

CHAPTER II

MARKETING PLAN

2.1 Market Size

Richsoles collected data through interviews and by sharing questionnaires. The aim was to understand customer demographics, locations, preferences, and behaviors. This information helps to learn about competitors and figure out what matters most to customers. With 31 responses, the survey provided valuable insights to improve Richsoles and its products.

2.1.1. Interview Result

To gain a deeper understanding of customer preferences for Richsoles, qualitative research was conducted through interviews with the owner of a similar business and a prospective customer. The interviewees were chosen thoughtfully to ensure their insights aligned with Richsoles goals and needs.

Table 2.1 Qualitative Question Structure

Owner	Prospective Customer
Business Information	Personal Information
Target Market	Food Preferences
Best Selling Product	Product Expectation
Marketing & Promotion	Range Prices
Customer Feedback	Opinion & Suggestion
Tips For Beginner	Factor & Decision

Participant 1: Ibu Enat Owner of Good Risoles

The owner, who claims to only focus practical frozen snacks, while their main menu is risoles and dim sum. These snacks are targeted at families that value convenience because they can be fried and eaten in the comfort of their own homes. As for the risoles, the classic mayo filled flavor is the favorite, and for now, the business has only one offering. The owner also offers special discounts for regular customers and sometimes bonus drinks for bulk buying. The owner observes that customers appreciate the combination of good taste, texture, and practicality. However, challenges arise from limited storage space due to home based production, which

affects their capacity. To compete in the market, the owner emphasizes maintaining strong, consistent flavors, ensuring proper cold storage, and offering ready to cook samples to draw in new customers.

Participant 2: Prospective Customer Nazmi Majid

Nazmi Majid highlights that risoles are a popular snack, especially those with savory fillings like mayo or cheese. Customers are generally open to exploring new and unique flavors, provided the quality of ingredients meets their expectations. Convenience is a key factor for Nazmi, as frozen risoles that can be cooked quickly are highly preferred. Nazmi believes that attractive packaging, unique flavors, and reasonable pricing are essential to stand out in the market. Additionally, online platforms, particularly social media, are the primary way he discovers new products and leaves feedback. To improve customer satisfaction and grow the business, Nazmi recommends implementing targeted social media campaigns, loyalty programs for repeat customers, and consistent engagement through promotions or special offers. By focusing on these strategies, Richsoles can attract more customers, strengthen its market presence, and build a loyal customer base.

2.1.2. Survey Result

We conducted a survey with 31 people to learn more about potential customers. The survey included a range of questions that looked at different factors like demographics, location, lifestyle, and behavior.

Table 2.2 Demographic survey

Age	18-20	54,84%
	21-25	38,71%
	26-30	6,45%
	30+	0%
Gender	Male	40,6%
	Female	59,4%
Status	Single	96,6%
	Taken	3,1%
	Married With Children	0%

	Married Without Children	0%
Job	Student	84,4%
	Full Time Job	3,1%
	Part Time Job	12,5%

2.1.2.1 Demographic

The survey shows that most people interested in Richsoles are young and female. The largest group is aged 18-20 (54.84%), followed by those aged 21-25 (38.71%), and a few aged 26-30 (6.45%). More females (59.4%) took the survey than males (40.6%). Most respondents are single (96.6%), with only a few in relationships (3.1%) and none married. Many are students (84.4%), while some work part time (12.5%) or full time (3.1%). This means the main target audience for Richsoles is young, single, female students, with a smaller group of young workers.

2.1.2.2 Geographic

To effectively target their market, Richsoles needs to understand where their potential customers live. This can be achieved by conducting surveys, which will help them pinpoint the most promising locations and regions for future business growth.

Table 2.3 Geographic Survey

Domiciled	Tangerang	71%
	Jakarta	29%

The survey results indicate that most respondents are domiciled in Tangerang (71%), followed by Jakarta (29%). This information suggests that most potential customers for Richsoles are located in Tangerang.

2.1.2.3 Psychographic

Table 2.4 Psychographic Survey

Have you ever tried premium risoles before?	Have Tried	21 (96,8%)
	Never Tried	10 (32,3%)
Are you interested in purchasing frozen food products?	Interested	30 (96.8%)
	Not Interested	1 (3,2%)
In your opinion, what is the appropriate price for one pack of frozen Richsoles containing 4 pieces with 1 premium dipping sauce option?	Below Rp.30.000	7 (22,6%)
	Rp.45.000 – Rp.50.000	18 (58,1%)
	Above Rp.50.000	6 (19,4%)
From the available sauce options, which variant would you like to try first?	Tartar Sauce	2 (6,5%)
	Creamy Truffle	19 (61,3%)
	Honey Mustard	3 (9,7%)
	Spicy Cheese	5 (16,1)
	Alfredo Cheese	2 (6,5%)

The survey results show that respondents purchase frozen risoles infrequently, with 96.8% having tried premium risoles before, and 96.8% expressing interest in buying frozen food. The most preferred price range for 1 pack of 4 frozen Richsoles with 1 premium dipping sauce is Rp.45,000 - Rp.50,000 (58.1%). Additionally, Creamy Truffle is the most popular sauce variant (61.3%), followed by Spicy Cheese (16.1%). This information suggests that Richsoles should focus on offering premium, high quality ingredients, with a variety of appealing flavour combinations like Creamy Truffle to attract customers. The ideal pricing range and strong interest in frozen products point toward a need for competitive pricing while maintaining premium quality.

