

CHAPTER II

MARKETING PLAN

2.1 Market Size

2.1.1 Qualitative

The owner deliberately chose a relevant audience related to the food and beverage industry to conduct interviews by choosing a customer who is a fan of pork and noodles as well as customers who are used to consuming pork and noodles and have had a business in chicken noodle catering. The owner hopes that with these sources and input, they can understand the level of customer interest and demand as well as input from sources about PIGBY Pork Noodles products to gain insight and be able to survive along with the development of the food and beverage industry.

Prior to the interview, several agreements and permits had been approved by the relevant sources.

Table 2. 1 Qualitative Questions Structure

No	Owner and Manager	Customer
1	Demographic and Business Introduction	Demographic
2	Food and Beverage Trends	Pork Product Interest
3	Noodles Pork Product Interest	Pork Noodles Interest
4	Pork Noodles Knowledge	Pork Noodles Knowledge
5	Pork Product Interest	Experience in eating pork
6	Noodles Pork Product Interest	Experience in eating pork noodles
7	PIGBY Pork Noodles Interest	Opinion and Suggestion
8	Opinion and Suggestion	

Source : Author Data

Participant 1: Ms. Valerie Kyle, Student

Ms. Kyle is one person who really likes noodles. She will try all the noodles, and if they are delicious, she will eat them again and again. She thought that the taste of pork was very savory and tender when it was cooked properly.

She has tried not only pork in Indonesia, she even went to Singapore to try various kinds of pork. According to her, the pork at the Song fa restaurant is the best because the broth is tasty and healthy, combined with soft and pervasive meat. Regarding pork noodles, according to her, usually pork noodles are sold at high prices and many use red pork or soy sauce pork as toppings, but she thinks red pork and soy sauce pork are too sweet and prefers salty meat but to find noodles with salty toppings is very rare. But apart from that, Mrs. Kyle still likes noodles as long as the noodles taste good and there are lots of toppings. Mrs. Kyle also gave advice when starting a pork noodle business to add more toppings, but the portions must be in accordance so that customers are happy.

Participant 2: Mrs. Yunita Puspita Hartono, Ex catering noodle seller

Mrs. Yunita is a housewife who had a side job in the form of catering chicken noodles several years ago. In catering, Mrs. Yunita uses chicken as a topping to reduce the catering budget so that prices are not too expensive and all groups can consume it.

Mrs. Yunita also thinks that pork has a savory taste and that using pork for noodles will make the taste even better. In that case pork noodles make people more addicted to eating it. Although in various places to eat pork there is pork that has some textures such as tough, some are tasteless, and some are very tasty, it all depends on how it is made. Mrs. Yunita also thinks that consuming noodles with pork broth alone is suitable, especially if it is given a modification. She also gave advice for PIGBY Pork Noodles to experiment more with spices in the future.

Qualitative Conclusion

In conclusion, after interviewing noodle and pork food lovers and former noodle sellers, it is proven that noodles are indeed food that people like, especially if there are more variations of various kinds of noodles. Moreover, the use of pork in noodles whets the appetite with its tender and juicy meat and produces a savory taste that can further whet the appetite of customers. In terms of suggestions, it can be concluded that the taste is different from other noodles, such as the presence of

a salty and varied taste, which will attract customers and giving large portions can satisfy customers.

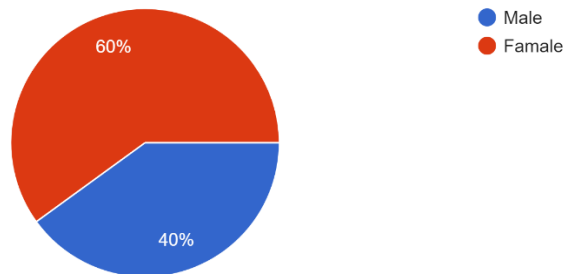
2.1.2 Quantitative

To better understand the market scale, the owner has prepared a questionnaire survey. The questionnaire reached 37 valid respondents. This quantitative survey is conducted to obtain information about the demographics, preferences and opinions of the target market.

