

CHAPTER III
MARKETING PLAN

A. SALES ANALYSIS

Table 3.1 Projected Sales Months 1-5

Product Sales							
Seat	Seat Turn	Years	Months				
			1	2	3	4	5
80	1	1	Rp 72.614.000	Rp 69.042.000	Rp 71.318.000	Rp 70.201.000	Rp 72.540.000
80	1	2	Rp 80.542.000	Rp 77.561.000	Rp 79.876.000	Rp 78.532.000	Rp 80.213.000
80	1.1	3	Rp 112.453.000	Rp 109.347.000	Rp 111.365.000	Rp 110.938.000	Rp 112.348.000
80	1.2	4	Rp 124.890.000	Rp 121.756.000	Rp 123.463.000	Rp 122.653.000	Rp 124.257.000
80	1.3	5	Rp 140.645.000	Rp 137.321.000	Rp 139.362.000	Rp 138.532.000	Rp 142.872.000

Table 3.2 Projected Sales Months 6-10

Product Sales					
Years	Months				
	6	7	8	9	10
1	Rp 73.890.000	Rp 71.109.000	Rp 69.256.000	Rp 67.980.000	Rp 68.986.000
2	Rp 81.786.000	Rp 79.678.000	Rp 77.413.000	Rp 75.098.000	Rp 76.432.000

3	Rp 113.654.000	Rp 111.239.000	Rp 109.276.000	Rp 107.234.000	Rp 108.780.000
4	Rp 125.689.000	Rp 123.651.000	Rp 121.654.000	Rp 119.876.000	Rp 120.643.000
5	Rp 141.362.000	Rp 139.283.000	Rp 137.293.000	Rp 135.728.000	Rp 136.284.000

Table 3.3 Projected Sales Months 11-12 & Total Revenue

Product Sales			
Years	Months		Revenue Per Year
	11	12	
1	Rp 70.235.000	Rp 74.894.000	Rp 852.065.000
2	Rp 78.465.000	Rp 82.345.000	Rp 947.941.000
3	Rp 110.364.000	Rp 114.672.000	Rp 1.331.670.000
4	Rp 122.348.000	Rp 126.631.000	Rp 1.477.511.000
5	Rp 138.741.000	Rp 142.548.000	Rp 1.669.971.000
Total Revenue			Rp 6.279.158.000

The table above is the projected sales at Canoli Restaurant starting from the first year until fifth. The table shows that Canoli Restaurant's income is always different every month, sometimes it goes up and sometimes it goes down. It is because there are months when it's vacation time, like December. And there are also months where people focus more on work and decide to eat at their own homes. So it can be concluded that the highest income is obtained in December and the lowest income is obtained in September. Canoli Restaurant's income is also proven to increase every year, although

it is not extremely significant. The seat turnover also increased by 0.1% in the third, fourth and fifth years. This indicates that more and more customers are arriving. In the first and second year, the average selling price per product is Rp 30,000, while in the third year it is Rp 40,000. The fourth and fifth year is Rp 50,000.

B. MARKET RESEARCH

a. Segmentation

- Geographic Segmentation
 - Country : Indonesia
 - Province : West Java
 - City : Bandung
- Demographic Segmentation
 - Age : 20-55 years old
 - Gender : Men and Women
 - Earning : <Rp 4.000.000
 - Job : College Students, Office Workers, Entrepreneurs
 - Status : Married, Single
- Psychographic Segmentation
 - Social Stratification : The Middle Class
 - Lifestyle : People that want to try Sundanese food and intend to have gathering or meeting with their groups, also the one willing to try new atmosphere with modern and traditional combination.

b. Target

The target market of Canoli Restaurant starts from the college students, office workers, and families, both from domestic and abroad. Because the theme of the room, price, and type of food that we choose is very appropriate for these circles.

