

CHAPTER II

MARKETING PLAN

2.1 Market Size

Every person starting a firm must conduct research to see and comprehend the preferences of their customers. In order to increase earnings, the owner's firm will be able to design the right marketing plan with the assistance of all the data that is collected and delivered to at least 40 responders. This allows the owner to gather information about consumer interest, feedback, and suggestions.

Below the owner includes the results of interviews between Quantitative and Qualitative with numbers taken from the survey results, especially for the quantitative ones, for quantitative purposes themselves so that the owner can position the product and match customer needs and customer desires, this aims to ensure that the product that will be launched in the future would be more appropriate. For qualitative purposes, what is taken is to get to know the existing market and its presence in society, so that with a better known market through qualitative interviews with customers and owners of similar products, owners can better understand the terrain of similar products when launched to the public.

2.1.1. Interview Result (Qualitative)

a. Consumer Interview

Students of Senior High School and Student of University

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People's choices are often influenced by recommendations from friends or social media, as well as by packaging and logos. Price also plays a significant role, with many choosing products based on the taste, which encourages repeat purchases. Other factors such as packaging, location, and promotions on social media also affect decisions. However, some complaints arise regarding the poor quality of food and fillings, which can make the product seem carelessly prepared. Additionally, small

portions of side dishes and bad taste, including spoiled products, can lead to negative impressions.

b. UMKM Owner Interview

Owner of Onigiri UMKM (in Villa Pamulang)

According to the owner of the onigiri small business (UMKM), the current business trend is dominated by the food and beverage industry. Both fast food and regular meals are in high demand, as people continue to seek convenient and tasty options. In particular, foreign cuisines such as Korean and Japanese food have become increasingly popular among consumers, especially the younger generation, due to their unique flavors and the influence of global pop culture. This rising interest in international dishes presents both an opportunity and a challenge for local businesses.

The owner attributes the success of their onigiri business to a combination of affordable pricing and unique, localized flavor innovations. Unlike many competitors who stick to traditional Japanese flavors, this UMKM offers a fusion of Indonesian tastes by incorporating local ingredients and recipes into their onigiri. Flavors like ayam balado and rendang give the product a distinctive twist that appeals to local customers, making the business stand out in a growing market. This blend of global format with local taste has proven to be a key factor in attracting and retaining customers.

When discussing competitors, the owner notes that the market has become increasingly competitive, with many other small businesses also selling similar products such as sushi and onigiri. This saturation means that simply having a good product is no longer enough. To stay relevant and visible, strong promotional strategies are essential. The business actively uses social media and online platforms, and also adapts to trends like partnering with online food delivery services (ojol), ensuring convenience and accessibility for customers. In conclusion, while the

market is competitive, innovation in flavor and effective marketing have helped this onigiri business maintain its position and continue to grow.

2.1.2. Survey Result (Quantitative)

Below are the results of a quantitative survey that discusses the product survey, below it still contains general data needed for the product, these questions include asking their gender, domicile, age, profession, and also their spending power in the span of a month. This information will be able to help in determining the right price for MusuBite'S products and in addition to finding the best way to sell them to our customers.

Table 2.1 Respondents Survey (35 Respondents)

Question	Answer	Percentage
Gender	Male	50%
	Female	50%
Age	18-20	77,5%
	21-23	22,5%
	25-26	0%
Profession	Pelajar / Mahasiswa	97,5%
	Karyawan	2,5%
	Wiraswasta	0%
Spending power (per-month)	< 250.000	27,5%
	250.000-500.000	30%
	500.000-750.000	15%
	750.000-1.000.000	5%
	>1.000.000	20%

The majority of the target audience is evenly split between male and female, with most falling in the 18–20 age range (77.5%). Nearly all are students (97.5%), showing that the product mainly appeals to a young academic demographic. In terms of monthly spending power, the largest group spends between Rp250,000 and Rp500,000 (30%), followed by those spending less than Rp250,000 (27.5%) and more than Rp1,000,000 (20%). This data highlights a customer base that is young,

budget-conscious, and primarily focused on affordable daily consumption.

