

CHAPTER II

MARKETING PLAN

2.1 Market Size

Consumer behavior research is conducted in order to understand the preferences of our consumer. The gathered information can help to find out about the consumer behavior on their buying pattern, and intention to buy a product. After analyzing the behavior, the company can come up with a suitable, right marketing plan. With understanding the consumer behavior and preferences, the company can aim to gain more profit. This indicates how important market research is in planning and developing a business.

Seafood rice bowl as the main product of the company, understanding the market behavior on how often they consume seafood and their knowledge about rice bowl is also important. There are a range of psychological factors such as mood, environment, and how attentive the individual is in response to food in general. Trust in a brand and its offerings plays a crucial role in influencing consumer purchase decisions (Hanaysha, 2022).

Seabowl hoped that 'Seafood rice bowl' could be an option for seafood lovers. Seabowl positive that rice bowl with option of seafood topping will become a trend in millennials and GEN Z. Other than gathering secondary data, understanding customers can be done by gathering their information about demographic, behavior, preferences, buying power and intention or in-depth interviews.

1. Qualitative

Qualitative research focuses on understanding meanings and behaviors (Kandel, 2020). The qualitative study used in this work aims to better understand client preferences from many angles. In order to understand the level of interest among customers as well as the

interviewee’s input regarding rice bowl products, the owner purposefully selected relevant audiences related to the food and beverage industry to conduct an in-depth interview with by choosing one customer, one ex-manager of Rice Bowl Store in the hopes of gaining more insight and adapting to changes in the industry. Before the research is conducted, agreements such as, voice recording, company interview, and privacy policy have been understood and agreed verbally by all parties.

Table 2.1 Interview Outline

No	Manager	Customer
1	Demographic and Business Introduction	Demographic
2	Food and Beverages Trends	Rice bowl Interest
3	Rice bowl Interest	Rice bowl Knowledge
4	Rice bowl Knowledge	Seafood Interest
5	Seafood Interest	Seafood Rice bowl
6	Seafood Rice bowl	Seafood Rice bowl Interest
7	Seafood Rice bowl Interest	Opinion and Suggestion
8	Opinion and Suggestion	

Mr. Agus, ex – Manager of Barasap

Mr. Agus has worked in Barasap for around 2 years. He has been moving from one to another property of Barasap around Jakarta. Although he claimed that he is not someone who enjoy eating rice bowl, he stated that many people enjoy rice bowl due to the savory taste of the sauce on the rice. The steaming rice combined with the sauce is what intrigue people to eat.

As someone who enjoy talking to the customers, Mr. Agus said that many people were looking for other options of rice bowls, and they enjoy the tastiness of the sauce, some also comments about the packaging. Some of

his customer also stated that compare to Yoshinoya, Barasap that promotes Indonesia Se'I is better. It is because the familiar taste they felt when eating Barasap rice bowl. For price range, in between Rp 50.000 – Rp 60.000 is still acceptable, as customers buying power is seems to increase, compare than years before, Therefore, Mr. Agus is really looking forward to the products that will be brought by Seabowl.

Ms. Elizabeth, Housewife

Ms. Elizabeth is a housewife, currently reside in Surabaya. She stated that, it is common for her and her family to eat rice bowl. Since she is working, the need to consume food in an easy and effective way, rice bowl is her number one options. For this reason, the owner asking her interest regarding rice bowl with seafood toppings.

As someone who consume rice bowl regularly, she seems quite excited as there were almost no rice bowl that offer seafood topping. Seeing this positive response, owner asked about the price range. According to her answer, the range is quite high (Rp50.000 – Rp60.000). She stated that it also depends on the quality of the seafood and the packaging. She shared her opinion about youngsters would buy something depending only on the product, therefore she encourages the product to be packaged as interestingly.

