

## CHAPTER II

### MARKETING PLAN

#### 2.1 Market Size

##### 2.1.1. Interview Result

When opening a restaurant, it is essential to gain a deep understanding of your competitors and the surrounding environment. This knowledge allows restaurant owners to identify gaps in the market, capitalize on available opportunities, and differentiate their establishment to attract customers.

In the process of analyzing competitors, several key questions need to be addressed. These include inquiries about the main competitors in the area, their signature menu items, the reasons why customers are loyal to those dishes, the pricing strategies, and the marketing tactics employed by these competitors. Most importantly, understanding how competitors handle failures and overcome challenges is critical for achieving long-term success.

Based on an interview with a restaurant Mr. Maradoli Harahap as a Supervisor FnB at hotel in BSD area, the following points were summarized to answer these key questions:

1. **Who are the main competitors in the area?** The main competitors are restaurants that specialize in creative or fusion cuisine. One notable example is a nearby eatery that offers innovative Japanese dishes. These competitors are popular for their unique offerings that appeal to adventurous food lovers.
2. **What is the average price of food in restaurants?** The average price of food in nearby restaurants ranges from IDR 10,000 for appetizers to IDR 30,000 for main dishes. This price range is suitable for a fusion restaurant like Bagashi, allowing it to offer affordable yet high-quality options for customers.

3. **What marketing strategies do competitors use?** Competitors in the area primarily rely on social media to attract customers. Competitors engage in promotions, collaborate with influencers, and run loyalty programs that reward customers with free appetizers after multiple visits. This helps build customer loyalty and encourages repeat visits.
4. **How do competitors handle failures, and what lessons can be learned?** Competitors who face challenges in running their businesses often implement strategies to overcome these issues. Competitors invest in staff training to improve service quality, streamline kitchen operations to enhance efficiency, and regularly collect customer feedback to make improvements. Additionally, maintaining consistent quality control for food and engaging directly with customers helps meet their expectations and improve the overall dining experience.

By learning from the strategies and challenges faced by competitors, Bagashi can identify opportunities to differentiate itself, improve its offerings, and ensure its long-term success in the competitive restaurant industry.

#### 2.2.2. Survey Result

When starting a business, particularly in the restaurant industry, conducting a survey within the surrounding community, including friends and family, is essential. This type of survey provides valuable insights into potential customers' expectations and preferences regarding the restaurant. By gathering input from these groups, Bagashi can better understand what customers may seek in terms of food quality, atmosphere, pricing, and service.

To ensure the restaurant aligns with these expectations, a set of targeted questions was developed. These questions are designed to provide a clearer understanding of how to meet customer needs and create an appealing dining experience for the intended audience. The survey aims to capture preferences, opinions, and

suggestions to guide the development and growth of the restaurant, ensuring it resonates with the target market.

Below is a list of survey questions distributed. The responses collected will play a crucial role in shaping the restaurant's offerings and overall approach, setting it up for long-term success.

Table 2.1 Survey results

Attribute	Components	Percentage
Respondent's gender	Male	54.5%
	Female	45.5%
Respondent's age	15 –20	36.4%
	20 – 25	59.1%
	25 - 30	4.5%
	46 – 55	0%
Respondent's domicile	Tangerang	22.7%
	DKI Jakarta	27.3%
	Luar JABODETABEK	50%
Respondent's monthly income	Rp 1.000.000 - Rp 5.000.000	46.7%
	Rp 5.000.000 - Rp 10.000.000	59.1%
	Rp 10.000.000	22.7%
Respondent's monthly expenses	Rp 1.000.000 - Rp 5.000.000	59.1%
	Rp 5.000.000 - Rp 10.000.000	31.8%
	Rp 10.000.000	9.1%

An online survey conducted via a form and shared with potential customers revealed important insights into the demographic profile and preferences of Bagashi's target market. The survey highlighted the following key findings:

