

CHAPTER II

MARKETING PLAN

2.1 Market Size

Prior to launching a business, it's imperative to conduct a thorough analysis of the target market. This step serves as a critical foundation for initiation and sustaining a successful venture. Neglecting to undertake this essential process can significantly diminish the likelihood of business longevity and success, potentially leading to financial losses and even bankruptcy.

Analyzing the target market involves carefully examining various factors such as consumer demographics, preferences, purchasing behaviour, and competitive landscape. By gaining a comprehensive understanding of the target market, an entrepreneur can tailor their products or service to meet the specific needs and preferences of their intended audience. This targeted approach enhances the appeal of the business offerings, fosters customer satisfaction, and ultimately drives sales and revenue.

Moreover, market analysis enables entrepreneurs to identify and anticipate market trends, emerging opportunities, and potential challenges. Armed with this valuable insight, business can adapt their strategies accordingly, capitalize on opportunities for growth, and navigate potential obstacles with greater efficacy.

Ultimately, investing time and effort in market analysis prior to launching a business is essential for mitigating risk, maximizing opportunities, and laying a solid foundation for long-term success. By ensuring adequate preparation and equipping themselves with the necessary information, entrepreneurs can position their business for sustainable growth and profitability.

2.1.1. Quantitative

Gathering and evaluating numerical data is the process of quantitative research. Finding trends and averages, generating suggestion, examining reason, and expanding data to larger group are all possible with it.

To ascertain out target market, our target market, conducting surveys regarding the products we plan to offer is essential. Surveys serve as invaluable tools for gauging consumer preferences, gathering feedback, and predicting the potential success of our business venture. By soliciting responses from from surveys participants, author can get an valuable insight and information that can guide our business decisions with precision and accuracy. Through surveys, author can gather comprehensive data on various aspects related to our products, including consumer preferences, purchasing behaviors, pricing sensitivity, and brand perceptions. This information allows author to identify author target demographic more effectively and tailors our products and marketing strategies to cater to their specific need and preferences.

Moreover, surveys enable author to assess market demand and identify potential gaps or opportunities within the industry. By analyzing surveys responses, author can uncover emerging trends, understand competitor's strength and weaknesses, and refine our value proposition to better resonate with our target audience.

Furthermore, surveys provide a platform for engaging with potential customers and building brand awareness. By actively soliciting feedback and demonstrating a commitment to understanding their needs, author can foster trust and credibility with author target market, laying the groundwork for long-term customer relationships and brand loyalty.

In summary, conducting surveys is an indispensable step in the process of identifying and understanding author target market. By leveraging the insights gathered through surveys, we can make informed

decisions, mitigate risks, and position our business for success in a competitive marketplace.

Demographic

Attribute	Components	Percentage
Gender	Male	45%
	Female	55%
Age	18 – 24	25%
	25 – 34	52,5%
	35 - 44	22,5%
Profession	Employed Full Time	70%
	Employed Part-Time	10%
	Self-employed	20%
	Unemployed	0%
Income	Less than Rp 2.000.000	0%
	Rp 2.000.000 - Rp 4.000.000	30%
	Rp 4.000.000 - Rp 6.000.000	35%
	Rp 6.000.000 - Rp 8.000.000	27,5%
	Above Rp 8.000.000	7,5%
Status	Single	57,5%
	Married without children	27,5%
	Married with children	15%

Table 2. 1 Demographic Statistic

The table shows information about a group of people, including their gender, age, job, income, and marital status. Most of the people are women (55%) and are between 25 and 34 years old (52,5%), which means the group is mostly young adults. Many of them have full-time

jobs (70%), while some are self-employed (20%) or part-time (10%). No one in the group is unemployed.

Most people earn between Rp 4.000.000 and Rp 6.000.000 per month (35%). Others earn between Rp 2.000.000 and Rp 4.000.000 (30%) or between Rp 6.000.000 and Rp 8.000.000 (27,5%). Only a few people earn more than Rp 8.000.000 (7,5%), and one earns less than Rp 2.000.000. In terms of marital status, most people are single (57,5%), while 27,5% are married without children and 15% are married with children. This shows that the group is mostly young, working people with average income and not many family responsibilities.

