

## **CHAPTER II**

### **MARKETING PLAN**

#### **2.1 Market Size**

The market for processed cempedak products has significant potential globally, particularly due to the increasing consumer interest in exotic and organic foods. According to a report by MarketsandMarkets, the global market for exotic fruits, including processed products from tropical fruits like cempedak, is estimated to exceed \$15 billion by 2023. This indicates a substantial opportunity for cempedak processed products to thrive in the global market.

At the local level, the market for processed cempedak products also shows positive growth. With an increasing number of consumers becoming aware of the importance of healthy and organic foods, the demand for processed cempedak products is on the rise. According to data from the Indonesian Central Statistics Agency (BPS), the value of processed food production in Indonesia increased by 6.8% from 2019 to 2020, creating a favorable environment for cempedak processed products.

The market size for processed cempedak products among young adults aged 16-25 in Tangerang and Jakarta is significant, driven by several factors. Firstly, this demographic is known for its adventurous taste preferences and willingness to try new and unique food products. Processed cempedak products, with their distinct flavor and innovative presentations, appeal to this group's desire for novel culinary experiences. Added value which given in addition to maintaining and you can also increase the quality of agricultural products increase its economic value by processing it into a product (Roliani, 2018).

Secondly, the growing awareness of health and wellness among young adults has led to an increased demand for natural and organic food options. The

increased awareness of health and changing lifestyles, coupled with rising concerns about the benefits associated with health and wellness food have led to significant changes in consumer behavior towards healthy food consumption in recent years (Ali, 2020). Processed cempedak products, being made from a tropical fruit known for its nutritional benefits, align well with this trend, further expanding the market size.

Furthermore, the convenience and affordability of processed cempedak products make them attractive to young adults, especially students, who often seek quick and nutritious snacks between their busy schedules. The availability of these products in various formats, such as snacks, desserts, and beverages, also contributes to their popularity among this demographic.

In conclusion, the market size for processed cempedak products among young adults in Tangerang and Jakarta is substantial, driven by factors such as adventurous taste preferences, health consciousness, and convenience. Businesses in this sector can capitalize on this market by offering innovative products that cater to the unique preferences and lifestyles of this demographic.

There are several sales methods that can be used for Cen'ka. First, by making direct sales through outlets, kiosks or outlets that can be accessed by the general public. This method allows direct interaction between sellers and consumers, so that sellers can provide further information about the product and explain its benefits. Apart from that, processed cempedak products can also be sold online through online shops or e-commerce platforms. This allows consumers to purchase products online easily and conveniently. Apart from that, partnering with retail stores or supermarkets can also help reach a larger market and reach different consumers.

Qualitative market sizing is a concept that attempts to measure and understand a market based on qualitative characteristics, such as customer preferences, needs, and perceptions. This approach focuses more on deep understanding of consumers rather than numbers or quantitative data.

Qualitative market sizing may involve research to understand how interested consumers are in exotic foods, to what extent they are willing to try new products, and what factors influence their purchasing decisions. By understanding the market qualitatively, businesses can develop more relevant marketing strategies and products that better suit consumer needs and preferences.

Cen'ka Conducted several surveys, qualitative and quantitative intended to determine the market size or target market of Cen'ka customers. The survey was conducted among several people from different backgrounds.

a. Qualitative

1. Naomie Althanasya

Naomie is a 23 year old student majoring in journalism. After conducting the interview, the following feedback was conveyed. “Regarding taste, this is something new for me. Unique flavors can be the uniqueness of the product. However, not everyone likes this preparation because of its unique taste and strong aroma. Apart from that, this business is very promising.”

Based on the feedback from Naomie, a 23-year-old journalism student, it is evident that there is a potential market for the product despite its unique taste and strong aroma. While some may not prefer the unique flavors, others find it to be a promising venture. This indicates that there is a niche market that appreciates the uniqueness of the product. Therefore, with targeted marketing and product positioning, this business has the potential to succeed.