A) Demographic

The first part of the survey is quantitative customer demographics. By knowing the gender, age, purchasing power, and location of customers. Businesses will be able to more easily adjust product location, price, and packaging to serve the right customer at the right time to achieve customer satisfaction.

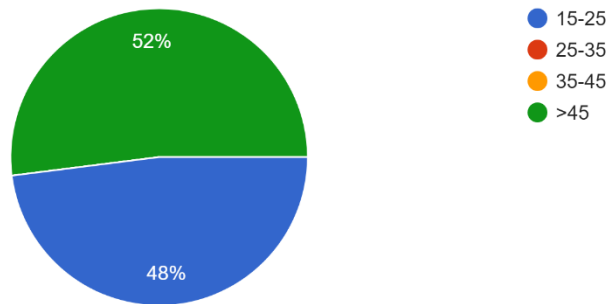
Gender
25 jawaban



Charts 2.1 *Respondent Gender*

Based on the data, it has been seen that 60% of the participants are women. No one chooses not to reveal their gender.

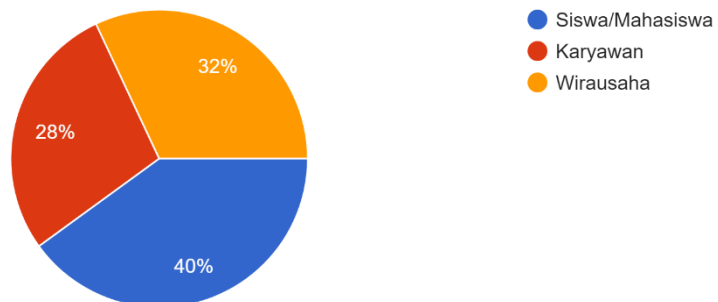
Age
25 jawaban



Charts 2. 2 Respondent Age

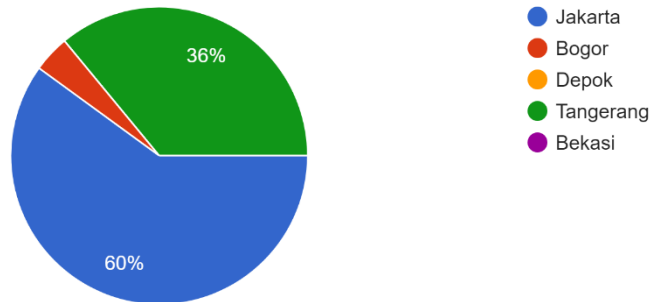
According to the result there were 25 people aged >45 years old who were interested in filling out this survey. But also that people aged 15-25 can be concluded is that young generation Z prefer to taste the taste of traditional noodles which can remind them of their childhood at grandma's house.

Profession
25 jawaban



NUSANTARA

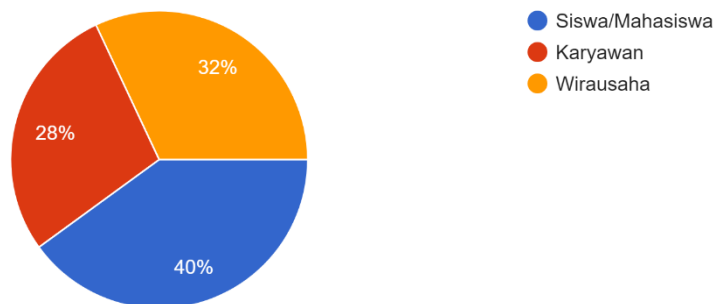
Domicile
25 jawaban



Charts 2.3 Respondent Domicile

In this survey, it was found that 60% of respondents live in Jakarta, the location of PIGBY Pork Noodles. This was followed by 36% of respondents who live in Tangerang, which is in close proximity to PIGBY Pork Noodles.

