

## **CHAPTER II**

### **MARKETING PLAN**

#### **2.1 Market Size**

The company has researched to know about potential purchases, what the price of the product will be how much consumers have to spend, and their lifestyle. The Writer conducted and collected market size research through a questionnaire distributed to 23 people. From the research, the writer can identify the potential customer who wants to try this product. Most of the respondents live in Jakarta and Tangerang. The reason why the writer only got 23 participants out of a minimum of 40 participants is that the writer has sent it to the writer's friends and class group, one of the main reasons may be due to the limited responses received. Although the writer has sent requests to many people, not everyone may have the time or interest to respond. Some people may be busy with other tasks, less interested in the proposed topic, or even not see the request because it's tucked away in the middle of even more emails. and also receive many messages and requests every day. Perhaps the targeted correspondent is receiving many other requests at the same time, causing certain writer requests to be missed or ignored.

Warung Bu Uning, a local culinary delight that was established in 2013, has fulfilled the culinary desires of residents and visitors in the Villa Regency Tangerang area. Through interviews with owners and customers, insight into the origins and essence of Warung Bu Uning was gained. Chatting with the owner of Warung Bu Uning provides a glimpse into the journey of its establishment from humble beginnings to becoming a culinary destination. The location of Warung Bu Uning in the Villa Regency area of Tangerang is considered a strategic choice which has contributed to its success. Located in a dynamic neighbourhood with a mix of residential and commercial spaces. The menu at Warung Bu Uning

offers a variety of traditional Indonesian dishes, with signature dishes that attract many customers. Starting from fish soup to chicken dishes, it is a favourite among visitors to Warung Bu Uning. Every day, around 50 bowls of fish soup are sold, and approximately 35 portions of chicken dishes are served. An average of 25 customers visit Warung Bu Uning with a profit of IDR 500,000 per day. Apart from being able to order directly at the customer's location, Warung Bu Uning also uses e-commerce such as Grab, Go food and Shopee food to order. Apart from that, the writer also interviewed one of the customers who revealed the unique attraction of Warung Bu Uning. After frequently visiting this place since its inception, the menu that is often ordered includes chicken/duck dishes, fish

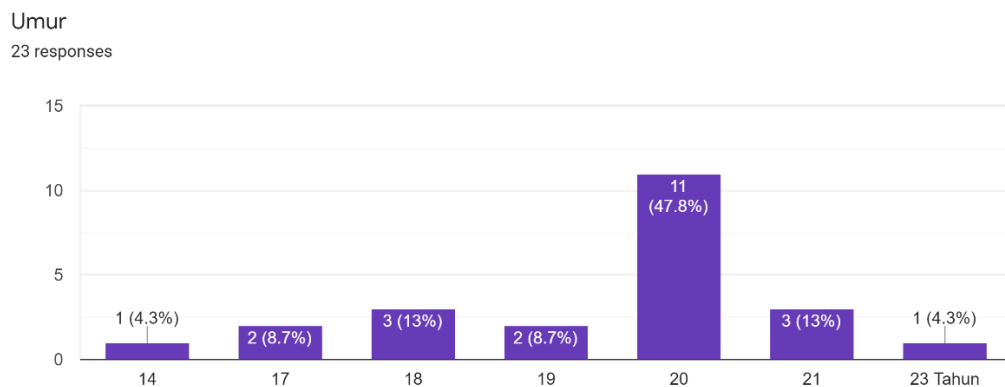


Chart 2.1 Customer Age

Demographic segmentation of all gender both female and male. The writer targeted to sell its products to a group of employees, housewives, businessmen etc. Based on the chart Customer Age, 47,6% of 23 responses are 20 years old, 13% of 23 responses are 18 years old, and 13% of 23 responses are 21 years old. Thus, this product will target people 18 - 30 years old.

Apakah anda pernah mencoba oncom?

