

CHAPTER II

MARKETING PLAN

2.1 Market Size

DriBo is a business that provide beverages with a fruity flavor. According to Databoks (2022), as much as 44,7 % of 2.661 responded most like consuming a beverage with a fruity flavor. Databoks also recorded as much as 43,7% of 2.661 responded most like consuming soft drinks. These can be a big opportunity for the business of DriBo because there is a need and wants from people for beverages.

DriBo is a beverage that can be consumed by all ages, from children to adults. The target market of DriBo is people who like to consume unique beverages with fruity flavors and not only focus on the taste of the beverages but also the experience. The specific target market of DriBo is a college student because its nearby campus. The market size of DriBo based on the location is people who live in the Tangerang area, especially in the Gading Serpong area. Databoks (2020) recorded that people who live in the Serpong area are 145.654 people. The data is the result of the registration of 2019.

Every business has to have a clear market size. Determine the market size aims to see the opportunity or potential for the business. The market size also aims to understand the characteristic of customers with that the business can fulfill the needs and wants of the customer. DriBo is present to give something new in the consuming beverage. DriBo is not only giving a good taste but also a unique experience to the customer.

There are two types of research methods to determine the market size in a business, namely qualitative and quantitative. The owner chose a quantitative research method to

analyze the market size of DriBo. The quantitative research method is a research method that has been done by sharing the questionnaire and the result of the quantitative approach in the form of numbers. The result can be used to determine the correct market size and strategy. The owner distributes the questionnaire to see the people's responses to DriBo. The questionnaire was completed by 42 people. The quantitative research method aims to identify the demographic, preferences and opinions of the target market.

2.1.1 Demographic

Demographic is the market segment that is based on sexual identity, age, income, and purchasing power. The questionnaire that has been done to distribute can show the market segment of DriBo based on demographic.

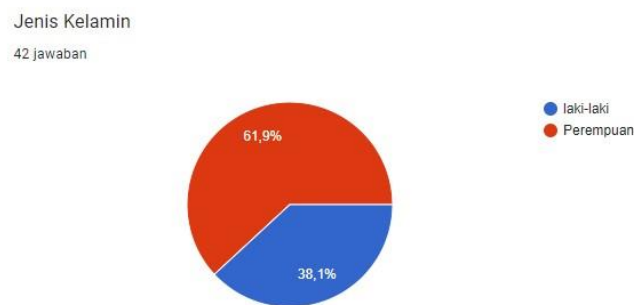


Figure 2. 1 Respondent's Gender

According to the data result of the survey based on the respondent's gender show as much 61,9 % of respondents gender is Women and 38,1 % of respondents' gender is men. The data show the number of respondents' gender are more women than men.

Usia
42 jawaban

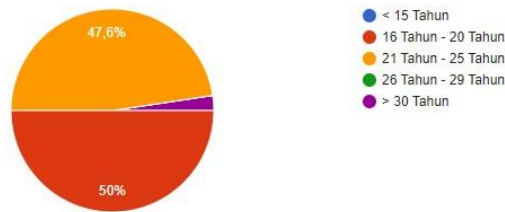


Figure 2. 2 Respondent's Age

According to the data result of the survey based on the respondent age show, 50% of respondents are 16-20 years. This age is generation z. Generation Z is a generation that birth between 1997-2012. This generation is known as a generation that has ambitious, confident, questioning authority, a high level of curiosity, and spends more time alone. The data show as many as 47,6 % of respondents are 21-25 years and as many as 2,4 % of respondents are more than 30 years old.

Penghasilan
42 jawaban

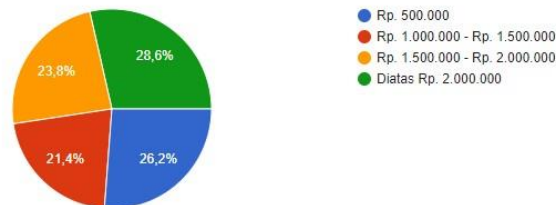


Figure 2. 3 Respondent's Income

According to the data result of the survey based on the respondent show as much as 28,6 % of respondents have an income of more than Rp.2.000.000 per month; 26,2% of respondents have an income of Rp. 500.000 per month; 23,8 % of respondents have income around Rp.1.500.000 – Rp. 2.000.000 per month, and 21,4 % of the respondent has an income of around Rp. 1.500.000 – Rp. 2.000.000 per month. The data show there the respondent of the survey already has a fixed income per month. Most of the respondent has an income of more than Rp. 2.000.000 means the market size of DriBo is middle up class..