Profession
25 jawaban

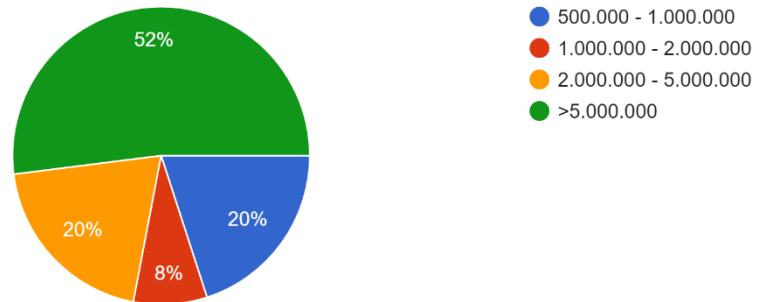


Charts 2.4 Respondent Profession

The survey showed that 40% of the individuals completing the survey were students, either from outside the city or who lived near the Mie Babi PIGBY area. This data highlights the existence of a demographic of students who are interested in or potentially influenced by factors related to PIGBY Pork Noodles.

Monthly Expense

25 jawaban



Charts 2. 5 *Monthly Expense*

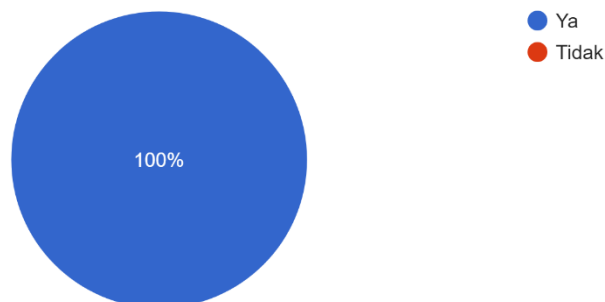
Affordable and quality food is increasing According to respondents of PIGBY Pork Noodles, a staggering 52% of individuals have monthly expenses exceeding IDR 5,000,000. This survey highlights the fact that the cost of essential living expenses is on the rise, leading to a growing demand for affordable and high-quality food options.

B) Customers' Knowledge and Interest about Pork noodles

To better understand customer interest in Bakmi Babi. The owner asks several questions to the responder to find out and understand. to PIGBY Pork Noodles believes in understanding and adjusting to customer demand so that it can help and promote the brand even more. This can also convince customers who don't like pork to be interested in trying it and even recommend it to friends or family.

Apakah kamu menyukai Bakmi?

25 jawaban

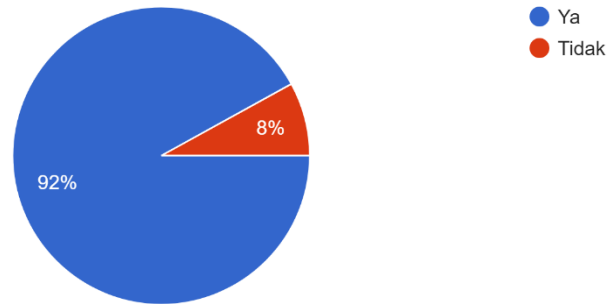


Charts 2. 6 Respondent Consumption

Based on a survey, 100% of people like noodles.

Apakah anda bisa mengonsumsi bakmi babi?

25 jawaban

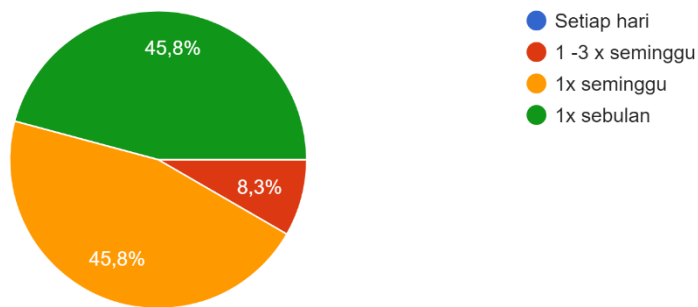


Charts 2. 7 Respondent Preferences

Based on the data provided, it can be concluded that 92% of people are able to consume pork noodles. This culinary dish is also widely favored by the general public.

