical shop at Pasar Modern Paramount, Gading Serpong. Angkringan Mami Oca chose Pasmod Paramount because the location is strategic with a lot of schools and campuses around. This will make it easier for the brand to get exposed to more people. Other than that, Paramount Modern Market is one of the night culinary attractions in Gading Serpong, where many visitors come looking for food.

2.4.3 Promotion

Angkringan Mami Oca intends to use social media sites such as Instagram as a platform for marketing and branding because today's marketing is technology oriented. The owner chose these Instagram because it is the current most used social media. By using Instagram as the promotional tools, the owner hopes that the brand will be able to reach and gain more attention. The owner hopes to use the Instagram business in addition to other social media platforms to continuously

market the company. Several months before the business started, Angkringan Mami Oca intended to inform and promote the audience online. After the start of operations, Angkringan Mami Oca stepped forward to collaborate with several influencers/food vloggers like to market the brand. To carry out daily promotions, the owner will select influencers. In addition to marketing using social media, Angkringan Mami Oca will carry out word of mouth (WOM) marketing which is a marketing strategy effort from consumers to promote, recommend products, talk about products, and sell products/services that we have tried to other consumers.

2.4.4 Pricing

The key to open a business is to get income from the sold products. According to a survey that was previously distributed, most respondents were willing to spend around Rp. 10,000 – Rp. 15,000 for each glass. And for food most of the respondents are willing to spend around Rp. 12,000 – Rp. 25,000 After considering the manufacturing costs, it can be determined that the prices for food and beverage products at Angkringan Mami Oca are as follows:

Table 2.5. Angkringan Mami Oca Product Pricing

No.	Product	Size	Price
1.	STMJ Original	340 MI	Rp 10.000.00
2.	STMJ Red Velvet	340 MI	Rp 13.000.00

3.	STMJ Taro	340 MI	Rp 13.000.00
4.	STMJ Greenn Tea	340 MI	Rp 13.000.00
5.	Nasi Bakar Tongkol Suwir	300 Gr	Rp 15.000.00
6.	Nasi Bakar Ayam Suwir	300 Gr	Rp 18.000.00
7.	Nasi Bakar Cumi Petai	200 Gr	Rp 20.000.00

This price differentiates Angkringan Mami Oca from other direct competitors, such as Angkringan CA, which sells Nasi Bakar with a very small size. They can sell their products at a price of Rp. 6,000 per portion. Likewise with indirect competitors such as Warung Wakaka which can sell its products up to Rp. 35,000 per portion.

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