

CHAPTER II

MARKETING PLAN

2.1 Market Size

2.1.1. Interview Result

Based on the research that the writer had done through qualitative and quantitative. The data the writer have obtained from 62 respondents is certainly very helpful to start the sustainability of the writer business. The opinions of the respondents have helped the writer to develop innovations to further mature this business. And with the results of interviews with aged 15 to 35 years showed that the majority of consumers regularly consume instant noodles but have concerns about unhealthy ingredients. The concept of instant potato noodles is attractive because it is gluten-free. Most respondents are willing to buy Noodle Time at Rp17,000 and are interested in unique sauce variants such as Peanut Butter, Chili Oil, Gochugaru, Black Bean. Most respondents also prefer to buy food products through online platforms such as Shopee, Tokopedia, and Instagram, and rely on visuals and reviews for consideration. Overall, the interviews show that Noodle Time has a promising market opportunity and fits the habits and preferences of young urban consumers.

2.1.2. Survey Result

a. Demographic :

Demographic means about statistical characteristics of the customers gender, age, occupation, domicile, spending power, and income that would help the business to set the price and distribution. Below is the result of the demographic survey from the respondents:

Table 2.1 Demographic result

Question	Answer	Result
Gender	Laki – laki	50%
	Perempuan	50%
Age	15 – 20	22,6%
	21 – 25	59,7%
	26 – 35	17,7%
Profession	Students	47,9%
	Employee	50%
Spending Power	< Rp. 500.000	14,6%
	Rp. 500.000 – Rp. 1.000.000	41,7%
	Rp. 1.000.000 – Rp. 2.000.000	22,9%
	> Rp. 2.000.000	20,8%
Domicile	Jakarta	43,5%
	Tangerang	48,4%
	Tangerang Selatan	1,6%
	Cibubur	1,6%
	Depok	1,6%

Question	Answer	Result
How often do you eat noodles or plant-based products?	Often	29%
	Rarely	30,6%
	Normal	35,5%
	Never	4,8%
What kind of plant do you like best as a noodle base?	Beans	19,4%
	Potato	33,9%
	Spinach or carrot	43,5%
	Never try	1,6%
Opinion on the taste and textures of vegetables noodle compared to traditional noodles?	Better	38,7%
	Same	41,9%
	Not good	11,3%
	Never try	8,1%
Are you interested in	Yes	88,7%

trying plant-based noodles in the future?	Not really	8,1%
	Not interested	3,2%
What is the right price for potato noodle product?	IDR 40.000 – IDR 45.000	61,3%
	IDR 45.000 – IDR 50.000	27,4%
	IDR 50.000 – IDR 60.000	11,3%
	>IDR 60.000	-

Source: Writer's data survey

Based on the table above, men and women are equal 50% then respondents aged 15 to 20 years get 22.6% then age 21 to 25 years get 59.7% and age 26 to 35 years get 17.7% from this data this product gets equal respondent results from generation Z to generation X and Millennials.

Noodle Time was based on Tangerang, Gading Serpong. From the diagram above Jakarta got a result of 43.5%, Tangerang with a result of 48.4%, then South Tangerang, Cibubur, and Depok each got a result of 1.6%. From the data above, employees with a result of 50% and the other majority are students as much as 47.9%. A total of 41.7% of respondents with expenses < Rp. 500,000 got a result of 14.6%, expenses of Rp. 500,000 - Rp. 1,000,000 with a result of 41.7%, then Rp. 1,000,000 - Rp. 2,000,000 got a result of 22.9% and finally expenses of > Rp. 2,000,000 got a result of 20.8%.

In terms of consumption of noodles or plant-based products, the respondents stated that they often consume 29%, then rarely consume 30.6%, then those who usually consume plant-based products get 35.5%, and those who never consume plant-based products with a result of 4.8%. As a base for noodles from Beans, 19.4% of respondents got the result, then Potato with the result of 33.9%, then Spinach or carrot got the result of 43.5%, then finally those who never tried at all got the result of 1.6%. A total of 38.7% of respondents felt that the taste and texture of vegetable noodles were better than traditional noodles, then there were 41.9% of

respondents felt that the texture of vegetable noodles was the same as traditional noodles, then there were 11.3% of respondents felt that the taste and texture of vegetable noodles were not good, and the last with the results of 8.1% of respondents above answer never tried.

