

CHAPTER II

MARKETING PLAN

2.1 Market Size

Market size is the total number of potential clients or buyers in a particular market segment. It is helpful for MSMEs to determine their market size before launching a new service or product to ensure it reaches the intended audience. In many careers, such as marketing, sales, and business consulting, such analysis is an important part of business planning, as many investors conduct market size analysis before venturing into a new business. Market size is the act of estimating how many people use a particular service or product, an estimate that evaluates your brand's potential reach. Market size describes the number of customers a business might attract over a given period and the amount of money it can expect to make from this hypothetical customer base (Alexandra et al., 2022).

HAP is the first food product to come with a new innovation by using chicken as a bowl of rice and toppings to be provided. HAP has a rice variant that can be enjoyed with the crunchy texture provided by chicken coated with flour and made into a bowl shape and added with a choice of toppings from salty, spicy and savory. HAP is a snack that is easy to carry and can be enjoyed anywhere.

With the aim of learning more deeply about the clients and to find out secondary data, the owner conducted interviews and distributed questionnaires which were filled in by a total of 62 valid respondents. The aim is to carry out quantitative and qualitative surveys to gain a deeper understanding of clients' needs and be able to present data in the form of numbers.

2.1.1 Qualitative

Qualitative research was made by the owner to understand more about customer opinions regarding HAP from various points of view. The owner has chosen three audiences with the categories 2

consumers and 1 manager. with this in-depth interview, the owner hopes to gain insight into improving HAP products.

Table 2. 1 Qualitative Questions Structure

No	Manager	Customer
1.	In your opinion, what business is currently trending?	How do you determine price choices in your food?
2.	What makes your beverage outlet successful?	What makes you choose a certain type of food?
3.	Can you tell us about your current competitors?	What facilities do you imagine if you were at a food restaurant?
4.		Can food packaging increase your desire to buy a food?
5.		What makes you not return to the restaurant you have eaten at?
6.		If the queue at the restaurant is very long, does this eliminate the desire to visit the restaurant?
7.		If a restaurant only has a limited variety of food, are you interested in trying it?

1. Participant 1: Mr. Kevin Ketaren (Customer)

Based on answers from Mr. Kevin, determining price choices in their food is based on suitability of price and form of food. Other factors that influence food choices include the food's visual appeal, restaurant facilities such as cleanliness of toilets and internet availability, and experiences with friendly service. Food packaging does not influence their desire to buy food. Long queues at can reduce the desire to visit again, while limited food variety is not an obstacle if the restaurant has good reviews.

2. Participant 2: Ms Alwine (Customer)

Based on answers from Ms. Alwine, determining food price choices is based the availability of financially affordable options. They tend to choose certain types of food based on visual appeal, such as from posters or recommendations from other people. Expected amenities at a restaurant include internet

availability and comfortable seating. Food packaging has no effect on their desire to buy food. The factor that makes them not return to the restaurant is the unsatisfactory quality of the food. Long queues at restaurants do not dampen their desire to visit the place. They are interested in trying food even though restaurants only have a limited variety of food.

3. Participant 3: Manajer Sushi Phe (Manager)

Based on the answers from manager, food business trends are currently growing rapidly in various locations. The success of their food restaurant can be attributed to the presence of reliable and dependable employees, as well as the unique flavors that keep customers coming back for more to enjoy their culinary experience. In facing competitors with more affordable prices, the strategy implemented is to maintain good relationships with customers and maintain the quality and taste that characterizes the restaurant.

2.1.2 Quantitative

To understand the market, the owner created a questionnaire to distribute. The questionnaire was filled out with 62 valid respondents. The aim of conducting this survey is to collect data regarding demographics, preferences and opinions of the target market. With this questionnaire, it is hoped that owner can understand the target market's preferences for HAP business

1. Demographic

Quantitative customer demographics including age, education, gender, & spending power aim to support business owners in determining product placement strategies, setting appropriate prices, and developing appropriate packaging to reach target markets effectively.

Table 2. 2 Quantitative Demographic

Attribute	Components	Percentage
Gender	Male	61,3%
	Female	38,7%
Age	<18	0%
	18-23	21%
	24-28	4,8%
	>30	74,2%
Profession	Student	1,6%
	College Student	21%
	Employee	46,8%
	Entrepreneur	30,6%
Spending Power	200.000-500.000	8,1%
	500.000-1.000.000	9,7%
	>1.000.000	82,3%

Based on the data above, it is known that the gender distribution in this survey shows that 61.3% are male and 38.7% are female. From the survey above, it is known that those aged <18 were 0%, 18-23 were 21%, 24-28 were 4.8%, and >30 were 74.2%. Profession in the survey as a student was 1.6%, college student 21%, employee 46.8%, and enterpriser 30.6%. speeding power with the highest percentage is >1,000,000, namely 82.3%

2. Consumption Pattern

Consumption patterns refer to the tendencies or habits of individuals or groups in consuming goods and services. This includes frequent types of food consumed and frequency of consumption. The aim of surveys on consumption patterns is to gain an in-depth understanding of consumer behavior, which has become increasingly important in the food industry,

especially in understanding emerging trends and shifts in consumer preferences (Sudirman et al., 2021).

