

CHAPTER II

MARKETING PLAN

2.1 Market Size

2.1.1. Quantitatif method

This survey is made for scoutchy know how many people are interested in scotch egg products and to find out the right price for customers

Tabel 2.1 1Demographic statistic

Indicator	Options	Value
Age	18-21	74,2%
	22-25	25,8%
Gender	Male	64,5%
	Female	35,5%
Profession	Student	64,5%
	Employee	32,3%
	Entreprenur	3,2%
Monthly Income	<Rp 2.000.000	25,8%
	Rp 2.000.000- Rp 4.000.000	38,7%
	Rp 4.500.000-Rp 5.000.000	9,7%
	Above Rp 5.000.000	25,8%
Monthly Expenses	Rp 1.000.000	38,7%
	Rp 2.000.000	25,8%
	Rp 3.000.000	16,1%
	Above Rp 3.000.000	19,4%

Based on the demographic data, the majority of Scoutchy's target market falls within the 18–21 age group (74.2%), predominantly male (64.5%), and largely consists of students (64.5%), followed by employees (32.3%) and a small percentage of entrepreneurs (3.2%). In terms of income, most respondents earn between Rp 2.000.000 and Rp 4.000.000 per month (38.7%), with a significant portion also earning below Rp 2.000.000 (25.8%) and above Rp 5.000.000 (25.8%). Their monthly expenses are generally moderate, with 38.7% spending around Rp 1.000.000 and 25.8% spending around Rp 2.000.000.

Tabel 2.1 2 Geographic statistic

Indicator	Options	Value
Domicile	Tanggerang	32,3%
	Jakarta	67,7%
How often do you purchase food online?	Frequently	56,7%
	Occasionally	36,7%
	Rarely	6,7%

Tabel 2.1 3 Psychographic Statistic

Indicator	Options	Value
Do you know scoutch egg before?	Yes	30%
	No	70%
Do you interested to try scoutch egg?	Yes	96,8%
	No	3,2%
How much do you think the most proper price for scoutch egg?	20.000-25.000	32,3%
	30.000-35.000	51,6%
	36.000-40.000	16,1%

Geographically, the market is mostly located in Jakarta (67.7%), with the rest residing in Tangerang (32.3%). Food delivery habits indicate a strong potential market, as 56.7% frequently purchase food online, while 36.7% occasionally do so. Regarding product awareness, 70% of respondents had never heard of Scotch eggs before, yet there is a high interest in trying them, with 96.8% expressing willingness to try. Price sensitivity suggests that 51.6% consider Rp 30.000–Rp 35.000 as the most suitable price range for Scoutchy products, aligning with the current pricing strategy.

The survey results reveal key insights that can shape the STP, promotion, and pricing strategies for Scotch Egg. The demographic data shows the target audience is predominantly young (18-21 years old), male, students, with moderate incomes (Rp 2–4 million), and residing in Jakarta or Tangerang. This suggests focusing the STP on urban youth, positioning the product as an affordable, trendy snack. Psychographic data indicates high interest (96.8%) despite low prior awareness (70% unfamiliar), highlighting the need for awareness-driven promotions, such as social media campaigns targeting students and young professionals. Geographic and behavioral data (56.7% frequently order food online) supports leveraging

online platforms for promotions. Pricing should align with the majority's preference (Rp 30,000–35,000), ensuring affordability while maintaining perceived value. Thus, the strategies should emphasize targeted digital marketing, competitive pricing, and a strong value proposition to convert interest into sales.

2.1.2. Qualitative method

For knowing deeper about the promotion strategy, author interviewed several people to get insight.

1. Mr. Kireina Anwar, Goodtime Restaurant - Senopati, South Jakarta.

Mr. Kireina Anwar has successfully built the Cheese Spring brand by combining innovation, quality, and strategic promotion, positioning it as a premium yet accessible snack in Indonesia. By blending local and imported cheeses in a handmade, preservative-free crispy shell, he created a unique selling proposition that appeals to modern consumers seeking indulgent yet wholesome treats. To overcome initial resistance to an unfamiliar product, he leveraged social media platforms like Facebook and Instagram to generate buzz, educate consumers, and showcase the brand's artisanal appeal. Looking ahead, his expansion plans—including a frozen product line and restaurant partnerships—aim to increase accessibility while maintaining the brand's premium image. Through consistent branding, targeted promotions, and a focus on quality, Mr. Kireina Anwar has transformed Cheese Spring into a promising culinary brand with strong growth potential.