2. Maharani

Maharani is a 20 year old employee. The following are the results of an interview about cen'ka. “I've tried cempedak fruit before but nothing has ever been made into jam or stuffing for spring rolls like

this. Even though it's unique, it turns out it tastes good and I like it.”

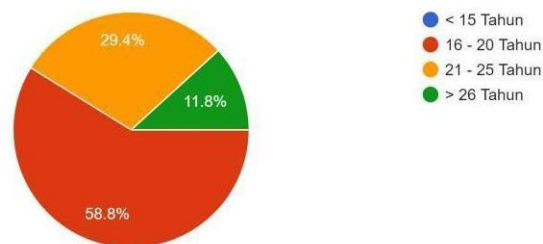
Based on Maharani's feedback, a 20-year-old employee, it is evident that there is a positive reception towards the unique cempedak-based products such as jam or stuffing for spring rolls. Despite being unfamiliar with such preparations, Maharani found the taste appealing and enjoyable. This indicates a potential market among individuals who appreciate novel and tasty food experiences. The positive feedback suggests that there is a demand for innovative cempedak products, which presents an opportunity for businesses to capitalize on this trend.

b. Quantitative

The quantitative market size for Cen'ka can be estimated using available numerical data. It can be calculated the estimated number of potential consumers for processed cempedak products. Additionally, sales data of similar products or other exotic food products can also be a potential indicator of market size. Through careful market research and accurate data analysis, businesses can draw a quantitative market size for a product, which will help in making strategic decisions regarding the production, marketing, and distribution of the product.

The following is a quantitative survey conducted by several people from various backgrounds. It can be seen that the results of the survey can determine the market segment of Cen'ka. (alasan datang ke pasar lama).

i. Age

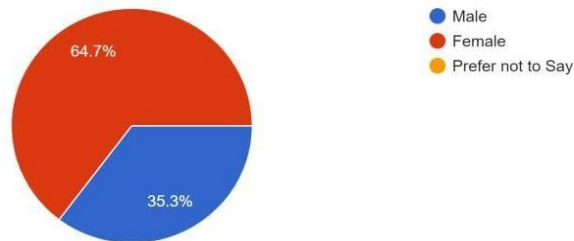


Picture 2.1 Age Survey Chart

Source: Author Data

Surveys can be used to measure customer satisfaction levels in certain age groups, which is important for improving the quality of products or services. Based on the survey above, it can be seen that most of the people who took the survey were aged 16 to 20 years. So, it can be concluded that Cen'ka's innovative products can be accepted by the younger generation who prefer new and unique innovative products.

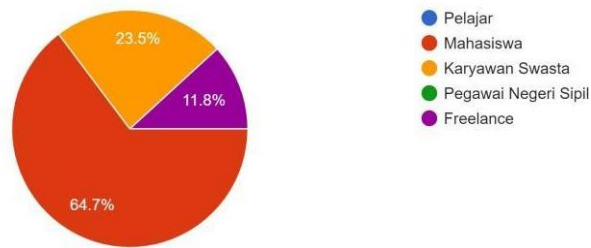
## ii. Gender



Picture 2.2 Gender Survey Chart  
Source: Author Data

Surveys can help in understanding consumer preferences, needs and behavior based on gender. This allows companies to better segment markets and develop more targeted marketing strategies. Based on the survey above, it can be seen that most of the people who took the survey were women, the rest were men and preferred not to say. For this reason, Cen'ka can further develop several aspects for the majority of the survey, such as packaging that is preferred by women, etc. (jelaskan promosi. jangan masukan prefer not to say).