c. Positioning

Table 3.4 Positioning Strategy

No	The Way	Strategy
1.	According to the attribute	Canoli is a restaurant that blends modern and traditional themes, especially Sundanese. Accompanied by an attractive interior design
2.	According to the benefit	It provides an opportunity for anyone who wants to feel the new atmosphere and try Sundanese food.
3.	According to the application and use	There are complete facilities and a large area for customers. Some spots also have different theme designs, so they can adjust to the desires of the customers
4.	According to the customer	This restaurant is suitable for people who want to be together or hold a special event
5.	According to the competitor	Many restaurants or competitors are starting to emerge, such as Dapoer Pandan Wangi and Ampera Restaurant
6.	According to the product category	Canoli is a business at the food industry in the form of restaurants
7.	According to the price	The price offered by Canoli Restaurant is relatively average, not too cheap and also not too expensive because we try to adjust the target market. This price competes well with other restaurants around Canoli

C. MARKET FIT

The products that Canoli offers are in accordance with the target market. This has been proven because this business has been running for four years and Canoli has never

received a very drastic loss. This fact explains that many customers are interested in this restaurant and our product is one of their favorites. In addition, Canoli also always gets a good rating on the applications that are available. This restaurant has also received a review by one of the YouTubers and this indicates that Canoli manages to attract the interest of many people through the products offered.

D. COMPETITORS ANALYSIS

For around the location, Canoli do not actually have any competitors because there are no restaurants in the area that sell the same product, which is Sundanese food. However, in general, we have two main competitors that are considered threatening. The following sentences are those competitor’s profile:

1. Dapoer Pandan Wangi is a Sundanese restaurant located in Bandung, precisely at Jl. Patuha 38. The restaurant grows rapidly until the owner decided to open a new outlet at Jl. Terusan Pasirkoja 380 Bandung. Their vision is to become a Sundanese restaurant known by people in Indonesia, while their mission is to provide the best in taste, service, cleanliness, and atmosphere for every non-racial, religious, age and appearance buyer.
2. SWOT

Table 3.5 SWOT of First Competitors

Internal	External
<p>Strengths:</p> <ul style="list-style-type: none"> ▪ Focus on Sundanese food only ▪ Greatly emphasize the atmosphere of Sundanese through traditional music ▪ Has two kinds of seating tables, which are dining table and <i>lesehan</i> ▪ Has two large meeting rooms 	<p>Opportunities:</p> <ul style="list-style-type: none"> ▪ Has a mainstay menu that always manages to attract many customers ▪ Has received many good reviews by ordinary people and YouTubers ▪ Rating 4.5 / 5

<ul style="list-style-type: none"> ▪ Has two floors, the top uses air conditioning, the bottom is left open, it makes the customer feel comfortable because they can choose according to their own wishes 	<ul style="list-style-type: none"> ▪ There are so many loyal customers that they have to implement a waiting list system ▪ Semi-outdoor restaurant design and equipped with fish ponds make customers feel calm and comfortable
<p>Weaknesses:</p> <ul style="list-style-type: none"> ▪ There are too few outlets for a famous restaurant ▪ Waiting and reservation systems that are applied often make customers feel upset because it is considered complicated 	<p>Threats:</p> <ul style="list-style-type: none"> ▪ Parking lots and restaurant sizes that are too narrow to the point it is disappointing customers because they have to wait ▪ Different customer comments regarding portions and prices



Fig 3.1 Front Side and Inner Part of Dapoer Pandan Wangi

3. Warung Nasi Ampera, was built and founded by the couple H. Tatang Sujani and his wife Rochaety in 1963 in a less representative place, namely around the Kebon Kelapa terminal in Bandung which is now ITC Kebun Kelapa. The restaurant, whose customers are mostly bus drivers, finally experienced a development that made the owner decide to open the first outlet in 1984. Then, the restaurant was more profitable and this made the restaurant have 80 outlets spread throughout Indonesia in 1994. The vision of the restaurant is to provide halalan toyiban products for a more blessed world. While their mission is to constantly innovate in serving satisfying dishes through an effective and efficient production process.