Pengeluaran dalam 1 bulan

42 jawaban

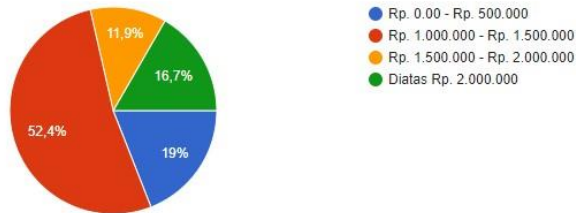


Figure 2. 4 Respondent's Monthly Expenses

According to the data result of the survey based on respondent show as much as 52,4 % of respondent have monthly expenses around Rp. 1.000.000 – Rp. 1.500.000 per month; 19% of respondents have monthly expenses around Rp. 0,00 – Rp. 500.000 per month; 16,7% of respondents have monthly expenses more than Rp. 2000.000 per month and 11,9 % of respondents have monthly expenses around Rp. 1.500.000 – Rp. 2.000.000 per month.

2.1.2 Behavioral Segmentation

Behavioral segmentation is market segmentation that is related to the habit of purchasing goods or services. Behavioral segmentation can be based on the habit of shopping between the online store or official store and the habit of consuming some products. Behavioral segmentation can identify how much people are interested in buying products. Behavioral segmentation also can show the opportunity for the product.

Seberapa sering kamu mengonsumsi minuman selain air mineral?

42 jawaban

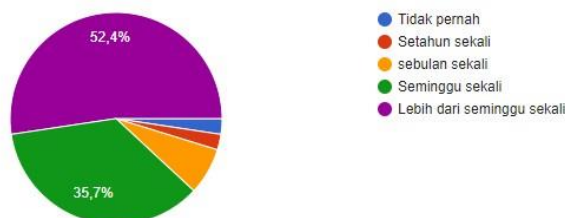


Figure 2. 5 Respondent's To Consume Beverage Beside Mineral Water

According to the data result of the survey show 52,4 % of respondents like to consume beverages besides mineral water where in a week they can consume a beverage more than one time; 36,7 % of respondents like to consume beverages besides mineral water whereas in a week they consume beverage one time; 7,1 % of respondent consume beverage beside mineral water once a month; 2,4 % of respondent consume beverage once a year and 2,4 % of respondent never consume beverage beside mineral water. The data show the respondent like to consume beverages besides mineral water.

2.1.3. Geographic Segmentation

Geographic segmentation is segmentation that based on the domicile. This segmentation can show the potential or opportunity of the business.

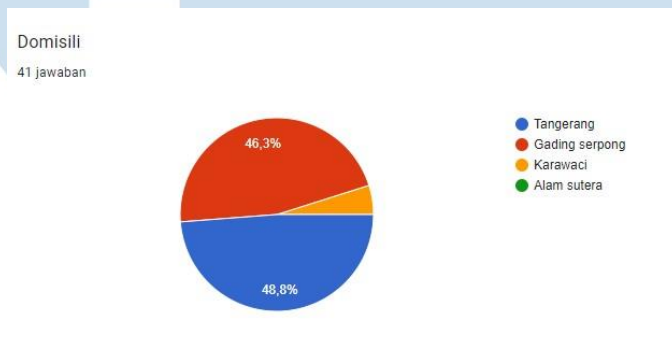


Figure 2. 6 Respondent's Domicile

According to the data result of the survey showed 48,8 % of respondents resides in the Tangerang area, 46,3 % of respondents resides in Gading serpong and 4,9 % of respondent resides in Karawaci. The data show the geographic segmentation DriBo is a people who live in the Tangerang Area.

2.1.4 Psychographic Segmentation

Psychographic segmentation is a segmentation based on the value, wants, aims, interest and life style. Psychographic aims to understand needs and want of the people.

Apakah kamu menyukai minuman dengan rasa buah?
42 jawaban

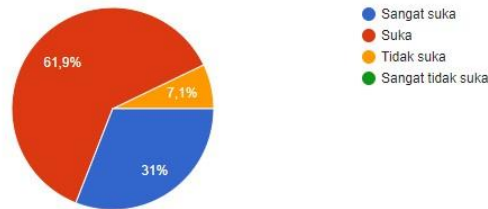


Figure 2. 7 Respondent's Preference

According to the data result of the survey show, 61,9 % of respondents like to consume a beverage with fruity flavor; 31 % of respondents really like to consume a beverage with fruity flavor and 7,1% of respondents don't like to consume a beverage with fruity flavor. The data show most respondents like beverages with fruity flavors.