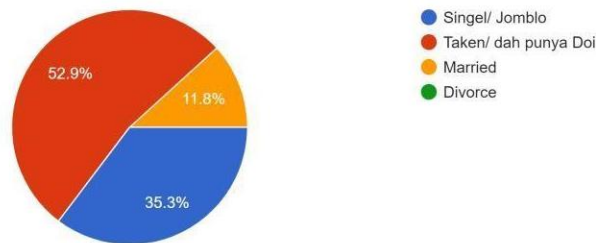
## iii. Occupation



Picture 2.3 Occupation Survey Chart  
Source: Author Data

surveys can help in understanding the demographic structure of populations by occupation, which is important for development planning, marketing, or public policy. Based on the survey above, it can be seen that most of the people who conducted the survey were students, then the rest were workers and finally freelancers. From there, Cen'ka can develop promotions especially for students by providing price promotions and free one product if you show your student card.

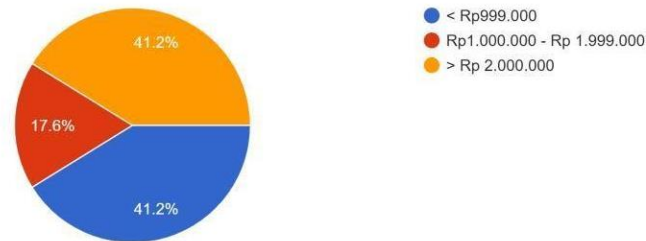
#### iv. Marital Status



Picture 2.4 Marital Status Survey Chart  
Source: Author Data

The survey can provide input about Cen'ka products that consumers prefer based on marital status. This survey determines whether the product is more suitable for family enjoyment or the product is more suitable for individual enjoyment. Based on the survey above, it can be seen that most of the people who took the survey were people who already had lovers, were single and married. The survey can be a benchmark for researchers to determine product portions.

## v. monthly income



Picture 2.5 Monthly Income Survey Chart  
Source: Author Data

Surveys can help in determining the right pricing strategy for Cen'ka products. Businesses can adjust product prices based on the purchasing power of consumers with different incomes, thereby increasing the product's appeal in the market. Based on the survey above, it can be seen that most of the people who conducted the survey were people who had incomes above IDR 2,000,000 per month and below IDR 1,000,000 rupiah per month. This shows the importance of pricing strategies that can affect various income levels.

### a. Market Conclusion

The market for processed cempedak products holds significant potential both globally and locally. Globally, the increasing consumer interest in exotic and organic foods presents a lucrative opportunity for cempedak products. A report by MarketsandMarkets projects the global market for exotic fruits, including processed products from tropical fruits like cempedak, to exceed \$15 billion by 2023, indicating substantial growth potential.

At the local level, the market for processed cempedak products is also on the rise. With consumers becoming more health-conscious and aware of the benefits of organic foods, the demand for processed cempedak products is increasing. Data from the Indonesian Central Statistics Agency (BPS) shows a 6.8% increase in the value of processed food production in



Indonesia from 2019 to 2020, indicating a favorable market environment for cempedak processed products.

Among young adults aged 16-25 in Tangerang and Jakarta, the market for processed cempedak products is particularly significant. This demographic is known for its adventurous taste preferences and willingness to try new and unique food products. Processed cempedak products, with their unique flavors and innovative presentations, cater to this group's desire for novel culinary experiences.

Furthermore, the growing awareness of health and wellness among young adults has led to an increased demand for natural and organic food options, making processed cempedak products a desirable choice. Additionally, the convenience and affordability of these products make them popular among young adults, especially students, who seek quick and nutritious snacks.

In conclusion, the market for processed cempedak products among young adults in Tangerang and Jakarta is substantial, driven by factors such as adventurous taste preferences, health consciousness, and convenience. Businesses in this sector can capitalize on this market by offering innovative products that cater to the unique preferences and lifestyles of this demographic. By understanding the market trends and consumer preferences, businesses can develop effective marketing strategies and product offerings to tap into this growing market.

## **2.2 Competitor Analysis**

### **2.2.1 Competitor**

In the business world, competitors are other entities or companies that operate in the same or similar industry and offer products or services that are similar to those you offer. Competition with



competitors is an important aspect of business strategy, because it can influence price, quality, innovation and marketing strategy. Understanding competitors can help companies identify opportunities and threats in the market and develop effective strategies to beat the competition.

