

## CHAPTER II MARKETING PLAN

### 2.1 Market Size

To open a business, especially a culinary business, we must understand the needs and desires of consumers, therefore determining the target market is essential. Knowing the target market that we shall aim, for will make it easier for us to carryout marketing planning.

To get to know the target market better, we make a survey that includes :

#### 1. Geographic Segmentation

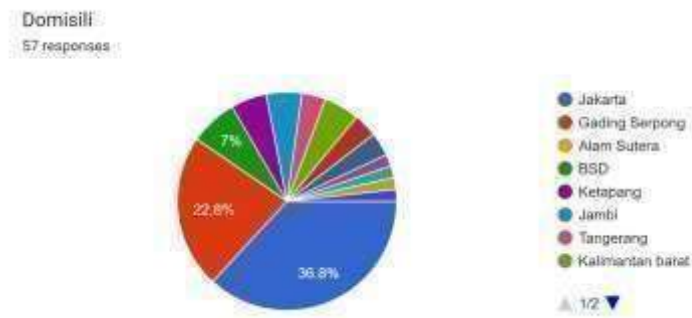


Figure 2.1 Domicile Survey

Looking at the results of the geographic segmentation survey, Jakarta and Gading Serpong are the main destinations for opening a liwet rice business. Geographically, Jakarta and Gading Serpong are closer to West Java so many people from West Java are familiar with liwet rice, so promoting it is easier.

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## 2. Demographic Segmentation

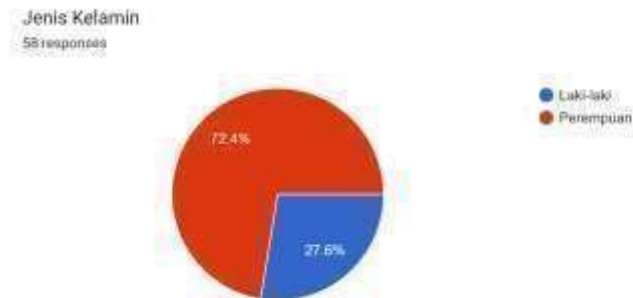


Figure 2.2 Gender Survey

According to demographic segmentation survey data, 42 respondents of females liked liwet rice, and 16 respondents of males liked liwet rice.

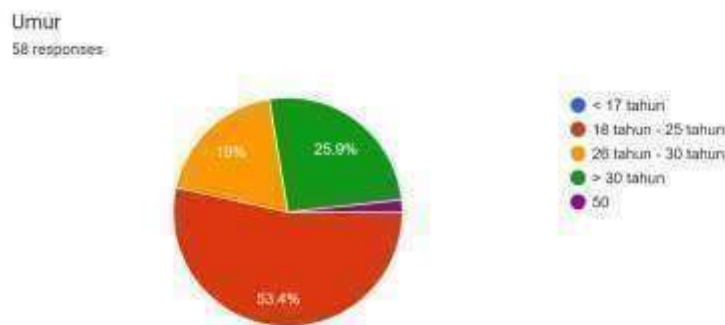


Figure 2.3 Age survey

Those who liked liwet rice for ages 18-25 years were 31 respondents in 53.4%, more than aged 30 years were 15 respondents in 25.9%, and aged 26-30 years were 11 respondents in 19%.

### 3. Psychographic Segmentation

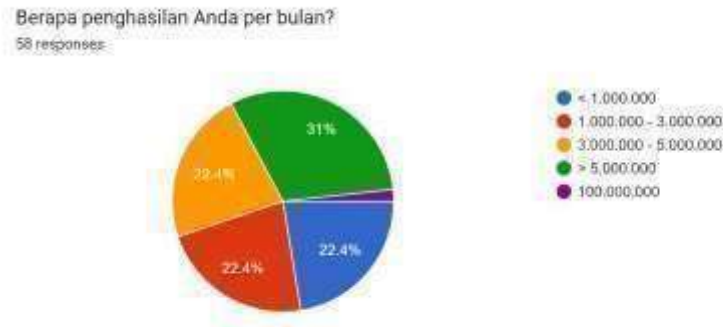


Figure 2.4 Income Survey

From this survey, almost all income amounts were the same, namely as many as 13 respondents in total 22.4% except for 5,000,000 and above, as many as 18 respondents only 31%.