23 responses

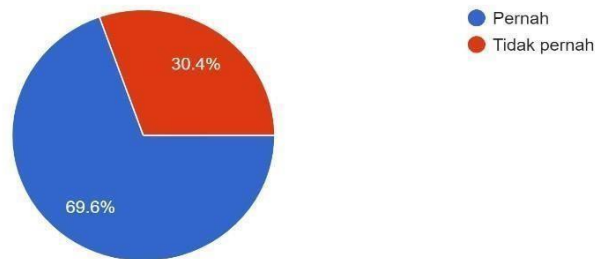


Chart 2.2 Consumer Lifestyle

Seberapa banyak uang yang akan anda keluarkan untuk membeli Nasi tutug oncom?

23 responses



Chart 2.3 Spending Power

Psychographic segmentation, chart Consumer Lifestyle and Spending Power can be shown 69.6% of 23 people are ever tried eat oncome before. 30.4% of 23 never eat oncom before. Besides that, 47.8% of respondent would like to spend Rp. 25.000 – 30,000 and 43.5% of 23 respondent

seberapa tertarikah anda untuk membeli Nasi tutug oncom?

23 responses

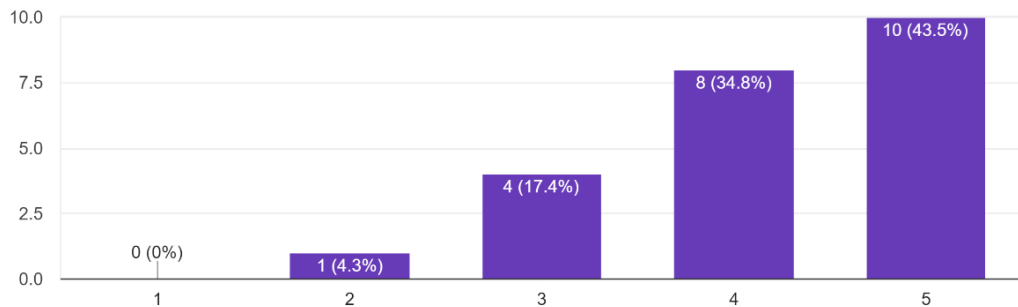


Chart 2.4 Consumer decisions in buying

Behavioral segmentation on chart consumer decisions in buying, most of the consumers are interested in trying tug oncom rice and 43.5% of respondents are interested. The customers are looking for the good taste provided by the product and the use of interesting side dishes. According to the respondent's suggestions, most of the respondents are interested in a protein substitute for Nasi tug oncom such as beef and duck.

## 2.2 Competitor Analysis

### 2.2.1 Competitor



Figure 2.1 JON-GIL

JON-GIL is a brand that sells grilled chicken with rice. JON-GIL was established in June 2015. since 2015 until know, JON-GIL focuses the food made from chicken. This business is located in Tangerang. JON-GIL sells the product in the form of whole chicken but when people buy it, they serve random pieces of chicken. JON-GIL sell this product for around 24.000 – 70.000 rupiah. people can order whole chicken for Rp 78.000 and JON-GIL grilled chicken package is Rp 24.000. This business sells its product through E-commerce applications such as Grab and GO-jek. Also, this business is advertising the product and discount on Instagram.



Figure 2.2 Warung Bu Uning

Warung Bu Uning is a brand that sells chicken and duck with rice. Warung Bu Uning a was established in 2008. since 2008 until now, this business has been located in Tangerang. Warung Bu Uning focuses the food made from chicken and duck. Warung Bu Uning sells the product in the form of rice packs with chicken or duck, for the price is around 20.000 – 100.000 rupiah. People can order pieces of the menu or rice chicken/ duck package. This business sells its products through E-commerce applications such as Grab, GO-jek, and Shopee food



Figure 2.3 Nasi Liwet VIRETA

Nasi Liwet VIRETA is a brand that sells grilled/fried chicken with liwet rice. Nasi Liwet VIRETA was established in 2011. since 2011 until know, Nasi Liwet VIRETA has focused the food made from chicken. This business is located in Tangerang. Nasi Liwet VIRET sells this product for around 18.000 – 40.000 rupiah. Beside nasi liwet they also sell *mie/bihun/kwetiau*, *nasi rames*, *nasi goreng*, *olahan ikan/ daging*, and *nasi bakar*. This business sells its product through E-commerce applications such as Grab, GOjek, and Travoloka