The importance of understanding competitors can be seen from the fragility of companies that fail to maintain their market share because they are unable to compete with more innovative or efficient competitors. In a competitive business environment, companies must constantly monitor competitors' activities, analyze their strategies, and respond to market changes quickly and effectively to remain relevant and competitive.

In facing competitors, companies can use various strategies, such as product differentiation strategies, pricing strategies, and marketing strategies. Product differentiation strategy aims to make the company's products or services look unique and attractive to consumers, so that consumers prefer the company's products to competitors' products. Pricing strategy, on the other hand, focuses on setting competitive product prices to attract consumers. Marketing strategies involve promoting a company's products or services to differentiate them from competitors and increase consumer awareness of the company's brand.

Cen'ka itself has several competitors, especially since its location is a culinary tourism destination, where of course the competition is very tight. The culinary tourism market tends to be a place where customers have many choices, so Cen'ka must compete with other competitors to attract attention and maintain their market share. Intense competition also means that businesses must have strong marketing strategies, products and services that are attractive to consumers in order to compete effectively.

In addition, intense competition also drives innovation and improvements in the quality of products and services, as businesses must continually strive to differentiate themselves from competitors in order to remain relevant and attractive to consumers. Thus, Cen'ka's location as part of a culinary tourism destination adds to the complexity of competition and demands a mature business strategy to be able to compete in a competitive market environment.

#### i. Direct Competitors

Direct competitors are businesses offering similar products or services in the same market. Understanding them is vital for developing effective strategies in pricing, marketing, and product development, helping businesses identify opportunities and threats for competitive success. At the pasar lama tangerang location, Cenka itself has several direct competitors who sell similar products.

##### 1) Cempedak goreng singkawang

Pasar Lama Tangerang is known as a place that serves a variety of traditional and typical culinary delights. It is not surprising that Singkawang fried cempedak is one of the snack choices that is popular with market visitors. Singkawang fried cempedak is located at Jl. Kisamaun No. 97 (Across from Citra Stationary), Tangerang City, Tangerang indicates the location in Tangerang City, precisely opposite the Citra Stationary stationery shop. The designation "Seberang Citra Stationary" as a benchmark location makes it easier for people to find the place, especially for those who are not familiar with the area.



Picture 2.6 Cempedak Goreng singkawang menu  
Source: <https://pergikuliner.com>

This Singkawang fried cempedak offers several delicious flavor choices. The various flavors of toppings are the hallmark of this competitor. However, besides that, with only one type of product, namely fried cempedak, it is possible that these competitors will be displaced by others due to a lack of product innovation.

## 2) Pisang Goreng Tanduk Madu AA Asep



Picture 2.7 Pisang Goreng Tanduk Madu AA Asep  
Source: Youtube/Jagoan Jajan

Pisang goreng Tanduk Madu AA Asep is a stall located at Pasar Lama Tangerang, precisely in front of Bank BCA. The superior product is “pisang goreng tanduk madu” which is really liked by many people, so this stall has become popular on social media. The price is affordable, only IDR 25,000, but you will get two pieces of horned banana topped with toppings in the form of grated cheese, condense milk and chocolate sprinkles. The combination of the sweet taste of horned bananas covered with cheese, milk and chocolate makes it a delicious and attractive snack for its fans.



Picture 2.8 & 2.9 Pisang tanduk madu AA Asep  
Source: Tiktok/Beruang Rakus

The typical Semarang spring roll shop in front of Toko Varia must pay attention to its competitors. Even though it has an authentic and distinctive taste that is its attraction, this shop needs to consider how to differentiate itself from competitors so that it remains popular with customers. This includes fast and efficient service to reduce waiting time for customers who have to queue for quite a

long time. Apart from that, shops also need to pay attention to the quality of their products so that they consistently satisfy customers and remain competitive in terms of affordable prices.