Table 2.2 Consumption Pattern

How often do you consume simple meals / foods ?	Less than once week	0%
	Once a week	22,5%
	Twice a week	27,5%
	More than once a week	30%
	Once a day	20%

In accordance with the results of the data above, 30% of respondents who answered ate similar foods more than once per week, then 27.5% only twice per week and 22.5% only once per week, then 20% once per day, this indicates that the respondents who answered this survey quite often eat similar foods and are divided quite evenly in terms of percentages and this can be used as a reference for owners that the relevant respondents could potentially become customers of MusuBite'S products.

Table 2.3 Buyer Factors

Factor	1	2	3	4	5
Price	2,5%	0%	20%	40%	37,5%
Location	2,5%	2,5%	20%	32,5%	42,5%
Logo	5%	17,5%	35%	17,5%	25%
Menu / Flavours	0%	0%	7,5%	37,5%	55%
Packaging	0%	5%	22,5%	40%	32,5%
Social Media / Promotions	2,5%	5%	12,55%	20%	60%

The data shows the factors influencing product appeal, using a scale from 1 to 5, where 1 represents "strongly disagree" and 5 represents "strongly agree". The survey results show that most respondents strongly agree that menu options and flavors are the most important factor, with 92.5% rating it 4 or 5. Social media and promotions also play a major role, with 80% agreeing or strongly agreeing on their influence. Price and location

are considered important as well, receiving high scores from 77.5% and 75% of respondents respectively. Packaging is another factor that matters, with 72.5% rating it positively. Meanwhile, opinions on logo design are more varied, with only 42.5% rating it as important. Overall, flavor variety, promotional strategies, and pricing are the top factors influencing purchase decisions.

Table 2.4 Product Buyer Factor Survey

Are you interested to tried Musubi	Yes	95%
	No	5%
What factors can make interested in a product?	Taste	50%
	Logo	25%
	Packaging	25%
Location Preference	Mall	17,5%
	Bazaar / Tenants	65%
	Cart / Stands	17,5%
Packaging Preferences	Alumunium Foil	15%
	Box + Wrapped Plastic	40%
	Wrapped Plastic	45%

Based on the data, most people (95%) are interested in trying Musubi, while only 5% are not. For product variations, 50% care most about taste, while 25% choose logo and 25% choose packaging. In terms of where to buy Musubi, 65% prefer bazaars or small tenants, while 17.5% prefer malls and another 17.5% prefer carts or stands. For packaging, 45% like wrapped plastic, 40% like a mix of box and plastic wrap, and 15% prefer aluminum foil. In conclusion, there is high interest in Musubi, with taste being the top priority. Bazaars are the most preferred place to buy, and wrapped plastic is the most popular packaging choice.

2.2 Competitor Analysis

2.2.1 Direct Competitor

For competitor analysis, the author took several products that have similar products to MusuBite'S, even those that are not the same type, with this the owner can see which competitors could be a threat or competitor to the product.

And by looking at these competitors, the owner can use his competitors as research material and by looking at the competition, the owner can also see whether similar products can be successful in the market or not.

Table 2. 5 Direct Competitor Analysis

Factors	SushiMe Pamulang	Sushiku Pamulang	Ibeb Sushi Pamulang
Location	Witana Harja, Pamulang	Pamulang Barat	Pamulang Estate, Pamulang
Core Product	Sushi, Bento, Ramen	Sushi	Sushi, Bento
Price range	10k – 50k	2k all variants	10k – 50k
Target Customer	Teenagers, Family, Studdents	Teenagers, Family	Teenagers, Family, Party or Events
Service	Providing a choice of services both offline and online to make it easier for customers.	Serving directly at offline kiosks and serving via online orders.	Serving online and pre-order products from ibeb sushi.
Distribution	Through online food delivery, Instagram and offline kiosks.	Through online food delivery and offline kiosks.	Using the delivery and pre-order concept for sushi orders.
Marketing	Using Intagram as a promotion and give promo or discounts in online food delivery	Selling in crowded areas so people can see it more easily, and also selling sushi at very cheap prices.	Promotion through social media and also providing bundling such as sushi packages and innovations such as sushi cakes.