Seberapa sering kalian mengonsumsi bakmi babi?

24 jawaban



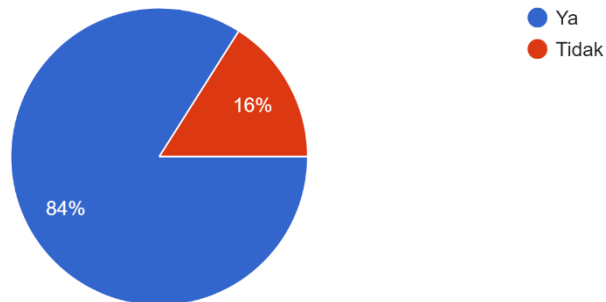
Charts 2. 8 Respondent Environment Interest

Based on the data obtained, the ratio of people who eat pork noodles once a week is the same as people who eat pork noodles once a month. This proves that pork noodles are still not very popular among the public and are people's favorite. Therefore, it is hoped that PIGBY Pork Noodles will make PIGBY Pork Noodles more popular and interested in pork noodles.

C) Customers Knowledge and Interest About to PIGBY Pork Noodles

Setelah melihat Menu PIGBY Pork Noodles, apakah kamu tertarik dengan produk kami?

25 jawaban

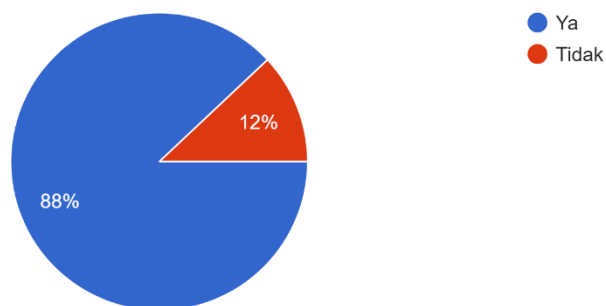


Charts 2. 9 *Respondent Interest to PIGBY Pork Noodles*

After conducting a survey, it was proven that 84% of respondents were answer yes in PIGBY Pork Noodles products.

Apakah kamu tertarik merekomendasikan PIGBY Pork Noodles kepada teman dan kerabat anda?

25 jawaban



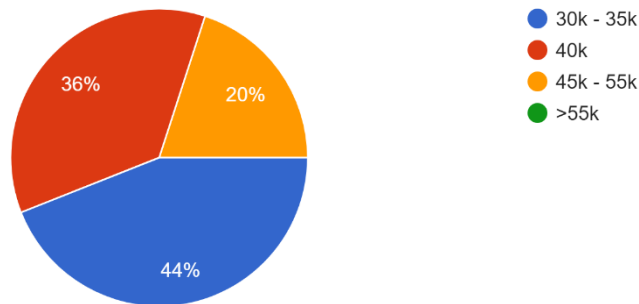
Charts 2. 10 *Recommendation Rate to PIGBY Pork Noodles*

22 people also voted to recommend to PIGBY Pork Noodles products to friends and family. and do not rule out for those who do not want to recommend to friends or family to change their mind, because in terms of friendship is very broad in scope.

D) Pricing

Berapa harga yang cocok untuk semangkuk mi babi?

25 jawaban



Charts 2. 11 Rate of PIGBY Pork Noodles

Having a low price for a bowl of Pork Noodles is something that is hard to find nowadays where all raw materials are experiencing price increases. 44% of respondents wanted the price of pork noodles to be around IDR 30,000-35,000 and 36% thought that a bowl of pork noodles could cost IDR 40,000.