### 2.2.2 SWOT

Table 2.1 Analysis SWOT Competitor

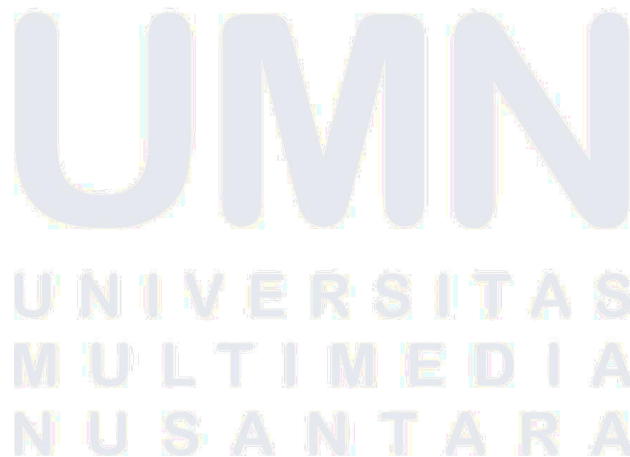
Factors	JON-GIL	Warung Bu Unng	Nasi Liwet V	TUGCOM
Location	Tangerang	Tangerang	Tangerang	Tangerang
Core Product	Grilled chicken with rice	Ayam goreng kremes with rice	Nasi liwet daging sapi	Nasi tutug oncom with grilled chicken
Customer	People who lived in Tangerang and people who have middle to lower income.	People who lived in Tangerang and people who have middle to lower income.	People who lived in Tangerang and people who have middle to lower income	People who lived in Tangerang and people who have middle to lower income.
Service	Walk-in and delivery	Walk-in and delivery	Walk-in and delivery	delivery
Distribution	Tangerang area	Tangerang area	Tangerang area	Tangerang area
Marketing	Instagram, go food and grab food	go food and grab food	go food	Instagram and WhatsApp

Table 2.2 SWOT Internal and External of TUGCOM

<p>External</p>	<p>Internal</p> <p><b>Strength (S)</b></p> <ul style="list-style-type: none"> <li>a. Tugcom has a distinctive, unique, original and traditional taste.</li> <li>b. The processing process is relatively simple so it can be served quickly.</li> <li>c. Raw materials that are easily available on the market.</li> <li>d. Traditional cuisine reflects the history, culture and values of a particular region or community, making it unique and appealing to consumers interested in authentic experiences.</li> </ul>	<p><b>Weakness (W)</b></p> <ul style="list-style-type: none"> <li>a. The number of workers is insufficient in carrying out production.</li> <li>b. Minimal promotional activities.</li> <li>c. Lack of innovation in menu variations.</li> <li>d. considered old-fashioned or outdated, making it difficult to attract young consumers looking for trendy or fusion food options.</li> </ul>
	<p>Internal</p>	

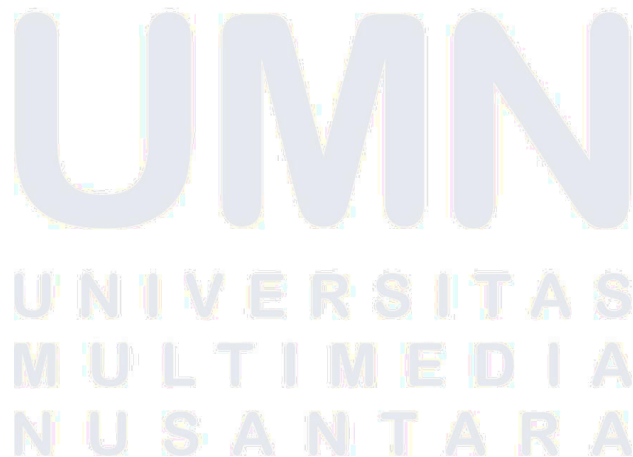
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

Opportunities (O)	<u>SO</u>	<u>W-O</u>
<p>a. There are still very limited products or menus of this type on the market so the opportunity to get customers is very large.</p>	<p>a. With simple and fast processing, TUGCOM has gained a very large number of customers</p> <p>b. Continue to adhere to the principle of maintaining unique, authentic and traditional</p>	<p>a. Set aside time to experiment with creating new menu variations.</p> <p>b. Increase promotional activities directly and through social media, as well as involve influencers on social media to try the</p>





<p>b. can attract tourists who want to experience authentic local flavours, creating opportunities for culinary tourism and economic growth.</p> <p>c. Young people have a high curiosity, and like to try out places to eat, and review unique culinary delights, then share them on social media.</p>	<p>flavours so that customer trust is maintained.</p> <p>c. Optimizing promotions so that the general public knows that there are traditional culinary delights such as nasi tutug oncom which are suitable for consumption in Indonesia.</p>	<p>TUGCOM menu if necessary.</p> <p>c. Increase the number of experienced workers who already have previous work experience.</p>
---	---	--



Threats (T)	<u>S-T</u>	<u>W-T</u>
<p>a. Traditional cuisine faces competition from global fast-food chains and international cuisine, challenging its market share and profitability.</p> <p>b. Raw material prices tend to rise.</p> <p>c. Dependence on cooking oil and LPG gas.</p>	<p>a. Presenting a unique and authentic menu to the public through promotional strategies and discount offers as an effort to introduce it to the market.</p> <p>b. Maintaining specialties and taste characteristics to obtain a special place in the hearts of customers and especially as a differentiating factor from other competitors.</p> <p>c. Stocking raw materials to prevent price increases and shortages of goods</p>	<p>a. Increase promotion and marketing through social media and collaboration with leading restaurants or food stalls</p> <p>b. Building cooperation with oncom farmers to ensure the availability of quality raw materials</p> <p>c. Following developments in food trends and consumer tastes to adapt products to market needs</p> <p>d. Using a product diversification strategy by introducing a variety</p>

## 2.3 Sales Goal

Table 2.3 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	12	15	20	25
Customer Base	4	8	12	15
Growth	People know about TUGCOM	Have many followers on Instagram	Have admin to Gojek, Grab food, and increase followers on Instagram	Have production team (1 production and 1 packaging)
Average Revenue	331.992	414.990	553.320	691.650

## 2.4 Marketing Strategy

### 2.4.1 Product Characteristics

TUGCOM is a new F&B Business that focuses on traditional food selling Nasi Tutug Oncom. TUGCOM provides flavours from the Tasikmalaya region that will be packaged in a modern way, providing different side dishes for the menu. TUGCOM provides tutug oncom rice because tutug oncom rice is rarely sold and people rarely consume oncom. In addition, the company will use grilled or roasted oncom to add a smoky taste to the oncom so that the rice tastes smoky from grilled or grilled oncom.

### 2.4.2 Distribution

TUGCOM will use direct sales because it creates an image of TUGCOM in the community that TUGCOM offers traditional Indonesian food in a modern concept. Consumers can place orders directly via Instagram and WhatsApp.

### 2.4.3 Promotion

TUGCOM Company will optimize free marketing channels to get more consumers. For example, customers who have tried TUGCOM products will promote them through word of mouth, so TUGCOM allows them to issue discounts, free products, and promos. In addition, TUGCOM uses social media to share products. The company relies on organic content, which is likely the company will more often create content about TUGCOM on Instagram, TikTok, and other social media.

Table 2.4 Advertising Tools

Promotional Tools	Budget over 1 year
Print Brochure and sticker	Rp. 696.000
Discount, promo, and online promotion	Rp. 1.500.000
Content	Rp. 500.000
Total	Rp. 2.696.000

### 2.4.4 Pricing

TUGCOM company used competitive pricing because our target market is middle to lower consumers. We make a difference to other competitors by weight the product with the price is more comfortable for all people. Using this strategy can make the business grow fast because consumers know which one is worth it and come back to buy again.