

CHAPTER II

MARKETING PLAN

2.1 Market Size

Research can determine the market size of a business. The data collected will be able to determine how much interest people have in the products we will sell. With the existence of lek tau suan as the main business product, the writers can find out the market for consuming grains such as mung beans. Bubur Ponti 88 hopes that mung bean products can be used as healthy foods. Bubur Ponti 88 can be a healthy food for the younger generation, like Gen Z. This market is researched using quantitative research methods using Google Forms. This questionnaire reached 44 respondents. This quantitative research is used in order to obtain information about demographics from respondents who have filled out the survey.

Table 2.1 Demographic Survey Table

Attribute	Components	Percentage
Gender	Male	50%
	Female	50%
Respondent's Age	16-20	22.7%
	21-25	65.9%
	25-30	25-30%
	30-40	0%
	>40	2.3%
Respondent's Domicile	Gading Serpong	52.3%
	BSD	27.3%
	Alam Sutra	6.8%
	Karawaci	2.3%
	Tangerang	11.4%
Respondent's Occupation	Employee	11.4%
	Student	81.8%
	Entrepreneur	6.8%
Monthly Income	Rp 1.000.000 – Rp 2.000.000	54.5%

	Rp 2.000.000 – Rp 2.500.000	38.5%
	>Rp 2.500.000	6.8%
Monthly Expenses	Rp 500.000 – Rp 1.000.000	31.8%
	Rp 1.000.000 – Rp 2.000.000	61.4%
	Rp 2.000.000 – Rp 2.500.000	4.5%
	>Rp 2.500.000	2.3%
Respondent's consumption of mung bean	Yes, often	50%
	Not, seldom	50%
Respondent's knowledge about Lek tau suan	Have heard	36.4%
	Never heard	63.6%
Respondent's interest to try and buy	Interest to try the product	90.9%

Based on the data table above, it can be concluded that the sexes who want to consume this product are men and women who have a balanced percentage. Have ages 21-25 with a total of 65.9%, followed by ages 16-20 with a total of 22.7% and >40 reaching 2.3%. The average respondent lives in Gading Serpong with 52.3%, followed by BSD with 27.3%, Alam Sutra 6.8% and 2.3%. Many of the respondents' jobs were students which reached 81.8%, while for employees it reached 11.4% and entrepreneurs reached 6.8%. The average income of respondents amounted to Rp 1,000,000 - Rp 2,000,000 which reached 54.5%, then for Rp 2,000,000 - Rp 2,500,000 it reached 38.5% and more than Rp 2,500,000 reached 6.8%. Expenditure incurred by respondents amounted to Rp 500,000 - Rp1,000,000 reaching 31.8% while Rp 1,000,000 - Rp 2,000,000 reached 61.4%. For the consumption of green beans, respondents reached 50%, some often consumed green beans and some rarely consumed green beans. The average number of respondents who had never heard of Lek tau suan, the typical food of the Pontianak area, reached 63.6% and those who had heard of it were 36.4%. Respondents wanted to try this Pontianak regional food product, and the percentage reached 90.9%.

Market Conclusion

From the data above, it can be concluded that this business has an average of people aged 21 to 25 and most of them live in Gading Serpong. Green bean consumption is still balanced, and many respondents have heard of this Lek tau suan product. The average respondent wants to try and is interested in consuming this product.

2.2 Competitor Analysis

2.2.1 Competitor

Business people need to prepare everything before managing a business. Things that can be done can be in the form of making or developing a product, knowing the segments of the customer, knowing the competitors around. Before running a business or company, business people need to develop a strategy so that the business can run well.

Competitors need to be known by businesses so that they can become a reference for starting a business. Finding information about competitors takes several ways, such as going to a place where the product to be sold is available, conducting a survey by looking on the internet. With an analysis of competitors, it will be easier for business people to grow and look for more creative ideas for the products they want to sell, of course, this will also differentiate the increase in reputation and profits from these products.

1. Direct Competitors

Bubur Ponti 88 is a product that focuses on Chinese specialties and has competitors. This direct competitor is found in places selling market snacks in Serpong such as the modern market. Producing mung bean porridge, Bubur Ponti 88 has competitors, namely Huang Ti and Choipan & Kembang Tahu 85 Pontianak.

