

CHAPTER II

MARKETING PLAN

A. Market Size

Analyzing the size of the business market is necessary for our business to deliver products well to the right customers. Market analysis is one of the important things to help businesses with all the information they need and make wise business decisions (Infiniti, 2018). Collecting data is also used to analyze what our customers need and want. One thing to keep in mind is that it is the basic step of opening a business which can also provide us with big profits. With granola bites as the main product of this business, understanding the behavior of people who often buy and consume snacks is also important for us. Currently, most people prefer to consume snacks rather than heavy meals. Besides to full-fill their cravings, it also boosts their mood. Granobites, as a newcomer, will be the new chosen one for customers after we are launched and available in the market, in addition to other brands with regular granola products. Granobites will appeal to all types of potential consumers, starting from snack lovers, school kids, adults, and seniors age, especially to those who care about healthier lifestyles as they will also love our products. Analyzing customers' works by gathering some information. One of the tools is by using online questionnaires to collect their preferences, demographics, buying power, and psychographic information. This kind of data can define what kind of product the customers had expected.

1. Quantitative

Making a business requires a survey that aims to understand the market. The owner conducts a quantitative survey by distributing questionnaires using Google Forms. This questionnaire reaches 42 (forty-two) respondents. This quantitative survey is conducted to obtain information about the target market's demographics, preferences, and opinions.

a) Demographic

Demographic is the first part of a quantitative customer survey.

Knowing the customer's gender, age, purchasing power, and

domicile will help the Granobites to adjust the location, price, and product packaging to serve customers at the right time.

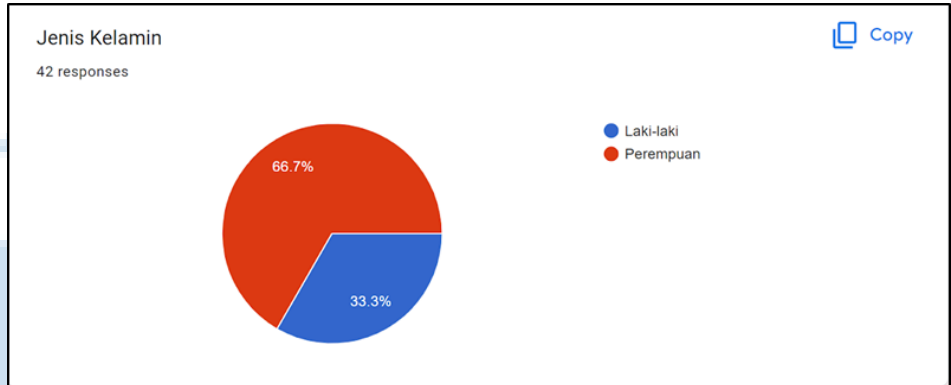


Chart 2.1 Respondent Gender

Based on the chart above, the number of female respondents is 66.7% more than male respondents which is 33.3%. It can be concluded that women are having more interest in snacks.

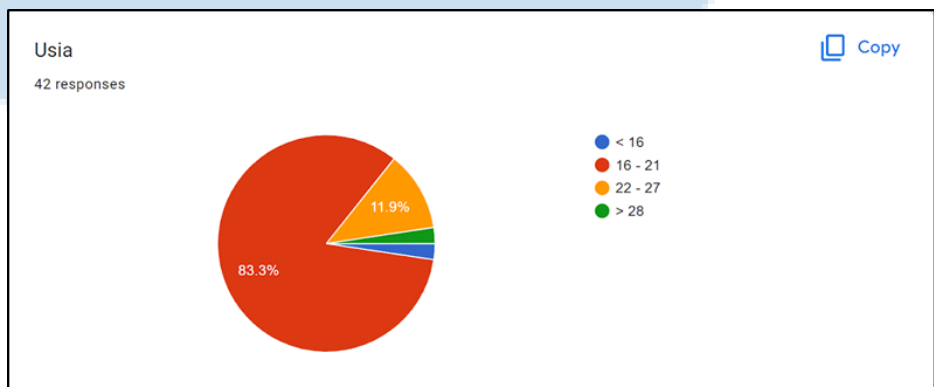


Chart 2.2 Respondent Age

Based on the chart above, the data shows that people between the age of 16-21 years old with a value of 83.3% are more interested in this product. People aged 16 years old took 11.9% of respondents. On the age of 22-27 years old and those elder than 28 years old took less than 10% of respondents. With the majority of respondents mostly Gen-Z and followed by Millenials, Granobites products must take a modern approach to cater to our target market.

