

CHAPTER II

MARKETING PLAN

2.1 Market Size

2.1.1. Interview Result

Conducting interviews with competitors and potential customers plays an important role in the development of the CRISPO business, as it provides a clearer understanding of market conditions and consumer needs. Interviews with competitors help identify pricing strategies, product variations, promotional activities, as well as their strengths and weaknesses, allowing CRISPO to determine the right market positioning, create differentiation through innovations such as unique sauce variants, and improve service quality and operational efficiency. Meanwhile, interviews with potential customers aim to understand taste preferences, acceptable price ranges, and factors influencing purchasing decisions, such as product appearance, convenience, and food trends. By combining insights from both competitors and customers, CRISPO can develop more targeted and relevant business strategies, enhance competitiveness, and increase its chances of success in the market. Below are question list for the staff and customer.

Table 2.1 Question List

No.	Staff	Customer
1.	What do you think is the main attraction of the food sold here?	Customer Profile
2.	What strategies are used to attract customers?	What are the important factors that drive you to buy food?
3.	How to make the price offered seem attractive to buyers?	At what price are you willing to buy snacks?
4.	How do you determine the market segmentation for this product?	What methods do you usually use to discover new dining options?
5.	Are there any particular current trends in consumer preferences for snacks?	What types of variants do you prefer and dislike when buying snacks?

Staff Shake shake in a tub(Ms Rina)

Interview results from a shop that sells potato-based products provide several important insights that can be applied to CRISPO. The findings show that flavor variety is one of the key factors in attracting customers, making it important to offer different taste options that suit market preferences, particularly savory, spicy, and slightly sweet flavors. This supports CRISPO's concept of serving crispy hash browns with a selection of signature sauces, including mushroom sauce, cheese sauce, honey mustard, chili oil, and *bumbu rujak*, to create a more enjoyable and customizable snacking experience. The interview also revealed that bundling promotions and different portion sizes are effective strategies to provide better value and encourage repeat purchases. In addition, social media promotion plays a significant role in increasing sales through attractive product photos, giveaways, holiday discounts, and engaging content. The main target market consists of students, young adults, and mall visitors, although families also represent a potential customer segment because snack products are practical, easy to carry, and suitable for casual consumption. Furthermore, the increasing preference for savory snacks with diverse flavor options indicates that CRISPO has strong potential to meet current consumer trends and strengthen its competitiveness in the snack market.

Customer (Ms. Alya)

The consumer profile interview revealed that taste, price, product quality, and food hygiene are the main factors influencing purchasing decisions. The respondent, a 20-year-old student from Jakarta, typically spends around Rp25,000–Rp50,000 on snacks, which aligns with CRISPO's affordable pricing strategy. She usually discovers new food products through social media platforms and recommendations from friends, highlighting the importance of digital marketing and word-of-mouth promotion in attracting potential customers. In terms of flavor preferences, she tends to avoid spicy and sour tastes, suggesting that consumers have different taste preferences and that offering a variety of sauce options, including milder flavors, can help

CRISPO appeal to a broader market. These insights indicate that maintaining product quality and hygiene, providing value for money, and utilizing effective online promotion are essential to meeting the needs and expectations of CRISPO's target consumers.

2.1.2. Survey Result

Table 2.2 Demographic Survey Result

Age	18-24	96,9%
	25-30	3,1%
	30-40	0%
	40+	0%
Gender	Male	40,6%
	Female	59,4%
Job Status	Employed Full Time	6,3%
	Employed Part Time	3,1%
	Self Employed	0%
	Student	90,6%
Monthly Income	< 2.000.000	65,6%
	2.000.001- 4.000.000	31,3%
	4.000.001- 6.000.000	3,1%
	6.000.001- 8.000.000	0%
	>8.000.001	0%
Family Status	Single	75%
	Taken	25%

The main target market for this business is students aged 18-24 years old (96.9%) with the majority being university students (90.6%). Most consumers earn below IDR 4,000,000 per month (96.9%), so the pricing strategy needs to be adjusted to their purchasing power. The majority of respondents are female (59.4%), which can be a consideration in determining marketing strategies and product design.

