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CHAPTER II

MARKETING PLAN

A. Market Size

Bakmi Ayam Joe's target segmentation will focus on everyone who looking for food options besides rice dishes. To help defines the target customers, the writer done a survey regarding this business to 100 peoples. From the survey results, the company narrowed down and classified the target customers into several customers segmentation including geographic, demographic, psychographic, and behavioral segmentation.

1. Geographic Segmentation

The primary target customers of Bakmi Ayam Joe are from this several areas in Ciledug, including Ciledug Indah, Bangun Reksa, Metro Permata, Pinang Griya, Graha Raya and Maharta area.

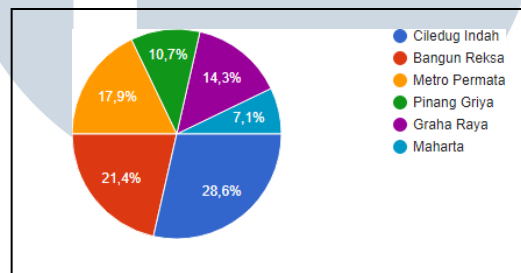


Chart 2.1 Domicile Chart

2. Demographic Segmentation

Bakmi Ayam Joe target both male and female customers, but most of the customers are a woman. For the targeted customers age are between 17-30 years old. The occupation of the customers are consist of students and workers. All the results of this study are collected data that can be used to determine market segmentation for the company's products

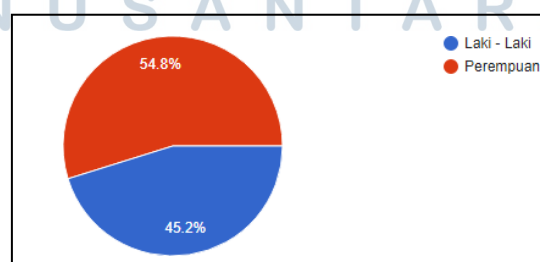


Chart 2.2 Gender Chart

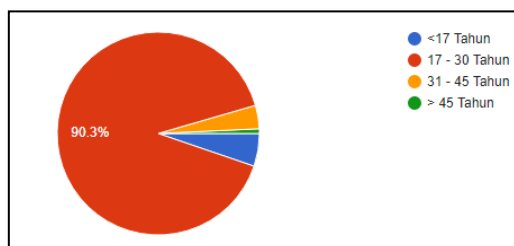


Chart 2.3 Age Chart

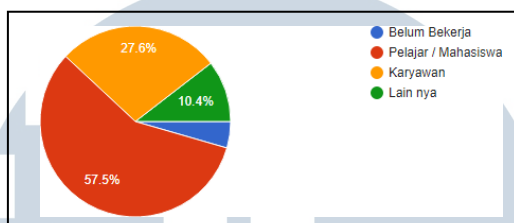


Chart 2.4 Occupation Chart

3. Behavioral Segmentation

The targeted customers love to consume noodle dishes as their meals. They are more interested to purchase food that easy to get, low price, and delicious. Most of the customers consume Bakmie directly in the restaurant. But from 100 respondents, there are around 26% that prefer to purchase bakmie by online. As this coronavirus pandemic situation spreaded around Indonesia, the writer can ensure that the customers who usually consume bakmie right away in the restaurant will order the food online.

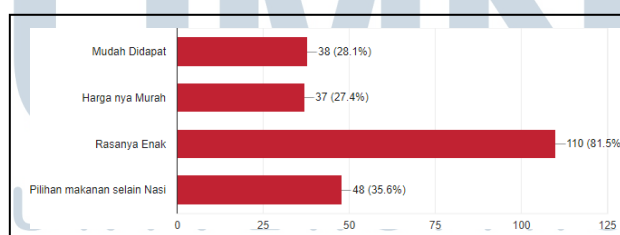


Chart 2.5 Customer's Interest in Food Chart

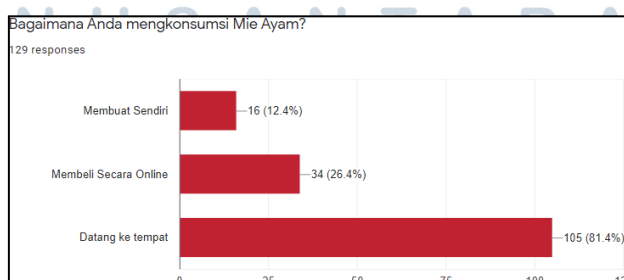


Chart 2.6 How to Consuming Chart

B. Competitor Analysis

1. Bakmi Ayam Bangka By Kojay

Bakmi Ayam Bangka By Kojay was founded in 2019. Bakmi Ayam Bangka by Kojay is located in Graha Raya, South Tangerang, Banten. Bakmi Ayam Bangka Kojay focuses on its consumers' food menu and serves noodles with a bangka theme. Not only that, but Bangka Kojay chicken noodles also serve several other foods besides noodles, namely vermicelli and rice noodles. At Go Food, Bakmie Ayam Bangka Kojay also has a high enough rating, which is 4.2, which can be said that quality and sales are quite good.



Picture 2.1 Bakmi Ayam Bangka By Kojay

2. Bakmi Ayam Banyumas - Pinang

Bakmi Ayam Banyumas was established in 2012. Bakmi Ayam Banyumas - pinang is located in Komplek Pinang Griya, South Tangerang, Banten. Bakmi Ayam Banyumas - Pinang focuses on its consumers' food menu and serves noodles with a Javanese theme with a combination of chicken meat with bones and chicken claws as a characteristic. Not only that, but Banyumas Pinang chicken noodles also serve several other foods besides noodles, namely vermicelli and rice noodles. At Go Food, Bakmie Ayam Banyumas - Pinang also has a fairly high rating of 4.6, which can be of excellent quality and sales.



