

CHAPTER II

MARKETING PLAN

2.1 Market Size

Before establishing any business, conducting thorough market research is a crucial step. To assess whether the proposed product holds value in the marketplace. Offering a product that lacks consumer interest or perceived worth can result in significant drawbacks, including financial losses, wasted resources, and lost time. Additionally, market research plays a vital role in the development and formulation of an effective market strategy, which is essential for the success and sustainability of the business.

Before entering a market, it is essential to understand the underlying motivations behind consumer purchasing behavior. For GoGetBig to achieve success, it is crucial to investigate both the reasons why individuals choose to purchase healthy products and the factors that deter others from doing so.

A key reason is the desire to maintain a healthy lifestyle. Many individuals are willing to invest significantly in health-related products, even if the taste is not particularly appealing, because they prioritize long-term well-being. One common barrier is the perceived high cost associated with maintaining a healthy lifestyle. For many, the financial commitment required can be a significant deterrent.

For example, going to the gym, dieting, and many other things. Doing things to make our body feel healthy requires a lot of money, and not many people are willing to spend a lot just so they can feel a little bit better. It is also because treading a healthy life requires a lot of patience, and not a lot of people have time for that, they are busy with their lives to even think of that.

2.1.1 Qualitative

Below here is the interview result for GoGetBig, the author interviewed three people with each different roles, one is a customer, second is the author of a similar business as the author and finally third is the manager of a similar business. Each of the person who is being interviewed is contributing in the creation of GoGetBig business.

First off is Mr. Nathan he is college student from Tarumanagara University who frequently go to the gym build their muscle. The author interviewed him and has already tried GoGetBig protein shake thus the author can trust his opinion to gain a perspective about GoGetBig Product.

Mr. Nathan has been introduced to GoGetBig product and is approved because there still not much protein shake store that is open in Jakarta barat so he is excited to try it. He is always very interested in the GoGetBig product because it uses Yakult as the main ingredient. His favorite menu is GoGetNuts because the product has strong nut flavour that he likes and not many products have that. He suggested to make the packaging more appealing to the eyes like considering making a custom packaging for it. He also suggested to promote the product through online while also try to invite fitness influencer to try GoGetBig product because healthy product like this is still very niche in Indonesia. Mr. Nathan usually goes to the gym everyday whether near his college area or in mall like lippo mall puri and after that he usually buys protein shake from the kiosk near his gym. Yet there is not much choice in terms of menu so when he heard that GoGetBig is having a custom Shake as an option he is very excited.

Second is the owner of KINI daily has been interviewed and introduce to GoGetBig Product and has the experience and knowledge on the food and beverage industry. His opinion can be trusted to gain the knowledge on how to run a food

and beverage industry especially in the Protein shake area. While he is mainly into smoothie they also sell protein shake as well in the outlet.

Based on his opinion on the food and beverage industry, right now the trend focuses on new innovation of existing product or making a new product entirely this became a key point on how to attract customers and maintain your business for now and for the future. In his perspective where right now gen-z and millennials are the current target customers it is important to deliver new trending product that others brand may have not acquired yet. He also said that his business needs to innovate new menu soon to keep up with the trend that is going on.

After he has been introduce to GoGetBig he express interest in the product and GoGetBig take on using Yakult in the product in quite innovative considering Yakult also a good beverage product for health although he also express great concern on how much the cost will be considering using Yakult is much more expensive than using milk or water so he suggest to always keep an eye on the trend and situation of Food and beverage industry. He mentioned as well that the packaging needs to be visual appealing to the customers because eventhough the product is good if the packaging is bad looking, consumers would skip it. He mentioned that innovating a custom shake to the business on top of having a menu is quite nice, it gives the customers flexibility and creativity on their menu choices. About the promotion for the brand he said to focuses on social media a lot because right now social media determine whether your business will be successful or not. He also added that inviting food vlogger is also important for getting much bigger brand awareness.

Third is the outlet manager of KINI daily, the manager also had some knowledge of the beverage product. Knowing the knowledge of GoGetBig that has been shared with the author of KINI daily, his opinion can be trusted to gain knowledge and of the food and beverage industries. Based on his perspective a lot

of KINI customers are young adult, teenagers and people who want to do a healthy lifestyle, the F&B business needs to adapt to every customer preference that is evolving from time to time. She mentioned that implementing an effective strategy is the key point on making your business do well. He also mentions that around 50-100 customers that comes to KINI is the result of a good marketing strategy.