From the explanation above, it can be concluded that these two businesses are Cen'ka's direct competitors because the types of products offered are similar to Cen'ka's. This similar product poses a threat to cen'ka by decreasing the number of sales. For this reason, Cen'ka continues to strive to develop innovations that will attract more public interest.

#### ii. Indirect Competitors

Indirect competitors are businesses or products that offer different products or services but compete for the same consumer dollars. These competitors may not offer the exact same products or services, but they satisfy the same customer need or wanted.

##### 1) Pan & Cake

The street food stall "Pan & Cake," located right in front of the main gate of Pasar Lama, has gained popularity for its souffle pancakes. This fame was largely due to recommendations from word of mouth and TikTok social media. Consequently, sales of the souffle pancakes have increased significantly. Priced at Rp 25,000 per box, customers receive two souffle pancakes. The Pan & Cake food cart is filled with orders from customers who have been waiting in line for a long time. Some customers placed their orders an hour or two ago. The ordering system allows customers to leave and return an hour later, but those who are quick may only need to wait for 30 minutes. The souffle pancakes are available in six main flavors: boba, matcha, chocolate, cream cheese, tiramisu, and brulee.



Picture 2.10 & 2.11 Pan&cake  
 Source: <https://pergikuliner.com>

## 2) korean fish cake

One of the culinary delights that you must try when visiting Pasar Lama Tangerang is Korean Fish Cake. The variants are varied, ranging from those containing mozzarella, octopus, smoked beef, enoki, crabstick, to sausage. The price is around IDR 20.000 per portion, except for the one containing mozzarella which is sold for IDR 22.000.

The manufacturing process can be witnessed directly. The mixture is mixed with carrots and spring onions, then fried until cooked and still warm. It tastes so delicious when enjoyed still warm with the sweet and spicy sauce that accompanies it.





Picture 2.12 Korean Fish Cake  
Source: instagram/pasarlamaupdate

Based on the information provided, it can be inferred that these two businesses are indirect competitors of Cen'ka since their product prices are comparable to Cen'ka's. The pricing of these similar products presents a risk to Cen'ka as it may lead to a decrease in sales due to customers comparing which option offers better value. Therefore, Cen'ka is constantly working to develop innovations that will appeal to a wider audience.

### 2.2.2 SWOT

SWOT analysis is a useful tool in formulating strategies for an organization or company. By considering internal strengths and weaknesses, as well as external opportunities and threats, SWOT analysis helps in identifying key factors that can influence the performance and success of an entity. With a better understanding of these factors, management can develop more effective strategies to exploit opportunities and overcome the challenges they face.

The cen'ka concept is unique so it has several advantages and disadvantages. SWOT analysis is made to find out this and plan for future possibilities and anticipate shortcomings.



### 1) Strength

Cen'ka itself has several points regarding strengths that can give Cen'ka an advantage over other competitors

- a) Processed cempedak from Kalimantan has a distinctive and delicious taste, which can be the main attraction for consumers.
- b) Cempedak is easy to find and is a seasonal fruit that can be produced in large quantities during the harvest season.
- c) Various processed cempedak products can be created, ranging from Cempedak Spring roll, to Jams providing flexibility in attracting market interest.

### 2) Weakness

- a) Some processed cempedak products have a relatively short shelf life, so they require special attention in inventory management.
- b) Other processed fruit products, such as bananas or durian, are also strong competitors in the snack food market.

### 3) Opportunities

- a) New product development and innovation in the production process can increase the attractiveness and selling value of processed cempedak products.
- b) Potential to market processed cempedak products to foreign markets, considering the unique taste and local products that are in demand by the Nationaly market.

### 4) Threats

- a) Changes in consumer trends and preferences can reduce demand for processed cempedak.
- b) Competition with similar products offered at lower prices can reduce the competitiveness of processed cempedak products.

## 2.3 Sales Goal

Sales goals are targets set by a business to achieve an increase in sales or income within a certain time period. Sales goals can be based on various factors, such as customers, business growth, average revenue per customer, and marketing costs. The purpose of sales goals is to provide direction and focus for the sales and marketing team in an effort to improve overall business performance and results. To find out what your prospects are for the future in the sales sector, you need to set goals for the next few months. Pay attention to the sales goals table below.

