

CHAPTER II

MARKETING PLAN

2.1 Market Size

To determine the market size, total number of potential buyers of a product or service within a given market, and the total revenue that these sales may generate. In this way we can project and also determine the market and business projection of our company. Gathering data on customer behavior can also serve to analyze patterns among customers, to make easier the identification of the optimal marketing strategies. If we understand what our customers want regarding their habits and preferences, we can increase the profit of our company because there are many buyers from sellers. This is why market research is one of the most important thing in marketing plan especially while you are developing a business. The way to determine this can also be used by means of qualitative research and quantitative methods. This result can be perfect, especially if the data collection is right and the solution is also right.

Because many coffee shop businesses have recently opened in Indonesia, especially in Jakarta, we must understand marketing properly, especially in our business. The market for those who come to coffee shops lately are people who want to try something new, in this case it can be experiences or new flavors. Cocktail coffee is a current drink trend that combines coffee and cocktails (Wulandari,2022) and with the existing vision and mission, it is hoped that our company can do both of those things who also like things related to coffee. It is hoped that the new innovations brought by the owner can be an inspiration and can also become a hangout place in the Gading Serpong area, Tangerang.

In addition to these data, we also asked several ways, one of which was to collect information about demographic preferences and buying power and others in terms of interviews.

2.1.1 Qualitative Research

In this paper there is also the qualitative of research used for Get other perspectives from various customers that are more in-depth. The selection of resource persons was also chosen specifically because immediately the interviewees who were interviewed were people who were directly related to the industry the owner wanted to open. By questioning these sources, it is hoped that input from these sources can make or help PAGARUMA Coffee.

A. Sanjaya (GoodSpace Jogja Coffee CEO)

He has a cafe in Jogjakarta which has been running for about 2 years, The menus sold in the coffee shop are of course more or less the same as what is generally sold in coffee shops such as mocktail latte coffee and snacks. He usually drinks coffee every day, especially when it comes to calibrating a coffee shop opening. In other words, he has the knowledge of running a coffee shop and makes him forget about the right person to interview. In his opinion he is very interested in the product of PAGARUMA, because when he opened the coffee shop he cannot sell the alcohol beverage because they have no market to buy it. He is really interested and wanted to try the beverage from PAGARUMA. He also gives a suggestion to ask to collaborate with some influencer because it has really strong influence to our business.

B. Goldy (Mixue Jababeka owner)

He is the person who owns one of the most popular places nowadays, namely a store mixue. He does not consume coffee as his daily drinks, but he likes the various types of drinks that on PAGARUMA menu. The advice given to me was more towards a place that would later become a physical place which I did because he advised that Indonesians, , like places where they can smoke and can also help for a long time because Indonesians like to pay and chat. he also emphasized that don't forget to install wifi for free internet, is something that our customers really care about. he also cannot wait to try products from PAGARUMA as soon as possible because he is also curious about the taste.

C. Vio (Oppo Employee)

She is an employee that drinks coffee and alcoholic beverage regularly. She said in the morning she always drinks coffee in any places that she can find the coffee. She also loves hanging out at the place that comfortably to sit and just talk for sometimes because she does it every day. Some of her favorite coffee shop to go is Starbucks or Kopi Kenangan, and many more. She preferred to drink some beverage that she will drink then in and take home by a takeaway. She also come to the bar or club monthly and sometimes when she got there, she ordered some cocktails for the beverage.