As the outlet manager that has been introduce to GoGetBig product, he expresses that the product taste is good and the addition of Yakult is very good. Since he likes things with fruits, he tries shining berries and gave a positive review about it saying that the sweetness from all berries is very well combined So in turn he chose shining berries as his favorite menu of GoGetBig. He also gives a suggestion for the packaging being instead of a plastic cup with cap or printed label to cover the top, he suggested using a metallic bottle like same material as a can but shape a bottle. As for the promotion he mentioned also to collaborate with famous food vlogger in order to spread more brand awareness this in turn will help GoGetBig develop faster as business.



2.1.2 Quantitative

To fully understand the market and target audience, a survey or research have been conducted regarding our product because this is an efficient way to know if our product has value or not. This survey helps us to know the respondent's demography, spending power, and preference.

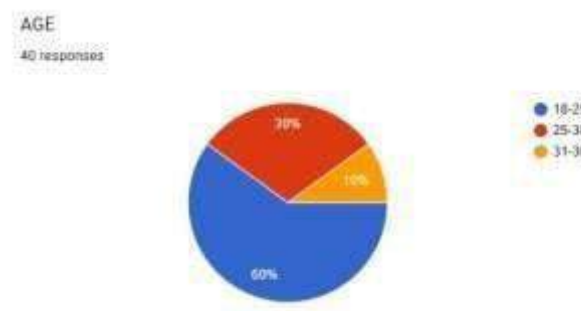


Figure 2.1 Age Respondent

According from the data shown in the picture above, the result being shown that 60% are around the age of 18-25, 30% are around the age of 25-30 and 10% are around the age of 31-36.

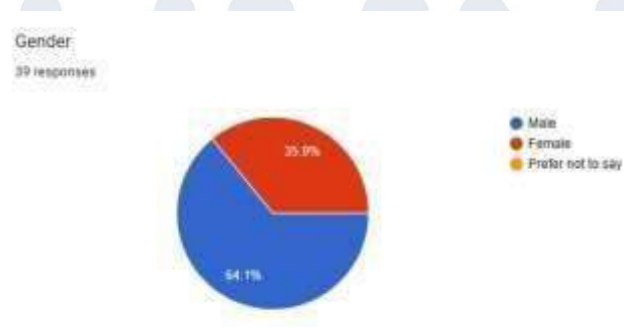


Figure 2.2 Gender Respondent

According from the data shown in the picture above, the result being shown that 64.1% is male gender and the other 35.9% are female gender.

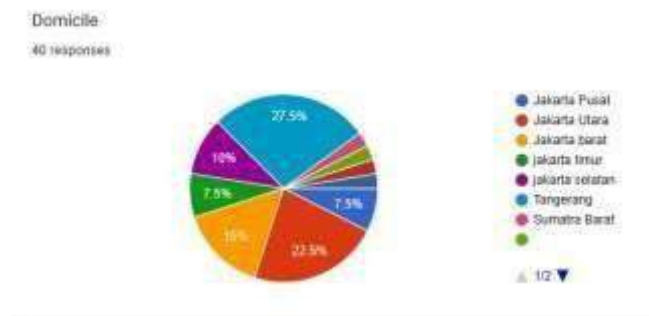


Figure 2.3 Domicile Respondent

According to the data shown in the picture above, there are two majorities es Domicile, the first is Tangerang with 27.5% of the respondent, and the second is Jakarta Utara with 22.5% of the respondents.

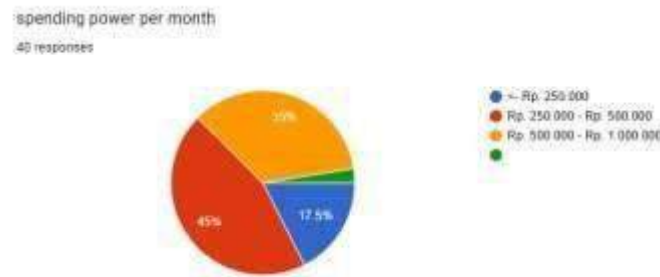


Figure 2.4 Spending Power Respondent

According to the data shown in the picture above, we can see that 35% of respondents have a spending power of between RP. 500.000-RP. 1.000.000, 45% of the respondents have a spending power of between RP 250,000 and RP. 500.000 and finally 17.5% of the respondents have a spending power of RP. 250.000-Below.

