

CHAPTER II

MARKETING PLAN

2.1 Market Size

The entire number of sales and customers that are visible to stakeholders directly is referred to as the market size. Companies can utilize market size to forecast future sales and market potential. This is quite helpful, especially for new businesses launching new items. Companies need a survey to identify the target market for the products they sell to target this market size. For this proposal, Samindo conducted quantitative research using a questionnaire survey from 47 people so that they could determine the target market for Samindo.

Table 2.1 Demographic Survey

Attribute	Components	Percentage
Respondent's Gender	Male	33.3%
	Female	66.7%
Respondent's Age	11 – 26	81.3%
	27 - 40	10.4%
	41- 56	6.3%
	57 - 75	2%
Respondent's Domicile	Tangerang	95.8%
	Outside Tangerang	4.2%
Job	Student	66.7%

	Employee	14.6%
	Entrepreneurs	8.3%
	Housewives	10.4%
Monthly Expenses	Rp. 500.000 – Rp. 2.000.000	47.9%
	Rp. 2.000.000 – Rp. 5.000.000	35.4%
	Rp. 5.000.000 – Rp. 10.000.000	16.7%

Source : Writer's data survey

Based on the results of the first survey regarding the gender of the respondents, showed that 66.7% of the 48 respondents were female and the remaining 33.3% were male, so it can be concluded that Samindo's products attract more women than men. Next is the age of the respondent. Based on these results, 81.3% or 39 respondents aged 11 to 26 years are Generation Z. The second highest score is 10.4% or 3 people aged 27 to 40 years who are Millennials. So that Samindo's main sales target is Generation Z (11 to 26 years old), and the second target is the Millennial Generation (27 to 40 years old). However, Samindo can still be consumed by Generation Z (11 to 26 years) to Baby Boomers Generation (57 to 75 years). Based on these data, most of the respondents came from Tangerang, namely 95.8% of respondents. Samindo itself will be marketed in the Tangerang area, more specifically at the Paramount GadingSerpong Modern Market and also the GadingSerpongSinpansa Market so

that it can be reached by buyers in the Tangerang area. In the future, Samindo will expand the reach of buyers by selling it online, and can also be sent out of town so that it can expand distribution from Samindo. From these data, it can be seen that many respondents are students who are still studying at lectures, namely 66.7%, and the second largest is 14.6% who are employees, who are in third place, namely 10.4% are housewives. Ladder. From these data, it can be seen that the highest yield of monthly expenditure from respondents is around Rp. 500,000 to Rp. 2,000,000, which is 47.9%, and the second highest spending per month is Rp. 2,000,000 to Rp. 5,000,000, which is 35.4%.

Table 2.2 Place where Samindo is marketed survey

Attribute	Components	Percentage
Have you ever been to the Sinpansa Gading Serpong market?	Yes	87.5%
	No	12.5%

Source : Writer's data survey

Respondents who had been to the place where Samindo was distributed were 87.5% of the 48 respondents because Samindo would be marketed at Sinpansa Market Gading Serpong so that Samindo could be reached by respondents easily because the respondents already knew the place.

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Table 2.3 Interested Survey

Attribute	Components	Percentage
Did you like snacks?	Ya	97.9%
	Tidak	2.1%

Source : Writer's data survey

Based on the products Samindo marketed, almost all respondents answered that they liked snacks, namely 97.9% of respondents.

Table 2.4 Knowledge regarding Samosa survey

Attribute	Components	Percentage
Have you ever eaten samosas?	Yes	66.8%
	No	31.2%
How big is your level of interest in samosas?	1	0%
	2	10.4%
	3	37.5%
	4	52.1%
What do you consider when buying snacks like samosas?	Taste	97.9%
	Packaging	25%
	Price	47.9%

Source : Writer's data survey

Most of the respondents answered that they had consumed samosa which is a product from Samindo. 66.8% of respondents had eaten samosa and 31.3% of respondents said they had never eaten samosa. Based on these data, most of the

respondents answered that their level of interest in samosa was quite high, with a score of 4, 52.1% of the respondents. When asked what considerations were asked when buying a samosa snack, what was on the mind of the respondents when they bought it, almost all respondents answered the taste given and followed by price considerations. Samindo will always try to fulfill all aspects of customer considerations in order to satisfy customers.

Table 2.5 Knowledge regarding Samindo product survey

Attribute	Components	Percentage
Have you ever seen / tried samosa with rendang / ayam rica rica / corned beef filling?	Yes	75%
	No	25%
Is the price Rp. 35,000 (Samosa Corned beef), Rp. 55,000 (Samosa Chicken Rica Rica), Rp. 65,000 (Samosa Rendang) for 1 pack containing 10 pcs Samosa too expensive?	Normal	89.6%
	Too expensive	10.4%
If this Samindo product is marketed. Are you interested in buying / trying it?	Yes	100%
	No	0%

Source : Writer's data survey

Based on these data, many of the respondents had never seen samosas with the contents that Samindo marketed, namely samosas filled with Rendang, Rica Rica Chicken, and also Kornet. This is an advantage for Samindo because it is the first company to create innovative Samosa fillings with Indonesian specialties. For the price given by Samindo for its products, almost all respondents agree with the price that the company has set because it is considered normal for the price listed. It can be seen from these data that 100% of the respondents were very interested in trying products from Samindo because products from Samindo were unique products and had fillings that had never been found by respondents. Next, Samindo will introduce samosa products with qualifications that match the target customer.

2.2 Competitor Analysis

In competitor analysis, the owner will analyze business rivals in the snack industry and also samosa products. The owner takes 2 examples of direct competitors and 2 examples of indirect competitors

There are several business competitors both direct and indirect from Samindo as a company that sells samosa products. The first direct competitor is Raja Samosa. Raja Samosa sells a variety of frozen and fried food, but its special product is samosa. Raja Samosa is located in East Jakarta. The samosas sold by Raja Samosa come in several flavors, such as chicken samosa, chocolate samosa, pizza samosa, cheese samosa, smoked beef, Arabic spices and Indian beef. With a price range from Rp. 35,000 the cheapest and Rp. 45,000 the most expensive.

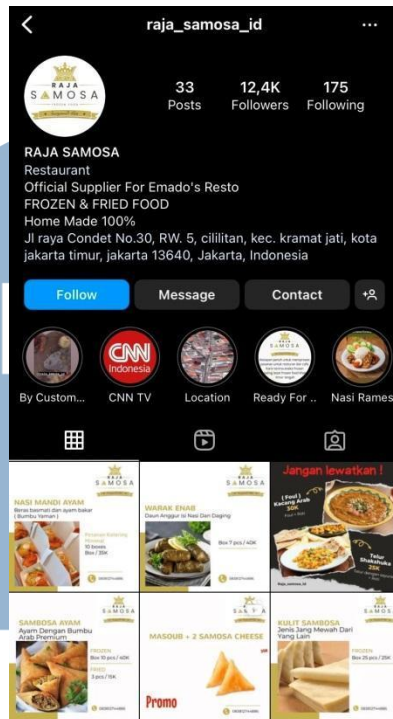


Figure 2.1 Raja Samosa Instagram

Next is the second direct competitor, namely WK Shop. WK Shop sells samosas and samosa skins in several E-commerce such as Shopee and Tokopedia. Some of the products sold by WK Shop are samosas filled with cheese, meat, chocolate and smoked beef. WK Shop sells its samosa products for Rp. 19,000 to 30,000.



Figure 2.2 WK Shop Shopee

Apart from direct competitors, Samindo also has indirect competitors. The first indirect competitor is Pastellia.id. Pastellia.id sells various snacks and also market snacks located in Jabodetabek and Bandung. Products sold by Pastellia.id are frozen products such as Samindo which can be sent to all regions via online orders.

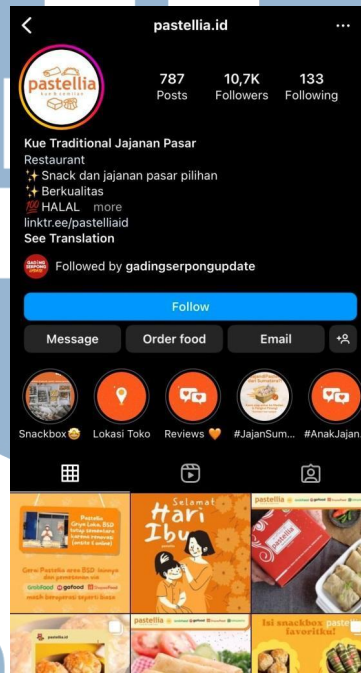


Figure 2.3 Pastellia.id instagram

The second indirect competitor is Pastel Istimewa Ma'Cik. Pastel Special Ma'Cik sells several market snacks and snacks. Pastel Istimewa Ma'Cik main product is pastel. This snack from Pastel Istimewa Ma'Cik can be sent to several Jabodetabek and Bandung areas according to their store coverage.

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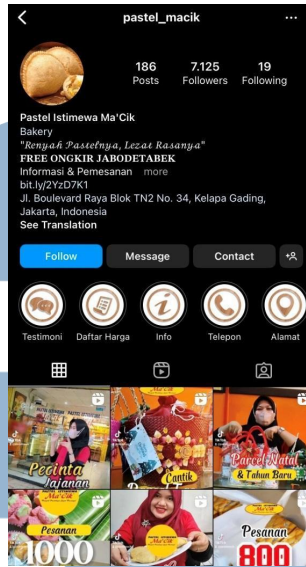


Figure 2.4 Patel Istimewa Ma’Cik Instagram

After knowing Samindo's competitors, it can be concluded that Samindo's product is a product that has unique characteristics because it use Indonesian food fillings. The product that is usually sold by other competitors is the usual samosa filled with curry.

Table 2.6 Indirect Competitor Matric

	.Samindo	Pastellia.id	Pastel Istimewa Ma’Cik
Strategy	Premium Product	Mass Production	Mass Production
Core	Samosa	Pastel	Pastel
Customer	General	General	General
Competitive	Choices of samosa product, 3 flavours, new innovation, homemade,	Available in all stores Pastellia.id	Available in all stores Pastel Istimewa Ma’Cik

	premium ingredients		
Advantage	New Innovation	Selling Benefits	Selling Benefits

2.2.1 Analysis SWOT

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

Table 2.7 Analysis SWOT

Factors	Samindo	Raja Samosa	WK Shop
Location	<p>Strength :</p> <p>The store and production house is located in strategic place.</p> <p>Weakness:</p> <p>Only 1 store available</p> <p>Oppurtunities :</p> <p>Open more than 1 offline store branch.</p> <p>Threat :</p> <p>Maintain employees and products</p>	<p>Strength :</p> <p>The production house is located in strategic place (east Jakarta)</p> <p>Weakness :</p> <p>Only 1 store available</p> <p>Oppurtunities :</p> <p>Open more than 1 offline store branch.</p> <p>Threat :</p> <p>Compete with other competitors</p>	<p>Strength :</p> <p>The production house is located in strategic place (east Jakarta)</p> <p>Weakness :</p> <p>Can't buy directly</p> <p>Oppurtunities :</p> <p>Open an offline shop</p> <p>Threat :</p> <p>Compete with competitors and maintain product quality</p>
Core Product	Strength :	Strenght :	Strenght :

	<p>New flavors of Samosa. Samosa Rendang, Samosa Ayam Rica Rica, Samosa Kornet. Packed with plastic vacuum so quality remains durable and maintained.</p> <p>Weakness : Not all people would like the flavours.</p> <p>Opportunities : Homemade products, new flavors of samosa</p> <p>Threat : customers are still unfamiliar with the taste</p>	<p>Sells popular samosa flavours with other menu such as pastel, risoles and others.</p> <p>Weakness : The flavours is generic and not unique</p> <p>Opportunities : The customer already knows a familiar taste</p> <p>Threat : The customer already knows a familiar taste</p>	<p>Sells popular samosa flavours.</p> <p>Weakness : The flavours is generic and not unique</p> <p>Opportunities : The customer already knows a familiar taste</p> <p>Threat : The customer already knows a familiar taste</p>
Customer	<p>Strength : Available on store, Instagram, Shopee</p> <p>Weakness : Not all people have recognize the brand</p> <p>Opportunities :</p>	<p>Strength : Has many followers on their social media so that many people are familiar with the brand and the product becomes a</p>	<p>Strength: Has many followers and satisfied buyers on their E-commerce.</p> <p>Weaknes:</p>

	<p>A new brand offers the chance to positively influence customers' perceptions of the merchandise.</p> <p>Threat : The consumer might not like the brand</p>	<p>supplier in a restaurant</p> <p>Weakness : Many of them may not loyal to the brand.</p> <p>Opportunities : customers will recommend their products to other people</p> <p>Threat : To keep customers loyal, they must continue to interact with them.</p>	<p>Many of them may not loyal to the brand</p> <p>Opportunities : Attract customers in E-commerce</p> <p>Threat : Not all customers stick to the product</p>
Service	<p>Strength : Providing what the buyer need and wants from the product</p> <p>Weakness : The customer service is not quick to respond</p> <p>Opportunities : Customer service will surpass that of the competition as</p>	<p>Strength : Quick response to customer orders</p> <p>Weakness : Only available contact via instagram</p> <p>Opportunities : In an effort to boost service, communities and customers are being engaged.</p> <p>Threat :</p>	<p>Strength : Quick response to customer orders</p> <p>Weakness : Customer service does not provide enough information.</p> <p>Opportunities: As the company expands, they will provide superior customer service</p>

	<p>the brand becomes more well-known.</p> <p>Threat : There is a chance that the service will vary between stores.</p>	<p>A customer might give a negative review of they service.</p>	<p>compared to the competition.</p> <p>Threat : It is possible that the client will rate of they service low.</p>
Distribution	<p>Strength : Distribute it to throughout Indonesia using Paxel.</p> <p>Weakness : Available only single online store</p> <p>Oppurtunities : The plan is to expand operations by opening multiple new locations.</p> <p>Threat : Finding a new, better location for the shop is a difficult task.</p>	<p>Strength : Distribute it to Jabodetabek areas</p> <p>Weakness : The product thaws when it arrives</p> <p>Oppurtunities : Can be more than 1 restaurant supplier</p> <p>Threat : It might not sell well, and they might have to replace it over time.</p>	<p>Strength : Distribute it to throughout Indonesia</p> <p>Weakness : The product thaws when it arrives</p> <p>Oppurtunities : Distribute it through offline store.</p> <p>Threat : It's possible it won't sell well, and you'll have to replace it eventually.</p>
Marketing	<p>Strength : Doing promotion through Instagram, and Shopee.</p>	<p>Strength : Doing promotion through Instagram.</p> <p>Weakness :</p>	<p>Strength : Doing promotion through Shopee and Tokopedia.</p>

	Weakness : Not everyone may recognize and be interested	Rarely create content on Instagram	Weakness : Don't have social media.
	Oppurtunities : To expand the marketing strategy.	Oppurtunities : Introduce it to influencers and other online retailers.	Oppurtunities : Possibility to improve the brand's online and social media marketing tactics.
	Threat : Observe emerging marketing trends and concepts.	Threat : Marketing must constantly update the information on its website and on social media.	Threat : Social media and e-commerce updates need to be maintained by marketing.

2.3 Sales Goal

Table 2. 8 Sales Goal

Sales Goals	Year 1	Year 2	Year 3	Year 4
Customer	3.056	12.600	18.000	23.400
Marketing expense in Rupiah	6.000.000	3.000.000	1.000.000	1.000.000
Total revenue in Rupiah	428.400.000	621.000.000	900.000.000	1.179.000.000

Gross margin in Rupiah	225.181.376	415.099.800	600.361.200	785.622.600
Net income in Rupiah	203.218.624	205.900.200	299.638.800	393.377.400

2.4 Marketing Strategy

2.4.1 Product Characteristics

Samindo is a household industry that sells snacks in the form of samosas with Indonesian food fillings. Samosa is a food product that has a triangular shape like spring roll skin and is filled with a different innovation, namely Indonesian food. The fillings available are Rendang, Rica Rica Chicken, and Corned beef. The taste of Rendang is rich in Indonesian spices, the taste of Ayam Rica Rica is spicy and savory, while the corned beef has a salty and savory taste. The choice of flavors has been considered from the questionnaires that have been distributed to many respondents. Samindo's products are crunchy, savory snacks, fit to be eaten at any time and event. Samindo also creates products to fulfill the wishes of people who like to eat snacks but want to try snacks with different variations. This Samindo product last long for about 1 month if stored in vacuum packaging and in frozen condition. However, Samindo it is recommended to consume Samindo within 2 weeks after the product is received. Because Samindo does not use preservatives, Samindo cannot last for more than 1 month.

2.4.2 Distribution

For sales of Samindo's products, the company will use direct distribution where customers can come directly to buy the product at the Samindo offline store. The decision taken by Samindo to distribute directly in offline stores is because the samosa product that Samindo produces is a frozen food product that must remain in the freezer. So it is more possible to open an offline store directly. Then customers can see directly the products that Samindo produces. Because Samindo's offline store is in the market, customers can know Samindo. Samindo also provides fried samosas so that customers can directly consume them at offline stores. In addition, Samindo so open online stores in several e-commerce sites such as Shopee so that all regions can reach them

2.4.3 Promotion

To build a good promotion for the company, Samindo will use several methods. The first method is the Push Marketing method. In terms of push marketing, Samindo will seek marketing on social media so that Samindo's products can be recognized by the wider community. The social media that Samindo will use in terms of marketing is advertisements on Instagram. In Instagram, the content are Samindo's photos or videos which are made specifically with good and appetizing plating. In Instagram, Samindo will also asks Instagram influencers whose accounts who have more than 2,000 followers to participate in reviewing Samindo products so that they can spread information related to Samindo products.

In addition to the Push Marketing method, Samindo will also use Pull Marketing by using a promo voucher for 10 purchases. It doesn't apply for

multiples though, and the customers will get 1 pack of corned beef samosas. At the opening of the first offline store, Samindo will also give a discount to the first 20 buyers with a discount of 10%. Furthermore, on holidays such as Christmas, Eid al-Fitr, Independence, and others, Samindo will provide a 10% discount for a minimum purchase of 5 packs.

2.4.4 Pricing

In terms of determining the sales price, Samindo uses the Penetration Pricing strategy. Penetration Pricing is providing a lower price than other competitors. This effort was made by Samindo to be able to introduce its products to customers at lower prices so that products from Samindo can be accepted by customers. Then Samindo also makes efforts in terms of Word of Mouth to be more positive so that it can increase customer interest in buying Samindo products. Samindo sets the price for its products starting from Rp. 35.000 for Corned Samosa, Rp. 55.000 for RicaRica Chicken Samosa, and Rp. 65.000 for Samosa Rendang.

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