2.1.2.4 Behaviour

The behavioural section included questions about interest in promotions, the importance of social media for food product information, and excitement about Richsoles offerings.

Table 2.5 Behavioural Questions

How interested are you in promotions such as discounts or product bundling?	Very Interested	77,42%
	Neutral	22,58%
	Not Interested	0%
In your opinion, how important is the existence of social media for food product information?	Very Important	41,94%
	Neutral	32,26%
	Not Important	25,81%
About our products	Very Interested	93,55%
	Neutral	6,45%
	Not Interested	0%

2.1.3. Conclusion

Richsoles focuses on young, single, female students aged 18-25, mainly in Tangerang. Most prefer premium frozen risoles priced between Rp.45,000 & Rp.50,000, with Creamy Truffle being the favorite flavor. Many are interested in promotions and use social media to find food products, making it an important platform for marketing. These findings show the importance of offering high quality products, attractive flavors, good pricing, and effective promotions to reach and keep customers.

2.2 Competitor Analysis

2.2.1 Direct Competitor

Table 2.6 Direct Competitor Analysis

Factors	Richsoles	Good Risoles	Cafekebab
Location	Online Tangerang	Shopee Tangerang	Shopee Tangerang
Main Product	Premium frozen risoles with gourmet fillings (Creamy Truffle, Spicy Cheese)	Frozen risoles with chicken ragout filling	Frozen Kebab with ull meaty
Price range	Rp. 45,000 – Rp. 50,000	Rp. 20,000 – Rp. 25,000	Rp. 25,000 – Rp.40 ,000
Target Customer	Young, students, and families who looking for frozen food stock	Families who looking for frozen food stock	Families who looking for frozen food stock
Service	Frozen risoles ready to cook	Frozen risoles ready to cook	Frozen Kebab to cook
Distribution Channel	Online Order (WhatsApp & Instagram)	Online order via Shopee	Online order via Shopee
Marketing Strategy	Social media promotions, bundling discounts	Shopee Ads	Shopee Ads

From this competitor analysis, we can conclude that Richsoles has an opportunity to differentiate itself by offering a more premium, gourmet product with broader online distribution and branding. While other brands mainly focus on affordability and in-person sales, Richsoles fills the market gap for customers looking for high quality, frozen risoles that are both convenient and indulgent.

2.2.2 Indirect Competitor

This table presents an analysis of Richsoles' indirect competitors, which include snack-focused businesses that may not specialize in risoles but still attract similar target markets. These businesses offer a variety of snack foods—both sweet and savory—and are present in areas with overlapping customer demographics. Understanding these indirect competitors is crucial for Richsoles to identify broader market trends, potential threats, and opportunities for cross-category innovation.

Table 2.7 Indirect Competitor Analysis

Factors	Pastelia	Monami	Adinda Snack Corner
Location	Gading Serpong	Alam Sutera	Cipondoh
Main Product	Various snacks including risoles, cakes, and pastries	Sweet and savory snacks, cakes, and risoles	Traditional fried snacks like risoles and gorengan
Price range	Rp 15,000 - Rp 50,000	Rp 20,000 - Rp 60,000	Rp 10,000 - Rp 25,000
Target Customer	For office workers who need snacks for meetings	Families and also visitors to the mall	Residents around the housing complex or buyers from online platforms
Service	In store service & ready to meal	In store service & ready to meal	Fast service, take out, pre packed options
Distribution Channel	Store with delivery option	Operation store in mall	Store and online
Marketing Strategy	Social media, in store promotions and word of mouth	Social media, mall promotions, influencer marketing	Local advertising, event sponsorships & promotion ads in online platform like GoFood

The data shows that indirect competitors attract a wide customer base through varied product offerings, physical store presence, and flexible price ranges. However, Richsoles can maintain a unique selling

proposition by focusing on a specialized product (premium risoles), ensuring top-tier packaging, and targeting online-savvy customers who prioritize convenience and quality.

2.2.3 SWOT

The SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis below provides a strategic overview of Richsoles' internal and external environment. This framework identifies the company's core strengths, areas that require improvement, emerging opportunities in the market, and potential risks posed by external competition or market changes. Conducting a SWOT analysis is crucial for building a solid business foundation and aligning long-term strategies.