There is a high interest in trying plant-based noodles in the future, with 88.7% expressing their interest. Then some respondents answered no as well with 8.1% and 3.2% who were not interested in trying plant-based noodles in the future. As a price reference, the majority of respondents (61.3%) felt that the appropriate price for potato noodle products was between IDR 40,000 to IDR 45,000. then at a price of IDR 45,000 - IDR 50,000 got 27.4% respondents then at a price of IDR 50,000 - IDR 60,000 got 11.3% results and the last at a price >IDR 60,000 did not get a respondent.

2.1.3. Conclusion

Market Conclusion :

- a. There were an equal number of female and male respondents. The majority of respondents are between 21 to 25 years old and the majority are students.
- b. The average respondent has a monthly expenditure between Rp. 500,000 to Rp. 1,000,000.
- c. The majority of them are from Tangerang, followed by Jakarta.
- d. In terms of consumption of noodles or plant-based products, respondents stated that they consume them casually.
- e. Respondents felt that the flavour and texture of plant-based noodles were similar to traditional noodles.
- f. By their spending power, most respondents may purchase potato noodle product in range Rp 40.000-45.000.
- g. There was high interest in trying plant-based noodles in the future.

2.2 Competitor Analysis

2.2.1 Direct Competitor

In competitor analysis, the writer observed potato noodle sellers in e-commerce and sellers in offline stores. The writer had mentioned direct competitors and indirect competitors.

Table 2.2 Direct Competitor Analysis

Factors	Ladang Lima	Geamie	Sago Mee
Location	Jakarta	Jakarta	Jakarta
Main Product	Mie gluten free	Mie gluten free	Mie gluten free
Price range	11.000 to 31.500	11.500 to 12.500	10.000 to 17.000
Target Customer	Gluten intolerance	Gluten intolerance	Gluten intolerance and people with diabetes, autoimmune, low sugar diet
Distribution Channel	Website, online e-commerce	Instagram, online e-commerce	Instagram, online e-commerce
Marketing Strategy	The product is discounted to a more affordable price and have special package	Bundling package promo for more affordable price	Made from materials Fresh Sago and bundling package

2.2.2 Indirect Competitor

Table 2.3 Indirect Competitor Analysis

Factors	Kylafood Seblak	Baso Aci Mak Igun	Cimol Bojot AA
Location	Jakarta	Jakarta	Jakarta
Main Product	Seblak	Baso aci	Cimol
Price range	11.000 to 25.000	40.000 to 50.000	20.000 to 30.000
Target Customer	Looking for a quick, cheap and filling meal and interested in topping options	Teenager and young adults who love spicy food	Young people who love spicy, savory sensations and affordable snacks

	or spiciness levels		
Distribution Channel	Instagram, Tik Tok, Shopee, Tokopedia	Shopee, Tokopedia, Gofood, WhatsApp	Shopee, Tokopedia, Grab, Tik Tok, WhatsApp
Marketing Strategy	Selection of quality raw materials and affordable prices	A generous portion of the product	Attractive promos such as bundling prices, or daily pre-order systems

2.2.3 SWOT

This SWOT analysis below shows that Noodle Time has strong potential to develop as a healthy potato-based instant noodle product. Its main strength comes in the uniqueness of the ingredients and nutritional value, supported by a large market opportunity. However, some internal challenges such as market education and product durability limitations, as well as pressure from major competitors, need to be addressed with appropriate and innovative business strategies.

Table 2.4 SWOT Analysis

Strength	Weakness
1. Alternative for people with gluten intolerance 2. Healthier ingredients 3. Practical presentation process	1. Limited product durability 2. Need market education 3. Different textures and flavors
Opportunity	Threat
1. Growing healthy food market 2. Expanding online sales 3. Partnerships with diet and healthy lifestyle communities	1. Competition from major instant noodle manufacturers 2. Changes in raw material prices 3. Consumer perception of instant noodles

2.3 Sales Goal

The table below shows that Noodle Time has a realistic and efficient growth plan of 20% annually. With rising sales projections, fixed marketing costs, and good profit margins, the business has a strong potential to grow in the long run. An online-based strategy is considered suitable for this business model.

Table 2.5 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Annual Revenue	Rp122.779.139	Rp147.334.967	Rp176.801.960
Gross profit	Rp229.086.000	Rp274.903.200	Rp329.883.840
Unit sold	36.000 pcs	43.200 pcs	51.840 pcs
Marketing Cost	Rp4.800.000	Rp4.800.000	Rp4.800.000
New customer acquisition	12.000	12.000	12.000
Customer Acquisition Cost	400	400	400

2.4 Marketing Strategy

2.4.1 Product

Noodle Time offers a unique and health-focused noodle product made from 100% organic potato, designed to meet the dietary needs of modern consumers. Unlike traditional wheat-based noodles, Noodle Time's potato-based formulation makes it naturally gluten-free, making it suitable for individuals with wheat allergies or those who simply seek healthier carbohydrate alternatives. The noodles are crafted to be light, nutritious, and easy to prepare, catering to busy lifestyles without sacrificing flavor or quality. Each pack is accompanied by specially developed, bold-flavored sauces that enhance the overall taste experience, offering a modern twist on classic comfort food. The product is also designed for online retail, featuring compact, practical packaging that ensures freshness and convenience for e-commerce delivery. With an emphasis on clean ingredients and simple preparation, Noodle Time noodles are perfect for students, young professionals, and health-conscious individuals who want quick, tasty meals without compromising on nutritional value.

2.4.2 Place

Noodle Time is a home-produced culinary product, with its signature item being potato-based noodles that will be manufactured at the residence of the owner, located in Karelia Village, Gading Serpong, Tangerang. This area is strategically situated in close to a variety of

residential neighborhoods and stores, making it a favorable location for operating a small-scale food production business. The surrounding environment not only provides convenient access to raw materials and distribution points but also enhances the potential for local customer engagement and outreach.

Furthermore, the location aligns well with the demographic profile of the brand's target market, which consists of individuals aged between 15 and 35 years old. This age group is commonly found in Gading Serpong, where there is a students and families who are open to trying innovative food products. The dynamic and modern character of the area supports the positioning of Noodle Time as a health-conscious to the preferences of today's younger consumers.

2.4.3 Promotion

The promotional strategy for the potato-based noodle product will primarily focus on utilizing social media platforms, particularly Instagram and TikTok, which are known for their high engagement rates and strong influence on consumer behavior. Through these platforms, the business will develop and publish creative and informative content aimed at capturing the attention of consumers. This content may include product demonstrations, behind the scenes production processes, nutritional information, customer testimonials, and interactive promotions such as giveaways or collaborations with influencers.

As the brand continues to grow and gain recognition, promotional efforts will be gradually expanded to reach a wider audience. This may involve investing in targeted digital advertising, collaborating with food bloggers or health-focused content creators. Over time, the promotional campaign is expected to evolve into a more comprehensive and impactful marketing strategy that strengthens brand awareness and drives customer engagement across various market segments.

2.4.4 Pricing

Noodle Time is a potato-based instant noodle business that is marketed online. To ensure the product is both competitive and profitable, we implement a pricing strategy that has been analyzed based on cost, product value, and market conditions. This product targets modern consumers who are looking for fast food but still healthy and innovative. Noodle Time produces and sells potato-based instant noodles with a choice of four interesting flavor variants. Each of product price is will be Rp.17,000. First potato noodle with chilli oil sauce, second potato noodle with peanut butter sauce, third potato noodle with gochugaru sauce, and the last is potato noodle with black bean sauce.

The pricing strategy implemented by Noodle Time is in line with the business goals to build an online instant potato noodle brand in Indonesia. Through competitive prices and attractive promotions, Noodle Time targets middle-to-high consumers who want practical yet high-quality products. This approach also aims to drive early sales, build customer loyalty, and strengthen the image of a product that is premium but still affordable and relevant in the online market.