Qualitative Conclusion

In conclusion, there are several points that need to be emphasized based on the interview. Interviewees have positive response about Seabowl products, and agree that rice bowl can be enjoy by many, especially Indonesians. The main point that can be seen from this in-depth interview, the packaging does matters in creating a product. For the price range itself, both agreed that Rp50.000 – Rp60.000 still acceptable. Importantly, both of the interviewees highlighting on the packaging.

2. Quantitative

Quantitative research aims at quantifying phenomena (Kandel, 2020), that consists of enumerating and measuring their properties/ products. Therefore, owner spread a questionnaire on a bigger scale, reaching out to 33 respondents. The survey was conducted to obtain information about demography, interest, preference, and opinion of the target market.

a. Demographic

Quantitative demographic is the first part of the consumer survey. The company can adjust the location, price, and packaging of the products by studying and analyzing customer gender, age, buying power and domicile.

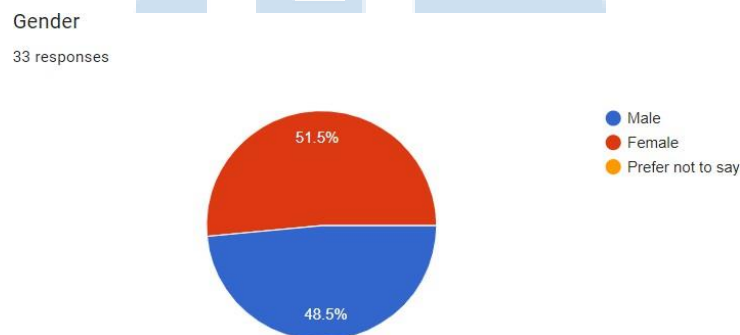


Figure 2.1 Gender Chart

Based on the table above, the number of women and men respondents are quite balanced, but lean slightly toward women. This can be concluded that women are more attracted to seafood related products.

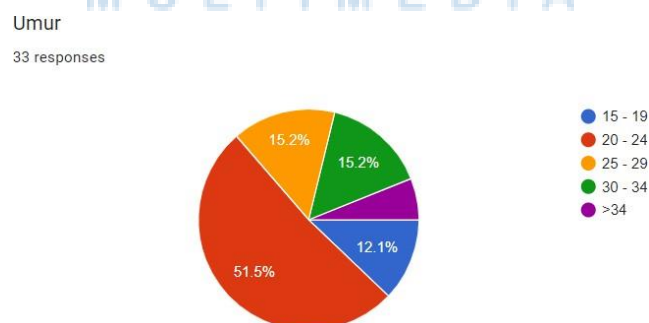


Figure 2.2 Age Chart

According to the data collected, half of the respondents were 20-24 years old showing more interest in the product. Followed by 25-29 and 30-34 years old with 15.2%, 15-19 years old with 12.1% and 6% of the respondents aged older than 34. This indicates that the main group that showed interest were respondents who were ages 20-24 years old.

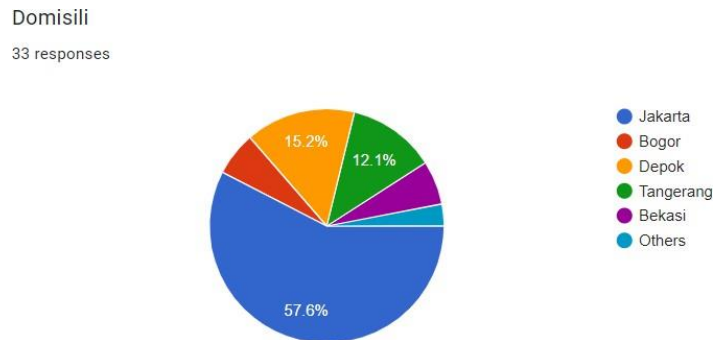


Figure 2.3 Domicile Chart

As Seabowl will be opening their store in PIK Pantjoran and wish to expand around Jabodetabek, the questionnaire was spread to respondents' domicile in Jabodetabek, with most of the respondents living in Jakarta.

