

CHAPTER II

MARKETING PLAN

2.1. Market Size

Market size is useful for knowing the potential demand and revenue opportunities for a specific category, the following market size is a market size that can determine the consumer category that will be the target market of GET TORRIED. GET TORRIED targets corporate workers and students who live in Gading Serpong and the areas around Gading Serpong who are aged 18-24 years who want to relax with alcoholic drinks while eating yakitori, go to a restaurant to experience the dining experience and service by going directly to the restaurant, or those who only want to buy products from the restaurant through takeaway services.

2.1.1. Qualitative

The purpose of these quantitative interviews was to clearly gauge market trends revealed in the discussions, such as the interest of students and young professionals in small bars offering Japanese satay with a variety of unique sauces not commonly found in other Japanese satay restaurants. By converting these insights into quantitative data, the findings could be tested and compared, providing an objective picture of the market that serves as a solid foundation for determining what business strategies would be suitable for GET TORRIED to meet the needs of customer segments not yet fully reached by larger restaurants.

Interview with the manager of Shao Kao Gading Serpong (Mr.Toni) gave me some information about the sales of the restaurant. The best seller menu at Shao Kao Gading Serpong is almost all of their satays are liked and often ordered by customers, and most of their customers prefer to eat in rather than takeaway. They target a minimum of 100 customers who come every day, and they also receive feedback for their restaurant through googlemaps, tripadvisor, and restaurant social media. Most of Shao Kao's customers are satisfied with the food they have served

such as their satays and only need to provide a consistent taste to maintain their customer satisfaction.

Interviews with shao kao staff (Mrs.Karin, 23 Years Old) gave me insight into the product offerings they use in their operations. Shao Kao uses meat that they source directly from local farmers who sell it at affordable prices and in large quantities. Shao Kao serves authentic Chinese satay products that are consumed by the local community and eaten with beer or alcohol available. Shao Kao also pays attention to small things such as rent, operating costs, and labor so that they can ensure a net profit. Shao Kao pays close attention to the consistency of the taste of their products so that customers who already like their products will return to their restaurant.

Interviews with Shao Kao customers (Mr.Mario, 25 Years Old) allowed me to learn about their preferences. Customers choose Shao Kao restaurant over other restaurants that serve similar dishes because of its many variants and delicious taste, and they feel that the prices charged by Shao Kao are still reasonable for a restaurant of Shao Kao's class. Most of the customers visit Shao Kao during special celebrations, and they also feel that enjoying Shao Kao at the restaurant is much more enjoyable than taking it home.

2.2.2. Survey Result

In the demographic section, the survey includes questions about age, gender, employment status, monthly income, and family status. The information in the demographic section helps the owner to know the target market persona so that GET TORRIED can create a marketing strategy based on customer demographics.

Table 2. 1 Demographic Question

Attribute	Component	Percentage
Age	18 - 24 Years Old	100%
	25 - 34 Years Old	0%
	35 - 44 Years Old	0%
	Above 44 Years Old	0%
Gender	Male	60%
	Female	40%
Employment Status	Full Time Employeed	0%

	Part Time Employeeed	0%
	Entrepreneur / Self Employeeed	0%
	Student	100%
Monthly Income	Under Rp.2.000.000	14,3%
	Rp.2.000.000 - Rp.4.000.000	80%
	Rp.4.000.000 - Rp.6.000.000	15,7%
	Above Rp.6.000.000	0%
Family Status	Single	71,4%
	Taken	28,6%
	Married With Children	0%
	Married Without Children	0%

All of the Respondent (100%) are aged 18 - 24 Years Old, this data show that GET TORRIED should more focus on young people especially student. The gender is slightly having more male than female with 28 male and 12 female, so young male student is the majority of GET TORRIED markets. Mostly of the respondent (80%) have a income Rp.2.000.000 - Rp.4.000.000, this thing show that GET TORRIED must have a affordable and reasonable price to reach the young people market.

