

## CHAPTER II

### MARKETING PLAN

#### 2.1 Market Size

Doing research to observe and understand customer's preference is crucial for every establishing a business. All of the data that are distributed and collected to at least 40 respondents will help the owner's business to set the proper marketing plan, in order to achieve a greater amount of profits. Because every business should have a base for researching market, to understanding what the customer's preferences and what they judge from our brand.

Salad dressing is the only main product, which for the market research has many considerations. Nowadays, people don't just need only a branded product, but in order to live more efficient and spend more valuable product, people are more concern of their health because of the pandemic. Nowadays people don't want to be sick because it will be more expensive. That's why they will prefer to consume healthier foods rather than consuming junk foods, as healthy food contains benefits for increasing our immune system.

Bloomy Salad Dressing offers homemade and healthy dipping sauces to many foods. It is best as a dressing for salads and could be used dipping chips, fries, beef or chicken. In order to define the product's market size, the owner uses quantitative method by Google Form. By creating questionnaire that will be distribute to minimum of 40 respondents.

##### a) Demographic

Demographic means about statistical characteristics of the customer's gender, age, occupation, domicile, spending power and income that would help the business to set the price and distribution. Below is the result of the demographic survey from the respondent:

Table 2.0 Demographic survey

Attribute	Components	Percentage
Gender	Male	50%
	Female	50%
Respondent's age	15 - 25	57.1%
	45 - 55	21.4%
	26 - 35	7.1%
Respondent's domicile	DKI Jakarta	31%
	East Jakarta	31%
	North Jakarta	7.1%
	Tangerang	7.1%
Respondent's occupation	College Student	50%
	Employee	19%
	Entrepreneur	19%
	Housewives	11.9%
Monthly expenses	Rp500.000 – Rp1.000.000	61.9%
	Rp5.000.000 – Rp10.000.000	26.2%
Monthly income	Rp1.000.000 – Rp5.000.000	57.1%
	Rp5.000.000 – Rp10.000.000	23.8%
	>Rp20.000.000	9.5%
Respondent's consumption of vegetables and fruits	Yes, often consume	83.3%
	Rarely	16.7%

Respondent's consumption rate of vegetables and fruits	1-3 times a week	50%
	4-5 times a week	26.2%
	More than 5 times a week	23.8%
Respondent's knowledge	Have consume	92.9%
	Never consume	7.1%
Respondent's preferences	Yes	88.1%
	No	11.9%
Respondent's frequency of consuming salad dressing	1-3 times a week	28.6%
	3-5 times a week	9.5%
	Rarely consume	61.9%
Respondent's consumption in homemade salad dressing and dipping sauce	Have consume	50%
	Haven't consume	50%
Respondent's Interest in Bloomy Salad Dressing	Interested to the product	50%

Source: Writer's data survey

Based on the table above, the total of men and women who respond are perfectly balanced. So, it could be concluded that men and women are equally interested to the product.

Based on the responds, most of the respondents around 15 – 25 years old with 57,1 %, following with age 45 – 55 years old with 21,7% and lastly from age 26-35 only 7,1% of percentage. With the data, the product has to represents current generation in design or packaging as well. To sum up, most of the respondents mainly from Gen Z to Gen X and Millennials generation who are equally interest of the product.

Bloomy Salad Dressing is based on Utan Kayu, East Jakarta. The questionnaire was sent to people who lives in Jakarta Area and also to Tangerang, Gading Serpong

and BSD. Even though it is based in East Jakarta, but it is possible to send the product to outside Jakarta, in order to fulfill the demand.

From the diagram, 50% are university students, 19% are employees and entrepreneurs, lastly 11,9% are housewives. To summarize the diagram, university student's respondents are greater than employees, entrepreneurs and housewives.

From all respondents, 61,9% of the respondents spending power are lower than 26,2% of respondents. To conclude, 61,9% of the respondents spent Rp500.000 to Rp5.000.000 per months, while 26,2% spent Rp5.000.000 to Rp10.000.000.

Based on the diagram, most of the respondents has the monthly income capability of Rp1.000.000 to Rp5.000.000. While, others have higher monthly income capability. In conclusion, 57,1% respondent's income ranging from Rp1.000.000 to Rp5.000.000, with 23,8% able to achieve Rp5.000.000 to Rp10.000.000 and 9,5% of them have income power over Rp20.000.000.