Picture 2.2 Bakmi Ayam Banyumas

3. Bakmi Ayam Dadu - Sudimara Barat

Bakmi Ayam Dadu - Sudimara Barat was established in 2016. Chicken Dadu - Sudimara Barat is located at Jalan H. Lecang No46., Tangerang, Banten. Bakmi Ayam Dadu - Sudimara Barat focuses on its consumer food menu and serves noodles with chicken-shaped pieces as its signature. Not only that, Bakmi Ayam Dadu - Sudimara Barat also serves Yamin-themed noodles, which taste delicious and sweet when eaten. At Go Food, Bakmie Ayam Banyumas - Pinang has a rating of 4.3, which is quite high, which can be sold with pretty good quality and sales.



Picture 2.3 Bakmi Ayam Dadu - Sudimara Barat

C. Sales Goals

There are short term and long term goals of Bakmi Ayam Joe. The short term goals is regarding the sales targets. Bakmie Ayam Joe has a goal to sell at least 35 servings of bakmie dishes in a day. Not only that, Bakmie Ayam Joe also want to build and grow more in the social media platform called Instagram to promote the brand and also expand the customers range. For the long term goals, within 1 to 2 years, Bakmi Ayam Joe wants to expand by opening new outlets in the Jakarta area to get more benefits and uncovered customers.

D. Marketing Strategy

Table 2.1 SWOT Analysis

Strengths	Weakness
<ol style="list-style-type: none">1. Raw material does not contain preservatives2. Using hereditary recipes3. Affordable prices for students	<ol style="list-style-type: none">1. The workers at the noodle shop are still limited2. Raw materials still cannot be produced by themselves3. The material is easily spoiled
Opportunity	Threats
<ol style="list-style-type: none">1. The lifestyle of today's young people who like to eat outside the home. Young people tend to look for alternative culinary delights besides rice2. Abundant supply of raw materials3. Cheap raw materials4. Easily accessible outlet locations	<ol style="list-style-type: none">1. Many competitors2. It isn't easy to find a competent workforce to innovate in noodle production3. Raw materials are still purchased from producers and have not been able to produce by themselves.

The following is a strategy that has been developed by the writer to be able to compete against competitors

1. Product Characteristic

There is a total of three variety of noodle dishes offered by Bakmie Ayam Joe. The noodle used in the dish is has a chewy texture and does not break easily. Here

are those three variants of chicken bakmie offered by Bakmie Ayam Joe

Table 2.2 Bakmie Ayam Joe Products

No.	Product	Characteristic
1.	<p>Original Chicken Bakmie</p>  <p>Picture 2.4 Original Chicken Bakmie</p>	<p>A rich seasoned chewy noodle dish that served with minced chicken topping, blanched chaisim, sliced scallion, and chicken stock as the soup.</p> <p>Weight : 240gram Price : Rp20,000</p>
2.	<p>Chicken Bakmie with Dumplings</p>  <p>Picture 2.5 Chicken Bakmie with Dumplings</p>	<p>The chicken bakmie with dumpling is consist of a rich seasoned chewy noodle dish that served with minced chicken topping, blanched chaisim, sliced scallion, chicken dumpling, and chicken stock for the soup.</p> <p>Weight : 240gram Price : Rp25,000</p>
3.	<p>Chicken Bakmie with Meatball</p>  <p>Picture 2.6 Chicken Bakmie with Meatball</p>	<p>The Chicken Bakmie with Dumpling is consist of a rich seasoned chewy noodle dish that served with minced chicken topping, blanched chaisim, sliced scallion, meatball, and chicken stock as the soup.</p> <p>Weight : 240gram Price : Rp25,000</p>

Bakmi Ayam Joe always ensures that all products are made with quality ingredients. All materials are always wrapped in plastic to prevent spoilage and stored in the refrigerator to maintain quality. Each dish goes through a boiling process, and all use refined oil and clean water. Bakmi Ayam Joe uses good oil and

water for the cooking process because the author aims to improve the quality and cleanliness of products aimed at consumers.

Good and fresh raw materials in the dishes that the writer choose can increase the body's metabolism because chicken noodles contain B complex (B6) content. This content can encourage enzymes and the body's metabolic processes that maintain blood vessels, a source of energy, and burn calories in the body to be safe for consumer consumption.

2. Distribution

The company sells and distributes the products by online from Instagram, Whatsapp and also using the Gofood services by Gojek application.

3. Promotion

The push promotion strategy is used by Bakmi Ayam Joe to promote the products. The writer promote the products offered by using Instagram including promote the product by using the Instagram post and also Instagram advertisement services. Not only that, the writer also using the WhatsApp application to promote the products. The company promote the product through WhatsApp's feature called the broadcast message. With the help of a broadcast message, the company can promote the product to all the former customers and also the other future customers.

4. Pricing

The penetration pricing is used by the company in selling the bakmie dishes. Here is the pricing list of the products offered by Bakmie Ayam Joe.

Table 2.3 Bakmi Ayam Joe Product Pricing

No	Product	Price
1	Original Chicken Bakmie	Rp.20.000
2	Chicken Bakmie with Dumpling	Rp.25.000
3	Chicken Bakmie with Meatballs	Rp.25.000