Table 2. 2 Psychographic Question

Attribute	Component	Percentage
Important Factors When Choosing Food	Taste	16,7%
	Price	73,3%
	Service Quality	10%
Willingness To Try New Food	Very Willing	36,7%
	Willing	56,7%
	Neutral	6,7%
	Unwilling	0%
	Very Unwilling	0%

Price is the most important factor when choosing food for 73,3% of respondents, which means GET TORRIED should focus on the price and food consistency. 56,7% willing to try new food, which is good news for GET TORRIED to continue to make marketing to introduce its products to the public.

Table 2. 3 Geographic Question

Attributes	Component	Percentage
Current Domicile	Gading Serpong	68,6%
	BSD	22,9%
	Alam Sutera	8,6%
	Other	0%

Majority (68,6%) of the respondent is live in Gading Serpong, It can be concluded that Gading Serpong is a place that can attract many customers who want to go on a culinary tour.

Table 2. 4 Behaviour Question

Attributes	Component	Percentage
Travel Distance To Buy Food	Under 5Km	70%
	5 - 10 Km	30%
	10 - 15 Km	0%
	Above 15 Km	0%
Order Food Online Frequency	Once a Week or More	36,7%
	A Few Times a Month	50%
	Once a Month or Less	13,3%
	Never	0%
Where Do You Know The Product	Friend or Family Recommendation	36,7%
	Online Review (Google or TripAdvisor)	43,3%
	Ads or Website	13,3%
	While Passing By	6,7%
	Event or Promotion	0%
Budget For Per Pieces Yakitori	Under Rp.10.000	10%
	Rp.10.000 - Rp.15.000	86,7%
	Rp.15.000 - Rp.20.000	3,3%
	Above Rp.20.000	0%
How Often Do You Dine In	Once a Week or More	40%
	A Few Times a Month	43,3%
	Once a Month or Less	16,7%
	Never	0%
How Often Do You Use Loyalty Program	Always	43,3%
	Often	46,7%
	Sometimes	6,7%
	Rarely	3,3%
	Never	0%
Dining Out Frequency	Every Day	20%
	A Few Times A Week	63,3%
	Once A Week	10%

	A Few Times A Month	6,7%
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Majority (70%) of the respondent travel under 5 Km to buy food, they (50%) also order food online a few times a month, many of they (43,3%) also know a restaurant from online review. They dine in at a restaurant once a week or more (67,5%), 70% of the respondent always use loyalty program, Rp.10.000 - Rp.15.000 (55%) is the reasonable budget for a pieces of yakitori.

2.2.3. Conclusion

From the results of the interviews and surveys that have been conducted, it can be concluded that GET TORRIED must make its products have a consistent taste and affordable prices. In addition, small things such as location, dine-in system, online applications, and loyalty programs will also be the focus of GET TORRIED. GET TORRIED will sell its products at a price of Rp. 12,000 per piece of yakitori, using quality ingredients and branding through social media that will introduce itself to Gen Z and Millennials. Cashback vouchers will also be used as a means of promotion and of course the price of products from GET TORRIED is more affordable when compared to competitors around it, the place of sale of GET TORRIED is also very adequate and is located in the culinary center of Gading Serpong, namely Pasar Paramount Gading Serpong. Promotion and product branding carried out by GET TORRIED is using interaction through social media that can allow its customers to contribute to provide ideas and suggestions to make GET TORRIED can always improve in running its operations, this can also find out customer preferences.

2.2. Competitor Analysis

2.2.1. Direct Competitor

Table 2. 5 Direct Competitor Analysis

Factors	Shao Kao	Sate Konco	Sate Taichan Ipan
Location	Gading Serpong	Gading Serpong	Gading Serpong
Main Product	Satay	Sate Ayam	Sate Taichan

Price range	Rp.50.000 - Rp.100.000	Rp.25.000 - Rp.50.000	Rp.25.000 - Rp.50.000
Target Customer	Corporate, Resident of Gading Serpong	Student, Corporate, Resident of Gading Serpong	Student, Corporate, Resident of Gading Serpong
Service	Self Service	Full Service	Full Service
Distribution Channel	Direct To Customer (D2C)	Direct To Customer (D2C)	Direct To Customer (D2C)
Marketing Strategy	Discount on restaurant	Location	Location

Shao Kao, Sate Konco, and Sate Taichan Ipan are competitors of GET TORRIED located around Gading Serpong, all three brands sell satay as their main product. The target market of these three restaurants are Gading Serpong residents, students, and corporates. These three restaurants sell their products directly to consumers (D2C), and make location their main marketing strategy. The advantages of GET TORRIED among these three restaurants are more affordable prices, the provision of loyalty programs, strategic locations, and a more comfortable place to dine in.