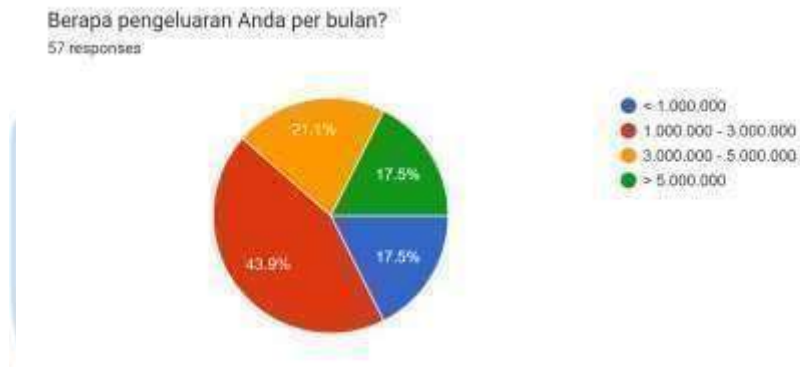


Figure 2.5 Expense Survey

From the survey above, the amount spent 5,000,000 and above and 1,000,000 below was the same, namely 10 respondents in total 17.5%, 1,000,000 - 3,000,000 were 25 respondents in total 43.9%, and 3,000,000 - 5,000,000 were 12 respondents in 21.1%.

#### 4. Behavioral Segmentation

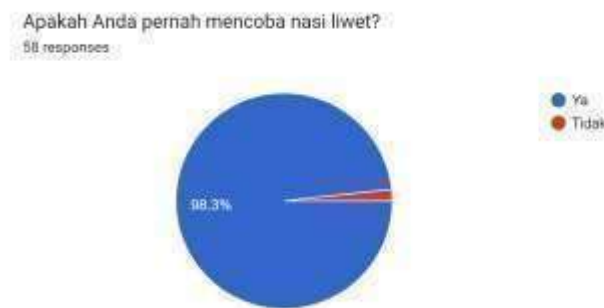


Figure 2.6 Tasting Liwet Rice Survey

From this survey, only 1 respondent never taste liwet rice and almost all respondents has taste liwet rice.

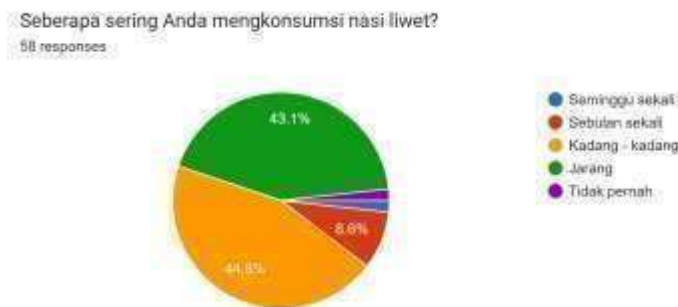


Figure 2.7 Consume Liwet Rice Survey

From the survey, rarely people consume liwet rice. Result from survey 8.6% only 5 respondents were once in a month. Result from survey 43.1% were rarely consume liwet rice. Result from survey 44.8% were just sometimes.



Figure 2.8 Consumption Dish Options Survey

The conclusion from the data above, the side dish that was consumed the most was liwet rice side dish, chicken by 51 respondents in 89.5%, then followed fish by only 4 respondents in 7%, and the rest never tried liwet rice.

## 2.2 Competitor Analysis

### 2.2.1 Competitor

Each of our culinary businesses always have competitors, to survive against competitors we must know our strengths and also our weaknesses. Likewise with the strengths and weaknesses of competitors so that we can make a good marketing plan.

During the pandemic, hygiene is the most important issue and besides the price, and good taste, the service must also be fast. We should have standard operating procedures for every transaction. The location for the business must be in a strategic and easily accessible place and also utilize social media for promotions that do not require costs.

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a. Direct Competitors

1. Daun Hejo Resto

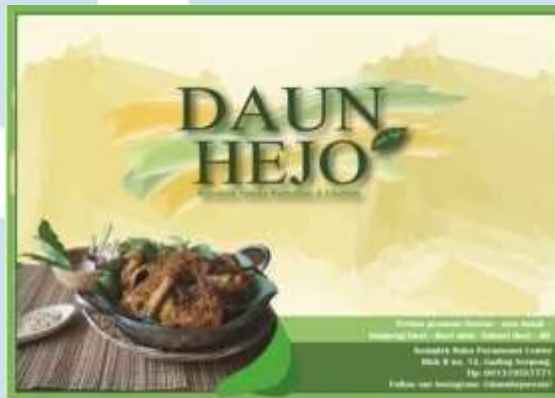


Figure 2.9 Daun Hejo Resto

Address : Komplek Ruko Paramount Center Jl. Raya, Klp. Dua No.12, Gading, Klp. Dua, Kec. Serpong, Kabupaten Tangerang, Banten 15810

Price : <Rp.50.000

Menu : nasi liwet lele, cumi cabe ijo, tumis daun papaya, terong balado, empal, ayam kalasan

2. Nasi Liwet Gerobak Betawi



Figure 2.10 Gerobak Betawi

Address : Jl. Gading Serpong Boulevard No.10-11, Pakulonan Bar, Kec. Klp. Dua, Kabupaten Tangerang, Banten 15810

Price : Rp.45.000

Menu : gurame pesmol, nasi jeruk gerobak, iga sapi penyet, cumi asin sambal ijo

3. Nasi Liwet Sate Khas Senayan

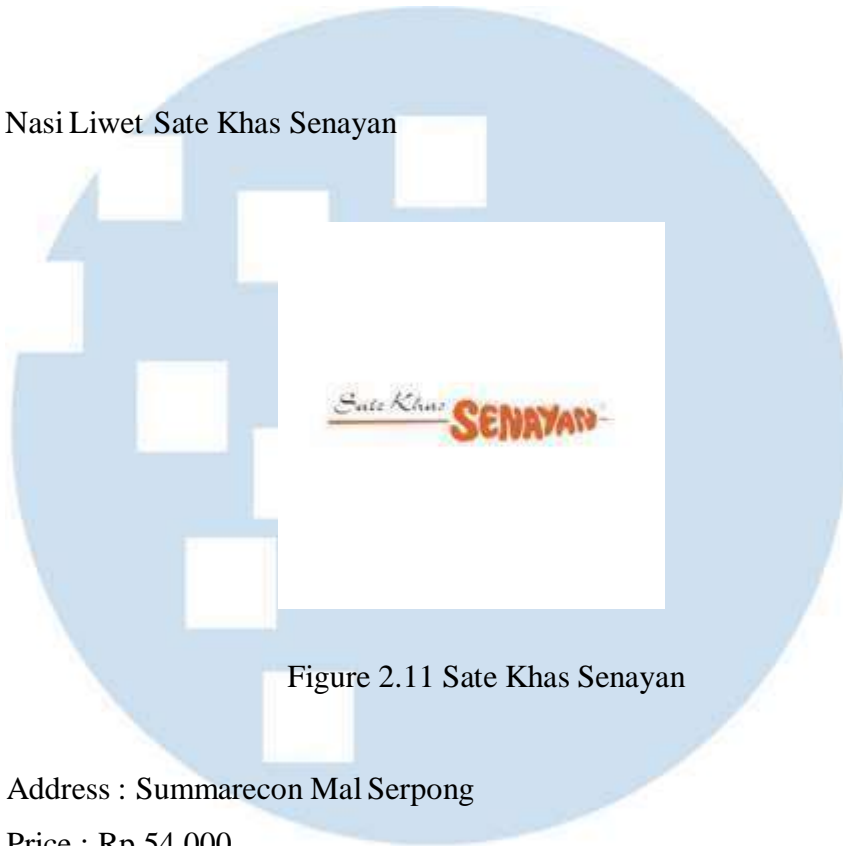


Figure 2.11 Sate Khas Senayan

Address : Summarecon Mal Serpong

Price : Rp.54.000

Menu : ayam betutu, ayam taliwang, iga penyet

b. Indirect Competitors

1. Soto Ludi Gading Serpong



Figure 2.12 Soto Ludi



Address : Ruko Diamond 3, No.51, The Fave Food Kitchen, Jl. Gading  
Golf Boulevard, Gading Serpong, Tangerang  
Price : < Rp.50.000

## 2. Nasi Goreng Bang Jago



Figure 2.13 Nasi Goreng Bang Jago

Address : Ruko Pasir Modern Paramount, Jl. Boulevard Raya Gading  
Serpong No.18, Klp. Dua, Kec. Klp Dua, Kabupaten Tangerang, Banten  
15810  
Price : Rp.15.000 – Rp. 20.000

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## 2.2.2 SWOT

Table 2.1 Analysis SWOT

| <b>STRENGTHS</b>   | <b>WEAKNESSES</b>  |
|--|--|
| <ul style="list-style-type: none"> <li>a. Food hygiene</li> <li>b. Clean product</li> <li>c. Cheap price</li> </ul>  | <ul style="list-style-type: none"> <li>a. Only have 3 topping variants</li> <li>b. Taste need more adjustable with favorable spicy taste for Indonesian market</li> </ul>          |
| <b>OPPORTUNITIES</b>   | <b>THREATS</b>   |
| <ul style="list-style-type: none"> <li>a. Limited sellers of liwet rice</li> <li>b. Many are popular with various levels of age and gender</li> <li>c. It is the staple food of Indonesia</li> </ul> | <ul style="list-style-type: none"> <li>a. Many competitors have opened similar businesses</li> <li>b. Only providing 1 choice of liwet rice can be boring for consumers</li> </ul> |

