

CHAPTER II

MARKETING PLAN

2.1 Market Size

In running a business it is important for us to be able to determine how the market will be targeted to market the products we offer. To be able to determine target customers that are in accordance with the products we have and so that our business can run according to the needs and desires of our customers, we must conduct research on our prospective customers. Market research is needed before doing business to ensure that the product or service to be offered is in accordance with the needs of the market (*Indotelko, 2021*). This research was conducted by conducting a survey of the public who will be the target customer for the business that we run, this survey must be carried out so that we can understand what the customer wants and needs are, because understanding what the customer wants and needs will also provide benefits for the company. so that the company can continue to grow and be able to meet customer satisfaction.

In conducting customer analysis of Ke.Bi products, there is some information that is analyzed based on geographic and psychographic factors. Geographical factor is an analysis process that is carried out based on eternal (physical) factors such as age, location, occupation and others. While the psychographic factor is an analysis based on interests and lifestyle. To find out more about market size, the owner conducted research by distributing questionnaires. This research includes quantitative research, Quantitative Research is research that is carried out with the help of statistical data analysis in order to provide results in the form of more accurate numbers. This questionnaire

obtained 40 respondents with 40 valid answers. This quantitative survey was conducted to collect customer information both from geographic factors and also customer opinions.

A. Demographic

In this survey, the first thing that is asked includes geographic factor information which includes the customer's gender, age, domicile, and also buying power.

Table 2.1 Demographic Survey

Attribute	Components	Percentages
Respondent's Gender	Male	25 %
	Female	75 %
Respondent's Age	14 – 17	10 %
	18 – 20	45 %
	21 – 25	37,5 %
	Above 25	7,5 %
Respondent's Profession	Students	79,5 %
	Employee	12,8 %
	Entrepreneur	7,7 %
Respondent's Domicile	Gading Serpong	7,5 %
	Alam Sutera	5 %
	Tangerang City	72,5 %
	Jakarta	15 %
Monthly Income	< Rp. 500.000	30 %
	Rp. 500.000 – Rp. 2.000.000	45 %
	> Rp. 2.000.000	25 %
Monthly Expenses	< Rp. 500.000	30 %
	Rp. 500.000 – Rp. 2.000.000	50 %
	> Rp. 2.000.000	20 %
Purchase Consideration	Product Prices	35 %
	The Quality of Taste	65 %

Based on the survey's result, the number of female respondents is more than the number of male respondents, which is there are 75% female respondents and 25% male respondents. With this, it can be concluded that Ke.Bi is more attracted to the female customer. For the age of the customer, it showed that most of the customer is 18 – 25 years old with 37,5% customer is 18-20 y.o and 45% customer is from 21-25 y.o. From this, it can be concluded that Ke.Bi product can be consumed by all ages mostly by the Generation Z. From the survey, it shows that most of the respondent are students in college with 79,5% respondents, and for the rest is 12,8% employee and 7,7% entrepreneur. Based on the survey, it showed that most of the respondents are live in Tangerang City with the percentage of 72,5% respondents and 7,5 % of them are live in Gading Serpong. It showed that Ke.Bi can be easier to reach for the customer in Tangerang City, especially for the who live in Gading Serpong because the product itself will be marketed in the Tangerang area. With this data, Ke.Bi will continue to grow so that it can make deliveries to various types of domiciles in the future. Based on the data obtained, although most of the respondents were students, the amount of income and expenses varied quite a lot. Starting from Rp. 500,000 to above Rp. 2,000,000 is also there. Based on the data obtained, most of respondent choose to prioritize the quality of the taste of the product in consideration of buying a product. For this reason, Ke.Bi will produce products of good quality in order to meet customer taste expectations.

B. Customer Interest about Snacks

Table 2.2 Customer Interest About Snacks Survey

Attribute	Components	Percentages
Do you often eat snacks?	Yes	77,5 %
	No	22,5 %
How do you like to eat snacks?	Don't like it much	5 %
	Quite like	37,5 %
	Really like	57,5 %
Do you like chips snacks?	Yes	95 %
	No	5 %
Do you like potato chips?	Yes	100 %
	No	0 %
How often do you eat potato chips?	Seldom	40 %
	Often	50 %
	Very Often	10 %

The next survey was conducted to find out the interest of the customers in consuming snacks. Based on the data obtained, 77.5% of respondents often bought or consumed snacks, while the 22.5% answered that they did not often buy or consume snacks. Next, almost all respondents like to consume snacks where those who really like to consume are 37.5% and followed by those who quite like to consume snacks as much as 57.5%. Based on the table above as much as 95% of respondents answered that they like snacks in the form of chips, which shows that they are more likely to be interested in trying Ke.Bi. Then it was also supported by the answers from all respondents who responded that they liked potato chips. From the data obtained, 50% of the respondents answered that they are often eating potato chips, while the other 10% really like eating potato chips and 40% of them sometimes eat potato chips. With this we can conclude that quite a lot of people like potato chips and that gives Ke.Bi a big enough opportunity to attract the attention of customers, especially

those who like processed potato chips.

C. Customer Knowledge and Interest About Ke.Bi

Customer Knowledge & Interest About Ke.Bi Survey

Attribute	Components	Percentages
Do you ever eat processed dried shrimp potato?	Yes	45 %
	Never	55 %
Do you interest to try Ke.Bi?	Yes	95 %
	No	5 %

Based on the data, as many as 55% of respondents answered that they had never tried processed dried shrimp potatoes while the 45% answered that they had tried it, this shows that there are still many people who have never tried ebi potatoes, and with Ke.Bi have the opportunity to introduce dried shrimp potatoes to the public. Based on the data above, 95% of the respondents answered that they were interested in trying Ke.Bi products. With this it can be shown that Ke.Bi's opportunity to be better known and attract the attention of consumers is quite high with the interest of the respondents to try Ke.Bi's products.

2.2 Competitor Analysis

2.2.1 Competitor

In running a business, an entrepreneur must be able to prepare and also learn everything that needs to be prepared for his business. To run a business, things such as product analysis, market analysis, customer needs analysis, marketing planning, financial planning, and operational planning are needed so that the business being run can run smoothly. But besides the things that have been mentioned, there is also one more thing that is no less important, namely competitors. The existence of these

competitors is very important, therefore what we have to do is conduct research and also analyze which competitors are there for the business that we are going to run. An entrepreneur must be able to identify what kind of competitors are around us because with that can encourage someone to be more advanced (*Rifka, 2022*). By analyzing competitors, it will help us to determine the steps we must take properly so that the business we run can continue to grow and run well. Conducting an analysis of existing competitors can help the company to be able to build a good marketing strategy and can also help the company identify what deficiencies still exist so that they can be corrected so that the business we run can continue to run among existing competitors. For Ke.Bi itself, there are also other competitors in almost the same type of product.

A. Direct Competitor

Direct competitors are businesses that also offer products that are similar to those offered by our company. Ke.Bi is a home-style processed ebi potato chip that has various flavors. Even so, there are also several businesses, both big and home, that offer similar products. Some of the existing competitors are Crispy Yummand Potalava.



Figure 2.1 CrispyYumm

Crispy Yumm is a home industry that has been offering dried shrimp potato chip products since 2017. In their company description they explain that they produce dried shrimp potato chips with 100% homemade 100% without preservatives and MSG, and also 100% hygienic, made with quality ingredients and special seasonings. This company promotes through social media such as Instagram and also offers its products online, such as through BukaLapak and Shopee. Currently Crispy Yumm not only sells ebi potato chips but also other products that Crispy Yumm offers. With this, Crispy Yumm is a direct competitor for Ke.Bi.

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



Figure 2.2 Potalava

Another competitor who is a direct competitor for Ke.Bi is Potalava. Potalava is a snack brand under the auspices of PT PrissantDeli Krisp, which was established in 2012. PT Prissant Deli Krisp is a company that produces various kinds of snack foods. Potalava is a potato chip snack that serves two choices of flavors, namely sweet and salty, such as chocolate and ebi mayo.

B. Indirect Competitor

Indirect competitors are businesses that offer different types of products but have the same target market as the business we are running. Businesses that are competitors to Ke.Bi are not only businesses that offer ebi potato chips but also those that have the same target customers as our business. As a business that offers ebi potato chip products to the public, there are also other companies that have the same target market as Ke.Bi. The indirect competitor for Ke.Bi is Qtela. Qtela is a cassava chip snack that comes in several flavors.



Figure 2.3 Qtela

Qtela is a brand under the Indofood company which is a fairly large food and beverage company in Indonesia. Until now, Qtela does not only offer cassava chips, but also offers tempeh chips and curly crackers.

2.2.2 SWOT

SWOT analysis is an analysis carried out so that the company can manage the main strengths, weaknesses, opportunities and threats that exist in the business that we are running. In addition to the SWOT analysis of our product, here is a SWOT analysis of our competitors.

Table 2.4 Competitor Analysis

Factors	Crispy Yumm	Potalava	Ke.Bi
Location	North Jakarta	Indonesia	Gading Serpong (Tangerang)
Core Product	Dried Shrimp Potato Chips	Potato Chips	Dried Shrimp Potato Chips with Various Flavor
Customer	Low to Middle Class	Low to Middle Class	Low to Middle Class
Service	Online Store	Online and Offline Store	Online Store
Distribution	Online Shopping Platform	Online Shopping Platform, Convenience Store	Online Shopping Platform

Marketing	Social Media	Social media and advertisement	Social Media
------------------	--------------	--------------------------------	--------------

From the location factor, Potalava products have the possibility to be more easily obtained because they distribute their products throughout Indonesia. Meanwhile, CrispyYumm and Ke.Bi have products that are quite difficult to reach for buyers who are not in distribution areas such as North Jakarta and Gading Serpong. From the core product factor, Ke.Bi products have products that are equipped with various flavors so that they have greater buyer appeal among other ebi potato products. However, Potalava products also have quite high popularity compared to the other two products because these products are products from big company.

From the customer factor, the three products have the same target customers, namely from the lower class to the middle class. With this CrispyYumm and Ke.Bi products will be more popular among those who want to buy home products and Potalava products will be more popular among those who usually shop at Convenience stores. In terms of service and distribution factors, these three brands use online stores to sell, such as through Tokopedia, BukaLapak and also Shopee, but Potalava products have the advantage of selling products offline through convenience stores or supermarkets so Potalava products are easier to find than the two other products.

From the marketing factor, these three brands are promoting through social media, but as we know that Potalava is a big brand, the promotion they are doing must be on a much larger scale compared to

the promotion done by CrispyYumm and Ke.Bi.

Next is the SWOT analysis used in running the Ke.Bi business.

Table 2.5 Ke.Bi's SWOT Table

Strengths	<ul style="list-style-type: none">a. New Kentang Ebi inovations with various flavor.b. Modern and attractive packaging.
Weakness	<ul style="list-style-type: none">a. Newly started brands.b. Home-based business with limited capital
Opportunities	<ul style="list-style-type: none">a. There are no competitors that sell the exact same productb. Offering products with a taste that appeals to young people.
Threats	<ul style="list-style-type: none">a. Lack of public interest in the products offered.b. Big brands that are more trusted by the public

The SWOT analysis that has been carried out is used so that the company can set a marketing strategy in running our business sales Goal.

Below is how Ke.Bi expect to reach certain number of customers monthly through several advertising tools that have been decided.

Table 2. 6 Sales Goal

Sales Goals	Year 1	Year 2	Year 3	Year 4
Order	600	750	830	950
Marketing expense	Rp. 12.000.000	Rp. 10.000.000	Rp. 7.000.000	Rp. 5.000.000
Total Revenue	Rp. 1.296.000.000	Rp. 1.300.000.000	Rp. 1.310.000.000	Rp. 1.318.000.000
Gross Margin	46%	50%	56%	62%
Net Income	Rp. 483.802.560	Rp. 488.500.000	Rp. 492.000.000	Rp. 500.000.000

2.3 Marketing Strategy

24.1 Product Characteristics

Ke.Bi is a home-style processed dried shrimp potato chip that has a taste that is suitable for consumption at any time. Different from other ebi potato chips, Ke.Bi has quite a variety of flavors, starting from Original, Spicy, Roasted Beef, Roasted Corn, and also Seaweed. Not only that, Ke.Bi is also packaged in attractive modern packaging to get attention from the community. These various flavors are adapted to the tastes of today's young people who like new flavors in food. Ke.Bi itself can not only be consumed as a snack but can also be consumed as a side dish to accompany rice. With the easy way to consume Ke.Bi, we are targeting students who live in boarding houses and those who live alone and don't want to bother looking for side dishes to be able to choose Ke.Bi as their top choice in finding side dishes to accompany food.

24.2 Distribution

Ke.Bi, which is a home industry business, will start its first distribution through the Online Store. Products will be sold through

online shopping applications such as Tokopedia and Shopee for the first distribution process. Apart from that, we will also deposit our products in shops in the nearest markets. For example, Ke.Bi products will be deposited at snack shops in Paramount Modern Market and its surroundings. Then after two to three years of running, we hope that our online sales process can continue to grow and run smoothly. Then after that we also hope to open a physical shop such as small booths at food exhibitions or certain events.

243 Promotion

At the present time the development of technology in Indonesia has developed very rapidly and well. There are various kinds of online platforms that can be used to promote the products that our business offers. For this reason, Ke.Bi chose to do a lot of promotions through existing online platforms such as Instagram, Shopee, and also TokoPedia as an online e-commerce platform. Instagram has a very high popularity among the public, for that Ke.Bi has also created its own official Instagram to carry out all of our promotional activities. In the posts that we will issue later, we will provide all important information about Ke.Bi on the Instagram account @ke.bii01. Apart from that, with the official Instagram, we also hope that Ke.Bi can be known more widely, not only in the Gading Serpong and Tangerang areas, but in the future we also hope that Ke.Bi can also be known outside the city. We also carry out promotions through Shopee and Tokopedia and apart from spreading ads, we also do other methods, namely live shopee which aims to promote our products.

Table 2. 7 Advertising Tools

Promotional Tools	Budget over 1 month
Print Advertising	Rp. 200.000
Instagram Ads	Rp. 500.000
Tokopedia	Rp. 300.000
Total	Rp. 1.000.000

24.1 Pricing

For the pricing to be used, we will also pay attention to important points from the survey we have conducted. As in the survey, it shows that the buying power that exists in every person is very diverse. For that we will offer buyers friendly prices to attract them. In addition, Ke.Bi will also provide special offers to attract more attention from customers. Ke.Bi will provide membership to customers with the benefit of enjoying a buy 2 get 1 promo on their fifth purchase. In addition, we will also provide a 10% discount if the customer buys a total of 20 packs of Ke.Bi with all flavors.