Geographic

Attribute	Components	Percentage
Domicile	Joglo	10%
	Tanjung Duren	30%
	Kembangan	25%
	Kebon Jeruk	27,5%
	Kalideres	7,5%
Travel Range	Less than 5 km	2,5%
	5-10 km	62,5%
	11-20 km	30%
	21-50 km	5%
	More than 50km	0%
Travel for dining	Frequently (once a week or more)	40%
	Occasionally(a few times a month)	52,5%
	Rarely (once a month or less)	7,5%
	Never	0%

Table 2. 2 Geographic Statistic

The table shows data about the living area, travel range, and dining habits of a group of people. Most of the participants live in Tanjung Duren (30%), followed by Kebun Jeruk (27.5%) and Kembangan (25%). Smaller number live in Joglo (10%) and Kalideres (7.5%). When it comes to how far they usually travel, most people travel between 5 – 10 km (62.5%) and 30% travel between 11-20 km. Only 5% travel between 21-50 km, and just 2.5% travel less than 5 km. No one in the group travel more than 50 km. Regarding travel for dining purposes, 52.5% of the people do it occasionally (a few times a month), 40% travel frequently (once a week or more), and 7.5% do it rarely (once a month or less). None of them never travel for dining. This shows that most people are willing to travel moderate distance for food, with many doing so regularly or at least a few times a month.

Psychographic

Attribute	Components	Percentage
Dining out	Every day	2,5%
	A few times a week	60%
	once a week	22,5%
	a few times a month	15%
	Rarely	0%
Important factor to choose restaurant	Taste of the food	37,5%
	Price	15%
	Ambiance	5%
	Service quality	30%
	Healthiness of the food	7,5%
	Convenience	37,5%
	Trendy or unique dining experiences	5%
Eating Habits	Health-conscious	7,5%
	Indulgent	17,5%
	Balanced between health and indulgence	70%
	I don't think much about it	5%

Trying new food experience	Very willing	60%
	Somewhat willing	32,5%
	Neutral	5%
	Unwilling	2,5%
	Very unwilling	0%

Table 2. 3 Psychographic Statistic

The table present data on dining habits, preferences, and openness to new food experiences among a group of people. Most participants dine out a few times a week (60%), while 22.5% do so once a week and 15% a few times a month. Only 2.5% eat out daily, and no one rarely dines out. When choosing a restaurant, the most important factors are the taste of the food and convenience (both 37.5%), followed by service quality (30%). Other considerations like price (15%), healthiness of the food (7.5%), ambience (5%), and trendy experiences (5%) are less prioritized.

In terms of eating habits, 70% of respondents say their eating is balanced between health and indulgence, while 17.5% describe themselves as indulgent eaters. A small portion are health-conscious (7.5%) or do not think much about their eating habits (5%). When it comes to trying new food experiences, the majority are open-minded 60% are very willing and 32.5% are somewhat willing. Only a few are neutral (5%) or unwilling (2.5%), and none are very unwilling. This shows that most individuals in the group eat out regularly, value taste and convenience when selecting restaurants, and are adventurous with trying new food.

The business also relies heavily on visual marketing, using platform like Instagram to showcase its colorful and indulgent creations. Both customer and the business owner highlighted the role of presentation, creativity, and consistent quality in making French fries-based dishes more appealing and memorable. These insights reflect the growing trends of elevating a simple food item into a diverse and marketable product category through personalization and branding.

2.1.2 Qualitative

Information or analysis that emphasizes a thing's attributes, qualities, or description over its numerical statistic is referred to as qualitative. Through observation, interpretation, and description, it is utilized to comprehend the essence or nature of a subject. For Instance, in order to learn more about how individuals feel, think, or experience particular events, researchers may interview participants or watch how they behave in qualitative intricate human experiences or acquire profound insight rather than to measure or count things, this kind of approach is particularly helpful. Qualitative data is more descriptive and frequently conveyed in words than quantitative data, which deals with numbers and figure. Particularly helpful. Qualitative data is more descriptive and frequently conveyed in words than quantitative data, which deals with numbers and figure.

As part of this qualitative research on French fries-based food business, interviews were conducted with both customers and a local business owner to gain insight into consumer preferences and business strategies. Several customers shared that they are drawn to French fries not just as a side dish but as a customizable, satisfying main meal when paired with unique toppings such as cheese, meat, sauces, or international flavors. One customer noted, "I love when places offer loaded fries because it feels like a full meal, not just a snack." Customers also emphasized the importance of crispiness, freshness, and the option to personalize their orders. From the business perspective, the owner of a French-fries focused food stall explained that the key to standing out in competitive market is innovation and quality. "We make our fries fresh from whole potatoes, and we constantly test new toppings combinations based on customer feedback," the owner shared.

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2.2 Competitor Analysis

2.2.1 Direct Competitor

Upon completing research on author business and target market, it is imperative to conduct a through analysis of the competitive landscape surrounding author. This step entails examining the strength, weaknesses, strategies and offerings of competitors operating with author industry or niche. By undertaking this analysis, author gain valuable insight into the competitive dynamics and positioning of other players in the market, which informs author own strategic decisions and enables us to identify opportunities for differentiation and competitive advantage.