Table 2.3 Geographic Survey Result

Domicile	Gading Serpong	50%
	Jakarta	25%
	BSD	9,4%
	Etc.	15,6%

Most respondents live in Gading Serpong (50%), Jakarta (25%) and BSD (9.4%), which are urban areas with dynamic lifestyles.

Table 2.2. Psychographic Survey Result

What Is Most Important to you when choosing something to eat?	Taste	87,5%
	Price	87,5%
	Healthiness	28,1%
	Convenience	31,3%
	Portion	28,1%
Eating Habits	Health Conscious	6,3%
	Indulgent	15,6%
	Balanced	53,1%
	I don't think much about it	25%
Try new food experiences	Very Willing	34,4%
	Somewhat Willing	34,4%
	Neutral	31,3%
	Unwilling	0%
	Very Unwilling	0%
How important are sustainability and environmentally friendly practices in your food choices?	Very Important	28,1%
	Somewhat Important	21,9%
	Neutral	50%
	Not Very Important	0%
	Not Important at All	0%

In choosing food, consumers prioritize taste (87.5%) and price (87.5%) the most, followed by ease of consumption (31.3%) and health (28.1%). Most have balanced eating habits (53.1%), while 68.8% of consumers are willing to try new food experiences, suggesting that innovations in sauce variants can attract their attention. In addition, while 50% of respondents are neutral towards sustainability and eco-friendly packaging, there are still 28.1% who consider it very important, making it a potential value-add for brands.

Table 2.2 Behavioral Survey Result

Ever tried hash brown?	Yes	93,8%
	No	6,3%
Often purchase food online	Frequently	28,1%
	Occasionally	28,1%
	Rarely	43,8%
	Never	0%
Mostly find out about new	Social Media	65,6%

food product	Recommendations from friends or family	31,3%
	Online Reviews	3,1%
	Ads from website or spam	0%
Budget	15.000 – 30.000	28,1%
	30.000 – 45.000	40,6%
	More than 50.000	31,3%
Loyalty Program	Always	9,4%
	Often	18,8%
	Sometimes	46,9%
	Rarely	12,5%
	Never	12,5%

Most respondents have tried hash browns (93.8%), indicating that this product has a good acceptance in the market. However, the frequency of online food purchases is still relatively rare, with 43.8% of respondents only buying occasionally. The majority of consumers discover new food products through social media (65.6%), followed by recommendations from friends or family (31.3%). The most desirable price range is Rp 30,000 – Rp 45,000 (40.6%), so pricing strategies need to be tailored within this range.




2.1.3. Conclusion

Based on the survey results, the business should implement an aggressive digital marketing strategy, especially through Instagram and TikTok, as social media is the main source of product information for consumers. In addition, product prices should remain within the range of Rp 30,000 – Rp 45,000 to match the purchasing power of the target market, especially university students. Product innovation in sauce variants is essential as many consumers are open to new flavor experiences. Promotions such as bundling and loyalty programs can be implemented to encourage repeat purchases.

2.2 Competitor Analysis




2.2.1 Direct Competitor

Table 2.2.1 Direct Competitor Analysis

Factors	Potato Corner 	Fan Fries 	Wong Potato 
Location	Summarecon Mall Serpong	Summarecon Mall Serpong	Summarecon Mall Serpong
Main Product	French fries with various seasoning options such as BBQ, cheese, and spicy flavors.	French fries with refillable sauces and seasonings..	French fries with various flavors and seasonings.
Price range	Rp 20.000 – Rp 35.000	Rp 28.000	Rp 20.000 – Rp 50.000
Target Customer	Young people, families, and snack lovers.	Young people, families, and snack lovers looking for flavor variety.	Students, office workers, and families looking for unique flavored potato snacks.
Service	Takeaway and dine-in with fast service.	Takeaway with fast service.	Takeaway with fast service.
Distribution Channel	Direct sales through mall booths and online delivery via third-party apps.	Direct sales through mall booths and online delivery via third-party apps.	Direct sales through booths in G Town Square and online delivery via third-party apps.
Marketing Strategy	Promotion through social media, bundling offers, and seasonal flavor launches.	Promotion through social media, collaborations with influencers, and attractive combo deals.	Promotion through social media and regular new flavor launches..