Huang Ti is a restaurant that sells food and beverage products from various regions, such as Pontianak and other areas. Of course, this restaurant has been around for a long time in the modern market and has sold a lot of food, such as lek tau suan. In addition, this restaurant also focuses on selling healthy food.

Other competitors for Bubur Ponti 88 are Choipan & Kembang Tahu Pontianak 85. These competitors sell all specialties from the Pontianak area such as lek tau suan, at one of the modern market stands. This is certainly not a big place to eat, but they are well-known and have a lot of customers considering the number of Chinese people coming to the Tangerang area



Figure 2.1 Huang Ti



Figure 2.2 Choipan & Kembang Tahu Pontianak 85

2. Indirect Competitors

Indirect competitors are types of competitors whose goal is to provide products to consumers by taking the same approach to customer needs. Examples of indirect competitors are Bubur ayam berkah mandiri, Bubur ayam & kacang ijo Madura, and Bubur kacang ijo dan bubur ketan hitam Madura. These three restaurants sell chicken porridge, green bean porridge,

and black sticky rice porridge. These three places to eat are located 3-6 km from the Bubur Ponti 88

2.2.2 SWOT

Table 2.2 Analysis SWOT

SWOT	
Strength	<ul style="list-style-type: none"> • Sales in the area of Tangerang is still lacking • Affordable Price
Weakness	<ul style="list-style-type: none"> • Lack of human resources • Low Brand
Opportunities	<ul style="list-style-type: none"> • Products can be developed • The market can grow due to health and pandemic conditions
Threats	<ul style="list-style-type: none"> • Products are already known by people • The product is still doubted by people

2.3 Sales Goal

Sales goal is a sales target to be achieved by a business company by applying a certain sales approach. The purpose of the sales goal is to provide direction to the company's business during the sales process and achieve annual goals because it is a driving factor for all sales goals that the company has set which are used to measure the effectiveness of sales within a year. When setting sales goals, sales managers must consider the vision and mission of the company because sales targets are in sync with the company's concept can lead a business company to generate profitability and at the same time increase the number of high sales due to successful upselling and cross-selling.

Table 2. 3 Sales Goal

No.	Product	Selling Price	Sales Goal (daily)	Total Gross Revenue (daily)
1	Ca kwe	Rp 500.00	25	Rp 12.500.00
2	Mung Bean Porridge	Rp 12,000.00	10	Rp 120.000.00
3	Mung Bean Porridge with corn	Rp 14,000.00	20	Rp 280.000.00
4	Red Ginger Mung Bean Porridge	Rp 15,000.00	20	Rp 300.000.00

2.4 Marketing Strategy

2.4.1 Product Characteristics

Bubur Ponti 88 has the right sweet taste so it can be consumed by anyone. Apart from taste, Bubur Ponti 88 added the cakwe topping with a salty taste so it can be combined with the sweet taste of porridge. Bubur Ponti 88 also add two variant menu which is mung bean porridge with corn and red ginger mung bean porridge. This product is unique, because offering flavors and toppings that have never existed before, such as red ginger flavor, corn topping. The taste of this product will be guaranteed delicious because it is processed with quality ingredients.

2.4.2 Distribution

Consumers can purchase Bubur Ponti 88 products by visiting the booth/stand located at the allogio shop, Gading Serpong. Apart from coming in person, consumers can order Burtng products online such as ordering with Gojek or Grab.

2.4.3 Promotion

Bubur Ponti 88 has a target consumer who, on average, is a student. The

average age of consumers is around 21-25. By knowing the target consumers, Bubur Ponti 88 will carry out promotions on social media because the average student has social media such as Instagram, TikTok, and others. In addition, Bubur Ponti 88 will also make posters so that it can offer attractive promotions to consumers.

2.4.4 Pricing

Bubur Ponti 88 is priced at IDR 12,000 for the original, apart from the original taste Bubur Ponti 88 also have 2 variant product such as mung bean porridge with corn is priced at IDR 15,568 and red ginger mung bean porridge is price at IDR 18,213. With this price, consumers can already enjoy the pleasures of mung bean porridge.