Quantitative Conclusion

In summary, the survey reveals that a portion of the respondents, particularly students aged 15-25 years, expressed interest in consuming pork noodles, particularly from PIGBY Pork Noodles. While the majority of respondents have limited or no prior consumption experience with pork noodles, some identified themselves as pork noodle enthusiasts. There is a notable inclination among respondents towards wanting to try PIGBY Pork Noodles products, with a high level of interest in recommending them to others. However, respondents indicated they would not consume pork noodles on a daily basis. Additionally, they agreed that a reasonable price range for a bowl of pork noodles is between IDR 30,000 – 40,000.

2.1.3 Market Conclusion

Based on both quantitative and qualitative research it could be concluded into several points.

- a) Most of the respondents are people aged more than 45 years old, living in Jakarta.
- b) Respondents are familiar with pork noodles

- c) Respondents showed a very enthusiastic response to PIGBY Pork Noodles products because the taste is authentic and different from other pork noodles.
- d) Respondents are familiar with pork noodles but prefer not to consume it too often.
- e) All respondents agreed to recommend to friends and family.

To meet the target market, the Owner plans several changes according to opinions, preferences and suggestions for products for customer satisfaction.

2.2 Competitor Analysis

2.2.1 Direct Competitor

In general, direct competitors are companies or business entities that offer products or services similar or identical to your company and compete directly to meet the same needs and desires of the same market or consumers. In the food industry, direct competitors are food companies or restaurants that offer similar types of food or drinks. They typically operate in similar locations or target similar market segments. Direct competitors in the food industry can be restaurants that offer similar types of cuisine or have a similar concept. Knowing direct competitors in the food industry is important because it helps companies understand the existing market and competitive environment. This understanding allows them to develop appropriate marketing and differentiation strategies to stand out from competitors and attract potential customers. Based on the explanation above PIGBY Pork Noodles other direct competitor is Bakmi Ajong, which is located on Pantjoran PIK. Bakmi Ajong is a direct competitor that has similarities in that the concept used is almost the same as PIGBY Pork Noodles with its small noodle shop.

To understand more about the competitors, a simple matrix containing lists of competitors and their profiles are provided below.

	Bakmi Kribo	Bakmi Ajong
Location	Pantjoran Pantai Indah Kapuk	Pantjoran Pantai Indah Kapuk
Core	Pork Noodles	Pork Noodles
Price	IDR 50.000–75.000	IDR 50.000–75.000

Target	Non-Muslim, Upper middle class society	Non-Muslim, Upper middle class society
Service	Online and Offline	Online and Offline
Distribution	GrabFood, GoFood, Shopee Food	GoFood
Marketing	Cashback	Package Bundle Food

Table 2. 2 *Direct Competitor Matrix*
Source : Author Data

2.2.2 Indirect competitor

In general, indirect competitors are companies or business entities that do not offer exactly the same products or services as your company, but they fulfill the same needs or desires of the same market or consumers in different ways. They often offer alternatives or substitutions for your product or service.

In the food industry, indirect competitors can be businesses or products that offer different solutions or experiences for consumers who have similar needs or desires. It is important to identify indirect competitors in the food industry because they can have a major influence on consumer behavior and the market as a whole. Understanding who your indirect competitors are allows companies to anticipate changes in consumer preferences and develop appropriate strategies to remain competitive in the market. Based on the explanation above, PIGBY Pork Noodles has several competitors, namely Nasi Campur Afuk and Babi Panggang TGR 99.

To understand more about the competitors, a simple matrix containing lists of competitors and their profiles are provided below.