2.2.2. Indirect Competitor

Table 2. 6 Indirect Competitor Analysis

Factors	Twenty Six by Dapur Bora	Choipan Singkawang Pasmud	Bakmi Siantar Ayong
Location	Gading Serpong	Gading Serpong	Gading Serpong
Main Product	Nasi Goreng	Choipan	Bakmie
Price range	Rp 25.000 - Rp 50.000	Rp 50.000 - Rp 100.000	Rp 50.000 - Rp 100.000
Target Customer	Corporate, Resident of Gading Serpong	Corporate, Resident of Gading Serpong	Corporate, Resident of Gading Serpong
Service	Full Service	Full Service	Full Service
Distribution Channel	Delivery apps, dine in	Dine in	Dine in, delivery apps
Marketing Strategy	Limited word of mouth, social media	Limited word of mouth	Social media

Restaurants in Gading Serpong target similar client categories, provide full-service dining, and maintain a comparable pricing range of Rp 50,000 to Rp 100,000, according to the competitive study. Only one rival actively uses social media, while the most rely on restricted marketing techniques, mostly word-of-mouth. In order to gain a greater competitive edge in the market, a yakitori restaurant has the chance to set itself apart with genuine Japanese food, effective digital marketing, and a variety of sales channels, including dine-in and online delivery.

2.2.3 SWOT

Table 2. 7 SWOT Analysis

Strength	Weakness
1. Unique variant of Yakitori 2. More affordable price than other competitor 3. Selling beer and other alcohol	1. Marketing promotion might not be stronger than competitor 2. Its not something that Indonesian people eat daily 3. Limited capital in the business
Opportunity	Threat
1. Indonesian people interest to try new variant and unique taste 2. No competitor that sell the same product yet 3. Few Yakitori seller in Indonesia	1. Competitor that might copy GET TORRIED product 2. Unstable raw material price 3. Changing consumer trend

2.3. Sales Goal

Table 2. 8 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Annual Revenue	Rp 684.000.000	Rp 752.400.000	Rp 842.686.000
Gross Profit	Rp 404.002.800	Rp 444.403.080	Rp 497.731.449
Unit Sold	54.000	59.400	66.528
New customer acquisition	10.800 Customers	11.880 Customers	13.306 Customers
Customer Acquisition Cost	Rp 3.333	Rp. 3.030	Rp 2.705

Assumptions :

- Year 1 annual revenue uses the sales forecast directly:
Rp 1,900,000 daily revenue × 30 days × 12 months = Rp 684.000.000 per year.
- Year 1 unit sales use the daily sales goal:

150 units per day \times 30 days \times 12 months = 54.000 units per year.

3. Year 1 gross profit uses the income statement figure:

Rp 404,002,800 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 Rp 752.400.000 and gross profit of Rp 444.403.080

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 Rp 842.686.000 and gross profit of Rp 497.731.449

6. Average selling price stays around Rp 12.666 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 10.800 new customers in Year 1, 11.880 new customers in Year 2, and 13,306 new customers in Year 3.

8. Customer acquisition cost (CAC) uses the promotion budget:

Rp 3.000.000 per month \times 12 months = Rp 36.000.000 per year.

9. Therefore, the estimated CAC is:

Year 1: Rp 36.000.000 \div 10.800 = Rp 3.333

Year 2: Rp 36.000.000 \div 11.880 = Rp 3.030

Year 3: Rp 36.000.000 \div 13.306 = Rp 2.705

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

Yakitori is a traditional Japanese dish consisting of bite sized pieces of chicken and leek, and then skewered on bamboo sticks and grilled over charcoal. It is commonly seasoned with savory sauces or salt, creating a smoky, juicy, and flavorful taste. GET TORRIED offers a yakitori bar concept with a unique selling point on innovative varieties such Thai sauce, toasted sesame, garlic, brown soy, and peanut sauce that combine many flavour (sour, savory, sweet, and spicy) into a single product.