2.1.2 Quantitative Research

The owner is doing some research in questioner to 30 audience to be ask about Pagaruma Coffee. The survey was conducted to obtain information about Pagaruma potential customer trough the demography, interest, preference of the target market.

a. Demographic

Gender

35 responses

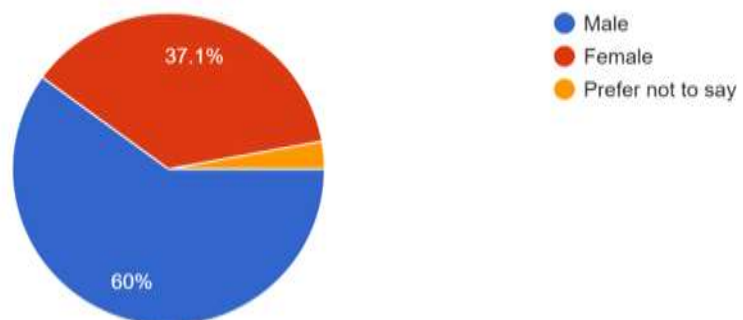


Figure 2.1 Respondent Gender

Source: Author Data

Based on the data provided, there appears to be a higher number of male consumers compared to females. This suggests that males may constitute a larger portion of coffee consumers or have a stronger association with the Pagaruma product.

age

31 responses

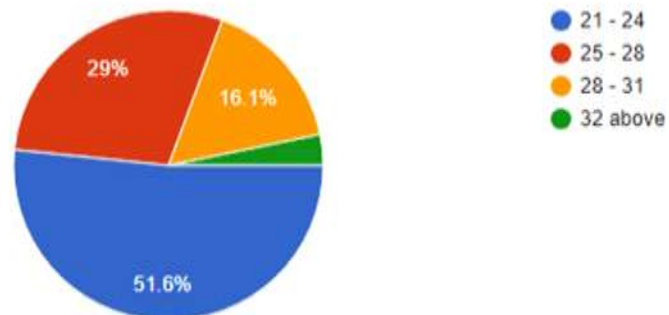


Figure 2.2 Respondent Age

Source: Author Data

Based on the data shown in the table, it's clear that individuals between the ages of 21 to 24 are most interested in this product, followed closely by those aged 25 to 28. Customers aged 28 and above make up the rest of Pagaruma consumer base. This data suggests that Pagaruma main target audience is likely the Gen Z population aged 21 and above, with Millennials and rest following closely behind.

Domicile

31 responses

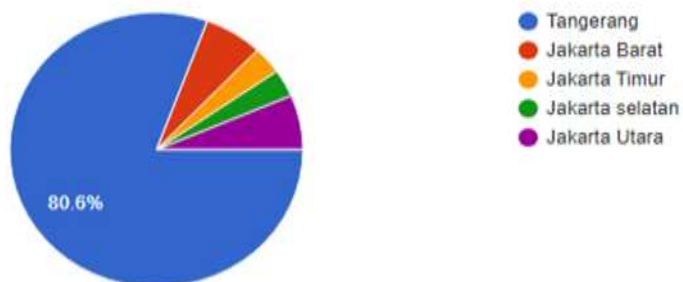


Figure 2.3 Respondent Domicile

Source: Author Data

As Pagaruma is set to open in the Gading Serpong area (Ruko Pisa Grande), our primary target market is located in the Tangerang Area. However, we've also identified potential customers residing in Jakarta who may visit Tangerang to try Pagaruma.

are you employed?

31 responses

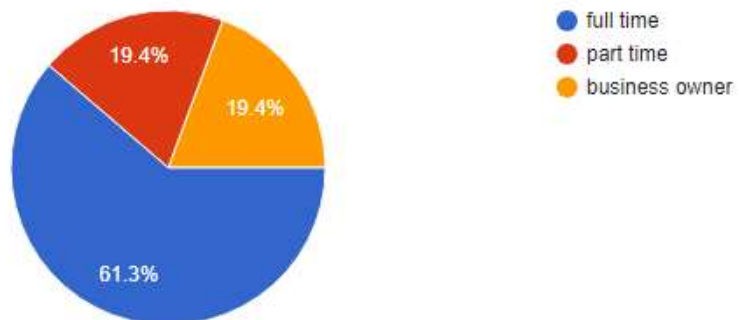


Figure 2.4 Respondent Employment Status

Source: Author Data

Among the respondents, the majority are full-time employees, while others are entrepreneurs. Additionally, there are respondents who work part-time, possibly due to being university students. Furthermore, some respondents may visit cafes for socializing, studying, or holding informal meetings, while others may seek a comfort environment to relax and chill.