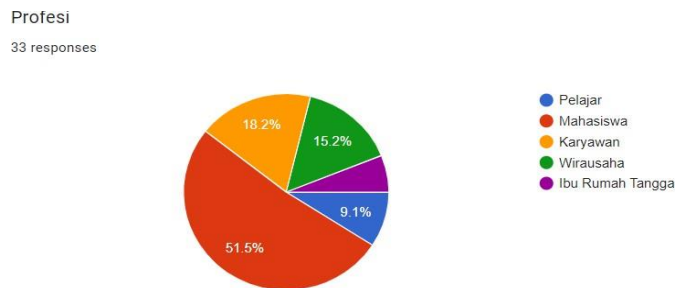


Figure 2.4 Profession Chart

Half of the respondents, 51.5% are university students and the rest of them were employees, entrepreneurs and students.

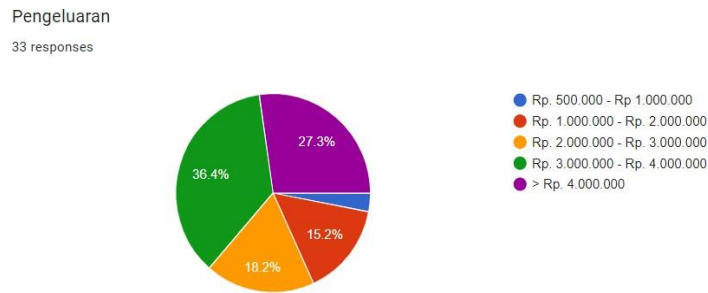


Figure 2.5 Expenses Chart

As most of the respondents are university students in the big city, they spend quite a large amount of expenses per month.

b. Knowledge and Interest about Rice bowl and Seafood

To learn more about customers' knowledge and interest in rice bowls, several questions were asked about consumption frequency and interest in seafood and rice bowls. Seabowl believes that understanding your customers and their environment knowledge will help to increase brand awareness with the right promotional tools.

Apakah anda suka Rice Bowl?

33 responses

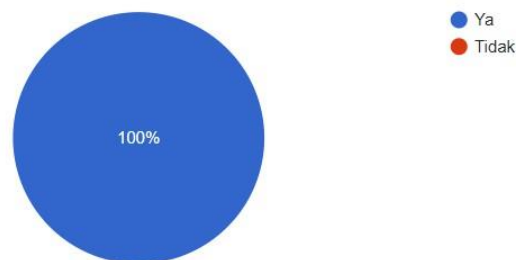
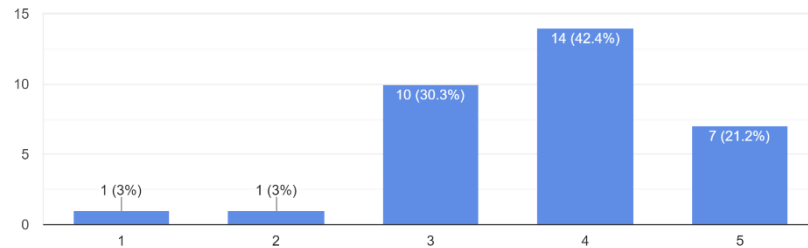


Figure 2.6 Rice bowl Preferences Chart

Based on the diagram above, it shows that all the respondents like rice bowls. Based on the data, most people like to consume rice bowls.

Seberapa seringkah anda mengonsumsi makanan Laut?
33 responses



Picture 2.7 Intensity of Consuming Seafood Chart

In the data collected, 21 out of 33 respondents frequently consume seafood. The rest of the respondents pick rarely to regularly consume seafood.

Apakah anda menyukai makanan Laut?