4. SWOT

Table 3.6 SWOT of Second Competitors

Internal	External
<p>Strengths:</p> <ul style="list-style-type: none"> ▪ Affordable and reasonable price ▪ Cleanliness is always maintained ▪ The food ordering system is a buffet, then it will be heated first 	<p>Opportunities:</p> <ul style="list-style-type: none"> ▪ Rating 4.6 / 5 ▪ Completely free for sambal, <i>lalapan</i>, and tea

<ul style="list-style-type: none"> ▪ Several packages can be taken if you don't want to order food in a buffet ▪ Lots of seating tables with dining table and <i>lesehan</i> concepts 	<ul style="list-style-type: none"> ▪ It has been established for a long time and product quality has never changed ▪ All outlets have the same delicious taste
<p>Weaknesses:</p> <ul style="list-style-type: none"> ▪ The ordering system in the form of a buffet then heated makes some customers feel too complicated 	<p>Threats:</p> <ul style="list-style-type: none"> ▪ There is a change in people's lifestyles that tend toward the western



Fig. 3.2 Front Side and Inner Part of Warung Nasi Ampera

5. Kampung Bareto Resto & Café is mainly a Sundanese restaurant that also offer Indonesian, Italian and Western food. It is located at Jl. Terusan Padasuka Atas KM, 3,5 No.21, Cimenyan, Bandung. Their vision is to provide the best quality product that surrounded by the vintage nuance and tropic forest concept. While their mission is to continuously serve satisfying food along with maintain the nature around. Besides offering some superb foods, they also provide another facilities such as, amazing photo spot, celebration space, fishing pond, traditional

games, a place to watch movie together, playground for kids and obviously beautiful natural scenery. Unfortunately, this restaurant is available only in Bandung since they didn't have any outlet yet.

6. SWOT

Table 3.7 SWOT of Third Competitors

Internal	External
<p>Strengths:</p> <ul style="list-style-type: none"> • Provide a lot of interesting facilities • Calming and refreshing atmosphere • Offer various kind of food • Well-designed restaurant • Everything is available ranging from food, refreshment, entertainment, to accommodation • Cleanliness is priority 	<p>Opportunities:</p> <ul style="list-style-type: none"> • There are a lot of visitors at the area where this restaurant was built • Superb scenery that many people are looking for • Rating 4.2/5 • Amazing view that able to pacify the customer • Has been known by some people
<p>Weaknesses:</p> <ul style="list-style-type: none"> • The price considered quite expensive • Unstrategic location 	<p>Threats:</p> <ul style="list-style-type: none"> • There are too much competitors around this restaurant



Fig 3.3 Front Side and Inner Part of Kampung Baretu

E. MARKETING PROGRAM

Basically, we apply some of the promotion strategies to make our marketing succeed. We do advertising and sales promotion so that more people or customers know Canoli in detail. Sometimes, we also do personal selling starting from the closest people because it definitely affects. Furthermore, we obviously maintain the public relation and undergo direct marketing to keep our image good. The description down below will help to make it more chronologically.

The marketing program that Canoli runs is, first of all, to conduct research and market surveys offline and online. Afterward, enter the branding stage by starting to choose the right name. Furthermore, during the soft opening, Canoli modified the business location to be used and chose furniture that suited the theme. They also gave discounts to customers as a start to let the public know that this restaurant had just opened. We also distributed brochures to anyone around the location.

After the offline promotion was carried out, Canoli began to do online marketing. Initially, they created a social media account, joined a special group particular of trade, hired one person to become an admin of the online marketing, and finally provide interesting content on their account so that people are willing to stop by the restaurant's social media. After the initial stage of marketing was done, Canoli did advertise, namely by distributing special discount vouchers or price tags with a certain time limit to make it more interesting. They also made sure to keep up to date information about events or exhibitions that were held in order to participate.

F. MARKETING MEDIA

1. Physic Marketing

Canoli also participated in events or recent activities several times such as fairs and exhibitions. With this activity, it is hoped that more people will hear or know about Canoli Restaurant and in the future intend to visit. It also strengthens their brand so we still do this method of marketing occasionally.

2. Offline Marketing

Canoli uses print media such as brochures, newspapers, magazines, banner advertisements, etc. Promotion in this way is indeed outdated, but Canoli still uses this method, especially for the first time the business is developing. Because by using a variety of marketing methods will attract better customer attention. In this day and age, there are still many businesses use this type of marketing. So, they think that this method is still effective.

3. Online Marketing

Canoli uses several social media such as Twitter, Instagram, Facebook, billboards, etc. They implement this marketing method more often because it has proven to be more effective and does not cost too much, but the results are no less interesting when compared to other marketing methods. Moreover, millennials now spend a lot of time monitoring social media on their respective smartphones and we make the most of the opportunity.