income per month

31 responses

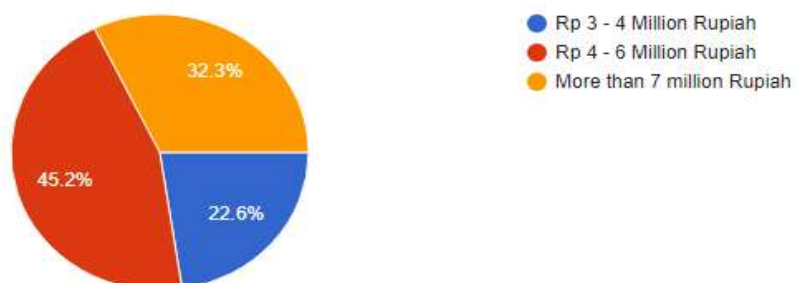


Figure 2.5 Respondent Income Per Month

Source: Author Data

On average, the typical monthly income of Pagaruma Coffee buyers is within the range of approximately 4 to 6 million rupiah. However, it's noteworthy that the number of buyers with incomes ranging from 3 to 4 million rupiah is comparable to those earning above 7 million rupiahs.

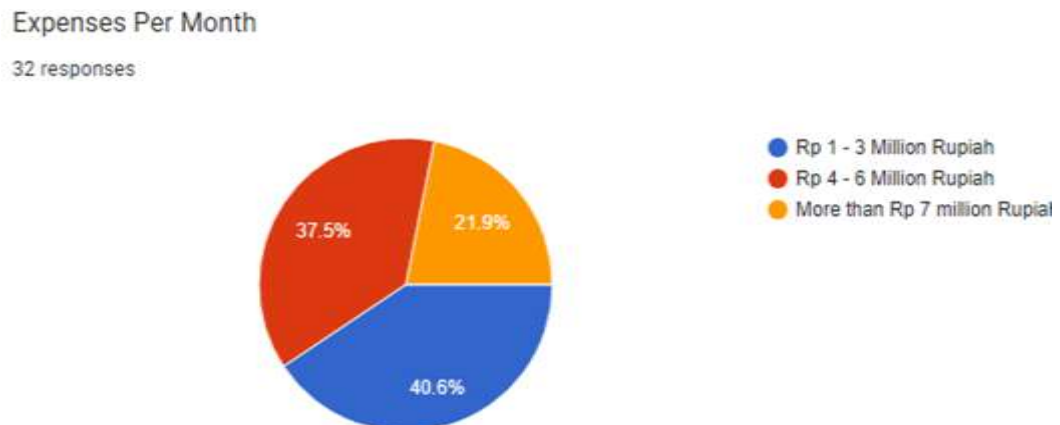


Figure 2.6 Respondent Expenses Per Month

Source: Author Data

In terms of what my respondents spend each month, most of them typically spend between one and three million rupiah. However, it's important to mention that there are also many customers who spend more, with some spending between four and six million rupiah, and even seven million rupiah or more.