As a conclusion from the Direct Competitor research that has been carried out by the owner is

MusuBite'S focuses on offering Musubi in various flavors and bite sizes, ideal for souvenirs, hampers, or direct consumption, targeting students and employees seeking simple food options. Their competitive edge lies in providing a varied menu with small-sized portions, supporting small and medium-sized enterprises (UMKM) through simple meals. Revenue is generated solely from Musubi products, with a cost model that includes both variable and fixed costs.

Sushime becomes the first direct competitor, although the products between the author's product and SushiMe are different, but both have the same type of food so that this can be categorized as a direct competitor, SushiMe is one of the Sushi shops that is quite often the choice for consumers in Pamulang, with its affordable price and also available in online applications and offline kiosks, this makes SushiMe easier to find, besides that SushiMe also offers packages such as bundling or savings packages. In addition to Sushi, it also sells ramen or bento. Indeed, SushiMe has a Japanese food concept.

The second is Sushiku, compared to the first competitor, this product sells Sushi at a cheaper price of 2 thousand rupiah per piece, Sushiku only sells sushi with various variants such as crabstick, smoked beef or sausage. With the absence of a menu that is usually available in sushi stores such as salmon or tuna, this sushi has a more affordable price, Sushiku also has an offline kiosk in West Pamulang, making it easier for consumers to find it.

The last is Ibebsushi, different from the previous two competitors, ibebsushi has a concept of only online or preorder so it does not have a direct kiosk, and only promotes through social media or online applications. Ibebsushi is also almost the same as Sushime in terms of the products sold, here there is also another menu, namely Bento, and selling bundling or packages Ibebsushi also offers a new innovation, namely sushi cake which can be an option if needed for events or parties.

MusuBite'S focuses on offering Musubi in a variety of flavors and bite-sized portions, making it perfect for souvenirs, hampers, or direct consumption. The target market includes students and employees who are looking for simple and convenient food options. The main strength lies in the diverse menu and small portion sizes, which also support small and medium-sized enterprises (UMKM). Revenue is generated solely from Musubi products, with a cost structure that involves both fixed and variable costs.

The competition comes from three primary players in the market. The first competitor, **SushiMe**, offers a wide range of sushi, ramen, and bento at affordable prices, available both online and offline. It also provides bundling packages, which makes it a popular choice for many customers. The second competitor, **Sushiku**, sells sushi at a lower price point, offering options like crabstick, smoked beef, and sausage. While it doesn't feature premium items like salmon or tuna, the affordability of the sushi makes it an attractive option. The third competitor, **Ibebsushi**, operates exclusively through online orders and preorders, promoting its offerings via social media and online platforms. Similar to SushiMe, it offers sushi, bento, and bundling packages, but also features an innovative product—sushi cakes—designed for events and parties.

Each competitor brings something different to the table, but all focus on providing affordable and convenient Japanese food options to a similar customer base.

2.2.2 Indirect Competitor

Below, the author also provides an example of an indirect competitor. The products below are other optional products that consumers can choose for breakfast, because they are affordable and come in large portions, so some of the products below are quite popular with consumers and can be good competitors for MusuBite'S products.

Factors	Nasi Uduk Edi Ucok Pamulang	Bubur Ayam Bang Doel Pamulang	Nasi Kuning Pamulang
Location	Pamulang, Jl Reni Jaya	Pamulang, Jl Siliwangi	Pamulang, Alun Alun Pamulang
Core Product	Nasi Uduk & Nasi Kuning	Chicke Porridge	Nasi Kuning
Price Range	15k – 30k	22k - 30k	10k – 25k
Target Customer	People who need breakfast, and need breakfast fast	People who need breakfast, and need breakfast fast	People who need breakfast, and need breakfast fast
Service	Having a stall in the market makes it easy for people to find it and provides a variety of side dish options.	Providing a large portion of porridge at an affordable price, also providing a choice of satay for customers.	It has the characteristic of yellow rice with various side dishes and warm fried foods.
Distribution	Selling at kiosks in the market, and also serving through online applications such as GoFood and others.	Selling around and having a kiosk too, so apart from picking up customers, Bubur Bang Doel also has a permanent kiosk.	Only selling with a cart that can be disassembled, so it is only available at certain times.
Marketing	Selling in crowded places and opening online services.	Selling in crowded places and opening online services.	Selling in crowded places and opening online services.