33 responses

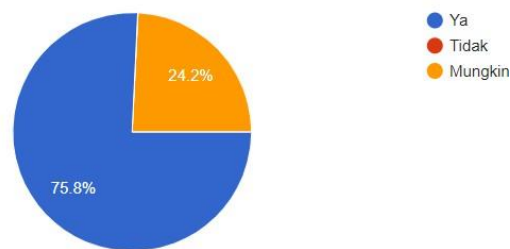


Figure 2.8 Interest of Seafood Chart

This chart shows that third quarter of the respondents like to consume seafood based.

c. Customer Knowledge about Seafood Rice bowl

After asking several questions, the owner was eager to understand the target market about their preferences, pricing and willingness to buy the product.

Apakah anda menyukai rasa masakan Indonesia?
33 responses

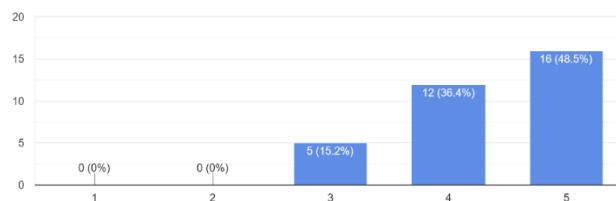


Figure 2.9 Preferences of Indonesian Flavor Chart

Based on the charts, most of the respondents ranged from like to really like the taste of Indonesian cuisine. This concludes that the taste of Indonesian cuisine is acceptable, and can be accepted by the market target.

Seberapa seringkah anda mengonsumsi Rice Bowl?
33 responses

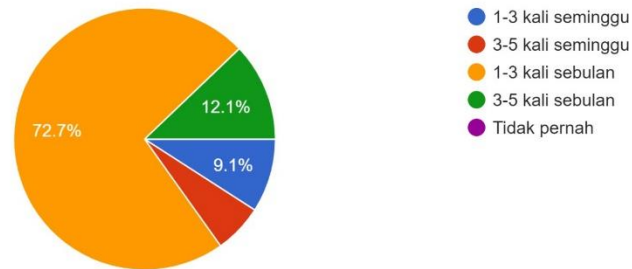


Figure 2.10 Intensity of Consuming Rice bowl Chart

Most of the respondents, 72.7% stated that they consume rice bowls 1-3 times a month. 9.1% of the respondents frequently consume rice bowls 1-3 times in a week. While the rest of the respondents consume 3-5 times in a week.

Apakah anda tertarik untuk membeli Seabowl?
33 responses

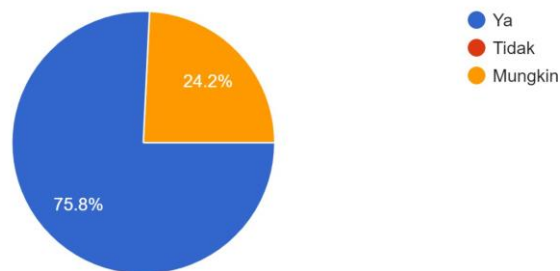


Figure 2.11 Interest in buying Seabowl Chart

After knowing the frequent consumption of rice bowls and explaining about the menu, 75.8% of the respondents stated that they are interested in buying Seabowl products. While the rest of the respondents said maybe.

d. Pricing

Berapakah rentang harga yang anda berikan untuk Seabowl?

33 responses

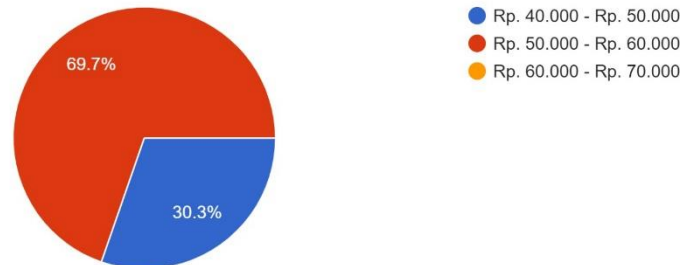


Figure 2.12 Price range for Seabowl Chart

Lastly, almost a third quarter of the respondents agree that the suitable product ranges from Rp 50.000 – Rp 60.000.