Elaborating further, analyzing competitors allows us to assess their market share, pricing strategies, product or service offerings, distribution channels, and customers value propositions. By benchmarking ourselves against competitors, author can identify areas where author excel and areas where author may need to improve or innovate. Additionally, studying competitor's successes and failures can provide valuable lessons and insights that we can apply to our own business strategy and decision making process.

Moreover, competitor analysis helps us identify gap or unmet needs in the market that we can capitalize on to gain a competitive edge. By identifying areas where competitors may be underperforming or overlooking opportunities, we can position ourselves strategically to fill those gaps and attract customers who are seeking alternatives or superior offerings.

Factors	Fan Fries	Shake Shake	Montato
Location	Neo Soho Mall	Lippo Mall Puri	Daan Mogot Mall
Main Product	French Fries	Fries	Fries
Price range	Rp.33.000 – Rp.75.000	Rp.30.000 – Rp.100.000	Rp.30.000 – Rp.110.000
Target Customer	4 – 40 Years Old	4 – 40 Years Old	4 – 40 Years Old
Service	Fast Food	Fast Food	Fast Food
Distribution Channel	Kiosk	Kiosk	Kiosk
Marketing Strategy	Social media, ads	Social media, ads	Social media. ads

Table 2. 4 Direct Competitor Analysis

Fan Fries, Shake Shake, and Montato are fast food kiosk that specialize in French fries and target customers aged 4 to 40. Fan Fries is located at Neo Soho Mall and offer prices ranging from Rp 33,000 to Rp 75,000. Shake Shake is located in Lippo Mall Puri and offers fries priced between Rp 30,000 and Rp 100,000. Montato, located in Daan Mogot Mall, has the greatest pricing range, ranging Rp 30,000 to Rp 110,000. All three brands market through kiosk and use social media and commercials, however Montato does so slightly differently, as evidenced by the punctuation.

2.2.2 Indirect Competitor

Factors	MCD	KFC	Wendys
Location	Lippo Mall Puri	Lippo Mall Puri	Lippo Mall Puri
Main Product	Western Food	Fried Chicken	Western Food
Price range	Rp.10.000 – Rp.250.000	Rp.10.000 – Rp.250.000	Rp.15.000 – Rp. 240.000
Target Customer	4 – 40 Years	4 – 40 Years	4 – 40 Years
Service	Fast Food	Fast Food	Fast Food
Distribution Channel	Store	Store	Store
Marketing Strategy	Social media, ads, collaboration	Social media, ads, collaboration	Social media, ads, collaboration

Table 2. 5 Indirect Competitor Analysis

MCD, KFC, and Wendy's are fast food restaurants located at Lippo Mall Puri that serve clients aged 4 to 40 years old. MCD and Wendy's serve Western foods, but kfc specialized in fried chicken. The price ranges for all three are comparable: MCD and KFC run from Rp 10.000 to Rp 250.000, while Wendy's varies from Rp 15.000 to Rp 240.000. Each brand sells its items through physical stores and markets them through social media, marketing, and collaboration.

2.2 SWOT

Based on the author research and analysis of Poutine.ID competitors, the following is Poutine.ID SWOT Analysis:

Strength	Weakness
1. The pioneer of Poutine in Jakarta. 2. Located in the well-populated area. 3. Can easily modified into Indonesian people's taste 4. Using the best quality ingredients.	1. The product can be not in the best shapes when shipped or leave for a long time in the container. 2. The ideas can be copied easily. 3. The ingredients can increase in some occasion.
Opportunity	Threat
1. Sales for bulk sales or catering 2. Joining events, bazaar, and food festival. 3. Opening franchises 4. New food choices for Indonesian people.	1. The customer can only reach for author product in the main kiosk by ordering a catering in minimal quantity. 2. Can be demanded only in the teenagers market. 3. The cost of the product can increase or decrease due to the ingredients and inflation.

Table 2. 6 SWOT Analysis

The company's strengths include being the pioneer of poutine in Jakarta, it's a strategic position in a densely crowded neighborhood, the ability to adapt the product to Indonesian preferences, and the use of high-quality ingredients. However, it has several drawbacks, such as the product's possible loss of quality during transportation or long storage, the simplicity with which the concept can be duplicated, and changes in ingredient availability or cost. Bulk or catering sales, participation in events and food festivals, franchise development, and the introduction of new food option to the Indonesian market are all potential growth opportunities. Threats include the product's restricted accessibility, attraction mostly to teenagers, and price instability caused by inflation and ingredients costs.