Table 2. 6 Indirect Competitor Analysis

The comparison between three breakfast-selling spots in Pamulang—Jl. Reni Jaya, Jl. Siliwangi, and Alun-Alun Pamulang—shows that each location has its own unique strengths and approach. At Jl. Reni Jaya, nasi uduk and nasi kuning are offered with a variety of side dishes at prices ranging from 15,000 to 30,000 rupiah. The stall is located inside a market, making it easy to find and accessible for morning customers. At Jl. Siliwangi, chicken porridge is served in large portions,

with additional options like satay, priced between 22,000 and 30,000 rupiah. Sales are done both from a fixed kiosk and by moving around the area, which helps reach more people.

Around Alun-Alun Pamulang, a simpler setup is used, selling only nasi kuning with warm fried sides from a portable cart that operates at specific times. This location offers a more affordable price range of 10,000 to 25,000 rupiah and attracts people passing by during busy morning hours.

All three locations use similar marketing strategies, such as selling in crowded areas and offering delivery through online platforms. Despite targeting the same type of customer—those looking for quick and filling breakfast—each place uses different methods in terms of service, pricing, and distribution to meet the needs of the surrounding area.

2.2.3 SWOT

After analyzing each product, here the author presents the SWOT of MusuBite'S. This SWOT can provide an overview of how this MusuBite'S product will compete in the market. In addition, this SWOT is also taken based on a comparison of several products taken as competitors.

Table 2. 7 Analysis SWOT

Strength	Weakness
1. To become a new product innovation especially in the Pamulang area and its surroundings. 2. Has competitive prices with similar products. 3. Having a concept to come and pick up consumers with an electric cart concept.	1. Having a name or brand that tends to be new and competing with several products that have been open for a longer time. 2. Products that tend to have to be sold out on the same day because they contain ingredients that spoil easily. 3. Choosing breakfast time to be a sales time, while many indirect

	competitor products are at breakfast time.
Opportunity	Threat
1. Reaching consumers with a mobile trading concept so that they are easier to find. 2. Providing new choices for consumers in choosing similar foods between sushi, onigiri or Musubi. 3. Selling at a price that is still friendly so that it can reach a wider market.	1. If this product is successful, similar products will emerge which will add direct competitors to the Musubi product. 2. Because using an electric cart, there is a risk of unexpected costs such as a damaged cart or an accident. 3. Consumers prefer products that have been around longer so they will lean more towards sushi or onigiri products.

2.3 Sales Goal

MusuBite'S expects sales income to match the cost of materials, so that MusuBite'S can make a profit. MusuBite'S expects sales income to match the cost of materials, so that MusuBite'S can make a profit. And these profits can be turned back into business capital in the future so that MusuBite'S financial turnover can be clearer and more organized.

Table 2. 8 Sales Goal

Sales Goals	Month 1	Month 2	Month 3
Total Customer	25	50	75
Growth	25	25	25
Average Revenue	Rp.54.000.000	Rp.108.000.000	Rp.162.000.000
Marketing Expenses	Rp. 150.000	Rp.300.000	Rp.500.000
Customer Acquisition Cost	Rp.6.000	Rp.6.000	Rp.6.250

2.4 Marketing Strategy

2.4.1 Product

For the products, MusuBite'S essentially sells Musubi products with various flavors, MusuBite'S offers several flavor variants, including TamagoSubi, TofuSubi, DoriSubi, and KatsuSubi, each with its own unique characteristics.

The first variant, TamagoSubi, features a Japanese-style egg (tamago) as the topping, placed on a rice and wrapped in nori (seaweed). The rice and nori components are consistent across all variants.