To figure out customer's information and preference about healthy food in general and salad dressing, the owner put several questions. In order to increasing brand image to people who likes and interested consuming healthy food. It definitely will increase their interest to buy the product, and also recommend it to other people.

Table above stated that 83,3% of the respondents are often consuming vegetables or fruits. In conclusion, most of them are often consuming vegetables and fruits, as these days' people are more concern of their health by consuming healthier foods.

Based on the table, the percentage are quite equal, with 50% of the respondents rarely consume vegetables or fruits, 26,2% consume quite frequently in a week and 23,8% consume it often in a week. It means that there are still many people who are routine to consume vegetables or fruits, which they will understand about the product's goal.

About 92,9 % of the respondents have already consume either salad dressing or dipping sauce. Based on the data, most of them already know about salad dressing or

dipping sauce and have tried it before. It will be much better if they have known the product type before as they will easier to imagine the product before.

The table stated that most of the respondents enjoy consume salad dressing or dipping sauce. About 88,1% of them enjoy consume salad dressing or dipping sauce, which it will increase their interest to buy the product.

61.9% of them rarely consume salad dressing or dipping sauce for their daily meals, 28,6% consume 1 to 3 times in a week, while 9,5% consume it 3 to 5 times in a week. Most of the respondents at least have tried salad dressing one time.

Table above stated that half of the respondents have tried homemade salad dressing and half of them haven't. It means that homemade salad dressing or dipping sauce is still rarely known for some people, Bloomy Salad Dressing is a perfect product to fulfill who haven't try a homemade dressing.

Lastly, based on the table above,92,9% of the respondents are interested in buying the product, while 7,1% are not interested. The data shows that respondents have their own preferences either they want or not to buy Bloomy Salad Dressing.

## 2. Market Conclusion

- 1) Most of the respondents from the data are people age 15-25, mainly live in Tangerang, Gading Serpong and Jakarta.
- 2) Respondents consume vegetables and fruits often in a week.
- 3) Respondents are familiar with dressings or dipping sauce, but not consume it daily.
- 4) They are familiar with homemade dressings or dipping sauces as well.
- 5) Most of the respondents are interested buying Bloomy Salad Dressing.

## 2.2 Competitor Analysis

In competitor analysis, the owner observes salad dressing's seller that are available in the market, either in e-commerce or that are available in offline stores. The owner has mention the direct competitors and indirect competitors.

a) Direct Competitor

For the direct competitors that sells salad dressings around Jakarta and Tangerang area are Serasa Salad, Otts and Jill Salad, Eat Me, Salad Mamita, Apron Kitchen, Nourish Kitchen. This is the example of simple matrix of several well-known direct competitors.

Table 2.1 Direct Competitor Matrix

	Bloomy Salad Dressing	Jill and Otts Salad	Serasa Salad	Salad Mamita
Strategy	Premium salad dressing with premium and unique packaging also proper for hampers	Competitive price	Competitive price	Competitive price
Core	6 flavor of salad dressings	Salad Dressing and Salad Bowl	Salad Dressing and Salad Roll	Salad Dressing and Salad Bowl
Customer	Upper class buyer who are aware with their health	General, healthy food lovers	General, healthy food lovers	General, healthy food lovers
Competitive	Choices of 6 high quality dressing flavors, homemade, selected ingredients, mayonnaise free, branding on Instagram and Tokopedia	Menu variation, bundling package.	Menu variation, Branding, bundling package and many branches	Menu variation, Bundling package



Advantage	Health benefits, supporting UMKM	Health benefits	Health benefits	Health benefits
Revenue	Healthy food Products	Healthy food products	Healthy food products	Healthy food products
Cost Model	Variable cost and Fixed cost	Variable cost and Fixed cost	Variable cost and Fixed cost	Variable cost and Fixed cost

b) Indirect Competitors

Companies that target the same client demographics as another business are considered indirect rivals. Although indirect competitors provide distinct goods or services, we both fulfill the same client demand. It's important to know and interact effectively with business competitors in order to establish a strong target market. Below are the indirect rivals for Bloomy Salad Dressings.