Quantitative Conclusion

In conclusion, most of the target market are people aged 15-24 years old with the majority of university students with quite high buying power. The data also shows that most of the respondents are quite knowledgeable about rice bowls. On positive notes, respondents are interested and have the intention to buy Seabowl products. In addition, the respondents agree that Rp 50.000 – Rp 60.000 would be a suitable price for a seafood rice bowl.

3. Market Conclusion

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

- a. Most of the respondents are people aged 20 – 24 live in either Jakarta or Depok and are mostly university students.
- b. Respondents also familiar with rice bowls and frequently consume it 1-3 times in a month
- c. All of the respondents show interest in seafood topped rice bowls

2.1.1 Competitor

Entrepreneurs need to do a lot of planning before jumping straight into an industry they're interested in. From product development to customer segment definition, competitor analysis, marketing planning, operational processes, financial planning and staffing, all are essential parts of working together to achieve a sustainable business. Before starting a business, an entrepreneur should have an entry strategy. One of the most important aspects is identifying your competitors, as every company has competitors.

Competitive analysis serves as a guide for start-ups by analyzing and developing a company using the business plans and plans of its competitors as examples. For example, learning and understanding your competitors can be done in many ways. It is done by comparing planning and operations matrices or benchmarks, and also by learning directly as a team to gather tacit knowledge. Competitive analysis also helps drive company growth and stimulate new ideas and concepts in the development of innovative products. Differentiation increases your chances of survival, which is important for profit and reputation.

1. Direct Competitors

The direct competitors that sell seafood around PIK are Hoy Tod! and Iga Babi Ajung.

Table 2.2 Analysis of Direct Competitor

	Seabowl	Hoy Tod!	Iga Babi Ajung
Strategy	Seafood ricebowl with selected ingredients	Seafood omelet	Rice served with Iga Bakar
Core	Made based on orders	Made based on orders	Made based on orders

Customer	Middle to upper class buyer who are seafood lover	General buyer who are seafood lover	General buyer
Competitive	Choices of 5 Indonesian flavor with selected ingredients and branding on Instagram	Have 3 menu, many branches around Jakarta and East Java	Sell Iga Bakar and Sate Babi served with rice, have many branches around Jakarta
Advantage	Healthier, support UMKM	Health benefits	Health benefits
Revenue	Homemade food	At store made	At store made
Cost Model	Variable and Fixed cost	Variable and Fixed cost	Variable and Fixed cost

2. Indirect Competitors

Businesses with the same target market with similar or different type of products can be considered as indirect competitors. The ability to fulfill the need of the customers while providing them with different types of products, it is important to know and learn the other businesses strategy of interactions and effectiveness in establishing the brands.

Table 2.3 Analysis of Indirect Competitor

	Seabowl	Yoshinoya	Nasi Bakar Pusat
Strategy	Seafood rice bowl with selected ingredients	Competitive price	Similar products
Core	Made based on orders	Made based on orders	Made based on orders

Customer	Middle to upper class buyer who are seafood lover	Middle to upper class buyer	General buyer
Competitive	Choices of 5 Indonesian flavor with selected ingredients and branding on Instagram	Menu variation, promo, many branches	Menu variation and promo
Advantage	Healthier, support UMKM	Health benefits	Health benefits
Revenue	Homemade food	At store made	At store made
Cost Model	Variable and Fixed cost	Variable and Fixed cost	Variable and Fixed cost

2.1.2 SWOT

Every company will have their own strength and weakness. Owner of each company will need to identify which of the following competitor is direct or not. This will help to determine the positioning for the company products at the market.