Tabel 2.1 Sales Goals

| Sales Goals        | Year 1         | Year 2         | Year 3         | Year 4         |
|--------------------|----------------|----------------|----------------|----------------|
| Customers          | 7.300          | 8.760          | 10.512         | 12.614         |
| Customers base     | 20%            | 20%            | 20%            | 20%            |
| Growth income      | Rp 253.612.800 | Rp 304.335.360 | Rp 365.202.432 | Rp 438.242.918 |
| Gross Revenue      | Rp 143.395.800 | Rp 172.074.960 | Rp 206.489.952 | Rp 206.489.952 |
| Marketing Expenses | Rp 10.967.705  | Rp 13.161.246  | Rp 15.793.495  | Rp 18.952.194  |
| Net Income         | Rp 43.721.064  | Rp 52.465.276  | Rp 54.214.119  | Rp 65.056.942  |

Source: Author Data

In conclusion, sales goals play a crucial role in guiding businesses towards achieving their desired increase in sales or income. These goals are formulated based on various factors such as customer base, business growth, average revenue per customer, and marketing costs. By setting clear and achievable sales goals, businesses can provide direction and focus for their sales and marketing teams, leading to improved overall business performance. It is

important to regularly review and adjust these goals to ensure they remain relevant and effective in driving business success.

## **2.4 Marketing Strategy**

4P (Product, Price, Place, Promotion) is a marketing framework used to design marketing strategies for a product or service. The following is the application of the 4Ps for the cempedak processing business:

### **2.4.1 Product Characteristics**

Cen'ka products include various variants, such as cempedak spring roll, cempedak jam, jackfruit spring roll and jackfruit jam. Focus on high-quality products with authentic flavors and attractive packaging to attract consumer attention. Innovation in product development is also important to maintain competitiveness and consumer interest.

### **2.4.2 Distribution**

Distribution channels for Cen'ka products must be chosen carefully to ensure the products can be reached by consumers easily. Apart from direct sales in physical stores, online sales can also be an effective distribution channel to reach a wider range of consumers. So, apart from the offline location in the old Tangerang market, Cen'ka also offers products through e-commerce and social media. The Tangerang Old Market location was chosen not only for easy access but also to increase promotion without having to spend more budget. Apart from that, several e-commerce sites used for Cen'ka products are Shopee and Tokopedia. Meanwhile, Cen'ka's social media focuses on Instagram, but it cannot be denied that in the future Cen'ka will expand to other social media such as TikTok and Facebook.

### **2.4.3 Promotion**

Promotional strategies must include various methods to increase consumer awareness about processed cempedak products. This can

include online advertising, sales promotions in stores, attendance at exhibitions or festivals, as well as marketing via social media. Apart from that, choosing a location is also a form of promotion, so Cen'ka chose “pasar lama Tangerang”. The following are expenses during promotions.

#### 2.4.4 Pricing

Cen'ka prices start from IDR 20,000 to IDR 40,000. Determining the price of processed cempedak products must take into account production costs, desired profit margins and competitor prices. Competitive but profitable prices can attract consumers and differentiate products from competitors. Discount strategies or special offers can also be used to attract consumer attention. The following are the prices of cen'ka products.

Tabel 2.2 Pricing

| Product              | Cost per portion | Packaging | Total     | Portion | Selling Price |
|----------------------|------------------|-----------|-----------|---------|---------------|
| Cempedak Spring Roll | Rp 9.139         | Rp 4.150  | Rp 13.289 | 5 pcs   | Rp 25.000     |
| Nangka Spring Roll   | Rp 8.863         | Rp 4.150  | Rp 13.013 | 5 pcs   | Rp 20.000     |
| Cempedak Jam         | Rp 12.428        | Rp 7.750  | Rp 20.178 | 100 gr  | Rp 40.000     |

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA