

## CHAPTER II

### MARKETING PLAN

#### 2.1 Market Size

The presence that wants to know more about its customers' preferences must conduct research on consumer behavior. In order to help the business create the best marketing strategy, the obtained data is then used to study consumer behavior or patterns. The corporation can use the information acquired to provide the consumer with the appropriate goods at the appropriate time. Understanding consumer preferences and behavior can significantly boost business earnings. As a result, one of the most crucial strategies for creating a firm is market research.

Given that the company's main offering is Snacks, which on average have a savory and salty taste, it is important to understand how snack consumers behave in the market. The motivation for snacking is influenced by a number of psychological factors, including mood, environment, and how attentively a person pays attention to food in general. However, among psychological variables, mood control and environment have a significant impact on how many snacks a person eats. are down and in need of cheering up, or when given a tasty snack that can encourage snack.

Beside Understanding Customers Can be accomplished in a number of ways, including secondary data collection, in-depth interviews, online surveys, and acquiring information about their demographics, behavior, preferences, and purchasing power.

##### 1. Quantitative

The Survey also disseminated a questionnaire broadly in order to have a deeper understanding of the market. 40 respondents responded to the questionnaire. This quantitative study was carried out to learn more about the target markets' demography, preferences, and opinions.

a) Demographic

The Survey's Quantitative customer demographics make up its initial section. Knowing the clients' gender, age, purchasing power, and residence would enable the business to modify the product's placement, price, and packaging to meet the needs of the right customers at the right time.

b) Conclusion for the Survey's Quantitative

Based on the data obtained, Paknyus products can get consumers who are in the city of Tangerang and Tangerang district. Paknyus can be consumed from the age of 18 to 39 years. The target market also comes from the low to middle class.

## 2.2 Competitor Analysis

### 2.2.1 Competitor


Entrepreneurs must create their entry strategy before launching a business, and one of the most important components is identifying competitors because every industry has rivals. By using a competitor's business plan or operational plan as an example in studying and building a firm, competitor analysis can serve as a guidance for new businesses. A planning and operational matrix comparison, benchmarking, as well as learning first-hand as a staff member to collect tacit knowledge, are just a few examples of how to learn about and understand rivals. Analyzing competitors may also aid in a company's expansion and inspire fresh concepts for producing cutting-edge goods. Differentiation would boost the likelihood of survival, which is crucial for earning money and building a good name. To maintain the top quality of Opak products, Paknyus must prepare all appropriate plans to attract consumers to consume Opak with a unique taste which has never existed before. To achieve a continuous business, Paknyus must expand products, menus, and guests needs while providing the Products.

To find out more about your competitors, use the live matrix with their profiles that is supplied below.

Name of Competitor	Product	Prices	Net Weight	Flavor
 Tokoamai.20 (On Shopee)	Cassava Opak Chips	Rp8.500	150 gr	<ul style="list-style-type: none"> <li>• Sweet Potato</li> <li>• Cassava</li> </ul>

1) Indirect Competitor

Rasalokal will be the indirect competitors for Paknyus. Rasalokal serves cassava chips with a local Indonesian taste to attract consumer because of the various tastes. The types of taste in these products are sambal korek merah, sambal korek ijo, sambal matah Bali and many more. The favorite tastes are the touch of Balinese such as sambal matah Bali, sambal betutu Bali, and sambal matah gila.

Name of Competitor	Product	Prices	Net Weight	Flavor
 Ganas online (On Tokopedia)	Cassava Chips	Rp35.000	100 gr	<ul style="list-style-type: none"> <li>• Sambal Matah</li> <li>• Sambal Korek</li> <li>• Sambal Betutu</li> </ul>

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## 2.2.2 SWOT

Table 2. 1 Analysis SWOT

SWOT	
Strengths	- New innovation of Opak Chips
Weakness	- Limited human resources and capital - Low brand recognition
Opportunities	- still low competitors that sell the exact same products
Threats	- Consumers lack of interest - Lack of a license would make customers more skeptical

Source: Author Data

## 2.3 Sales Goal

Paknyus hopes that sales will increase slowly over time. Paknyus wants to strengthen the brand's reputation as well as increase online promotions during the first month of product launch. In the first month, Paknyus hopes to reach selling 181 units a day with 250 gr a day.

Table 2. 2 Sales Goal

No.	Product	COGS (daily)	Selling Price	Gross Margin	Gross Margin %	Sales Goal (daily)	Total Gross Revenue (daily)
1	Paknyus Original Flavour	Rp140,085	Rp15,000	Rp8,431	56.20666667	41	Rp615,000
2	Paknyus Ayam Geprek Flavour	Rp100,620	Rp18,000	Rp11,292	62.73333333	28	Rp504,000
3	Paknyus Rendang Flavour	Rp101,445	Rp18,000	Rp8,237	55	28	Rp504,000
4	Paknyus Ayam Kalasan Flavour	Rp100,620	Rp18,000	Rp11,292	62.73333333	28	Rp504,000
5	Paknyus Sambal Matah Flavour	Rp100,620	Rp18,000	Rp11,292	62.73333333	28	Rp504,000
6	Paknyus Kari Ayam Flavour	Rp100,620	Rp18,000	Rp11,292	62.73333333	28	Rp504,000
<b>TOTAL</b>		Rp644,010					Rp3,135,000

## 2.4 Marketing Strategy

### 2.4.1 Product Characteristics

Paknyus is a home-based food business that specializes in growing businesses in the food sector. Based on quantitative statistics, the working class and students are the main target market. Therefore, Paknyus will prioritize accessibility and convenience to meet the target market of its customers. Paknyus itself is interested in being able to offer his products as a wholesaler and wants to build a good brand.

### 2.4.2 Distribution

Paknyus will choose an intensive strategy for distribution facilities but as a new company, distribution will be launched through an online website. The owner anticipates that in the first few months of operation, Paknyus will be able to grow brand recognition on social media by producing content and collaborating with middle-class influencers. Since Paknyus will be distributing the products online, the owner also plans to make deals with nearby shops such as markets, souvenir centers or grocery stores. Moreover, Paknyus plans to come forward after a year or two and launch an online presence to gain more recognition. After two years, the owner also wants to sign contracts with several overseas Indonesian specialty food shop suppliers.

### 2.4.3 Promotion

Paknyus intends to use social media as a platform for marketing and branding, such as Instagram and Shopee as e-commerce platforms, because the current world condition has shifted to technology. Paknyus promotional efforts will concentrate more on Shopee, Tokopedia to attract a larger audience, due to public acceptance and Shopee's potential to increase consumer confidence and Paknyus himself will propose the store as a supplier of cheap, quality and delicious packaged food. Paknyus will also offer several offers such as discounts, coupons and referral codes as part of its promotional strategy in an effort to

attract new clients. This pull approach was developed specifically to attract young people or teenagers.

#### 2.4.4 Pricing

To attract a larger audience, Owner wants to minimize costs while implementing a penetration plan that combines a large market with low profits. Paknyus will provide clients with a membership number which entitles them to a 10% discount after twelve purchases as well as the opportunity to resell and repackage our items to maintain their interest

