

CHAPTER II

MARKETING PLAN

2.1 Market Size

Market size is an estimate of the size of the market where the owner can see that the product they have has a target market. To obtain data, the writer conducted research through a google form which contained several questions that must be answered by consumers. The questions asked can complement the data that will be obtained and determine the level of community desire.

In determining market desires, it is necessary to do market research. One that is used is to distribute questionnaires via gform or what is called the quantitative method. In this quantitative method, the authors managed to collect 50 respondents. In this quantitative method there are also questions from a demographic perspective. Demographics contains more specific characteristics, starting from gender, age, domicile, interest in the product, and others that will help the product be sold and marketed properly.

Table 2.1 Demographic Survey

Attribute	Components	Percentage
Gender	Male	34%
	Female	66%
Age	16 – 20	62%
	21 - 25	18%
	>25	20%
Domicile	Gading Serpong	40,8%
	BSD	28,6%
	Pamulang	24,5%
	Ciputat	0%
	Bintaro	6,1%
Monthly Expenses	< Rp 500.000	28%

	Rp 500.000 – Rp 1.000.000	38%
	>Rp 1.000.000	34%
Monthly Income	< Rp 1.000.000	46%
	Rp 1.100.000 – Rp 2.000.000	22%
	>Rp 2.000.000	32%
Consumption rate of tea	Yes	81,6%
	No	18,4%
How often do you drink tea?	Every day	34%
	Once a week	46%
	Once a month	20%
Have you ever consumed cascara?	Yes	14%
	No	86%
Interested in buying cascara tea?	Very interested	70%
	Possible	30%
	Not interested	0%

Source: data questionnaires

Based on the results of the questionnaire, it can be concluded that the respondents or target market are mostly women aged 16-20 years who live in Gading Serpong. The highest expenditure is IDR 500,000 - IDR 1,000,000 per month with income less than IDR 1,000,000 per month. Then some respondents often consume tea once a week but have never tried cascara tea. In buying interest, the customer is very interested in buying cascara tea products.

2.2 Competitor Analysis

2.2.1 Competitor

Analysis of Cascara tea competitors, there are direct competitors and indirect competitors. This is to monitor sales in market segments. Not only directly at the booth, but also able to monitor sales in e-commerce such as Shopee.

a) Direct Competitor

Cascara also has direct competitors located in Bandung which are quite famous, namely Netisane and Caspresso. Netisane competitors sell Cascara tea products and other types of tea produced for customers who like healthy tea. The variants produced have many types including the packaging used. But this brand also triggers the same thing, namely creating drinks from tea that are healthy for the body. Then the second competitor is Caspresso which sells cascara tea and cascara coffee products. This competitor is in the form of a coffee shop that also collaborates with Netisane. The products being sold are cascara tea which is mixed into drinks and cascara coffee.



Picture 2.1 Netisane.co



Picture 2.2 Caspresso

b) Indirect Competitor

In indirect competitors, even though the products sold are different, they can fulfill the same customer desires, for example, customers like to consume herbal tea drinks. Even though the products are both herbal teas, the teas used are different with different benefits. There are indirect rivals for cascara tea in the Tangerang area, namely Sinta Varia Herbal and Herbal 1996. The Sinta Varia herbal brand has its own kiosk with competitive prices. the products sold are also various types of herbal teas such as temulawak tea, Chinese tea, and others. Then the Herbal 1996 brand sells products that are almost the same as the Sinta Varia herbal brand, which sells various types of tea.