2. Mr. Richie Ananda, customer of Goodtime Restaurant, Senopati, South Jakarta

Mr. Richie Ananda's testimonial highlights how customer satisfaction and word-of-mouth promotion play a crucial role in strengthening Cheese Spring's branding and sales. His praise for the product's rich, creamy flavor and perfect crunch reinforces the brand's image as a high-quality, artisanal snack, while his loyalty and repeat purchases validate its consistency. His excitement about the upcoming frozen version also serves as organic promotion, generating anticipation among potential

customers. By sharing his positive experience and personal recommendation, Mr. Richie Ananda acts as a brand advocate, enhancing credibility and attracting new consumers. This demonstrates how customer feedback and enthusiasm can amplify marketing efforts, driving both brand reputation and sales growth.

2.2 Competitor Analysis

2.2.1 Direct Competitor

Tabel 2.2 1 Direct Competitor Analysis

Factors	Bagoyam	Pisang goreng madu	Scoutchy
Location	Pasar paramount gading serpong	Pasar paramount gading serpong	Gtown gading serpong
Core Product	Bakso goreng	Pisang goreng	Scotch egg
Price Range	Rp 20.000-30.000	Rp 35.000-40.000	Rp 30.000-35.000
Target Customer	Low to middle	Low to middle	Low to middle
Service	To go service	To go service	To go service
Distribution	Offline store at pasar paramount gading serpong, grab gojek	Offline store at pasar paramount gading serpong, grab, gojek	Offline store at g town gading serpong, gojek, grab and instagram
Marketing	Grab, gojek	Grab, gojek	Grab, gojek, instagram

2.1.1 Indirect Competitor

Tabel 2.2 2 Indirect Competitor Analysis

Factors	Bakso soto mie ayam the uwi	Martabak pecenongan	Scoutchy
Location	Pagedangan	Springs bsd	G town Gading serpong
Core Product	Bakso	Martabak manis	Scotch egg
Price range	Rp30.000-40.000	Rp80.000-90.000	Rp30.000-35.000
Target Customer	Low to middle	Middle	Low to middle

Service	To go service, dine in service	To go service	To go service
Distribution	Offline store, grab and gojek	Offline store, grab and gojek	Offline store at g town gading serpong, gojek, grab and instagram
Marketing	Grab, gojek	Instagram, tiktok, grab and gojek	Instagram, grab and gojek

2.1.2 SWOT

Tabel 2.2 3 Analysis SWOT

Strength	Weakness
1. Strategic location 2. Unique product 3. Halal ingredients	1. New product 2. Not suit to all Indonesian people taste
Opportunity	Threat
1. Create a new food trend. 2. Product innovation (vegetarian version or spicy version)	1. Fried snack food competitor 2. Rising prices of eggs and raw materials.

Based on the SWOT analysis, Scoutchy has strong potential due to its strategic location, unique and halal certified products, and the opportunity to create new food trends and product innovations. However, challenges include the fact that Scoutchy is a new product, which may not immediately suit all Indonesian tastes, and it faces threats from fried snack food competitors and fluctuating raw material prices, especially eggs. To succeed, Scoutchy must focus on continuous innovation and effective marketing to build customer acceptance and differentiate itself in the competitive snack food market.

2.2 Sales Goal

Sales Goals	Year 1	Year 2	Year 3	Year 4
Total Customer	7200	7560	8014	8574
Growth	0%	5%	6%	7%
Total Revenue	Rp 473.400.000	Rp 497.070.000	Rp 526.894.200	Rp 563.776.794

Marketing Expenses	Rp 185.000	Rp 185.000	Rp 185.000	Rp 185.000
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The sales goal projection highlights Scoutchy's expected performance over four years, supported by consistent marketing efforts. Starting with 7,200 customers in Year 1, the customer base is expected to grow steadily by 5% in Year 2, 6% in Year 3, and 7% in Year 4, reaching 8,574 customers by Year 4. Correspondingly, total revenue is projected to rise from Rp473.400.000 in Year 1 to Rp563.776.794 in Year 4, with marketing expenses kept constant at Rp185.000 annually, indicating efficient promotional spending.

Complementing the annual goals, the daily sales target per product is also outlined. Each of the four main menu items Scotch Egg, Scotch Cheese, Scotch Duck Egg, and Scotch Chicken Ground has a daily sales target of 10 units. Based on the selling prices and daily COGS (Cost of Goods Sold), each product yields a strong gross margin, ranging from 69% to 80%. The Scotch Duck Egg offers the highest daily gross profit at Rp246.440, while the Scotch Chicken Ground, despite its lower price, still provides a high margin of 80%. Overall, the projected total daily gross profit from all products combined is Rp961.760, reflecting a profitable and scalable business model when aligned with the sales goals.

2.3 Marketing Strategy

2.3.1 Product

Scoutchy product that is Scotch Chicken Egg the Scoutchy signature product serves as the classic choice, featuring a perfectly boiled chicken egg wrapped in seasoned meat and fried until golden brown, offering a balanced protein snack. and more premium egg option the Scotch Duck Egg provides a unique flavor from the duck egg wrapped in seasoned meat and fried until golden brown. Scotch Cheese caters to cheese lovers by adding melted cheese inside the crispy coating, creating a creamy and savory burst of flavor with every bite. Scotch Chicken Ground option

uses seasoned ground chicken as the filling, offering a lighter, yet equally satisfying choice for customers who prefer a chicken meat.

2.3.2 Distribution

For distribution, Scoutchy will be sold onsite at Gtown and also by online platform such as Gofood and Grabfood. Author also promotes via Instagram platform and customer can buy through DM through the app..



Figure 2. 1 Gojek, Grab distribution

2.3.3 Promotion

For Scoutchy's promotion, the brand will utilize social media platforms primarily Instagram—to share information about its current products and announce any new product variants in the future. The reason for choosing social media is because it offers an easy and effective way to promote products, as most people actively use these platforms. By consistently creating engaging content, Scoutchy can increase visibility, attract attention, and ultimately drive interest in the products. When the content is appealing, it encourages potential customers to explore and make purchases.

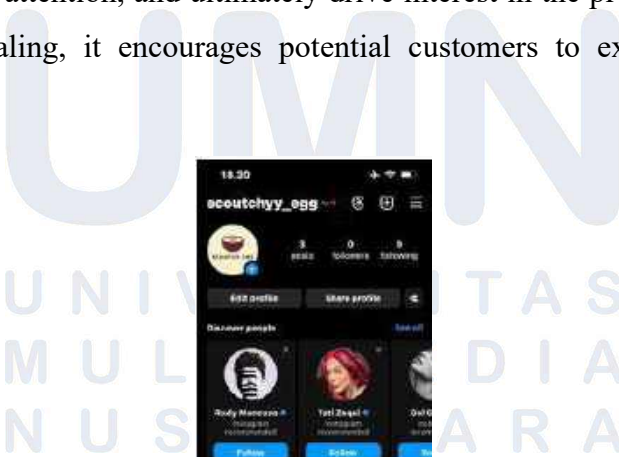


Figure 2. 2 Scoutchy Instagram

Tabel 2. 1 Advertising Tools and Budget

Advertising Tools	Yearly Budget
Print Advertising (banner, sticker)	Rp 200.000, -
Social Media ads (IG)	Rp 1.000.000, -
Total	Rp 1.400.000, -

2.3.4 Pricing

For product pricing, Scoutchy will be sold at around Rp30,000–Rp35,000, with a free sauce included for every purchase. The author has set this price range to ensure that Scoutchy remains affordable, as the target market includes middle- and lower-income customers. Additionally, the goal is to offer a more competitive price compared to other similar products. Despite being affordable, the price reflects the use of high-quality ingredients, and based on market research and surveys, the optimal price point for the target audience falls within this range.