2.3 Sales Goal

Sales goals, representing tangible benchmarks for revenue generation within a specific timeframe, are indispensable components of a comprehensive business strategy, offering a structured framework for directing sales efforts, evaluating performance, and fostering sustainable growth. These goals serve as navigational beacons, illuminating the desired trajectory for sales teams and aligning their

activities with the overarching strategic objectives of the organization (Singh & Singh, 2021).

Sales Goals	Month 1	Month 2	Month 3
Total Customer	1000	1250	2500
Growth	0%	25%	50%
Average Revenue	Rp 40.000.000	Rp 50.000.000	Rp 100.000,000
Marketing Expenses	Rp 4.000.000	Rp 4.000.000	Rp 4.000,000
Customer Acquisition Cost	Rp 1.500.000	Rp 2.000.000	Rp 2.500,000

Table 2. 7 Sales Goal

2.4 Marketing Strategy

2.4.1 Product

The author confident that Poutine.ID will revolutionize the dining experience for our customers by offering a unique and innovative product in the Food and Beverage industry. The author Poutine dishes represent a fresh and exciting addition to the culinary landscape, introducing Indonesian consumer to a novel fusion of flavors and textures. Our primary objective is to broaden the culinary horizons of the Indonesian population by presenting them with a diverse range of food options that can incorporate elements tailored to their tastes.

At Poutine.ID, the author recognize the importance of innovation and creativity in satisfying the evolving preferences of author customers. By combining traditional Canadian poutine with ingredients and flavors that resonate with Indonesian palates, we aim to create a truly distinctive and memorable dining experience. The author commitment to introducing new and exciting food offerings reflects the author dedication to catering to the diverse taste and preferences of our target market.

Moreover, our goal extends beyond simply providing delicious food, author strive to foster a sense of culinary exploration and discovery among our customers. Through author unique combinations and

innovative twist on classic dishes, the author aim to ignite a sense of excitement and curiosity, encouraging customers to step outside their comfort zones and embrace new culinary adventures.

2.4.2 Place

The author have choosen to launch our business at a kiosk in the Puri Indah Mall food court, strategically positioning ourselves in West Jakarta to offer a unique dining experience to the local community. This decision stems from author believe that the author innovative food concept will stand out amidst the existing culinary offerings in the area, capturing the interest and curiosity of mall-goers. By starting small in a high-traffic location, author can gauge the demand and popularity of author product while also building brand recognition and loyalty among customers.

As the author business gains traction and the demand for author product increase, author aim to attract investors who are interested in partnering with author to capitalize on the success of our brand and concept. Franchising allows author to scale our business rapidly while also leveraging the expertise and resources of franchises to drive growth and expansion.

Additionally, author recognize the importance of making author products accessible to a wider audience. So the product will be available in many events and bazaars and by joining into events and bazaar, author can tap into a larger customer base and meet the growing demand for convenient and on-to-go dining options. This strategy not only enhance our visibility and accessibility but also ensure that author product remain relevant and competitive in today's dynamic market.

2.4.3 Promotion

In author endeavor to ensure that traditional Canadian cuisine reaches a wide audience spanning all age groups, author have devised a comprehensive promotional strategy. Initially, author plan to launch

promotional campaigns featuring discounts and special offers to entice customers to experience author unique food offerings. By offering incentives such as discounts, author aim to incentivize trial and encourage repeat visits, thus building a loyal customer base.

Furthermore, author recognize the pivotal role of social media in modern marketing strategies. Leveraging various social media platforms, including but not limited to instagram, Facebook, and Twitter, author will actively engage with author target audience, share captivating content, and showcase the distinctiveness of author Canadian-inspired dishes. Through creative and visually appealing posts, author seek to generate buzz, pique curiosity, and drive foot traffic to author establishment.

Moreover, we intend to collaborate with food vloggers or influencers who possess a significant following and influence within the culinary community. By inviting them to experience our products firsthand and share their authentic reviews and recommendations with their audience, author can leverage their credibility and reach to amplify author brand exposure and attract new customers. Their endorsement can lend credibility to author offerings and spark interest among their followers, thereby expanding our reach and enhancing brand visibility.

2.4.4 Pricing

Following the interviews conducted, it was evident that there was unanimous agreement among participants regarding the perceived value of author food offerings. Based on their assessments of the quality of Ingredients and the overall dining experience, the consensus was that a price point of Rp 40.000.

This pricing decision reflects our commitment to offering customers exceptional value for their money while ensuring that our business remains competitive within the market. By establishing a standardize pricing structure across all menu items, we aim to streamline the ordering

process for customers and eliminate any confusion or ambiguity regarding pricing.

Furthermore, setting the price at Rp.40.000 for all variations underscores author dedication to transparency and fairness in pricing. The author want customers to feel confident that are receiving a high-quality product at a reasonable and consistent price point, regardless of the specific dish they choose.