Apakah kamu tertarik untuk mencoba DriBo ?
42 jawaban

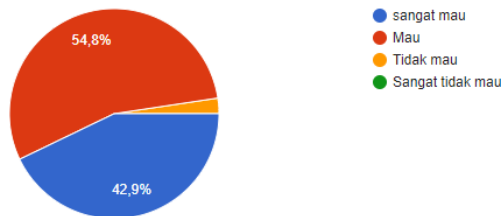


Figure 2. 8 Respondent's Interest

According to the data result of the survey, show 54,8 % of respondents want to try DriBo, and 42,9 % of respondents are very interested to try DriBo. The data show most of the respondents want to try DriBo.

2.2 Competitor Analysis

2.2.1 Competitor

The competitor is one thing that has to consider when opening the business. Analysis of the competitor aims to determine the right strategy for running the business. To attract customers DriBo has to create an innovation that sets it apart from competitors. The consistent quality of the product is important to maintain

customer satisfaction. To achieve a successful and long-term business, DriBo must develop the product, menu, and ambiance at the official store to make the customer comfortable.

A. Direct Competitor

DriBo is a new innovation in the beverage business, especially in Indonesia. DriBo is a unique beverage product with a unique way of presentation. DriBo serves a variety of fruit flavors that customers can enjoy. Products like DriBo do not currently exist in Indonesia, so DriBo has no direct competitors. However, there are big companies that offer similar products to DriBo, namely Unilever. Unilever is a multinational company headquartered in London, England. Unilever company itself produces various types of products ranging from toothpaste, shampoo to food and beverage products. Unilever's beverage product similar to Dribo is "Buavita". Buavita is a beverage product that offers various types of fruit flavors. Buavita itself has been present since 1971.

Besides Buavita, DriBo's direct competitor is Nutrisari. Nutrisari is a packaged powder drink product produced by PT Nutrifood Indonesia. Nutrisari itself was first launched in 1979. Nutrisari is a packaged powder drink product that offers various types of fruit flavors.

Table 2. 1 Direct Competitor Matrix

	DriBo	Buavita	Nutrisari
Strategy	Unique	General	General
Core	Fruity Beverage	Fruity Beverage	Fruity Beverage
Customer	General/ Fruity lover	General/ Fruity Lover	General/ Fruity Lover
Competitive	Beverage Innovation	Heath variation	Brand Knowledge
Advantage	Experience	Affordable	Affordable

Revenue	Beverage Product	Beverage Product	Beverage Product
Cost Model	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost

B. Indirect Competitor

Indirect competitors are competitors who offer different products but can affect sales indirectly. DriBo has indirect competitors where we know that there are many companies and business people who have businesses in the beverage sector and have the same target market. The indirect competitor from DriBo is Kopi Kenangan. Kopi Kenangan is a beverage business that sells various types of processed coffee, although Kopi Kenangan sells different types of drinks from DriBo, but Kopi Kenangan has the same target market where memories coffee products can be enjoyed by various ages, especially teenagers to adults.

In addition to Kopi Kenangan, DriBo has another indirect competitor, namely Chatime. Chatime is a business engaged in beverages by offering dairy products into unique drinks with a variety of topping choices. Chatime is also an indirect competitor from DriBo because it has the same target market, which can be enjoyed by various age groups, especially teenagers to adults.

Table 2. 2 Indirect Competitor Matrix

	DriBo	Kopi Kenangan	Chatime
Strategy	Unique	General	Unique
Core	Health Beverage	Coffee Beverage	Milky Beverage
Customer	General/ Fruity lover	General/ Coffee Lover	General/ Dairy Lover

Competitive	Beverage Innovation	Beverage Innovation	Beverage Innovation
Advantage	Taste and Experience	Taste	Taste
Revenue	Beverage Product	Beverage Product	Beverage Product
Cost Model	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost

2.2.2 SWOT Analysis

SWOT analysis is an important part of opening a business. SWOT analysis is done to see the strengths, weaknesses, opportunities and threats of a business that will be run. This analysis is carried out to determine strategic planning that aims to see and evaluate the environment around the company both externally and internally.

Table 2. 3 SWOT Analysis

SWOT	
Strength	<ul style="list-style-type: none"> • Unique product • Giving experience to the customer • There is no such competitor yet
Weakness	<ul style="list-style-type: none"> • Lack of brand awareness because a new product. • Not everyone likes fruit-flavored drinks. • Contains high sugar.
Opportunity	<ul style="list-style-type: none"> • Has a broad market segmentation. • Can be an attraction for people to buy. • Included in the food and beverage industry which has good growth.
Threats	<ul style="list-style-type: none"> • Easy to imitates

2.3 Sales Goals

Explain how your company expect to reach certain number of customers monthly through several advertising tools that have been decided below the table.

Table 2. 4 Sales Goals

Sales Goals	Year 1	Year 2	Year 3	Year 4
Product	450	+45	+90	+135
Marketing expense	Rp. 9.000.000	Rp. 9.000.000	Rp. 9.000.000	Rp. 9.000.000
Customer Base		490	585	720
Gross Margin	58.8%	65%	75%	90%
Growth		10%	25%	45%

2.4 Marketing Strategy

24.1. Product Characteristics

DriBo has its own characteristic. DriBo provide beverages with fruity flavors that has unique way of presenting. DriBo provides 3 (three) flavors such as lemon, strawberry, and mango. DriBo is a unique beverage in the form of a ball like a bomb where the inside of DriBo has a flavor powder. DriBo not only focuses on the taste but also the experience that the customer will get when buying the product of DriBo. DriBo wants the customer can get something special that they can't get from other products or brands. DriBo has a unique way to presented. Way to present the DriBo, the customer has to melt the cover of DriBo with a little warm water and stir. After that add an ice cube and normal water or sparkling water. DriBo provide several package such as D'stra, D'ma, D'lem and D'mix (lemon, mango, and strawberry). In one

package the customer will get 3 of ball. One ball of DriBo can make for 250 Ml water. Each Ball has weighs 7 grams.

242. Distribution

Distribution is one important part of the business because distribution can affect the selling of products. DriBo will have an offline and online store for product marketing. DriBo provide offline and online store to engage wider market segmentation. DriBo will expand the product by opening the brand in several cities to aim for brand knowledge. DriBo will use e-commerce apps such as Grab, Gojek, Shopee, and also Tokopedia. This e-commerce will help to market the product of DriBo. This also provides convenience for the customer to enjoy the product. E-commerce used by DriBo also makes it easier for DriBo to market its products and help DriBo to reached by more people, both in the same area and in different regions.

243. Promotion

The promotion is used to achieve the target market and also to increase brand awareness. The good promotion that applies makes the business will run smoothly and affect the market. DriBo will use several promotional tools to help the market of DriBo. DriBo will use paid advertising to increase brand awareness and also introduce the DriBo product. DriBo will use social media as a platform to share information and interact with customers. The social media that DriBo will use is Instagram. According to the data We are Social in April 2022 recorded as many as 1.45 billion people in the world using Instagram. It made Instagram become the biggest social media platform in the world. This shows that it will be easier for DriBo to reach a wide range of potential buyers.

DriBo will use e-commerce such as Gojek, Grab, Shopee, and Tokopedia to catch up with the target market and also give convenience to

the customer. DriBo will hold events that can increase brand awareness. DriBo provides a membership that the customers will get several benefits.

To increase brand awareness DriBo will join in the bazaars or events related to food and beverage. DriBo also will be giving a sample of the product. DriBo also will hold several events such as independents day where DriBo gives promo buy 1 get 1.

Table 2. 5 Advertising Tools

Promotional Tools	Budget over 1 year
Print Advertising	Rp. 100.000
Instagram Adds	Rp. 600.000/month
Shopee Ads	Rp. 150.000/month
Total	Rp. 900.000

244. Pricing

DriBo offers a variety of fruity flavors option that the customer chose. All variety of DriBo has a same price. The price of lemonade bomb Rp. 27.000; Strawberry Bomb Rp. 27.000 and Mango Bomb Rp. 27.000. Each packaging has 3 bombs. DriBo prices apply the Prestige Pricing strategy. Prestige pricing is a method of selling a product at a high price to give the impression that the product being sold has a high value. DriBo certainly has a luxury product image making it suitable for using the prestige pricing strategy method. DriBo also has good product quality.

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