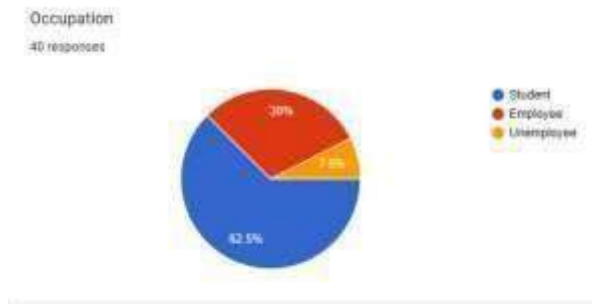


Figure 2.5 Occupation Respondent

According to the data shown in the picture above, the result being shown that 62.5% of the respondents, are students, 30% of the respondents are employees, and 7.5% of the respondents are unemployed.



Figure 2.6 Location Respondent

According to the data shown in the picture above, the result being shown that 65% of the respondents, choose mall, 30% of the respondents choose market, and 5% of the respondents chooses bazaar.

In conclusion, based on the interview and survey that has been conducted as a qualitative and quantitative research, the market size can be summarize into these points:

1. Most of the respondent are around the age of teen or young adult that can be considered as GoGetBig target consumers.
2. Each of the respondent from the qualitative interview have shown interest in GoGetBig product, it has a unique selling point of using Yakult as the base of the ingredients.
3. Each of the respondent from the qualitative interview have stated that the

packaging needs to have a visual appealing look to it in order to lure in consumers. For the promotion the respondent recommend inviting famous fitness individual to review GoGetBig product, this is done to increase brand awareness.

4. Most of the respondent from the quantitative survey chooses mall as to where GoGetBig should open.
5. Each of the respondent from the qualitative interview are agreed that having a custom shake option is very innovative idea as to give the consumers a flexible options.

2.2 Competitor Analysis

Following an assessment of the product's value proposition, the next step involves the identification of potential competitors. The absence of direct competition may indicate either a lack of consumer interest or the nonexistence of a viable market for the product. Understanding the competitive landscape serves a critical function it enables insights to be gained regarding existing market players, thereby informing the development of a product that possesses distinctive attributes aligned with the business's unique positioning.

the establishment is planned to be located in Jakarta, a decision that naturally brings the presence of various competitors. These competitors have been identified as both direct and indirect. A comprehensive analysis has been undertaken, focusing on key aspects such as their location, price range, core product, target customer, service, distribution and marketing.

2.2.1 Direct Competitor

For GoGetBig direct competitors, a comparison was done with business that is similliar and located in the same area as GoGetBig, with this it being use as a research material to see a potential threat or competitors and also see what

similar product that is successful in the market. The three competitors in the area which is Protein bomb, Muscle first, and whey to go.

Example of the competitors is protein bomb egg white shake, their product use egg white that has been boiled and mix into the protein shake giving it more nutritional value because egg itself contained so many proteins in it. That is the uniqueness of their product, that is why so many customers choose them for protein shake because the addition of a white egg in it making it more nutritional value than others.

Table 2. 1 Direct Competitor Analysis

Factors	Protein Bomb	Muscle first	Whey-to-go
Location	Located in Jakarta Barat	located in Jakarta Barat	located in Jakarta Barat
Price Range	38.000-40.000k	35.000-40.000k	25.000-45.000k
Core Product	Protein Shake.	Protein Shake and protein powder.	Protein Shake
Target Customer	Trainer, Young adult, and teens.	Trainer, young adult.	Fitness people, young adult
Service	Providing different type of protein shake with many choices.	Serving through directly in the store or delivered through online.	Serving different kind of flavour protein shake that is both unique.
Distribution	Through online delivery or offline kiosk.	Through online delivery or offline store.	Through online delivery or offline store.
Marketing	Using social media for promotion and inviting food vlogger.	Using social media for their marketing and sign to attract customers	Using social media for their marketing way to promote.

2.2.2 Indirect Competitor

For GoGetBig Indirect competitors even though they sell different kind of product than GoGetBig they can be still a competitor because they offer

almost the same value propositions. Three business that can be a competitor or a threat to GoGetBig, all three of them sell Smoothies that can be comparable to a protein shake in terms of value they are both very good for consumption, both have similar target consumers and both of it offers a good nutritional value on to of that. Below here is the table of Indirect competitors for GoGetBig.