b. Knowledge and Interest about Pagaruma Coffee

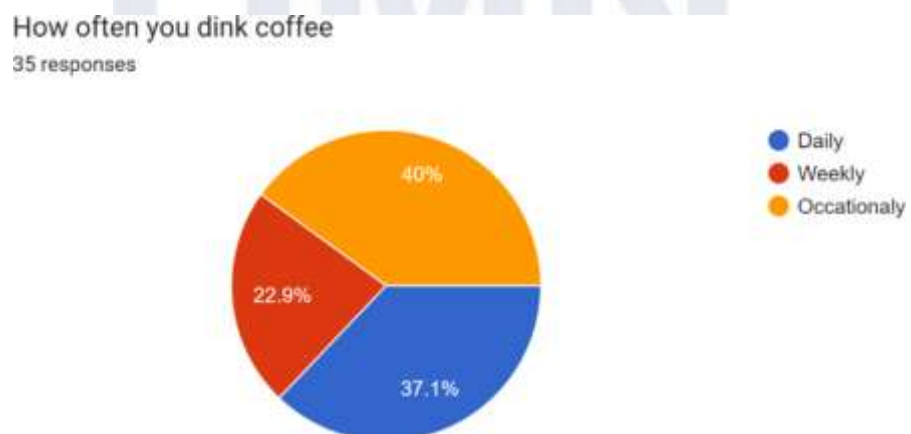


Figure 2.7 Respondent Coffee consumption data

Source: Author Data

Looking at the table, we can see that people drink coffee in different ways. Some have it every day (37,1%), some a few times a week (22,8), and others only occasionally when they feel they wanted to drink it (40%) . Those who drink coffee occasionally usually go to coffee shops near their homes or places they enjoy going to.

Seberapa tertarik dengan produk dari PAGARUMA
35 responses

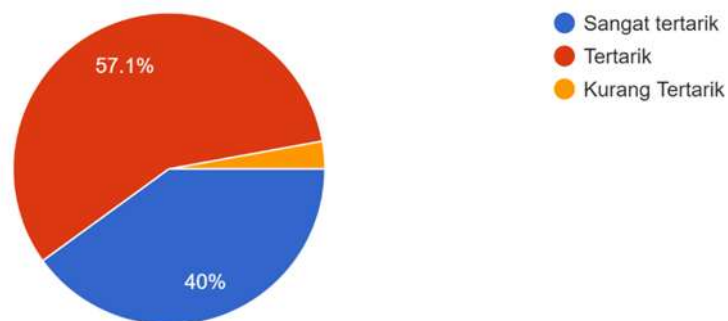


Figure 2.8 Percentage of Interest of Pagaruma product

Source: Author Data

Observing the data provided in the table above, it becomes obvious that a majority of respondents exhibit keen interest in purchasing products from our coffee shop, with some interesting level of enthusiasm for the offerings we intend to introduce.

Jika ingin mencoba produk Pagaruma, dimanakah sekiranya anda akan membeli ?
35 responses

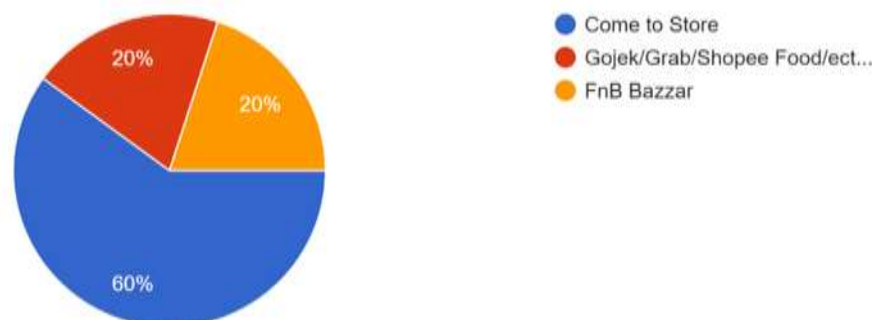


Figure 2.9 Respondent Interest where to buy the product

Source: Author Data

From the data above, most people who want to enjoy products from Pagaruma coffee want to enjoy their drinks directly on the spot or in the store. This is of course also supported by attractive and comfortable places to visit, although there are some people who also want to buy it when they are in bazaars or through online services.