Figure 2. 1 GET TORRIED Product Photo
(Source : Instagram/Get Torried)

Other features include a rapid service system that is quick and efficient with the use of a QR code and a maximum 5-minute wait time, accompanied by a simple menu that makes it easier for customers to make selections. In addition, prices that are more expensive than those of competitors, the practicality of dine-in or takeout, and the emphasis on drinking alcoholic beverages like beer and sake make GET TORRIED different and more relevant to modern lifestyles.

2.4.2. Place

GET TORRIED opened its restaurant in the Paramount shophouse at Pasar Modern Gading Serpong. This place used to be famous for its culinary offerings from various regions and very diverse.



Figure 2. 2 GET TORRIED Dine In Area (Source : Author AI Generated Layout)

Because of this, GET TORRIED will benefit from selling here, as this place is already known as one of the culinary centers in Gading Serpong, and people who enjoy alcohol also know that within Pasar Modern Paramount Gading Serpong there are several bars that sell alcohol, so visitors come here with the purpose of enjoying food and relaxing while drinking alcohol. Additionally, the location is close to well-known campuses in Gading Serpong, allowing GET TORRIED to become a hangout spot for college students and millennials around Gading Serpong.

2.4.3. Promotion

Table 2. 9 Promotion Budget Table

Advertising Tools	Monthly Budget
Social Media Ads	Rp 200.000
In-Store Promotion	Rp 800.000
Collab with Local Influencers	Rp 2.000.000
Total	Rp 3.000.000

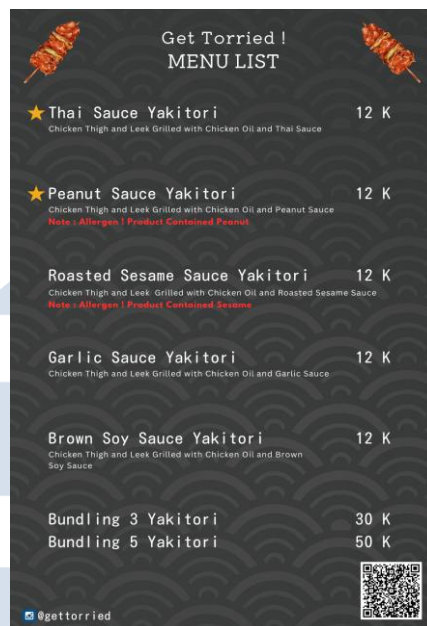


Figure 2. 3 GET TORRIED Menu
(Source : Instagram/Get Torried)

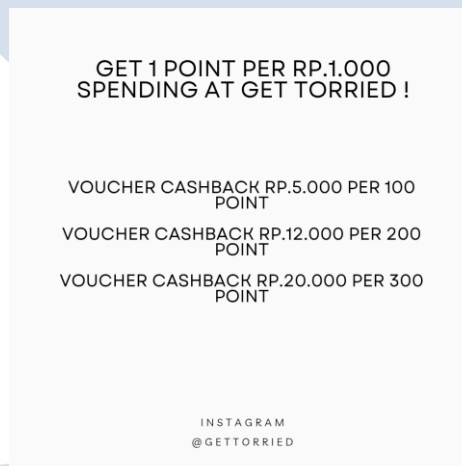


Figure 2. 4 GET TORRIED Promotion
(Source : Instagram/Get Torried)

The reason for creating the cashback voucher is to attract customers, retain customers, and entice customers to spend more money on GET TORRIED, but they also get benefits from spending the money.

2.4.4. Pricing

The price set by GET TORRIED is based on the cost plus pricing of the product's food cost, the strategy in making the price can be in line with the goal of GET TORRIED which is to slowly increase its business opportunities such as opening branches in big cities but still affordable for all groups. especially Gen Z and Millennials, Get Torried sells all yakitori variants such as Thai Sauce Yakitori, Roasted Sesame Sauce Yakitori, Garlic Sauce Yakitori, Brown Soy Sauce Yakitori, and Peanut Sauce Yakitori at a price of Rp. 12,000 per piece.