	Nasi Campur Afuk	Babi Panggang TGR 99
Location	Pantjoran Pantai Indah Kapuk	Pantjoran Pantai Indah Kapuk
Core	Pork	Pork
Price	IDR 50.000–75.000	IDR 50.000–100.000
Target	Non-Muslim, Upper middle class society	Non-Muslim, Upper middle class society
Service	Online and Offline	Online and Offline
Distribution	GrabFood, GoFood, Shopee Food	GrabFood, GoFood, Shopee Food

Marketing	Package Box and Public Holiday	Delivery Free
Location	Pantjoran Pantai Indah Kapuk	Pantjoran Pantai Indah Kapuk

Table 2. 3 *Indirect Competitor Matrix*
Source : Author Data

2.3 Sales Goals

PIGBY Pork Noodles hopes that sales will increase over time. PIGBY Pork Noodles wants to strengthen its brand and online promotion during the first month of product launch, both through social media and website. In the first month PIGBY Pork Noodles hopes to reach at least 600 people by earning at least IDR 24,000,000 to break even. Assuming they can sell 20 bowls a day, PIGBY Pork Noodles can earn IDR 800,000 for its star product, Yamien Babi. This sale will be achieved through an offline store in collaboration with celebrity programs to expand promotion as a viral product and attract lots of visitors. PIGBY Pork Noodles expects marketing costs to decrease over time due to market brand knowledge. Instead PIGBY Pork Noodles will predict steady growth in its customer base and slowly increase to 10% over 2 months.

Table 2. 4 *PIGBY Pork Noodles Sales Goals Projection*

Sales Goals	Year 1 (Rp)	Year 2	Year 3	Year 4
Customers	14.400	28.800	43.200	86.400
Customer Base	21.600	43.199	86.398	172.796
Customer Base Growth	0,09	0,09	0,09	0,09
Average Sales	51.600.000	86.000.000	107.500.000	107.500.000
Marketing Expenses	48.000.000	24.000.000	16.000.000	8.000.000
Customer Acquisition Cost	3.333	833	370	93

Source : Author Data

2.4 Marketing Strategy

With advantages such as "Jineng", strategic location, and modern packaging, the company has a great opportunity to capitalize on the continued growth of the food market and the great interest of noodle fans. However, challenges such as changing consumption trends, food that is no longer fresh, and low brand awareness need to be overcome with the right strategy to compete with strong competitors and maintain nutritional balance in running its business.

Table 2. 5 PIGBY Pork Noodles SWOT Table

SWOT	
Strength	<ul style="list-style-type: none">-Rare Topping called "Jineng" made from pork oil-Strategic Location-Modern and attractive packaging
Weakness	<ul style="list-style-type: none">- Changing consumption trends-Stale food-Low brand awareness
Opportunities	<ul style="list-style-type: none">-Culinary Experience Food-The food market is experiencing continuous growth.- Many noodle fans
Threats/Constraint	<ul style="list-style-type: none">-Lot competitor sell Pork Noodles-Tough business competitors- Lifestyle to nutritional balance

Source : Author Data

To develop promotion and development plans, product, service, promotion variables are needed to help companies achieve the target market in the best direction.

2.4.1 Product Characteristic

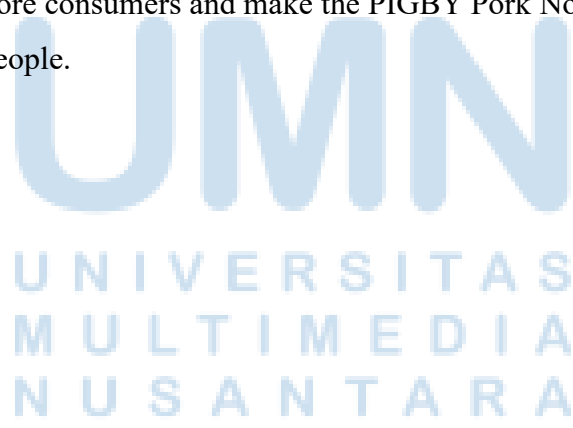
Product PIGBY Pork Noodles is Yamien Babi which means pork noodle. Not only that, PIGBY' Pork Noodles offers other options besides noodles, which is Misoa with Jineng topping and Kwetiau with Jineng topping. At PIGBY Pork Noodles, they utilize lean pork cuts and steer clear of traditional cooking oil for frying. Instead, they opt for pork fat to create their own oil, resulting in a flavor profile that is both richer and lower in cholesterol when compared to conventional cooking oil.