KatsuSubi is topped with crispy katsu (breaded and fried meat), offering a savory and satisfying flavor. DoriSubi uses dory fish as the main topping, providing a seafood option for consumers. Meanwhile, TofuSubi is topped with deep-fried silky tofu, making it a lighter and vegetarian-friendly choice.

What makes MusuBite'S products unique is the variety of toppings offered. While most musubi products on the market typically use only spam as a topping, MusuBite'S introduces innovative and diverse menu options, giving customers more choices and a fresh twist on traditional musubi.

2.4.2 Distribution

For distribution, MusuBite'S will sell products directly to customers, but MusuBite'S is also present in online applications such as social media Instagram, GoFood, Grab Food, ShopeeFood. So that the marketing of MusuBite'S can be wider and cover more consumers, not only from the area it is sold but also wider.

For the online food delivery platforms such as GoFood, GrabFood, and ShopeeFood. These platforms are widely used by consumers in Indonesia and are effective channels for increasing brand visibility and sales.

Each musubi variant—TamagoSubi, KatsuSubi, DoriSubi, and TofuSubi—will be listed with clear descriptions and high-quality images. Menu bundles. And Prices on these platforms will reflect standard retail

pricing, with adjustments for service fees. Occasional promotions, such as discounts or free delivery, will be used to attract new customers and increase order volume.

For offline distribution MusuBite'S will operate using a mobile food cart positioned in strategic locations with high pedestrian traffic during morning hours. The main target areas include, Alun-Alun Pamulang, Universitas Pamulang Area, Mater Dei School

The food cart will operate from 6:00 AM onwards, focusing on the breakfast rush. The early opening time is intended to capture customers who are commuting to school or work and looking for convenient, ready-to-eat meals.

2.4.3 Promotion

Promotion method for the product will mainly from Instagram, and as time goes by, it can be promoted through by community and The product's own Instagram is @Musubites_id. Promotion via social media was chosen because it is a platform that is very easy to reach and use by everyone, in accordance with the chosen target market, namely students and workers who often use social media to help their mobility so that MusuBite'S can be present on social media and can introduce product.

Apart from that, MusuBite'S uses Instagram because the majority of targeted consumers are teenagers and employees who definitely have and are active on social media, especially Instagram. To help clients get to know MusuBite'S better, the company has established color standards and brand positioning on Instagram. The primary target market for MusuBite will be workers and students. MusuBite'S will open an account on a number of social media sites in order to advertise and maintain current content about the company, its goods, and services. To enhance customer reach, MusuBite'S will appoint a specific individual to oversee all advertising and promotion. Additionally, we would like MusuBite's to be able to produce a product that lives up to customer expectations so that they may also promote us through word-of-mouth.



Figure 2.1 Example of Instagram post from MusuBite'S

(Source : MusuBite'S Instagram)

Above is an example of one of MusuBite'S posts which has a design that adapts to the market, and you can see the placement of the logo and colors which are used as guidelines for future MusuBite'S posts and it also contains product photos from MusuBite'S itself.

In addition to utilizing Instagram as a promotional platform, MusuBite'S will also leverage TikTok for marketing purposes. As TikTok has become a major source of information and entertainment for the public, it presents a valuable opportunity for MusuBite'S to increase brand awareness and reach a wider audience. Furthermore, during the sales process, the food cart will be equipped with a speaker system to attract attention. The audio played through the speaker is intended to draw in potential customers by making the presence of the cart more noticeable in crowded or busy areas.

2.4.4 Pricing

MusuBite'S adopts a pricing strategy that aligns with both the product size and the preferences of its target market, ensuring affordability while reflecting the perceived value of each product variant. According to a recent consumer survey, 87.5% of respondents indicated that the appropriate price range for MusuBite'S products falls between Rp. 5,000 and Rp. 10,000 per piece, with a bundling option priced at Rp. 30,000.

TamagoSubi (Rp. 10,000 per piece)

KatsuSubi (Rp. 10,000 per piece)

DoriSubi (Rp. 5,000 per piece):

TofuSubi (Rp. 5,000 per piece)