Table 2. 3 Consumption Pattern Quantitative

Attribute	Components	Percentage
Frequent types of food consumed	Sushi	66,1%
	Jumeokbap	19,4%
	Onigiri	27,4%
Frecuency of Consumption	Less than 1 per month	48,4%
	1 per month	22,6%
	More than 1 per month	29%

Based on the data above, sushi consumption was 66.1%, jumeokbap 19.4% and onigiri 27.4%. According to the data above, the frequency of consuming less than 1 per month is 48.4%, 1 per month 22.6%, and more than 1 per month 29%.

3. Determining purchasing factors

Determining purchasing factors is the process of identifying variables that influence consumer purchasing decisions. This includes gathering information about what drives individuals or groups to choose whether or not to buy a product or service. The goal of conducting surveys on purchasing factors is to gain insight into consumer preferences, improve product development, and increase sales. Understanding the key factors that drive consumer purchasing decisions allows businesses to create more effective marketing strategies, resulting in better product positioning and increased customer loyalty (Chen, Wang, & Lee, 2021).

Table 2. 4 Determining Purchasing Factors Quantitative

Factor	1	2	3	4	5
Price	14,5%	6,5%	22,6%	22,6%	33,9%
Menu Display	9,7%	9,7%	25,8%	22,6%	32,3%
Social Media	9,7%	4,8%	35,5%	22,6%	27,4%
Packaging	9,7%	4,8%	24,2%	30,6%	30,6%
Location	9,7%	1,6%	22,6%	33,9%	32,3%
Facility	8,1%	3,2%	27,4%	29%	32,3%
Menu Variations	11,3%	4,8%	22,6%	24,2%	37,1%

Based on the survey that was conducted, several significant factors were found to influence consumer purchasing decisions. Data analysis shows that price is the biggest factor considered by respondents, with the highest percentage at 33.9%, followed by menu appearance 32.3% and location 32.3%. Menu variety also plays an important role with the highest percentage of 37.1%.

Additionally, it can be observed that social media has a significant influence 35.5%, indicating the importance of these platforms in influencing consumer preferences. Other factors such as packaging 30.6% and facilities 32.3% were also considered important by respondents.

Thus, it can be concluded that price, menu appearance, location, menu variations, social media, packaging and facilities are significant factors in determining consumer purchasing decisions.

4. Product overview of the business project

Introduce the product in the survey distributed by providing a photo of the product and explaining about the product. aims to determine consumer interest in HAP products.

Table 2. 5 Product Overview Quantitative

Attribute	Components	Percentage
Interested in trying	Yes	95,2%
	No	4,8%
What topping are suitable (Short Answer)	Mozzarella	
	Beef	
	Salmon Roe	
	Salmon	
Suitable Price	20.000	50%
	25.000	41,9%
	30.000	8,1%

Based on the results of the survey conducted, it can be concluded that the majority of respondents 95.2% expressed interest in trying the products offered. Consumer interest in trying this product shows large market potential.

In terms of suitable toppings, Mozzarella topping dominates as the top choice, followed by Beef, Salmon Roe, and Salmon. These topping preferences can be a guide for companies in designing menus that are more attractive and suit consumer tastes.

Regarding price, the majority of respondents 50% consider the price of IDR 20,000 to be a suitable price, followed by IDR 25,000 with a percentage of 41.9%. This shows that pricing in this range can be considered in line with consumer expectations.

2.1.3 Market Conclusion

Based on the survey conducted, several significant factors were found that influence consumer purchasing decisions. Data analysis shows that price is the biggest factor considered by respondents, followed by menu appearance and location. Menu variety also plays an important role in influencing consumer purchasing decisions.

Additionally, it can be observed that social media has a significant influence, indicating the importance of these platforms in influencing consumer preferences. Other factors such as packaging and facilities are also considered important by respondents.

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Based on the survey results, the majority of respondents 95.2% expressed interest in trying the products offered. In terms of suitable toppings, Mozzarella topping dominates as the top choice, followed by Beef, Salmon Roe, and Salmon. Regarding price, the majority of respondents (50%) considered the price of IDR 20,000 to be a suitable price, followed by IDR 25,000 with a percentage of 41.9%.

Thus, this survey provides valuable insight for companies to develop their products further, including in terms of pricing and variety of toppings offered.