Table 2.2 Indirect Competitor Matrix

	Bloomy Salad Dressing	Kewpie	Maestro
Strategy	Premium salad dressing with premium and unique packaging also proper for hampers	Affordable, Mass Production	Affordable, Mass Production
Core	6 flavor of salad dressings	Dressings, Sauces, Mayonnaise	Dressings, Sauces, Mayonnaise
Customer	Upper class buyer who are aware with them health	General	General
Competitive	Choices of 6 high quality dressing flavors, homemade, selected ingredients, mayonnaise	Available in every minimarket or supermarket,	Available in every minimarket or supermarket,

	free, branding on Instagram and Tokopedia	factory made and easy to get	factory made and easy to get
Advantage	Health benefits, supporting UMKM	Selling Benefits	Selling Benefits
Revenue	Healthy food Products	Sauces Products	Sauces Products
Cost Model	Variable cost and Fixed cost	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost

### 2.2.1 SWOT

This is the SWOT Analysis table for the main direct competitors and the owner's product as well.

Table 2.3 Analysis SWOT

Factors	Serasa Salad	Otts and Jill Salad	Bloomy Salad Dressing
Location	<p><b>Strength:</b> The store is located in many places.</p> <p><b>Weakness:</b> The location is not easy to access.</p> <p><b>Opportunities:</b> Many branches are the opportunity to dominate the salad dressing market</p> <p><b>Threat:</b> Maintaining the standard quality of each branch is challenging.</p>	<p><b>Strength:</b> The store is located in strategic place (West Jakarta).</p> <p><b>Weakness:</b> Only 1 store available.</p> <p><b>Opportunities:</b> Open up an offline store.</p> <p><b>Threat:</b> Competing with other businesses is challenging and needs many employees.</p>	<p><b>Strength:</b> The production house is located in strategic place and accessible.</p> <p><b>Weakness:</b> Only 1 store available.</p> <p><b>Opportunities:</b> Opens more than 1 store branch around Jakarta area and Tangerang area.</p> <p><b>Threat:</b> Competition between other businesses is high, more effort to</p>



			maintain the product standard quality.
Core Product	<p>Strength: Sells popular flavor of salad dressing, so people don't have to adapt to the taste.</p> <p>Weakness: The flavor is generic and not unique.</p> <p>Opportunities: Loyal customer that likes the flavor.</p> <p>Threat: Many of the competitor duplicate the same flavor.</p>	<p>Strength: Sells popular salad dressing flavor along with other menu, such as bread, soup and pasta.</p> <p>Weakness: people do not necessarily like the other menu.</p> <p>Opportunities: Selling the product with promo bundling.</p> <p>Threat: People may not attract to the promo bundling.</p>	<p>Strength: Sells 6 flavor salad dressing with popular and unique flavor, packed with glass packaging and selected ingredients.</p> <p>Weakness: Not all people would like all 6 flavor.</p> <p>Opportunities: The product is homemade, unique flavor selection will attract buyer.</p> <p>Threat: People may like the flavor from other competitor.</p>
Customer	<p>Strength: Has many followers on Instagram and satisfied buyers on Tokopedia. It means the brand awareness is high.</p> <p>Weakness: Many of them may not loyal to the brand.</p>	<p>Strength: Has many followers on Instagram and buyer on Tokopedia. It means many people already known the brand.</p> <p>Weakness: Many of them may not loyal to the brand.</p>	<p>Strength: Available on Instagram and Tokopedia.</p> <p>Weakness: Not all people have recognized the brand.</p> <p>Opportunities: New brand is the opportunity for create</p>

	<p>Opportunities:</p> <p>Loyal customer may recommend the product to other people, or word of mouth marketing.</p> <p>Threat:</p> <p>Have to keep engaging with customer to maintain the loyalty.</p>	<p>Opportunities:</p> <p>Appeal the customer through social media and influencer.</p> <p>Threat:</p> <p>The people's influence may not stay long.</p>	<p>customer's good impression about the product.</p> <p>Threat:</p> <p>Customer may dislike the brand.</p>
Service	<p>Strength:</p> <p>Providing good customer service to impress the buyer, such as answering buyer questions about the product.</p> <p>Weakness:</p> <p>Because the brand's buyer is numerous, the brand may not answer all the buyer question.</p> <p>Opportunities:</p> <p>As the brand grows bigger, the customer service will be better than competitor.</p> <p>Threat:</p>	<p>Strength:</p> <p>Providing what buyer needs, such as selling bundle promos.</p> <p>Weakness:</p> <p>The promos may not everyone's favourite.</p> <p>Opportunities:</p> <p>Other menu beside salad dressing will become the supporting product.</p> <p>Threat:</p> <p>Other menu may not sell well.</p>	<p>Strength:</p> <p>Providing what the buyer needs and wants from the product.</p> <p>Weakness:</p> <p>The customer service may not be as excellent as the competitor.</p> <p>Opportunities:</p> <p>Trying to engage with communities, and buyer to increase service.</p> <p>Threat:</p> <p>Customer may give a low rating for our service.</p>