Table 2.4 Analysis SWOT of Direct Competitor

Factors	Seabowl
Location	<p>Strength: Located at strategic and easy to access location, PIK Pantjoran.</p> <p>Weakness: Only 1 store.</p> <p>Opportunities: Open more store branch around Jakarta.</p> <p>Threat: The competition with other business around the location is higher.</p>
Core Product	<p>Strength: Sells 5 variant seafood rice bowls with Indonesia Flavor using selected ingredients.</p>

	<p>Weakness: Not all people will like the flavor of Indonesia Spice.</p> <p>Opportunities: The product is homemade, using selected ingredients.</p> <p>Threat: Customer may like the usual flavor.</p>
Customer	<p>Strength: Available on Instagram.</p> <p>Weakness: Customer may not aware or recognize the brand.</p> <p>Opportunities: Have the opportunity to make an impression on the product.</p> <p>Threat: May dislike the brand.</p>
Service	<p>Strength: Providing what the customer need from products.</p> <p>Weakness: Lacks of customer services compare to competitors.</p> <p>Opportunities: Have more chances to engage with the customers.</p> <p>Threat: Chances of customer to give standard customer service.</p>
Distribution	<p>Strength: Distribution mainly on Jakarta, by physical store and online courier.</p> <p>Weakness: Physical store only at one location</p> <p>Opportunities: Chances to open pop-up store and branch.</p> <p>Threat: Finding new strategic location.</p>
Marketing	<p>Strength: Doing promotions through Instagram.</p> <p>Weakness: Less people will recognize due to new brand.</p> <p>Opportunities: Could try to use more marketing method.</p> <p>Threat: Need to follow the trends and coming up with new ideas.</p>

2.2 Marketing Strategy

2.2.1 Product Characteristics

Seabowl is freshly made rice bowl based with Indonesian taste. The product selling point will be the usage of seafood and Indonesian Taste. This product can be an option for people who don't eat meat based on religion, beliefs or tradition. Therefore, Seabowl emphasizing the convenience and accessibility to match with the target market.

2.2.2 Distribution

Seabowl will choose an intensive method for means of offline distribution. Within the first few months of opening, Seabowl is expected to increase brand awareness through social media such as content with influencers. Seabowl will also join the online food platforms such as go-food, grabfood, shopeefood, and etc. Seabowl hopes to open another branch around Jabodetabek after 2 or 3 years.

2.2.3 Promotion

Social media marketing channels have become important tools for marketing practitioners to reach and engage with consumers, especially in the fast-food industry setting (Hanaysha, 2022). Hence, Seabowl planned on using social media as a platform for marketing and branding such as Instagram, Tiktok, Gofood, Grabfood, and Shopeefood as an E-commerce platform. Seabowl will also try to create business agreement with office(s) for lunch catering and for event(s).

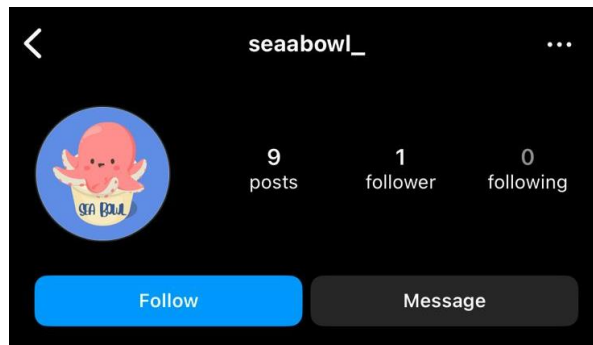


Figure 2.13 Seabowl Instagram Account

2.2.4 Pricing

According to research and interview mentioned previously, average buying power of people are quite high. Therefore, owner aims to reduce cost and utilize a penetration strategy that includes high market with middle margin in order to attract more audience.

Based on the interview, most of the respondents are willing to spend Rp50.000-Rp60.000. However, the price set at Rp60.000 - Rp75.000 with the consideration for the packaging and quality used as per calculation done in Chapter IV. Also, the price set per bowl are competitive price compared to competitors.

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