2.2.2 Indirect Competitor

Table 2.2.2 Indirect Competitor Analysis

Factors	Shihlin 	Old Chang Kee 	Jiwa Toast 
Location	Summarecon Mall Serpong	Summarecon Mall Serpong	Summarecon Mall Serpong
Main Product	Taiwanese snacks such as crispy chicken, sweet potato fries	Singapore-style fried snacks such as curry puffs, fish balls and nuggets.	Toasted bread (Jiwa Toast) with various fillings such as beef, egg, cheese, and special sauce.
Price range	Rp 30.000 – Rp 45.000	Rp 15.000 – Rp 40.000	Rp 20.000 – Rp 40.000
Target Customer	Teenagers and young adults who want to enjoy a quick snack with Asian flavors.	Consumers of all ages are looking for quick snacks with unique flavors.	Young people, office workers and students looking for a quick snack.
Service	Takeaway and delivery via online app.	Takeaway and online delivery via food apps.	Dine-in at small outlets, takeaway, and online delivery via app.
Distribution Channel	Focused on shopping centers	Small outlets with a focus on strategic locations such as malls and food courts.	Branches are spread across locations with high traffic and easy access.
Marketing Strategy	Promotion through social media and food delivery apps.	Using social media, bundling promos, and seasonal menu collaborations.	Promotion through social media, collaboration with influencers, as well as the use of loyalty programs such as the Janji Jiwa Rewards app.

2.2.3 SWOT

Table 2.2.3 SWOT Analysis

Strength	Weakness
1. Unique product concept 2. Affordable Pricing Strategy 3. Strategic Location	1. Low brand awareness 2. Limited operational experience 3. Product dependency 4. Limited capital or investment
Opportunity	Threat
1. Growing demand for convenient food 2. High interest in food innovation 3. Digital marketing potential	1. High competition 2. Price sensitivity 3. Changing consumer preferences

CRISPO offers a unique product concept with innovative sauce variations such as *bumbu rujak* and chili oil, creating strong differentiation from competitors. Its affordable pricing matches the target market's purchasing power, while its location in a mall food court provides high customer traffic and strong sales potential. As a new brand, CRISPO has low brand awareness and requires time and consistent marketing to build customer trust. Limited operational experience may affect efficiency and consistency, and the focus on a single main product limits menu variety.

The growing demand for convenient food and the interest of young consumers in trying new flavors create strong market opportunities. Additionally, digital marketing and social media provide effective channels to reach and engage the target market. High competition from established brands, price-sensitive consumers, and rapidly changing food trends pose challenges. Continuous innovation is needed to remain competitive and relevant in the market.

2.3 Sales Goal

Table 2.3 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Annual	Rp 1.350.000.000	Rp 1.485.000.000	Rp 1.633.500.000

Revenue			
Gross profit	Rp 853.074.000	Rp 938.381.400	Rp 1.032.209.540
Unit sold	45.000 pcs	49.500 pcs	54.450 pcs
New customer acquisition	3.000 customers	3.500 customers	4.000 customers
Customer Acquisition Cost	Rp 15.000	Rp 13.000	Rp 11.000

The sales goals are designed based on a realistic annual growth target of 10%, supported by increasing brand awareness and customer loyalty. In Year 1, CRISPO aims to achieve annual revenue of Rp1,350,000,000 and a gross profit of Rp853,074,000 through the sale of 45,000 units. In Year 2 and Year 3, both revenue and gross profit are projected to increase by 10% annually, driven by higher sales volumes and a growing customer base. The number of new customers is expected to rise from 3,000 customers in Year 1 to 4,000 customers in Year 3, reflecting the effectiveness of marketing activities and expanding brand recognition. Meanwhile, the Customer Acquisition Cost (CAC) is projected to decrease from Rp15,000 to Rp11,000, indicating improved marketing efficiency over time. These targets demonstrate CRISPO's commitment to achieving sustainable growth while maintaining effective cost management and strengthening its position in the competitive snack market.