Quantitative Conclusion:

Based on the data above, several key insights emerge regarding customers' knowledge and interest in PAGARUMA. Firstly, the respondents' gender distribution indicates a slight inclination towards males, although the difference is not significant. In terms of age demographics, individuals between 21 and 28 years old demonstrate the highest interest in the products offered by PAGARUMA. Additionally, the majority of respondents are located in the Tangerang area, with a notable customer from Jakarta. Furthermore, most respondents are employed either full-time or part-time, with some also owning their businesses. When it comes to income and expenses, the majority of buyers fall within the range of 4 to 6 million rupiah per month, with expenses typically ranging from 1 to 3 million rupiah monthly. Notably, a significant percentage of respondent's express interest in alcoholic coffee beverages, with 88.6% showing interest in PAGARUMA's offerings. Moreover, the preference for enjoying drinks directly at the store underscores the importance of providing an attractive and comfortable ambiance for customers. Overall, the data suggests a promising level of interest and engagement among respondents towards PAGARUMA's products, indicating potential opportunities for growth and expansion in the market.

2.2 Competitor Analysis

2.2.1 Competitor

Before starting a business, entrepreneurs need a lot of preparation from every perspective such as what they will offer, who they will offer to, and how they will compete. Understanding competitors is key, as each commerce has

rivals. Analyzing competitors makes a difference modern businesses learn from others' plan and strategies to create them possess. This can be done by studying their plans or operations, comparing them, or even learning from personal experience working for them. Knowing competitors also sparks new ideas and products. Standing out from competitors is important for success, ensuring profits and a good reputation for your business.

2.2.1.1 Indirect Competitor

In the coffee business, Pagaruma Coffee specializes in providing a range of coffee-based beverages. However, there are competitors in the market that offer similar drinks with varying concepts. For example, Chatime or Mixue, which offer beverages like bubble tea or desserts, providing a slightly different product but still competing for customer attention and spending in the same market. To effectively position Pagaruma Coffee's offerings and differentiate them from such competitors, it's essential to analyze and understand their strategies, unique selling points, and customer preferences. By doing so, Pagaruma can tailor their offerings and marketing strategies to stand out and attract customers in a competitive market landscape.

Table 2.1 Indirect Competitor Analysis
Source: Author Data

Factors	Chatime	Mixue
Core Product	Milk Tea Boba Beverages	Boba and ice cream dessert
Location	Tangerang	Tangerang
Customer	General	General
Service	Dine In / TakeAway / OnlineOrder	Dine In / TakeAway / OnlineOrder
Distribution	Gojek / Grab / Shopee Food	Gojek / Grab / Shopee Food
Marketing	Instagram / Tiktok	Instagram / Tiktok

2.2.1.2 Direct Competitor

Pagaruma's direct competitors include establishments like AMA Vodka Coffee, which share a similar concept but with distinct differences. While AMA Vodka Coffee sell more milk coffee based beverages. Pagaruma also competition from other venues like Goya Coffee which also specialize in Black Coffee. These competitors offer a different ambiance and a wider range of services compared to Pagaruma cozy coffee shop setting, emphasizing the unique niche that Pagaruma occupies within the market.

Table 2. 2 Direct Competitor
Source: Author Data

Factors	AMA Vodka Coffee	Goya Coffee	Pagaruma
Location	BSD	Gading Serpong	Gading Serpong
Core Product	Coffee Beverages	Coffee Beverages	Coffee Beverages
Customer	21+ Customers	21+ Customers	21+ Customers
Service	Dine In / Take Away / Online Order	Dine In / Take Away / Online Order	Dine In / Take Away / Online Order
Distribution	Gojek / Grab / Shopee Food	Gojek / Grab / Shopee Food	Gojek / Grab / Shopee Food
Marketing	Instagram / Tiktok	Instagram / Tiktok	Instagram / Tiktok

2.2.2 SWOT

Strengths:

- a) Unique and popular cocktail
- b) combines the flavors of coffee and Alcohol.
- c) Appeals to both coffee and cocktail lovers.
- d) Can be customized with different types of coffee and vodka to create unique variations.

Weaknesses:

- a) Limited appeal to those who do not enjoy the taste of coffee or alcohol.
- b) Requires specific equipment and ingredients to prepare.