1. **Gender Distribution:** The gender distribution among respondents showed that 45.5% were male, while 54.5% were female. This indicates a higher proportion of female respondents, suggesting that Bagashi may attract more female customers.
2. **Age Group Distribution:** The survey also provided a breakdown of the respondents' age groups. The largest age group was between 20-25 years old, accounting for 59.1% of respondents. The second-largest group was 15-20 years old, making up 36.4%. Only 4.5% of respondents were between 25-30 years old, and none were above 30 years old. This suggests that Bagashi's appeal is strongest among younger customers, particularly those between the ages of 15 and 25.
3. **Location Distribution:** In terms of respondents' locations, 27.3% were from Jakarta, 50% were from areas outside Jakarta, and 22.7% were from Tangerang. This indicates that Bagashi is more popular outside Jakarta, with a larger target market in suburban areas like Tangerang and regions beyond Jakarta.
4. **Income and Expenditure Patterns:** The survey also gathered information on respondents' income and expenditure patterns. A significant 59.1% of respondents reported an income between Rp. 1,000,000 and Rp. 5,000,000, with the same percentage spending within this range. Meanwhile, 18.2% of respondents earned between Rp. 5,000,000 and Rp. 10,000,000, and 31.8% spent within that range. Lastly, 22.7% earned more than Rp. 10,000,000, with 9.1% of respondents spending above that amount.

These survey results provide valuable insights into Bagashi's customer base. The majority of Bagashi's customers are young, predominantly female, and located

outside Jakarta. The survey also reveals a varied income and expenditure pattern, helping to identify pricing strategies and potential offerings to better meet customer needs.

Table 2.2 Visit to Little Tokyo at Blok M

Attribute	Components	Results
Have you ever gone to Little Tokyo at Blok M?	Yes	51.2%
	No	48.8%

Table 2.3 Interest in Burger Sushi

Attribute	Components	Results
Did you like Burger Sushi?	Yes	54.3%
	No	45.7%

Based on the survey, 54.3% of the respondents liked Burger Sushi, out of a total of 30 respondents who provided feedback on Bagashi's products. And 51.2% have gone to Little Tokyo Blok M

Table 2.4 Experience with Burger Sushi

Attribute	Components	Results
Have you ever eaten Burger Sushi?	Yes	63.3%
	No	36.7%
If Burger Sushi product are on the market, are	Yes	54,3%

you interested trying and buying?		
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### 2.2.3. Conclusion

Based on the survey results, the customer demographic for Bagashi is primarily composed of young individuals, with the majority falling within the 20-25 age range (59.1%), followed by those between 15-20 years old (36.4%). The respondent pool is slightly skewed toward females, who make up 54.5% of the respondents, compared to 45.5% male respondents.

Geographically, Bagashi's appeal appears to be stronger outside of Jakarta. A significant portion of the respondents (50%) come from areas beyond Jakarta, while 27.3% are from DKI Jakarta, and 22.7% are from Tangerang. This indicates that the brand is particularly popular in suburban areas and outside the capital city.

In terms of income and expenditure, a large portion of respondents (59.1%) earn between Rp. 1,000,000 and Rp. 5,000,000 per month, with the same percentage spending within that range. A smaller group (18.2%) earns between Rp. 5,000,000 and Rp. 10,000,000, with 31.8% spending within that range. Only 22.7% of respondents earn more than Rp. 10,000,000, and an even smaller portion (9.1%) spend above that amount. These findings suggest that Bagashi's target market is within the moderate-income bracket, which provides an opportunity to offer affordable yet innovative menu options.

Regarding product interest, 51.2% of respondents have visited Little Tokyo in Blok M, showing some familiarity with similar concepts, which may be relevant for Bagashi's marketing strategy. Additionally, more than half of respondents (54.4%) expressed liking the concept of Burger Sushi, with 63.3% having already tried it. Furthermore, 73.3% of respondents showed strong interest in purchasing Burger Sushi if it were available in the market.