Picture 2.3 Sinta Varia Herbal



Picture 2.4 Herbal 1996

2.2.2 SWOT

Table 2.2 Analysis SWOT

Strength	Weakness	Opportunity	Threat
<p>1. Cascara tea products</p> <p>2. There is still little market competition.</p>	<p>1. The brand is not well known in the community.</p> <p>2. There are still many who do not know cascara tea.</p>	<p>1. Not many are selling in South Tangerang.</p> <p>2. Many often consume tea.</p>	<p>1. In the future there will be more competition.</p> <p>2. There is the development of cascara tea.</p>

Table 2.3 Competitor Analysis

Factors	Netisane	Caspresso	Cascara Tea
Location	Bandung	Bandung	Tangerang selatan
Core Product	Gingerlicious, buzzy mint, lemon breeze, Emben elixir, viridis remedy.	Netisane tea product, cascara coffee.	Cinnamon cascara tea, honey cascara tea, original tea bag.
Customer	Middle class	Middle class	Low middle class
Service	Sells various flavors of cascara tea, bottled products can last 2 months, attractive packaging and competitive prices	Selling various products taken from netisane, producing beverage products from netisane.	Cascara Tea sells herbal tea from coffee skin with Cinnamon, Honey and Original tea bag flavors without preservatives and is

	in Bandung.		produced every day at low prices. For sale in tangerang.
Distribution	Distribute it by shopee and tokopedia.	Distribute it by instagram	Distribute it by shopee and tiktokshop.
Marketing	Instagram	Instagram	Instagram and tiktok

2.3 Sales Goal

Table 2. 4 Sales Goal

Sales Goals	Year 1	Year 2	Year 3	Year 4
Order	1,000	1,050	1,102	1,157
Marketing expense	Rp 6,200,000	Rp 6,000,000	Rp 5,500,000	Rp 5,000,000
Total Revenue	Rp 36,000,000	Rp 36,000,000	Rp 36,100,000	Rp 36,110,000
Gross Margin	Rp 2,555,000	Rp 30,660,000	Rp 367,920,000	Rp4,415,040,000
Net Income	Rp 210,439,800	Rp 210,445,000	Rp 210,450,000	Rp 210,500,000

2.4 Marketing Strategy

2.4.1 Product Characteristics

Cascara tea is also easy to consume and there are 3 types of flavors, namely cinnamon cascara tea which is packaged in bottles, honey cascara tea which is also packaged in bottles, and there is also an original tea bag which you can brew yourself anytime and anywhere with hot or cold serving. Apart from that, tea bags can also be created as infused water with the addition of fresh fruit according to the customer's wishes. The selection of flavors is adjusted and selected by

initially making several testers which will be tried by several people so they can receive input and suggestions on the taste of the tea. Besides that, bottled products will last for 1 day, therefore, in its production activities, it will make tea that is always new because there is no mixture of preservatives. Meanwhile, tea bag products can last for a year with storage in a dry place.

2.4.2 Distribution

In product distribution, products will be marketed directly through offline stores so that customers can also come directly and buy cascara tea products. Customers can also immediately see the products available and can try some of the testers that will be provided. Apart from that, cascara tea is also available in e-commerce such as shopee to make it easier for customers to make transactions and there is no need to bother going to the store.

2.4.3 Promotion

Promotion is something that is needed in the sale of cascara tea. With promotions, the cascara tea business will be able to reach more customers and be able to introduce products more broadly so that the products being marketed can be recognized by the wider community. Some of the promotion methods used in the cascara tea target market are the push marketing method. Push marketing is used to push the product or get the product closer to the target market. Cascara tea uses social media as a means to carry out this push marketing method. The social media used are Instagram and Tiktok. The advertisements that will be distributed contain introductions and benefits of cascara tea products as well as some interesting content that will be uploaded to make it look even more attractive. Apart from that, Cascara Tea will provide several products to social media artists to promote cascara tea products so that they can reach a large number of visitors and spectators.

Table 2. 5 Advertising Tools

Promotional Tools	Budget over 1 year
Sosial media promotion	Rp. 2,000,000
Banner	Rp 200,000
Promote promotion	Rp 4,000,000
Total	Rp. 6,200,000

2.4.4 Pricing

The price that has been set for the cascara tea product has been calculated according to the standard recipe and also COGS. Prices set for cinnamon cascara tea products are around IDR 15,000, honey cascara tea IDR 15,000, and original tea bags IDR 7,000.