	The service may not be consistent between stores.		
Distribution	<p>Strength:</p> <p>Distribution by establish several branches to cope more buyer around Jakarta and outer Jakarta.</p> <p>Weakness:</p> <p>The store is available only online.</p> <p>Opportunities:</p> <p>Could dominate the distribution of homemade salad dressing around Java area.</p> <p>Threat:</p> <p>Not distribute the product thoroughly around Indonesia.</p>	<p>Strength:</p> <p>Distribute it to AEON Mall, and establish online store on Tokopedia.</p> <p>Weakness:</p> <p>The store branch is less than the competitor.</p> <p>Opportunities:</p> <p>Distribute it through supermarket.</p> <p>Threat:</p> <p>May not sell well and have to replace it through the times.</p>	<p>Strength:</p> <p>Distribute it to around Jakarta, Tangerang area using delivery courier.</p> <p>Weakness:</p> <p>Available only single online store.</p> <p>Opportunities:</p> <p>To open several new branches.</p> <p>Threat:</p> <p>Challenge to find new strategic place for the store.</p>
Marketing	<p>Strength:</p> <p>Doing promotion and marketing through Instagram, Tokopedia and Shopee.</p> <p>Weakness:</p> <p>Not all people may recognize the product.</p>	<p>Strength:</p> <p>Doing promotion and marketing through Instagram, and Tokopedia.</p> <p>Weakness:</p>	<p>Strength:</p> <p>Doing promotion and marketing through Instagram and Tokopedia.</p> <p>Weakness:</p> <p>Not all people may recognize the product,</p>

	<p>Opportunities: Opportunity to increase the brand's marketing strategy in social media and e-commerce.</p> <p>Threat: Marketing have to maintain the updates on social media and e-commerce.</p>	<p>The promotions may not as interest as the competitor.</p> <p>Opportunities: Promote it to influencer and other ecommerce.</p> <p>Threat: Marketing have to keep updating the promo and social media contents.</p>	<p>due to limited marketing media and new brand.</p> <p>Opportunities: To broaden up the marketing method.</p> <p>Threat: Have to follow marketing trends and new ideas.</p>
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### 2.3 Sales Goal

This is the sales goal the business expects to have for the following four year of running.

Table 2.4 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	480	552	717	1039
Customer Base	192	240	288	346
Growth	-	10%	10%	10%
Average Revenue	Rp52.588.110	Rp57.846.921	Rp63.631.613	Rp69.994.774
Marketing Expenses	Rp4.200.000	Rp4.200.000	Rp4.200.000	Rp4.200.000
Customer Acquisition Cost	Rp6.249.283	Rp5.434.159	Rp4.183.620	Rp2.887.060

## 2.4 Marketing Strategy

### 2.4.1 Product Characteristics

The product differentiation is homemade, fresh made, free of preservatives, selected whole foods healthy ingredients and no factory processed for making the product.

### 2.4.2 Distribution

The proper distribution for the product is selling by Pre order system and by online, which the writer will use Tokopedia for selling it by online. In order to support the deliveries, Bloomy Salad Dressing uses Gosend, Grab Express and SiCepat for sending to further delivery. In the following year, the products will be registered with a Halal certificate to fulfilling the requirements for selling in the market.

### 2.4.3 Promotion

Promotion method for the product will mainly from Instagram, and as time goes by, it can be promoted through potential communities such as, sports community. The product's own Instagram is @bloomydressing. The marketing cost is for maintaining Instagram post, advertisement, banner, brochure and discount budget.

Table 2.5 Marketing Tools

Promotional Tools	Budget for 1 year
Marketing Cost	Rp4,200,000
Total	Rp4,200,000

### 2.4.4 Pricing

The product pricing range is from Rp45,000 to Rp75,000. From the lowest price, Spicy Thai is Rp45.000, Japanese Sesame is Rp65.000, Honey Mustard is Rp70.000, Indian Spices is Rp70.000, Korean Dressing is Rp70.000 and Greek Caesar is Rp75.000. All of the prices has already calculated the ideal markup price and the COGS. All of the ingredients price also adjusted to the selling price, also to gives a profitable gross margin.