

## **CHAPTER II**

### **MARKETING PLAN**

#### **2.1 Market Size**

##### **2.1.1. Interview Result**

To make a good marketing strategy, the author conducted a thorough interview with a similar business. The author chose Mr. Uji, the manager of Doner Kebab, and Ms Malia, a young teenager that likes going to malls. The author chose to interview them because of their unique perspective on food and restaurant experience. Mr. Uji, the manager of Doner Kebab, believes the main appeal of their food is its authentic Middle Eastern flavors, adapted for Indonesian tastes. Their strategy focuses on offering premium quality at affordable prices and positioning outlets in high-traffic areas like malls and train stations. He said that there is a growing trend in fusion cuisine, as customers want more and more unique culinary experiences mixing local and international flavors. Mr Uji said that Using local ingredients enhances brand perception by showing support for the local economy. For Mas Rito, this means that the importance of balancing authenticity with local preferences are very important, just as Doner Kebab has successfully done. Positioning the brand in high-traffic areas and ensuring affordability while maintaining quality can help attract a wide audience. The growing interest in fusion cuisine is a strong indicator that Mas Rito's Indonesian-Mexican concept has market potential.

Ms. Malia, a 16-year-old high school student from BSD, prioritizes flavor when trying new food, especially when it's something she can enjoy with friends. Price is also a key factor, as she relies on pocket money and looks for affordable experiences that will last a while. She usually discovers new dining options through social media, particularly Instagram and TikTok, where visually appealing content and behind the scenes food making videos really capture her interest. Word of mouth from friends also plays a big role in her choices. For Mas Rito, this means focusing on strong, crave-worthy flavors and making the food visually appealing for social media. Competitive pricing and student-friendly promotions could also be key in attracting younger customers. Making use of Instagram,

TikTok, and influencer marketing will be important in driving awareness and making Mas Rito a trending spot among students and young adults.

### 2.1.2. Survey Result

Table 2.1.2 Demographic Survey Results

Age Group	18-22	77.4%
	23-27	9.7%
	Other	12.8%
Gender	Male	61.3%
	Female	38.7%
Employment Status	Full time	16.1%
	Part time	6.5%
	Student	77.4%
	Not Working	0%
Monthly Income	Less than Rp 2.000.000	48.4%
	Rp 2.000.001 - Rp 4.000.000	32.3%
	Rp 4.000.001 - Rp 6.000.000	0%
	Rp 6.000.001 - Rp 8.000.000	3.2%
	Above Rp 8.000.000	16.1%
Life Status	Single	58.1%
	Taken	41.9%

Mas Rito's target market is primarily young adults aged 18-22, with a majority being students (77.4%). Since nearly half of the respondents earn less than Rp 2.000.000 per month and another 32.3% fall within the Rp 2.000.001 - Rp 4.000.000 range. This means that Mas Rito should maintain competitive and

budget-friendly pricing to appeal to this income bracket.

Table 2.1.2 Psychographic Survey Results

How Often do you eat out?	Every day	29.%
	4-5 times a week	22.6%
	2-3 times a week	16.1%
	Once a week	32.3%
	Never	0%
What is most important to you when choosing something to eat?	Taste of the food	87.1%
	Price	71%
	Healthiness of the food	19.4%
	Convenience	29%
	Portion	25.8%
How do you view your eating habits?	Health-conscious	16.1%
	Indulgent	3.2%
	Balanced between health and indulgence	64.5%
	I don't think much about it	16.1%
How willing are you to try new food experiences?	Very willing	25.8%
	Somewhat willing	38.7%
	Neutral	32.3%
	Unwilling	3,2%
	Very Unwilling	0%
How important are sustainability and environmentally friendly	Very Important	22.6%
	Important	41.9%
	Neutral	32.3%

practices in your food choices?	Not Very Important	3.2%
	Not important at all	

The survey results suggest that Mas Rito's target customers eat out frequently, with a significant portion dining out daily (29%) or multiple times a week (22.6%), highlighting a strong demand for convenient and accessible food options. Taste (87.1%) and price (71%) are the top priorities when choosing food, this means that mas rito needs to make sure that its taste is always consistent . While health-conscious dining is not a primary concern (only 16.1% identify as strictly health-conscious), most customers (64.5%) prefer a balance between indulgence and health, meaning Mas Rito can offer flavorful yet balanced meal options. With 64.5% of respondents willing or somewhat willing to try new food experiences, Mas Rito's fusion concept has strong market potential. Additionally, sustainability and environmentally friendly practices are important to a majority (64.5%), suggesting that using local ingredients and eco-friendly packaging could enhance brand appeal.