2.2 Competitor Analysis

Competitor analysis is an important process in business strategy that aims to understand a company's direct and indirect competitors. It involves collecting, analyzing, and interpreting information about competitors, including their strategies, the products and services they offer, their financial strength, market share, and other factors that influence their position in the market.

By conducting competitor analysis, companies can gain important insights about competitors' strengths and weaknesses, as well as about how they influence market dynamics. Information obtained from competitor analysis can help a company in several ways, understanding the competitive environment, identifying strengths and weaknesses, developing marketing strategies, increasing innovation, and optimizing pricing.

Competitor analysis is an important component in developing a successful business strategy, helping companies to understand their market and take appropriate steps to beat the competition.

2.2.1 Direct Competitor

HAP is an innovative snack from sushi, HAP provides a food presentation that is different from sushi. Currently, HAP has just become a seller of food products with new forms and innovations. very similar to the product, target market and price of HAP, namely Gentako. Gentako is a restaurant that sells Japanese food such as Takoyaki, sushi roll and other Japanese food. Another competitor is Chiyo Sushi, this restaurant sells the same thing as Gentako at the same average price. To understand more about competitors, a simple matrix containing a list of competitors and their profiles is presented below.

Table 2. 6 Direct Competitor Analysis

	HAP!	Chiyo Sushi	Gentako
Strategy	Branding in Social Media	Low Cost	Low Cost
Core	Chicken Bowl	Sushi Plate	Sushi Plate
Customer	General	General, Family	General
Competitive	Fast Food	Variant Menu	Variant Menu
Advantage	Food Innovations	Taste	Taste
Revenue	Food Products	Food Products	Food Products
Cost Model	Variabel cost and fixed cost	Variabel cost and fixed cost	Variabel cost and fixed cost

2.2.2 Indirect Competitor

Indirect competitors are also business competitors of HAP, restaurants that sell the same things as Hokben rice and KFC. Even though the restaurant does not offer the same things as HAP, the restaurant still meets the needs of customers. It is important for HAP to analyze strategies to compete for attention and purchases from customers. To understand more about competitors, a simple matrix containing the list of competitors and their profiles is provided below.

Table 2. 7 Indirect Competitor Analysis

	HAP!	Hakata Ikkousha	Takeshita
Strategy	Branding in Social Media	Promotion	Low Cost
Core	Chicken Bowl	Value Set	Original Chicken
Customer	General	Event Organizer	Family
Competitive	Fast Food	Fast Food	Fast Food
Advantage	Food Innovations	Taste	Taste
Revenue	Food Products	Food Products	Food Products
Cost Model	Variabel cost and fixed cost	Variabel cost and fixed cost	Variabel cost and fixed cost

2.3 Sales Goal

HAP estimates that sales will increase slowly over time. HAP will develop marketing strategies to increase brand sales. It is hoped that HAP sales can increase by 5% every year.

Table 2. 8 Sales Goal

Sales Goals	Year 1	Year 2	Year 3	Year 4
Product Sold/day	80	84	89	94
Yearly Revenue	573.480.000	602.154.000	632.261.700	663.874.785
Gross Margin	306.096.840	321.401.682	337.471.766	354.345.354
Net Income	178.748.065	187.685.468	197.069.741	206.923.228

2.4 Marketing Strategy

Implementing an appropriate marketing strategy is also important for MSMEs. This helps in drawing a plan of more effective steps to achieve. With a detailed marketing strategy, it helps differentiate from competitors, recognize unique values, and communicate them effectively to each customer. New brands like HAP need to develop a strong marketing strategy to attract the attention of potential customers. Even though HAP products have never been marketed before, this does not rule out the possibility for competitors to steal the business idea. Therefore, with the implementation of appropriate and effective marketing strategies, it will be able to attract appropriate customer interest. Starting by identifying a brand's strengths,

weaknesses, opportunities and threats and applying the 4P concept to a marketing strategy can help better direct the marketing plan (Kotler, 2020).

Table 2. 9 SWOT Analysis

SWOT	
Strength	<ol style="list-style-type: none"> 1. Providing a new experience to every buyer with unique food products 2. Located in a strategic location that is often visited by many people 3. The raw materials used are easy to find because many are produced in Indonesia
Weakness	<ol style="list-style-type: none"> 1. Not many people recognize the food products being sold. 2. Food products that are easy to imitate for competitors.
Opportunity	<ol style="list-style-type: none"> 1. Collaboration with another brand 2. Open a Permanent Store 3. Participating in all types of events
Threats	<ol style="list-style-type: none"> 1. The emergence of competitors with imitation products and providing cheaper prices and lower quality 2. he large number of fast foods makes it easier for consumers to process food

HAP is the first MSME with a new food innovation and of course it is not yet known to customers, therefore extra promotion is needed so that HAP can be better known and customers want to try HAP products.