In summary, Bagashi's customer base is predominantly youthful, with a strong interest in innovative food concepts like Burger Sushi. The brand has a broader appeal outside Jakarta, and the majority of respondents responded positively to the idea of Burger Sushi, indicating potential market success if the product is introduced. The survey also suggests that Bagashi's target customers tend to have moderate incomes and expenditures, presenting an opportunity for offering affordable yet creative food options in the market.

## **2.2 Competitor Analysis**

Starting a new business, especially in the highly competitive food and beverage sector, requires thorough preparation and strategic planning. One of the most critical steps is analyzing the competition. This not only helps identify potential gaps in the market but also aids in positioning the business effectively. For Bagashi, a business offering Japanese-inspired snacks, understanding both direct and indirect competitors is essential for success.

Understanding both direct and indirect competitors is crucial to positioning Bagashi effectively in the market. Below is a detailed analysis of Bagashi's competition, including nearby restaurants and street food vendors offering similar products.

### **2.2.1 Direct Competitor**

When starting a business, it is important to analyze the competitors in the surrounding area, as this can serve as a reference for the business to compete healthily. Competitors are one of the factors that have a significant influence on pricing decisions, which is closely related to competitive strategy. A company's competitive strategy is designed to win the competition successfully, where the company will position itself in the market, strive to satisfy customers, and block threats from competitors (Fikri et al., 2024). Below this is the competitor for Bagashi.

Table 2.5 Direct Competitor Analysis

Factors	Bagashi	Burgushi	Jiwa Toast
Location	Jakarta	Gading Serpong	Jakarta
Core Product	Burger Sushi Chicken Mentai Sauce	Burger Sushi Chicken Sakura	Cheesy Chicken Mentai
Price range	Low	Medium	Low
Target Customer	General	General	General
Service	Fushion Food	Fushion Food	Sandwich with a Fushion Toppings
Distribution	Street Food	Pop-up stores	Pop-up stores
Marketing	Social Media, Food enthusiast, Promotions	Social media, Influencers	Social Media, Influencers

### 2.2.2 Indirect Competitor

In business, it is also crucial to identify indirect competitors. Indirect competitors are other businesses or companies that serve the same customer segment but do not offer identical product characteristics (Muhggni et al., 2019).

Table 2. 6 Direct Competitor Analysis

Factors	Brand A	Brand B	Brand C
Location	Bagashi	Shiratako by Daily Box	Ramen1
Core Product	Burger Sushi Chicken Mentai Sauce	Taco Sushi	Ramen and Sushi
Price Range	Low	Low to Medium	Medium
Target Customer	General	General	General
Service	Fushion Food	Offerings innovative menu	Offerings Japanese cushion
Distribution	Street Food	Pop-up Mart	Stores at malls
Marketing	Social Media, Food enthusiast, Promotions	Social Media, Influencer	Social Media, Food Enthusiast

### 2.2.3 SWOT

In business, conducting a SWOT analysis is essential for business owners. This analysis helps them manage their operations more effectively by identifying both the strengths and weaknesses of their business. Even small businesses are encouraged to use this tool to gain a competitive edge by prioritizing customer satisfaction and creating larger market opportunities. Through SWOT analysis, business owners can develop targeted marketing strategies that cater to the specific needs of small and medium enterprises (Kharisma et al., 2019).

#### Strategic Decision-Making Process

The strategic decision-making process is typically tied to the company's goals, strategies, and policies. These factors are generally categorized into four major components, commonly known as SWOT: Strengths, Weaknesses, Opportunities, and Threats. SWOT serves as a framework to help business owners evaluate their position in the market and create better strategies to meet their objectives (Andrianto et al., 2022).