2.4.2 Place/Distribution

The Location for PIGBY' Pork Noodles is a culinary center of china town. Therefore PIGBY' Pork Noodles chose a business location in Pantjoran China Town North Jakarta. the advantages to choosing this place because this place is a culinary center and people who are looking for non-halal food will come here. PIGBY Pork Noodles products are served by takeaway method because Pantjoran China Town itself is a food court area, where it is easier to use takeaway packaging. The packaging used by PIGBY Pork Noodles in Offline and Online stores will use Cardboard Bowls to minimize washing and use disposable bowls for personal hygiene. The reason for choosing a cardboard bowl is to minimize plastic because in beverage packaging they already use plastic cups for their presentation.

2.4.3 Promotion

To attract consumers, PIGBY' Pork Noodles uses social media-based marketing. Starting from Instagram PIGBY Pork Noodles @pig.by PIGBY Pork Noodles wants to give promotions with various menu offers and discounts. PIGBY Pork Noodles also uses a Pull Strategy by using Selebgrams and Tiktok Influencers as well as Instagram and Youtube to promote PIGBY Pork Noodles both in videos and photos to invite more consumers and make the PIGBY Pork Noodles brand widely known by many people.



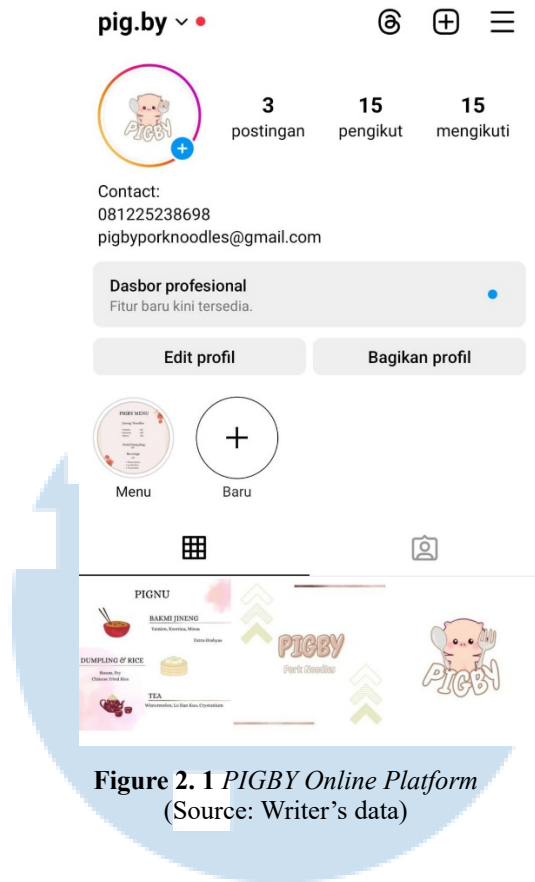


Figure 2. 1 PIGBY Online Platform
(Source: Writer's data)

2.4.4 Pricing

Based on the questionnaire, it was determined that 44% of people chose the price of IDR 30,000 - 35,000 for a bowl of bab noodles. Average consumption of Pork Noodles has decreased due to several reasons, mainly due to the rapid progress of the times, increasing raw materials. Therefore, the owner tries to optimize the price as best as possible so that it is not too expensive at IDR 45,000 - 55,000. In terms of price, PIGBY Pork Noodles will provide different food promotions every month with discounts and packages that will make customers interested in buying because PIGBY Pork Noodles is worth buying. Based on the questionnaire it was determined that 44% of people chose the price of IDR 30,000 - 35,000 for a bowl of pork noodles.