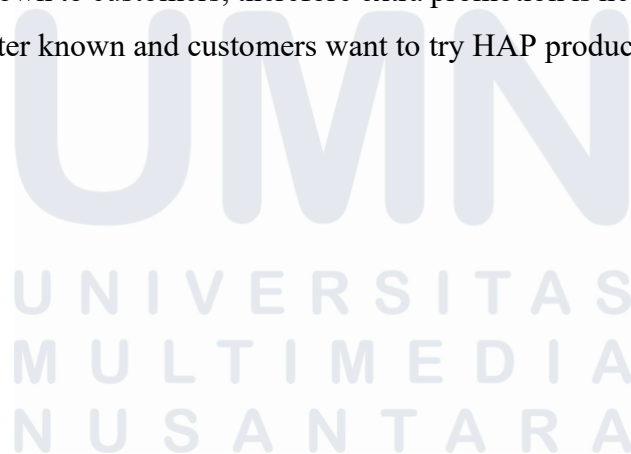


Table 2. 10 4P Analysis

4P	
Price	1. Setting prices in accordance with the value and quality of food products.
Product	1. Quality of raw materials and food processing processes. 2. Menu variety and variations to meet various consumer preferences.
Promotion	1. Strategic location located in the culinary center of Gading Serpong 2. Availability of distribution channels, such as: Gojek, Grab, and Shopeefood
Place	1. collaborate with influencers 2. open booths at bazaars and food exhibitions 3. use social media to notify promotions and discounts 4. create interesting content to attract customers

To design a strategic marketing plan, understanding the core components of products, services, and promotions is critical. These factors have a big impact and are an important basis for obtaining an effective marketing strategy.

2.4.1 Product Characteristics

HAP is an innovative food business that provides new experiences to customers. The HAP owner has full control over HAP sales from product creation to product sales. HAP provides good quality in every material used. Customers can make their own chicken bowl by choosing rice and toppings according to the customer's tastes. The size and shape of the HAP are very suitable to be enjoyed to accompany work or to relax. The packaging that the owner uses is also good quality packaging to protect the food products inside (Smith, 2020).

2.4.2 Distribution

HAP will open a booth in Gtown, Gading Serpong. Gtown has become one of the bustling culinary spots in Tangerang. During holidays, Gtown transforms into a highly sought-after culinary destination. It is hoped that HAP will become one of the booths frequented by customers. With the assistance of recognition on social

media and digital marketing strategies, it will help HAP become more easily recognizable and reach a wider audience. HAP also provides online food delivery services, allowing customers who don't have time to visit the HAP booth to still enjoy HAP wherever and whenever. As time progresses, if there is an increasing demand for HAP, new branches will be opened. HAP will participate in every bazaar or food event so that HAP products can be known to more people.

2.4.3 Promotion

HAP will use Social Media to introduce itself to each customer. HAP customers using Social Media, therefore HAP will use TikTok as an interaction application with each customer from questions to input provided. HAP will use Instagram to collaborate with influencers to help promote HAP to a wider reach. Every month HAP will provide promotions that can be enjoyed by every HAP customer and, of course, HAP will create a loyalty program that will get special prizes when customers have achieved it (Johnson & Lee, 2020).

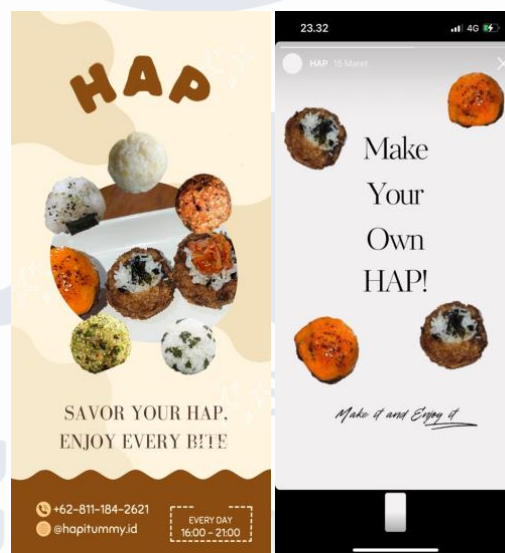


Figure 2. 1 Flyer HAP and Instagram Promotion

2.4.4 Pricing

with the survey that was made, the average expenditure of >1,000,000 was 82.3%. and from the survey, 50% chose to sell each

product at a price per piece of 20,000 using quality materials and the right size. This price is the right price for every customer. To maintain customer loyalty, the owner tries not to raise prices and maintains the consistent taste of HAP with good quality. With the loyalty program, customers can enjoy HAP products for free.