Table 2. 2 Indirect Competitor Analysis

Factors	Rumah Juliet	Toska	Re:juve
Location	Jakarta Barat	Jakarta Barat	Jakarta Barat
Core Product	Vegan cake, smoothies, and smoothie bowls.	Smoothies bowl, smoothies	Smoothies product with fruits in them.
Price Range	30.000-45.000k	50.000-100.000k	30.000-70.000k
Target Customer	People who want to eat and live a healthy life.	People who wanted to enjoy a good smoothie.	People who want to enjoy their smoothies.
Service	Different kind of smoothies that offers a lot of flavour	Various type of smoothie bowl and combination with it	A smoothie product that has slice of fruit that comes with it.
Distribution	Through online delivery or offline café.	Through online delivery or offline café.	Through online delivery or offline store.
Marketing	Influencers, Social Media	Social Media, Posters, flyers	Social Media, Vlogger, event

2.2.3 SWOT

After analyzing each of GoGetBig products, Below presented the SWOT of GoGetBig. This SWOT is being use to give an overview of how GoGetBig business and product will compete in the market. This SWOT is also being create base off the competitor product for comparison with GoGetBig product and business.

Table 2. 3Analysis SWOT

Strength	Weakness
1. Uses Yakult as the main ingredients, containing many more nutrients than just regular water. 2. Opened at one of the most highly populated areas in Jakarta 3. GoGetBig has a set menu in the kiosk itself, but GoGetBig also take in custom-made protein shakes.	1. GoGetBig only takes to go, there's no place for dine-in the place. 2. GoGetBig uses Yakult as the main ingredient, it will be more expensive than just using normal water 3. Our product is very niche that only people who really wants to go for a healthy life or gaining muscle.
Opportunity	Threat
1. GoGetBig will be joining events such as things related to foods and sports. 2. GoGetBig will have a collab with other brands. 3. GoGetBig to expand is very big not many have opened a protein shake business in our locations.	1. The rising inflation here will be a threat for purchasing our ingredients 2. Not many Indonesians could afford or are willing to dedicate themselves to a healthy lifestyle 3. Indonesian will rather pick fruit juice stall or store.

2.3 Sales Goal

Below here is GoGetBig expected sales goals, this is done to match the cost of material so that GoGetBig can make profit. The profit would later be use back for business capital in the future with the purpose of seeing Financial Profit and business turn over for GoGetBig.

Table 2. 4 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Total Customer	1,800	2,070	2,380
Growth	-	15%	15%
Average Revenue	Rp.2,494,800,000	Rp.2,869,020,000	Rp.3,299,373,000
Marketing Expenses	Rp.18.120.000	Rp.20,838,000	Rp.23,963,700
Customer Acquisition Cost	Rp.10,066	Rp.10,066	Rp.10,068

2.4 Marketing Strategy

2.4.1 Product

GoGetBig is a Drink establishment that serve protein shake as the main product. The difference between our product and those of our competitors is that GoGetBig uses custom blend recipe for our product, it is much more cheaper and much more big, if being measure it will be as big as a glass of beer, remember while still being affordable to customers, and also our protein shake instead of using normal milk as the base GoGetBig decided to change it up by using Yakult instead to give it much flavour and extra vitamins.

2.4.2 Distribution

For GoGetBig Distributions is decided to go through online distributions and offline distributions. Online distributions mean selling it through social media and delivery app while offline distributions are simple that the customers only need to come to our kiosk and order their menu, wait a couple of seconds and finish, they can enjoy their protein shake. The reason for choosing online distribution as well because right now in the modern age where technology and gadget rule the world and such many more people can see what is being post online. This bring chance for GoGetBig to be spread over a wider audience as a result.

2.4.3 Promotion

GoGetBig like Establishment these days will mainly focuses promotion in online. As mentioned before online promotion can reach higher audience than promoting it through offline means. But for the offline promotion, GoGetBig is still doing it but mainly focuses on the online promotion first like through social media, deliver app, billboards, influencers, and ads. As the digital promotion with celebrity endorsement is positively affect purchase

intention (Armielia, 2018), it is hoped that this strategy works well with GoGetBig.

For a more detail explanations, for the social media, GoGetBig will create a social media account this ranging from Instagram, facebook, Tiktok and others social media account, for the deliver app GoGetBig will Open an Ordering through Gojek, Grab, Maxima and many more, for the influencers, GoGetBig later in the future want to collaborate with famous influencers, this will strengthen our promotion even more, for the billboards part, GoGetBig Want to promote their Drink through those big Billboard that being seen either in the big city or on a road, and lastly advertisement, GoGetBig want to create an ADS that will be shown through social media platform like Instagram, youtube and many more

2.4.4 Pricing

For GoGetBig pricing, they will open the first establishment in lippo mall puri, Jakarta barat. Compared to Mall PIK or Mall GI, Mall lippo Puri is still consider a moderate rate place to buy things and such align with us that wants to have a wider audience this include different economy classes, students, Gym lovers and many more.