## 2.3 Sales Goal

Table 2.2 Sales Goal

| <b>Sales Goals</b> | <b>Month 1</b> | <b>Month 2</b> | <b>Month 3</b> | <b>Month 4</b> |
|--------------------|----------------|----------------|----------------|----------------|
| Product            | 3.900          | 4.095          | 4.300          | 4.515          |
| Customer Base      | -              | 50             | 55             | 60             |
| Growth             | -              | 5%             | 5%             | 5%             |
| Average Revenue    | Rp.97.500.000  | Rp.102.375.000 | Rp.107.500.000 | Rp.112.825.000 |
| Marketing Expenses | Rp.2.000.000   | Rp.2.000.000   | Rp.2.000.000   | Rp.2.000.000   |

|                           |   |           |           |           |
|---------------------------|---|-----------|-----------|-----------|
| Customer Acquisition Cost | - | Rp.40.000 | Rp.36.363 | Rp.33.333 |
|---------------------------|---|-----------|-----------|-----------|

Assumption :

a. Assumption selling product month 1 in the amount of 3.900

b. Growth average :

Month 2 = 5%

Month 3 = 5%

Month 4 = 5%

Total average =  $15\% / 3$

= 5%

c. Total customer base :

Month 2 = 50

Month 3 = 55

Month 4 = 60

Total average =  $165 / 3$

= 55

d. Average revenue

Month 1 = Rp.97.500.000

Month 2 = Rp.102.375.000

Month 3 = Rp.107.500.000

Month 4 = Rp.112.875.000

Total =  $Rp.420.250.000 / 4$

= Rp.105.062.500

e. Customer acquisition cost

Month 2 :  $\text{Rp.}2.000.000 / 50 = \text{Rp.}40.000$

Month 3 :  $\text{Rp.}2.000.000 / 55 = \text{Rp.}36.363$

Month 4 :  $\text{Rp.}2.000.000 / 60 = \text{Rp.}33.333$

## 2.4 Marketing Strategy

### 2.4.1 Product Characteristics

Liwet rice is a typical Indonesian food that is usually served with fried chicken, grilled chicken, and others. However, Liwetan Carani is served with toppings of shredded chicken with chili matah, tuna rica, and squid salty spicy. Liwetan Carani sells it with a spicy taste because most Indonesian people like spicy food. Main characteristics of selling liwet rice is chili taste.

For core product, Liwetan Carani sells 3 product, such as Sheredded Chicken Chili Matah, Tuna Rica, and Squid Salty Spicy. For augmented product, Liwetan Carani also sells drinks such as cold/hot tea and coffee, mineral water, and juices.

### 2.4.2 Distribution

The distribution of liwet rice can be sold online and offline. For offline, the location at Gading Serpong and must be strategic and easy to reach, and the place must be comfortable and clean. Online sales can be used with the GoFood, GrabFood, and ShopeeFood applications. The owner choose that three applications such as GoFood, GrabFood, and ShopeeFood for online because in culinary are the most widely used by people. Another that, GoFood and GrabFood always give postage discount and postage food.

### 2.4.3 Promotion

In making a promotion plan, it must be according to the target to be targeted. According to survey data, people who earn from Rp. 1,000,000 - Rp. 5,000,000.

Table 2. 3 Advertising Tools

| Promotional Tools       | Budget over 1 year |
|-------------------------|--------------------|
| Instagram (jasa design) | Rp.3.600.000       |
| WhatsApp Group          | -                  |
| Banner                  | Rp.63.000          |
| Total                   | Rp.3.663.000       |

Promotion through social media is the fastest and most effective way to convey products from Liwetan Carani. For this reason, Liwetan Carani will try to collaborate with celebrities, influencers and content creators who are willing to provide promotional assistance on their social media accounts free of charge to promote Liwetan Carani products. In addition, the company will consistently create content, promotions and giveaway on Instagram to attract customer attention.

#### 2.4.4 Pricing

The selling price of liwet rice has been carefully calculated. Based on data survey, most of respondents consider Rp.25.000 as an affordable prices, sales could be more, and can provide more benefits. Total COGS of per product is  $\text{Rp.}37.233 / 3 = \text{Rp.}12.411$ . Total profit is  $\text{Rp.}25.000 - \text{Rp.}12.411 = \text{Rp.}12.589$ , and profit percentage is  $\text{Rp.}12.589 / \text{Rp.}25.000 \times 100\% = 50\%$  and enough sufficient. So that it can reach all levels of society, and is expected to be able to sell more and provide maximum benefits. Liwetan Carani sells Rp.25.000 in every 3 products, it is intended to reach all segments.

Table 2.4 Product and Price

| No | Product                      | Price     |
|----|------------------------------|-----------|
| 1  | Shredded Chicken Chili Matah | Rp.25.000 |
| 2  | Tuna Rica                    | Rp.25.000 |
| 3  | Squid Salty Spicy            | Rp.25.000 |

The explanation of price detail placed in chapter 4 from financial plan analysis.