Table 2.1.2 Geographic Survey Results

Where do you currently live?	Gading Serpong	32.3%
	Jakarta	19.4%
	BSD	6.5%
	Alam sutera	3.2%
	Other (Near Tangerang Area)	38.5%
How often do you purchase food online?	Frequently (once a week or more)	35.5%
	Occasionally (a few times a month)	25.8%
	Rarely (once a month or less)	38.7%

	Never	0%
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The survey results indicate that Mas Rito's primary customer base is concentrated in Gading Serpong (32.3%), followed by Jakarta (19.4%) and other areas near Jakarta (38.5%). This suggests that opening a location in or near Gading Serpong would provide strong accessibility to the majority of potential customers. Additionally, online food purchases are common, with 35.5% ordering frequently and 25.8% occasionally, meaning that having a strong online presence and delivery service is crucial for capturing this market. Given that no respondents selected "Never" for online food purchases, integrating with popular food delivery platforms will be essential to Mas Rito's success.

Table 2.1.2 Behavioral Survey Results

How do you mostly find out about new food products?	Social media	54.8%
	Recommendations from friends/family	45.2%
	Online reviews (Google, TripAdvisor, etc.)	0%
	Ads on websites or spam	0%
Have you ever had a burrito?	Yes	64.5%
	No	35.5%
What is your budget for eating out?	Rp. 30.000 - Rp. 40.000	54.8%
	Rp. 45.000 - Rp. 50.000	29%
	More than Rp. 50.000	16.1%

How often do you use restaurant loyalty or special programs?	Always	3.2%
	Often	16.1%
	Sometimes	35.5%
	Rarely	29%
	Never	16.1%

The survey results highlight key insights for Mas Rito's marketing and pricing strategies. Social media (54.8%) and word-of-mouth (45.2%) are the main channels for discovering new food, this means that strong digital marketing and influencer collaborations are going to be very important. While 64.5% have tried a burrito before, 35.5% have not, this means that mas riot has a chance of introducing and educating customers on Mas Rito's unique Indonesian-inspired burritos. Most respondents (54.8%) have a budget of Rp 30.000 - Rp 40.000 for eating out, aligning well with Mas Rito's price range. Additionally, loyalty programs could help retain customers, as 35.5% use them sometimes and 16.1% often.




### 2.2.3. Conclusion

From all the data collected, what Mas Rito needs to focus on is affordable pricing and appealing to a younger demographic as most of the respondents are students, one of the examples would be launching a promotion using their student id's. In the end the most important part would be focusing on the affordability and taste of the product, and also positioning the stores to open in Gading serpong and areas near Jakarta as it seems to be the hotspots of food in general.

## 2.2 Competitor Analysis




### 2.2.1 Direct Competitor

Table 2.1 Direct Competitor Analysis

Factors	Amigos restaurant  (Source :Google Maps )	Taco bell  (Source :Google Maps)	Tacos El Asa  (Source :Google Maps)
Location	Jakarta	Gading Serpong	Bencong
Main Product	Mexican Food	Fast mexican food	Mexican Food
Price range	Rp 100.000 - Rp 200.000	Rp 35.000 - Rp 70.000	Rp 50.000 - Rp 100.000
Target Customer	Families, working-class individuals	Young adults, students, office workers	Young Adventurous
Service	Full Service and homey atmosphere	Quick Service and consistent branding	Quick Service and family friendly
Distribution Channel	Delivery apps, dine-in	Delivery apps, dine-in, drive-thru	Delivery apps, dine-in, drive-thru
Marketing Strategy	Limited Word of mouth and promos through social media	Social media campaigns, influencer endorsements	Aggressive TV and app ads

## 2.2.2 Indirect Competitor

Table 2.2 Indirect Competitor Analysis

Factors	 (Source :Google Maps )	 Source :Google Maps)	 (Source :Google Maps)
Location	Summarecon Mall Serpong	Goldfinch	Summarecon Mall Serpong
Main Product	Kebab wraps and middle eastern dishes	Burgers, hotdogs and other fried goods	Korean corndogs and a variety of korean foods
Price range	Rp 30.000 - Rp 50.000	Rp 25.000 - Rp 50.000	Rp 20.000 - Rp 50.000
Target Customer	The youth mall goers	The youth mall goers	The youth mall goers
Service	Quick-service, consistent branding	Quick-service, consistent branding	Quick-service, consistent branding
Distribution Channel	Delivery apps, dine-in,	Delivery apps, dine-in,	Delivery apps, small streetside operations
Marketing Strategy	Social media campaigns, influencer endorsements	Social media campaigns, influencer endorsements	Social media campaigns, influencer endorsements

## 2.2.3 SWOT

Table 2.3 SWOT Analysis

<b>Strength</b>	<b>Weakness</b>
<ol style="list-style-type: none"> <li>1. Unique Concept</li> <li>2. Travel Friendly</li> <li>3. Local Ingredients</li> </ol>	<ol style="list-style-type: none"> <li>1. New and Niche Product</li> <li>2. Limited Brand Awareness</li> <li>3. Operational Challenges</li> </ol>
<b>Opportunity</b>	<b>Threat</b>
<ol style="list-style-type: none"> <li>1. Growing Interest in Fusion Cuisine</li> <li>2. Food Delivery Growth</li> <li>3. Loyalty and Promotions</li> </ol>	<ol style="list-style-type: none"> <li>1. Competition from Established Brands</li> <li>2. Consumer Skepticism</li> <li>3. Economic Uncertainty</li> </ol>