Table 2.7 Analysis SWOT

Strength	Weakness
<ol style="list-style-type: none"> <li>1. Strategic location.</li> <li>2. Excellent customer service.</li> <li>3. High-quality raw ingredients.</li> </ol>	<ol style="list-style-type: none"> <li>1. Limited operating hours.</li> <li>2. Ineffective promotional strategies.</li> <li>3. Limited operational capacity.</li> </ol>
Opportunity	Threat
<ol style="list-style-type: none"> <li>1. Introducing unique dishes to highlight the restaurant as an SME (Small and Medium Enterprise).</li> <li>2. Offering special promotions, such as during special occasions or holidays.</li> <li>3. Utilizing online platforms to boost sales.</li> </ol>	<ol style="list-style-type: none"> <li>1. Rising raw material costs leading to increased menu prices.</li> <li>2. Changing consumer preferences due to boredom with the same menu.</li> <li>3. Intense competition from well-established restaurants.</li> </ol>

## 2.3 Sales Goal

Sales goals are essential objectives designed to drive revenue, optimize sales volume, and ensure the long-term success and growth of a restaurant. These goals serve as a strategic framework for the business, providing clear direction for financial prosperity. By setting specific sales goals, a restaurant can identify areas that need improvement, such as increasing customer traffic, enhancing menu profitability, or boosting average order values.

In the highly competitive food service industry, where consumer preferences and market trends are constantly shifting, having clear sales goals helps the restaurant stay agile and focused. This approach not only enhances profitability but also strengthens the restaurant's brand reputation and fosters customer loyalty.

Table 2.8 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Total Customer	2.000	2.300	2.645
Growth	-	15%	15%
Average Revenue	Rp. 87.500.000	Rp. 70.312.500	Rp. 75.754.420
Marketing Expenses	Rp. 15.000.000	Rp. 19.837.500	Rp. 26.235.093
Customer Acquisition Cost	Rp.7.500	Rp 8.625	Rp. 9.918

## 2.4 Marketing Strategy

The 4P marketing framework—comprising Product, Price, Place, and Promotion—provides a comprehensive and strategic approach to the Bagashi project. By effectively integrating these four key components, this framework ensures that every aspect of the business is meticulously fine-tuned to achieve sustained success. The 4Ps guide the project in delivering a product that meets customer needs, setting the right price point, choosing optimal distribution

channels, and implementing impactful promotional strategies. Below, Bagashi explore how each of these elements is thoughtfully applied within the Bagashi project to drive growth, enhance customer satisfaction, and establish a strong market presence.

#### **2.4.1 Product**

Bagashi products are designed to meet the needs and preferences of consumers by offering high quality and innovation. Each Bagashi product has unique characteristic the set it apart in the market, whether through design, raw materials, or functionality. A focus on quality when selling the product is point plus for Bagashi, because it will ensure that consumers receive added value with every purchase.

#### **2.4.2 Distribution**

Customers can purchase our products through several easily accessible channels. Bagashi have street food kiosks located in strategic areas such as shopping malls, city parks, or near crowded places. Here, customers can enjoy their food on-site in a comfortable and fast setting.

Additionally, Bagashi offer an online ordering service through apps or food delivery platforms. Customers can order their favorite menu items, and our products will be delivered directly to their homes or offices, providing convenience for those who prefer to enjoy their meals at home.

#### **2.4.3 Promotion**

Bagashi promotional strategy focuses on utilizing a variety of communications channels, including digital advertising, social media, and special events, to enhance brand visibility. The promotional campaigns are designed to build brand awareness and foster customer loyalty. Bagashi aims to introduce its products mor broadly and create an emotional connection with consumers.

With this integrated approach, Bagashi strives to strengthen its market position and ensure long-term sustainability and growth.

Table 2. 9 Advertising Tools and Budget

<b>Advertising Tools</b>	<b>Yearly Budget</b>
Print Advertising (X banner and Sticker)	Rp 3.000.000,-
In-store promotions (discount and voucher cards)	Rp 5.000.000,-
Social Media ads (IG, Tiktok)	Rp 7.000.000,-
Total	Rp 15.000.000,-

#### 2.4.4 Pricing

The price set for Bagashi products is carefully determined by considering the purchasing power of the target market, the value offered by the product, and competitors' price analysis. With a competitive pricing strategy that still reflects the quality of the product, Bagashi aims to achieve a balance between accessibility and exclusivity, allowing it to reach various market segments.