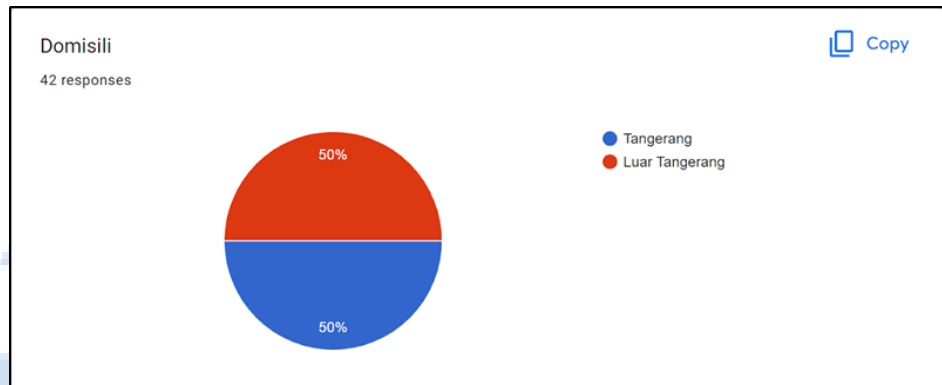


Chart 2.3 Respondent Domicile

Based on the chart above, the domicile of respondents is balanced by 50% from Tangerang and 50% from outside Tangerang. Because Granobites is based in Gading Serpong and plans on expanding to Jakarta, the questionnaire was sent to respondents who are domiciled in Tangerang and outside Tangerang. Having a packed-friendly product that does not need any extra treatments on temperature, Granobites guarantees that our products could be able to deliver in out-of-town shipments. In addition, baked granola bites that will always be available will also speed up the delivery time.

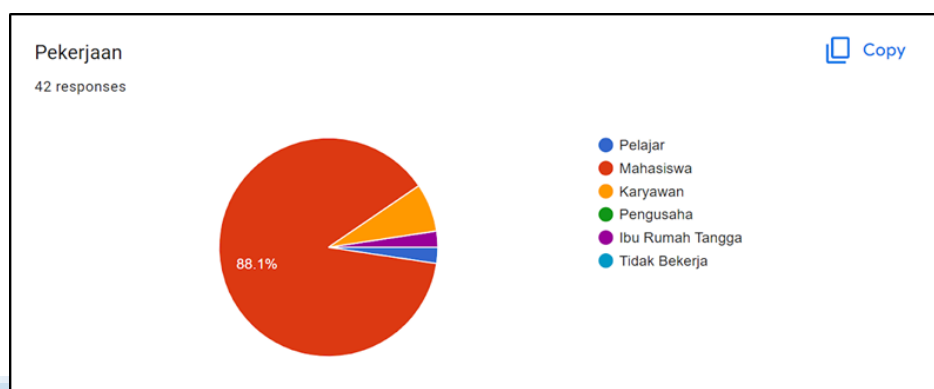


Chart 2.4 Respondent Profession

Based on the chart above, the results show that 88.1% are students, and less than 10% are employees, students, and housewives.

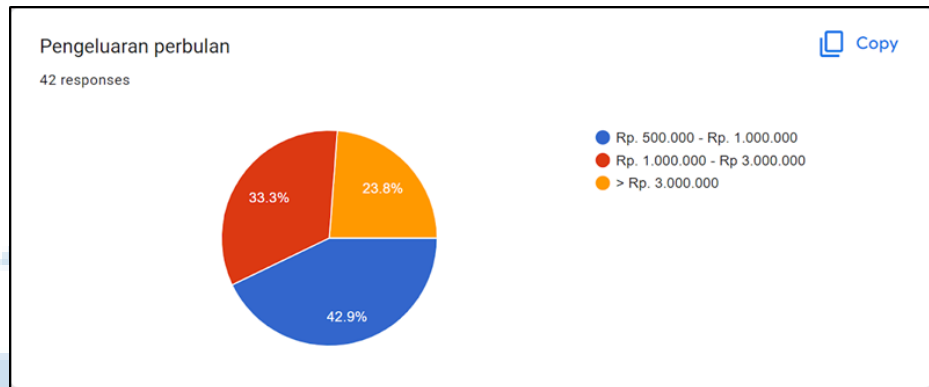


Chart 2.5 Respondent's Monthly Expenses

Based on the chart above, the results show that 42.9% of respondents spend around Rp. 500,000 - Rp. 1,000,000, 33.3% of respondents spend around Rp. 1,000,000 - Rp. 3,000,000, and 23.8% of respondents spend more than Rp. 3,000,000.

b) Customers' Knowledge and Interest in Snacks

In order to get to know how do our customers' knowledge and interest in snacks, several questions related to the frequency of consumption and interest in snacks were asked. Granobites believes that understanding customer and environmental knowledge will help in utilizing the right promotional tools to increase profits. In addition, by providing the correct information about the product, Granobites believes that our products will have a chance to be accepted by most customers of any age.

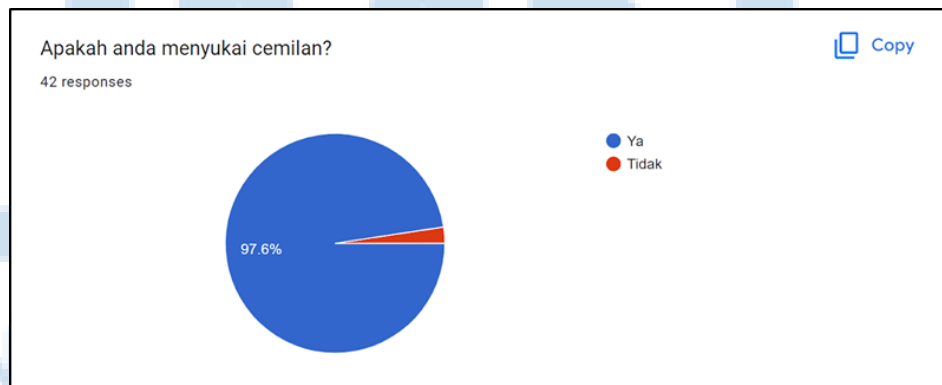


Chart 2.6 Respondent Consumption of Snacks

Based on the chart above, shows that 97.6% of respondents are interested in snacks. The results of the respondents gave a great opportunity for the owner to make snack products from Granobites.



Chart 2.7 Respondent Consumption of Snacks in a Month

The chart above shows that 64.3% of respondents consume snacks more than twice a week. Meanwhile, 21.4% of respondents consume snacks twice a week, and 14.3% consume snacks once a week. The survey above can provide an opportunity for Granobites to sell snacks to the public because the respondents showed positive results.

c) Customers' Knowledge and Interest in Granola Bites

In order to get to know about our customers' knowledge and interest in the product, the Owner is eager to understand about target market's interest in granola bites.

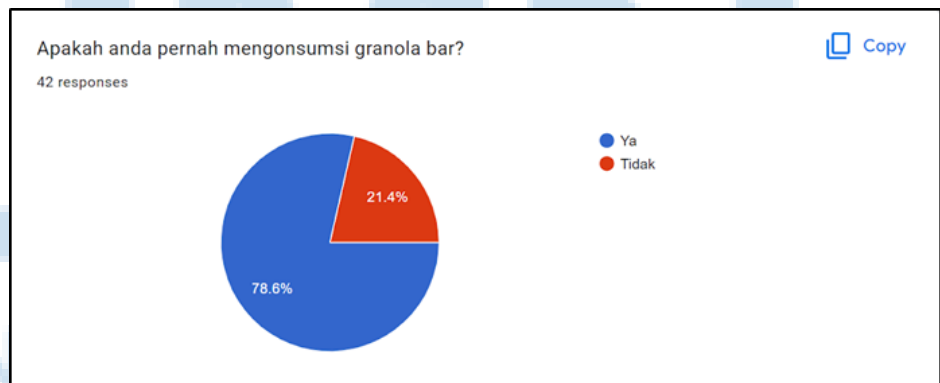


Chart 2.8 Respondent's Interest in Granola Bars

Based the chart above, shows that 78,8% of the respondents used to eat granola bars. People who have never tried granola bars because people are still confused about the benefits of granola bars. Granobites will introduce our product to them and make those who haven't tried granola bars interested and like Granobites's products.

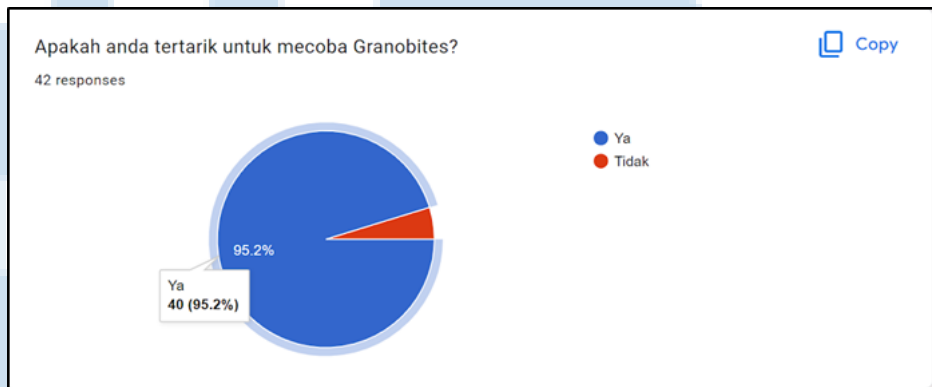


Chart 2.9 Respondent's Interest in Granolabites

The chart above shows that 95,2% of the respondents are interested to try Granobites products. With the percentage of interest in trying Granobites products, we will make the best of our products to meet their expectations.

d) Pricing



Chart 2.10 Respondent Pricing Reference

The last question is about pricing which results from the chart above about 52,4% of respondents agree that the suitable product ranges from Rp 25.000.

Based on the quantitative survey above, it can be concluded that most of the respondents were women and the ages of the respondents were between 16 - 21 years and most were Gen-Z and students. Respondents' domiciles are balanced, namely coming from Tangerang and outside Tangerang where Granobites are located in the Tangerang area which can be a benefit for Granobites. Based on the results of the survey above, most respondents like snacks and consume them more than twice a week. This is a big opportunity because the product from Granobites itself is a snack. Respondents have also tried granola bars and are interested in trying products from Granobites. This is a huge opportunity for Granobites to sell their products to the public. In addition, half of the respondents did not mind if the price of one package of Granobites was more than Rp. 25,000.

B. Competitor Analysis

Before starting a business, Owners need to prepare a mature plan before going directly into the industry they are interested in. Owners must consider everything from developing products, defining customer segments, and analyzing competitors to developing marketing plans, operational processes, financial planning, and staffing are all mandatory parts that work concurrently to achieve a sustainable business for successful operations. Making a strategy is also needed to compete directly with the closest competitors. The owner develops a strategy for entering the market by identifying competitors because every business will have competitors. Granobites uses competitor analysis as a tool to study and understand our competitors, set benchmarks for our goods and services, and consider the possibility of developing granola products. Learning and understanding competitors can be done in several ways, for example by comparing planning and operational matrices or benchmarking and also learning directly as staff to gather tacit knowledge. Competitor analysis can also help businesses to grow and stimulate new ideas or concepts in creating innovative products. Differentiation will increase the chances of survival which are essential for profit and reputation.

1. Direct Competitors

Granobites as a brand that focuses on granola bites products currently does not have direct competitors however, there are already quite a number of giant companies offering similar products. Producing granola bites, Granobites' main competitor is Granova. Granova is an online store selling healthy snacks such as granola bars, cereal, and honey. Granova promotes its products through Instagram and sells them online through Shopee, Tokopedia, Blibli, Lazada, and WhatsApp. Granova is located in Bandung based on the city of origin of the sender listed on E-Commerce. Prices for their granola bars start from Rp. 29,800/4 pcs with a weight of 26 grams/bar and their granola cereals start from Rp 25.000/100 grams.



Figure 2.1 Granova Products

Figure 2.2 Granova Products

Another competitor from Granobites is Granola Addict. Granola Addict is a company that sells granola cereal the company has an offline store located in Tangerang and also has an online store through the Lazada, Shopee, and Tokopedia applications. Granola Addict is located in Tangerang based on the city of origin of the sender listed on E-Commerce. Prices for their granola bars start from Rp. 25.000/150 grams.



Figure 2.3 Granola Addict Products

A live matrix including competitors and their profiles provided below can be helpful to learn more about your competitors.

Table 2.1 Direct Competitor Matrix

	Granobites	Granova	Granola Addict
Strategy	Low cost / Affordable	Middle Cost	Middle Cost
Core	Healthy Snack and Cereals	Healthy Snack and Cereals	Healthy Cereals
Costumer	Snack lovers, General	Snack lovers, General	General
Competitive	Food Innovation, Available in online and offline store	Brand Knowledge	Brand Knowledge
Advantage	Many ways to enjoy, health benefits, supporting UMKM	Health Benefits	Health Benefits
Revenue	Food Products	Food Products	Food Products
Cost Model	Variable Cost, Fixed Cost	Variable Cost, Fixed Cost	Variable Cost, Fixed Cost

Source: Author Data

2. Indirect Competitors

Indirect competitors are types of competitors who can influence sales indirectly, for example, customers who want to make their own recipes at houses can be categorized as indirect competitors. In relevance to Granobites products, granola bites are actually quite easy to make at home and individual customers can adjust their level of ingredients when creating.

In addition, Granobites' indirect competitors are healthy snack companies. Although Granobites emphasizes the use of granola as its main food material, there are many other established companies that manufacture healthy snacks so they become indirect competitors of Granobites. One of the most famous companies that produce is Nude Spread Official. Nude Spread Official is located in Surabaya. Nude Spread

Official is an online bakery shop that sells healthy snack products because their products are vegan and gluten-free such as brownies, bread, and bagels. Apart from healthy snacks, they also sell healthy drinks made from fruits and vegetables. They sell their products starting at Rp 17.500/product.



Figure 2.4 Nude Spread Official Product

The second indirect competitor of Granobites is Casa Grata. Casa Grata is an online store company located in West Jakarta. Casa Grata sells healthy cracker snacks with various flavors starting at Rp 15.000/20 grams. Casa Grata targets their products as snacks for kids.



Figure 2.5 Casa Grata Product

Table 2.2 Indirect Competitor Matrix

	Granobites	Nude Spread Official	Casa Grata
Strategy	Affordable, premium quality from ingredients also packaging	Affordable, mass production	Affordable, mass production
Core	Healthy Snack	Healthy Dessert	Snack
Costumer	Snack Lovers	Dessert Lovers	Kids
Competitive	Food Innovation, Health Benefits	Brand Knowledge	Brand Knowledge
Advantage	Health Benefits	Selling Product	Selling Product
Revenue	Healthy Food Products	Food Products	Food Products
Cost Model	Variable Cost, Fixed Cost	Variable Cost, Fixed Cost	Variable Cost, Fixed Cost

Source: Author Data

C. Sales Goals

Sales goals are targets a company's sales team will and must achieve by implementing a specific sales approach. Below are the sales goals of Granobites.

Table 2.3 Granobites Sales Goals Projection

Product	Selling Price	Unit Sold / day	Total Revenue	COGS for Each Product	COGS for Product Daily	Gross Margin
Mixed Nuts and Berries	Rp. 55.000	20	Rp. 1.100.000	Rp. 40.128	Rp. 802.560	27%
Chocolate	Rp 50.000	20	Rp. 1.000.000	Rp. 30.669	Rp. 613.380	39%
Total		40	Rp. 2.100.000		Rp. 1.415.940	

Source: Author Data

D. Marketing Strategy

Marketing is an act that consists of planning, preparing, formulating, and packaging products. Marketing is done after determining the needs and wants of

target customers. Marketing is always long-term, continuous, and dynamic, involves all organizations, is customer-oriented, and has a strategic planning system. The marketing concept helps in controlling, evaluating, and determining the company's actions in order to always strive for customer satisfaction. Therefore applying the right marketing concept will be more profitable in the long run. For example, by continuously conducting research, and analysis, regarding target markets and gathering customer feedback, companies can adjust, and eliminate negatives to increase efficiency, cut costs and increase revenue.

Table 2.4 Granobites SWOT Table

SWOT	
Strengths	- New innovation of granola
Weakness	- Limited capital - Limited human resources - Low brand awareness
Opportunities	- No competitors that sell the exact same products
Threats	- Lack of interest from customers - Without a legal license would increase doubt from customers

Source: Author Data

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

1. Product Characteristics

Granobites is a newcomer in the food industry that specializes in creating new innovations of granola as breakfast and healthy snacks. Granobites made baked granola bites which can be consumed in an easy way. Not to mention, it can help customers who enjoy snacking and breakfast companions. Based on quantitative data, the primary target audience is customers in 16 - 27 years old. Therefore, Granobites will emphasize convenience and accessibility to match the customer's target market.

2. Place/Distribution

The Granobites product is expected to be a fast-moving product that can be found in every market, Granobites will choose the intensive method for the means of distribution but as a new company, distribution will begin by opening booths in malls as well as at events such as sporting events and also entrusting them to sports venues such as gyms, yoga and pilates studios, sports center, and also via online. Granobites does hope to be able to sign consignments with big companies such as Grand Lucky, KemChicks, and Ranch Market to get closer to our target market which mostly comes to those brands of Supermarket. The owner planned in the first few months of opening, Granobites will be able to increase brand awareness through social media by creating new content and collaborating with sports and health-related influencers. Furthermore, after a year or two Granobites hopes to advance launch an online website so that it is more established. The owner also wants to open physical stores or small outlets in the Tangerang area.

3. Promotion

Along with increasing technology development, Granobites plans to use social media as a platform for marketing and branding such as Instagram, Tiktok, and Shopee as Granobites' main E-commerce platform with the hope of reaching a large audience and customers. The owner hopes to continue promoting Granobites on social media by utilizing social media as a business media as well. Granobites plans to promote and educate its audience online in a few months before officially starting operations. Once operations begin, Granobites then grows to collaborate with many influencers to promote Granobites products. Granobites will also utilize Shopee as an E-commerce platform because of that. Its popularity in society can also increase the trust of customers. In addition, Granobites will also provide offers, referral codes, and discounts as one of its promotional plans to attract customers, especially those interested in healthy snacks and lifestyles. To maintain customer interest, Granobites will offer customers a membership code that allows them to get 10% off

every date pretty date (11.11 or 12.12). Granobites will also provide special prices for ordering more than 3 jars of granola bites.

4. Pricing

Pricing strategy is very important for a company because of its close relationship with marketing and has a direct impact on sales figures, which will have an impact on profitability. Pricing strategy is very important for companies because of its close relationship with marketing and has a direct impact on sales figures, which will impact profitability. Granobites uses the Penetration Pricing technique to set the selling price. To offer lower prices than other competitors is penetration pricing. Granobites makes this effort to be able to offer its products to clients at a lower price so that customers can receive products from Granobites. Then, to increase consumer interest in buying Granobites products, Granobites also made efforts to increase Word of Mouth.