The strengths of mas rito stands out through its unique concept, blending Indonesian and Mexican flavors into a distinctive offering that appeals to students and young professionals seeking something new yet familiar. This fusion is designed to be travel friendly, making it a convenient and practical choice for busy lifestyles, whether for takeaway or quick dining. At the same time, the use of local ingredients reinforces authenticity and sustainability, ensuring that each product delivers a fresh, high-quality taste while supporting local producers. Mas Rito faces the challenge of introducing burritos to a market where they're not yet mainstream, requiring extra effort in educating consumers. As a new brand, building awareness and credibility will take time. Plus, managing fresh ingredients and maintaining quality consistency demands a strong and efficient supply chain. But with more consumers embracing fusion cuisine, Mas Rito has a great opportunity to introduce its unique flavors. The rise in food delivery also means a strong potential for growth through online platforms. Plus, strategic promotions like discounts and loyalty programs can help attract and keep customers coming back. One of the problems mas Rito faces is competition from well-known fast food brands and local favorites, which could make it harder to stand out. Some customers may also be hesitant to try an unfamiliar fusion dish. Additionally, economic factors like inflation could affect spending habits, making affordability a key concern.

### 2.3 Sales Goal

Table 2. 4 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Annual Revenue	Rp 1,710,000,000	Rp 1,881,000,000	Rp 2,106,720,000
Gross profit	Rp 1,040,094,000	Rp 1,144,103,400	Rp 1,281,395,808
Unit sold	45,000 Units	49,500 Units	55.440 Units
New customer acquisition	11,250 Customers	12,375 Customers	13,860 Customers
Customer Acquisition Cost	Rp 4,853	Rp 4,412	Rp 3,939

Assumptions :

1. Year 1 annual revenue uses the sales forecast directly:  
 $\text{Rp } 4,750,000 \text{ daily revenue} \times 30 \text{ days} \times 12 \text{ months} = \text{Rp } 1,710,000,000$   
per year.
2. Year 1 unit sales use the daily sales goal:  
 $125 \text{ units per day} \times 30 \text{ days} \times 12 \text{ months} = 45,000 \text{ units per year.}$
3. Year 1 gross profit uses the income statement figure:  
 $\text{Rp } 1,040,094,000$  per year.
4. Year 2 assumes 10% sales growth from Year 1 because the brand becomes more recognized after the first year, resulting in projected annual revenue of  $\text{Rp } 1,881,000,000$  and gross profit of  $\text{Rp } 1,144,103,400$ .
5. Year 3 assumes 12% sales growth from Year 2 because the business is expected to gain more repeat customers, stronger market awareness, and increased customer loyalty, resulting in projected annual revenue of  $\text{Rp } 2,106,720,000$  and gross profit of  $\text{Rp } 1,281,395,808$
6. Average selling price stays around  $\text{Rp } 38,000$  per unit, based on the total annual revenue divided by total yearly units sold.
7. New customer acquisition is estimated as 25% of total yearly unit sales, assuming one new customer purchases approximately four times per year. This results in 11,250 new customers in Year 1, 12,375 new customers in Year 2, and 13,860 new customers in Year 3.
8. Customer acquisition cost (CAC) uses the promotion budget:  
 $\text{Rp } 4,550,000 \text{ per month} \times 12 \text{ months} = \text{Rp } 54,600,000$  per year.
9. Therefore, the estimated CAC is:  
Year 1:  $\text{Rp } 54,600,000 \div 11,250 = \text{Rp } 4,853$   
Year 2:  $\text{Rp } 54,600,000 \div 12,375 = \text{Rp } 4,412$   
Year 3:  $\text{Rp } 54,600,000 \div 13,860 = \text{Rp } 3,939$
10. CAC decreases each year because the same promotion budget becomes more efficient as brand awareness increases, customer retention improves, and a larger share of sales comes from repeat customers and word-of-mouth referrals.

## 2.4 Marketing Strategy

### 2.4.1 Product

Mas Rito is different from its competitors because of its Indonesian and Mexican fusion food, that is its unique selling point, creating a one-of-a-kind burrito experience that blends familiar local tastes with an exciting, Mexican twist.

### 2.4.2 Place

Mas Rito is planned to open in Ruko Goldfinch Gading Serpong area. Mas Rito will also support online deliveries such as Grab and Gojek. this location will also support the production of the Main Products.

### 2.4.3 Promotion

Table 2. 5 Promotion Budget Table

Advertising Tools	Budget Monthly
Social Media Ads	Rp 250.000
Collab with local Influencers	Rp 2.500.000
In-Store Promotion	Rp 1.000.000
Content Design	Rp 800.000
<b>Total</b>	<b>Rp 4.550.000</b>

### 2.4.4 Pricing

Table 2. 6 Pricing Table

Product Name	Price
Nasi Daun Jeruk Buriito	Rp 35.000
Nasi Uduk Burrrito	Rp 35.000
Rendang Sauce Burrrito	Rp 40.000
Peanut Sauce Burrrito	Rp 40.000
Indomie Burrrito	Rp 40.000

These prices are made this way to attract both the younger consumers and the office workers who want a quick and easy meal to eat on the go.