2.4 Marketing Strategy

2.4.1 Product



Figure 2.4.1 Product Hash Brown

CRISPO stands out from its competitors through its innovative concept of potato-based snacks with a fusion of local and international flavors, which becomes its unique selling point. The business focuses on serving crispy hash browns as its main product, paired with a variety of signature sauces such as mushroom sauce, cheese sauce, chili oil, bumbu rujak, and honey mustard. These sauce options allow customers to customize their flavor experience, creating a more personalized and enjoyable snack. In addition, CRISPO plans to introduce rotating or seasonal sauce variants to keep the menu fresh and prevent customer boredom, while continuously offering new and exciting taste experiences that align with current food trends.

2.4.2 Place

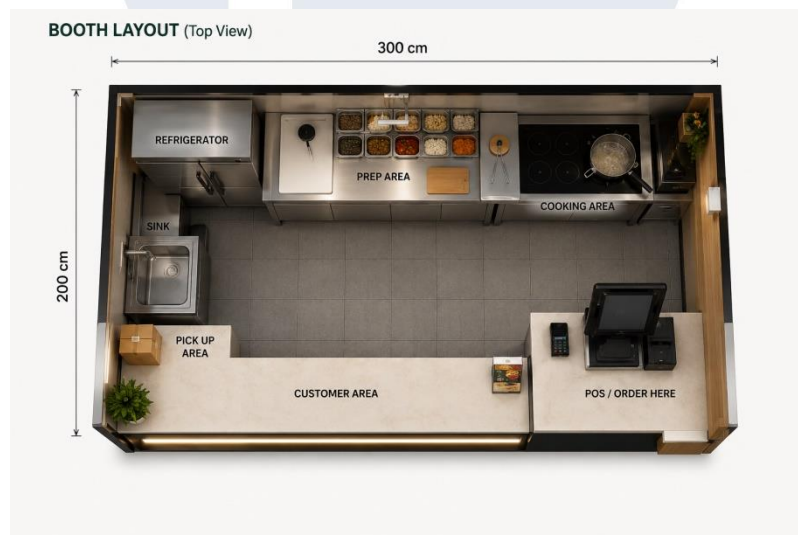


Figure 2.4.2 Booth

CRISPO will operate through a food court booth at Summarecon Mall Serpong, a strategic location with high customer traffic. In addition, the business will utilize online food delivery platforms to expand its reach and provide convenience for customers who prefer ordering from home.

2.4.3 Promotion

2.4.3 Table Promotion Budget

Advertising Tools	Budget Monthly
Social Media Ads	Rp 400.000
Collab with local Influencers	Rp 2.600.000
In-Store Promotion	Rp 1.200.000
Content Design	Rp 800.000
Total	Rp 5.000.000

CRISPO allocates a monthly promotion budget of Rp5,000,000 to increase brand awareness, attract new customers, and encourage repeat purchases. The largest portion of the budget, Rp2,600,000, is allocated for collaborations with local influencers to leverage their audience reach and enhance brand credibility among the target market. In-store promotions receive Rp1,200,000 to support activities such as discounts, bundling offers, and special promotions during holidays or peak periods. A budget of Rp800,000 is dedicated to content design, ensuring that promotional materials, menus, and social media content are visually appealing and consistent with CRISPO's brand identity. Lastly, Rp400,000 is allocated for social media advertisements to increase online visibility and drive customer engagement on platforms such as Instagram. Through this promotional strategy, CRISPO aims to effectively reach its target market while strengthening its presence in the competitive snack industry.



Figure 2.4.3 Promotion

2.4.4 Pricing

CRISPO applies an affordable and value-based pricing strategy to attract its target market, particularly students and young consumers. Each portion is priced at Rp 30,000, where customers will receive two pieces of crispy hash browns along with one choice of signature sauce. This pricing is designed to offer a satisfying portion at a competitive price, making it accessible while still delivering quality and flavor variety. Additionally, the inclusion of customizable sauce options enhances perceived value and encourages repeat purchases.