Table 2.8 Analysis SWOT

Strength	Weakness
Premium ingredients and unique flavours: Creamy Truffle, Spicy Cheese, Tartar & others High quality packaging that reflects a premium brand. Convenient frozen format for busy customers.	Limited storage capacity due to home production. Higher price compared to regular risoles, which might limit some customers and low brand recognition.
Opportunity	Threat
Growing demand for premium and convenient snacks. Social media marketing to attract young professionals and students. Expanding into bulk orders for events.	Direct competitors offering lower priced risoles. Indirect competitors with a wide variety of snacks & The shops are spread across several areas

2.3 Sales Goal

The table below highlights the projected sales goals of Richsoles for the first three years of business operations. This includes targets for customer acquisition, average monthly revenue, marketing expenses, and the calculated cost of acquiring each customer. These projections are essential for establishing financial expectations, planning resource allocation, and evaluating business scalability over time.

Table 2.9 Sales Goals

Sales Goals	Year 1	Year 2	Year 3
Total Customer	500	1000	1500
Growth	-	100%	50%
Average Revenue	Rp.216,000,000	Rp.432,000,000	Rp.678,000,000
Marketing Expenses	Rp.8.000,000	Rp.8,000.000	Rp.8,000,000
Customer Acquisition Cost	Rp.16,000	Rp.8,000	Rp.5,333

Based on this sales goal projection, Richsoles anticipates significant growth in customer numbers and revenue while maintaining a consistent customer acquisition cost. This reflects a strong potential for scaling the business through strategic marketing and customer loyalty efforts, ensuring long-term profitability while reinforcing the brand's position in the frozen premium snack segment.

2.4 Marketing Strategy

2.4.1 Product

Richsoles is different from other frozen risoles brands is our premium fillings and unique dipping sauces. Unlike regular risoles with standard chicken or vegetable fillings, Richsoles offers options like Creamy Truffle, Spicy Cheese, and Smoked Beef & Cheese, adding a gourmet touch to this classic snack. Most other frozen risoles brands provide simple and limited flavor options, but Richsoles focuses more on quality than quantity. Each pack also includes premium dipping sauces, making it more appealing to those who enjoy bold and rich flavors. Richsoles is designed for young adults and families who value convenience, quality, and a premium experience. With its unique flavors

and stylish packaging, this risoles brand is perfect for anyone looking for a delicious and practical snack that stands out.



Figure 2.1 Richsoles Product

2.4.2 Place

Richsoles customers can purchase the product through several convenient channels like online platforms, orders can be placed via Richsoles social media (Instagram and WhatsApp), or popular online marketplaces like Shopee and Tokopedia. And for events and pop ups, Richsoles frequently participates in food bazaars, local markets, and university events to engage with customers directly. And also delivery services collaborations with platforms like GrabFood and GoFood ensure quick and convenient delivery options.

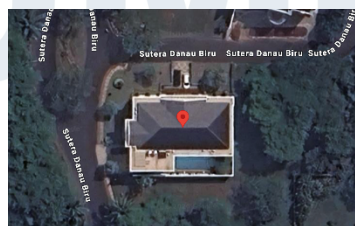


Figure 2.2 Richsoles Production Place

2.4.3 Promotion

Richsoles customers can purchase the product through several convenient channels like online platforms, orders can be placed via Richsoles social media (Instagram and WhatsApp), or popular online marketplaces like Shopee and Tokopedia with special bundling price buy 5 for Rp.220.000. And also delivery services collaborations with platforms like GrabFood and GoFood ensure quick and convenient delivery options.

Table 3.0 Promotion Marketing

Advertising Tools	Yearly Budget
Social Media Ads (Instagram)	Rp 3.000.000,00
Marketplace Ads (Shopee Ads)	Rp 2.000.000,00
WhatsApp Business Marketing	Rp 3.000.000,00
Total	Rp 8.000.000,00

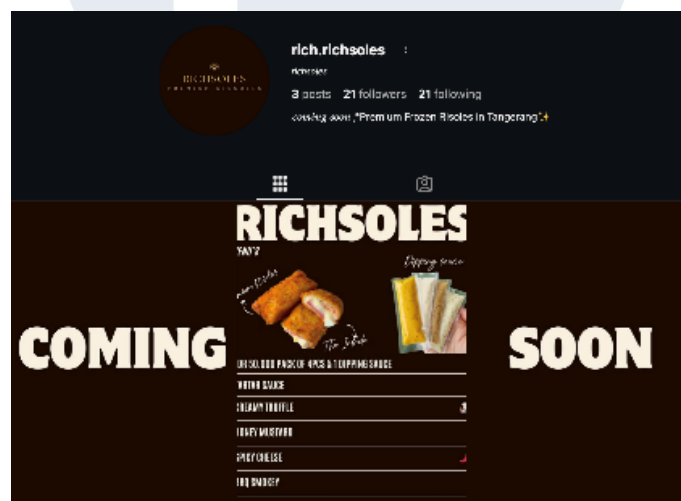


Figure 2.3 Richsoles Promotion on Social Media

2.4.4 Pricing

The pricing for Richsoles will be positioned in the premium segment, targeting customers who are willing to pay slightly more for high quality ingredients and unique flavors. The price range will be Rp Rp.50,000 for a pack of 4 risoles with a dipping sauce, offering customers value for money.