

CHAPTER II

MARKETING PLAN

2.1 Market Size

2.1.1. Interview Result

Customers and a manager were interviewed as part of the writer's qualitative study. The writer has learned a lot about customer expectations, marketing and promotion concepts, and customer preferences from this interview. The appendix displays the interview's outcome. Below are the questions that were asked during the interview.

Table 2. 1 Qualitative Questions Structure

No.	Manager	Customer
1.	What would make you try a new taco product?	What would make you try a new taco product?
2.	How important is menu innovation when choosing a taco place?	How important is menu innovation when choosing a taco place?
3.	What factors do you think can catch buyers' attention?	What factors do you think can catch buyers' attention?
4.	How is social media, delivery apps impacting your sales and customer engagement?	What are the most effective ways to market and promote a new brand like tacolicious to attract more customers?
5.	What are the most effective ways to market and promote a new brand like tacolicious to attract more customers?	What advice would you give to a new taco business like Tacolicious trying to stand out?
6.	What advice would you give to a new taco business like Tacolicious trying to stand out?	

From the customer interviews (Mr. Putra & Ms. Nadia), it can be concluded that presentation, quality, flavor, and pricing are important aspects in convincing customers to try a new taco brand. While menu innovation helps to keep up with local tastebuds and trends, the most crucial part is to serve an excellent, fresh, and consistent original taco that appeals to local tastes. Opening promotions, bundling packages, brand familiarity, word-of-mouth, successful marketing, and food influencer recommendations can all help to catch buyers' attention. Social media and delivery applications are vital tools for engaging customers, producing original content, throwing opening celebrations, through paid marketing. To stand out, a new taco brand should focus on creating an appealing and high-quality original taco, educating the consumer about the taco experience, and ensuring that the product provides good value for its pricing.

From the interview with the floor manager; Ms. Beata Nouhan, it can be concluded that menu innovation and positive reviews are critical factors in gaining new customers in the competitive market. In the fast-paced food and beverage industry, unique and inventive taco offers, paired with unique marketing methods, can attract public attention. Social media and delivery apps have a big impact on sales and consumer engagement because they increase brand awareness, shape brand personality, and provide important customer feedback. Effective promotional strategies include focusing on innovation, engaging in pop-up events such as Brightspot in Landmark center, Jakarta, and collaborating with other brands to increase awareness. Maintaining a combination of a fixed menu and seasonal options, as well as constant research and development, keeps the brand up to date with current trend, allowing it to stand out in a rapidly evolving industry.

2.2.2. Survey Result

In order to understand the current market, the writer need to do survey. The survey already spreaded and got 38 respondents in total. The survey is needed because the writer need to know about the demographic, people's preferences, and the market opinion. By that Tacolicious can understand and managed to exceed target market expectations.

Table 2. 2 Quantitative Survey

Questions	Components	Result
Gender	Male	28.9%
	Female	71.1%
Age	<18	0%
	18-23	68.4%
	24-29	7.9%
	30>	23,7%
Domicile	Tangerang	71.1%
	Jakarta	28.9%
Profession	Student	52,6%
	Employee	23,7%
	Entrepreneur	23,7%
Monthly income	Rp.1.000.000-Rp2.000.000	13.2%
	Rp.2.000.000-Rp3.000.000	18,4%
	Rp.3.000.000-Rp.4.000.000	10,5%
	Rp4.000.000-Rp.5.000.000	18,4%
	Rp5.000.000>	39,5%
Monthly Expense	Rp.1.000.000-Rp2.000.000	31,6%

	Rp.2.000.000-Rp3.000.000	23,7%
	Rp.3.000.000-Rp.4.000.000	10,4%
	Rp.4.000.000-Rp.5.000.000	13,2%
	Rp5.000.000>	21,1%
Have you ever consumed taco before?	Yes, i have	92,1%
	No, i have never	7,9%
Do you like it?	Yes	81,6%
	No	0%
	Maybe	18,4%
How often do you consume taco in 1 month?	1-2 times	86,8%
	3-4 times	13,2%
	More than 5 times	0%
After reading Tacolicious briefly, are you interested in buying tacos from Tacolicious ?	Yes	94,7%
	No	5,3%
How much do you think, is the most proper price for taco?	Rp.25.000-Rp30.000	31,6%
	Rp30.000-Rp35.000	44,7%
	Rp35.000-Rp40.000	15,8%
	Rp.40.000>	7,9%

2.2.3. Conclusion

From the survey and interview results above the writer can concludes Tacolicious marketing strategy(4P)

a. Product:

Tacolicious would provide tacos with a focus on premium ingredients and visually appealing presentation to target the young, urban market. The taco will appeal to both meat eaters and vegetarians, reflecting the high interest of tacos (92.1% have tried, 81.6% like them). The restaurant will have a pleasant, relaxed, and inviting atmosphere to encourage visitors to relax and return for future visits.

b. Price:

According to survey data, the most favored taco price range is Rp30,000-Rp35,000 (44.7%). Tacolicious will set its main menu prices within this range to align with customer expectations and the spending power of its target market, which consists primarily of students and young people of varied income levels. And focus on portion size and quality ingredients to ensure customers feel the price is justified

c. Place:

Tacolicious will be located on Ruko Golf Boulevard in Modernland, Tangerang a significant commercial district with heavy automobile traffic. This location is easily accessible to the bulk of the target market, as 71.1% of respondents live in Tangerang. The area's expanding residential and commercial communities will provide a consistent flow of clients. And also open in delivery apps because its also crucial as they not only facilitate sales but also can increase brand visibility and convenience for the customers.

d. Promotion:

Social media has changed marketing communication process as it allows a direct and interactive connection between users and the company (Armielia et al., 2023). Thus, the promotion of Tacolicious will focus on digital marketing, especially Instagram, using high-quality food photos, interactive stories, and user-generated content to engage the target audience (primarily aged 18–29). Tacolicious will implement a loyalty card program where customers earn one stamp for every Rp. 40,000 spent on dine-in orders. After collecting 10 stamps, customers can redeem a free serving of any taco they desire. This program is designed to boost customer loyalty, encourage repeat visits, and increase overall sales by rewarding consistent patronage. Additionally, Tacolicious will run social media promotions on Instagram by offering special discounts to customers who follow the restaurant's Instagram account, create an Instagram story or post featuring Tacolicious, and tag the official account. This strategy leverages user-generated content to increase online engagement, brand visibility, and attract new customers through social proof.

2.2 Competitor Analysis

Understanding other competitors is essential for multiple reasons. A competitor is a company or an individual that works in the same industry as Tacolicious and provides comparable products or services. Through a thorough examination of your competitors' advantages and disadvantages, the writer can spot strategic holes that Tacolicious rivals may be filling, giving the writer the opportunity to make

necessary adjustments and grow his company. Competitor analysis is the name given to this procedure. Understanding what sets brand, product, or service apart from the competition in the market is made easier by being aware of other rivals. Gaining consumer loyalty and communicating the writer distinctive worth to them are made possible by this insight.

2.2.1 Direct Competitor

Direct competitor is a business or company that operates within the same industry and offers products or services that are very similar or identical to those of another business. These competitors target the same group of customers or market segment, meaning they compete directly for the same audience's attention and spending. Because their offerings closely match, customers often choose between these businesses based on factors like price, quality, location, brand reputation, or customer experience.

Table 2. 3 Direct Competitor Analysis

Factors	Tacolicious	Taco Bell	Tacos El Asa
Location	Modernland	Gading Serpong	Karawaci
Core Product	Mexican Food	Mexican Food	Mexican Food
Price range	Rp18.000- Rp 35.000	Rp 12.000 -Rp 72.000	Rp 10.000- Rp 85.000
Target Customer	Students, Local Community, Gen Z, and casual visitors	Adults, and casual visitors	Students, Local Community
Service	Customers place their orders at the counter and receive their orders at the tables	Drive Through, Customers place their orders at the counter and receive their orders at the counter	Customers place their orders at the counter and receive their orders at the counter
Distribution	Physical location at Modernland, supported by online ordering platforms like Go Food and Shopee Food	Physical location at Gading serpong, supported by online ordering platforms like Go	Physical location at Karawaci, supported by online ordering platforms like Go

		Food and Shopee Food	Food and Shopee Food
Marketing	Social media platforms (Instagram)	Social media platforms (Tiktok, Instagram)	Mouth to mouth

2.2.2 Indirect Competitor

An indirect competitor is a business that doesn't offer the exact same product or service as yours but still competes for the same customers by fulfilling a similar need or desire. Unlike direct competitors, which provide very similar products or services, indirect competitors offer alternative options that customers might choose instead.

Table 2. 4 Indirect Competitor Analysis

Factors	Tacolicious	Subway	McDonald's
Location	Modernland	Gading Serpong	Gading Serpong
Core Product	Signature Taco	Sandwich	Fried Chicken
Price Range	Rp17.000-Rp 35.000	Rp 29.000 – Rp 68.000	Rp 11.000 -Rp 185.000
Target Customer	Students, Local Community, Gen Z, and casual visitors	Family, teenagers, fast food lovers	Students, Gen Z, adults, and casual visitors
Service	Customers place their orders at the counter and receive their orders at the tables	Customers place their orders at the counter and receive their orders at the counter	Customers place their orders at the counter and the customer can choose either by receive their orders at the tables or by the counter, and also they can drive through to get the orders.
Distribution	Physical location at Modernland, supported by online ordering platforms like Go Food and Shopee Food	Physical location at Gading serpong, supported by online ordering platforms like	Physical location at Gading Serpong, supported by online ordering platforms like Go

		Go Food and Shopee Food	Food and Shopee Food
Marketing	Social media platforms (Instagram)	Social media platforms (Instagram, Tiktok, X)	Social media platforms (Instagram, Tiktok, X)

2.2.3 SWOT

Based on the writer research and analysis of Tacolicious competitors, the following is Tacolicious' SWOT (Strength, Weakness, Opportunity, and Threat) analysis:

Table 2. 5 Analysis SWOT

Strength	Weakness
1. Diverse menu 2. Strategic locations 3. High quality ingredients	1. New market entry 2. Competitive market 3. Sensitivity to pricing
Opportunity	Threats
1. Customization options 2. Event catering services 3. Health and wellness	1. Rising ingredient costs 2. Mimicking competitors 3. Changing costumer preferences

2.3 Sales Goal

Table 2. 6 Sales Goal

No.	Product	COGS (daily)	Selling Price	Gross Margin	Gross Margin %	Sales Goal (daily)	Total Gross Revenue (daily)
1	Signature Taco	18623	35000	16377	47%	20	Rp 700.000
2	Chicken Taco	11324	33000	21676	66%	20	Rp 660.000
3	Vegan Taco	10180	30000	19820	66%	20	Rp 600.000
4	Watermelon Aguas Frescas	3901	17000	13099	77%	70	Rp 1.190.000
5	Blue Lagoon	8.417,36	20000	11583	58%	70	Rp 1.400.000
							Rp 4.550.000

From the sales goal above, the company is targeting to sell 200 items daily. Each item for the taco is made for 20 pieces, for the drinks is made for 70 pieces and the expected total revenue is Rp 4.550.000,- daily if all of the items are sold out.

2.4 Marketing Strategy

2.4.1 Product

Tacolicious is a brand that sells taco with a premium ingredient in a fast food setting, Tacolicious focuses in serving delicious tacos made with premium ingredients, such as Saikoro beef. Tacolicious make sure there is something for everyone on their menu by offering a wide range of options, such as vegan, chicken, and signature tacos. Every taco has flavors that are true to Mexico. Saikoro beef is one of the unique characteristics that set the brand apart. Tacolicious is conveniently located in Modernland, Tangerang and offers quick service to clients who are on the go and dine in.

2.4.2. Distribution

Modernland is located on a main boulevard route in Kota Modern township, providing excellent visibility and accessibility. Being on a boulevard means there is a high traffic flow from vehicles, which boosts the possibility of drawing walk-in consumers and raising brand awareness for Tacolicious. The area is easily accessible by major roadways and toll access points, including the neighbouring JORR (Jakarta Outer Ring Road) and Buaran Indah toll gate, allowing customers from all across Tangerang and Jakarta to visit. This kind of accessibility can help to maintain a steady customer flow. Opening Tacolicious can be a wise decision because Kota Modern is a residential neighbourhood, which attracts a lot of local customers looking for easy dining options close by.

2.4.2 Promotion

The author chose to offer a loyalty card that allows customers to earn 9 stamps and redeem one serving of any taco they desire. By ordering Tacolicious Dine In,

they could purchase Rp. 40,000 and acquire every stamp. This marketing strategy can boost client loyalty, stimulate repeat business, and boost sales.

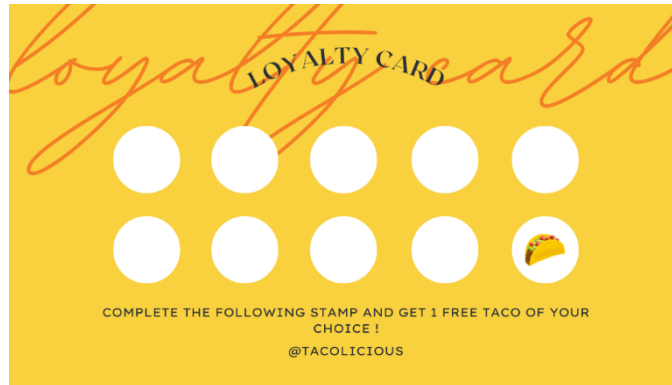


Figure 2. 1 Tacolicious Loyalty Card

Source: Canva.com



Figure 2. 2 Tacolicious promotional offers

Source: Canva.com

Based on the pilot survey from the interview and questionnaire, the competitor analysis, and SWOT analysis, determine your advertising tools and budget. Example is as followed:

Table 2. 7 Advertising Tools and Budget

Advertising Tools	Monthly Budget
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In-store promotions (discount and loyalty cards)	Rp2.000.000,-
Social Media ads (Instagram)	Rp 500.000,-
Total	Rp 2.500.000,-

For the In-store promotions budget is allocated into two, those are for discount and voucher cards, for the discount the budget will be Rp. 1.000.000,- and then for the budget for loyalty card budget will be Rp. 1.000.000,-.

2.4.4 Pricing

Value-based pricing will be provided by Tacolicious to make sure that consumers feel they are getting good value for their money in addition to appreciating the tacos' distinctive flavor and quality and quantity. Offer loyalty card and discounts on a regular basis to attract more customers and customer loyalty. Based on the market survey 44,7% willing to pay for Rp.30.000 to Rp. 35.000 for our Tacos. Therefore, our Tacos pricing ranges from Rp.30.000 to Rp. 35.000 and for the beverages starts from Rp,17.000 – Rp,20.000.