Opportunities:

- a) Increasing interest in specialty coffee and craft cocktails.
- b) Potential to expand the market through creative marketing and promotions.
- c) Possibility to introduce new variations of the drink, such as adding flavored syrups or using different types of coffee beans.

Threats:

- a) Competition from other popular cocktails and coffee-based drinks.
- b) Fluctuating coffee and alcohol prices.
- c) Changes in consumer tastes and preferences.

Based on the description from the competitor SWOT Analysis, compare your company's SWOT analysis. It can be written in diagram or table. Give description below the table.

2.3 Marketing Strategy

2.3.1 Product Characteristics

Pagaruma Coffee main focus is on serving delicious coffee drinks, crafting delicious coffee drinks also exploring into the world of alcoholic coffee beverages to add a unique twist to Tangerang's coffee scene. With our cozy ambiance, Pagaruma stands out by using only the finest ingredients, including top-notch coffee beans sourced from Colombia, celebrated for their exceptional flavor profiles. What sets us apart is our commitment to quality without compromising affordability; we strive to keep our prices lower than others, making Pagaruma the perfect spot for anyone seeking a comfy environment to savor high quality coffee without breaking the bank.

Pagaruma also offers more than just great coffee and cocktails. Our innovative bar-seated setup provides a dynamic and interactive coffee experience like no other. Here, customers are invited to take a seat at the bar, where they can engage with our skilled baristas and witness the artistry of coffee-making up close. It's an opportunity to learn about different brewing methods, coffee origins, and flavor profiles, all while enjoying the cozy ambiance and friendly atmosphere.

Complementing our commitment to excellence is our modern and inviting design aesthetic. With sleek furnishings, ambient lighting, and Instagram-worthy decor, our bar-seated coffee shop provides a welcoming space for customers to relax, socialize, and enjoying the coffee. At Pagaruma Coffee, we are not just serving drinks we are creating memorable experiences that keep our customers coming back for more.

2.3.2 Distribution

Pagaruma Coffee is set to launch its first physical shop at Ruko Pisa Grande 2, Gading Serpong. This location was chosen for the strategic positioning, surrounded by numerous schools and campuses. This ensures that Pagaruma Coffee will be exposed to a wide audience. Moreover, Ruko Pisa Grande 2 is easily accessible from the main road of the Gading Serpong area, making it convenient for people to visit at any time of the day.

2.3.3 Promotion

For promotion, Pagaruma plans to use both "pull" and "push" marketing strategies. The "pull" strategy involves promoting the product through social media platforms such as Instagram and TikTok. This approach aims to attract the attention of potential consumers and encourage them to explore more about the product. On the other hand, the "push" strategy will involve participating in campus or school bazaars to enhance brand awareness. By directly showcasing the products at these events, Pagaruma hopes to gain immediate interest from consumers and build stronger connections. Additionally, Pagaruma wanted to collaborate with influential individuals such as Saputtornado (tiktok), Celarakus (ig), Jeanstummy (ig) who have a large following to increase brand awareness. By level up the popularity and influence of these individuals, Pagaruma aims to reach more audience and extend the reach of their promotions.

Table 2. 3 Advertising Tools

Promotional Tools	Budget over 1 year
Instagram ads	3.000.000
Graphic designer	4.000.000
Google ads	2.500.000
Grab	1.250.000
Go-jek	1.250.000
Total	12.000.000

2.3.4 Pricing

Setting the right prices is key to drawing in customers for new businesses. Pagaruma Company follows a value-based pricing strategy to decide on the prices of its products. This method hinges on how much customers think the products are worth. Below, you'll find the price list for Pagaruma products.

Table 2.4 Pricing

Product	Size	Prize
Espresso martini	200 ml	Rp 90.000
White Russian	200ml	Rp 70.000
Pichy Coffee Mocktail	250 ml	Rp 25.000
Tropical PUNCH	250ml	Rp 25.000
Pineapple Soda Espresso	250 ml	Rp 25.000