

## CHAPTER III

### MARKETING PLANNING

#### A. Business Performance Analysis

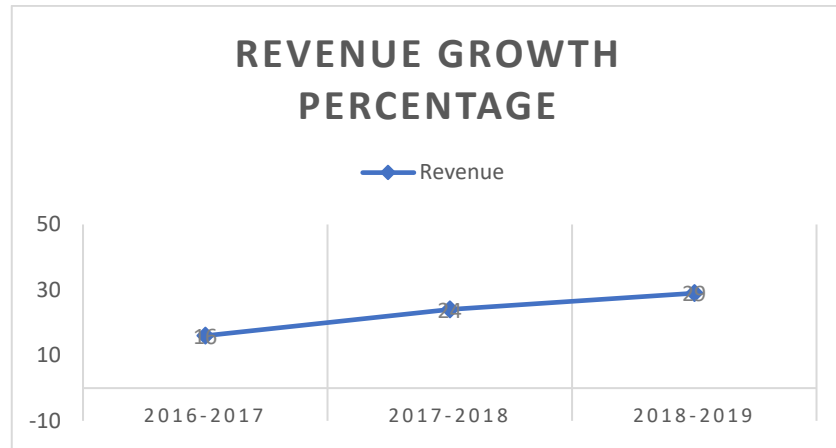
Upon the establishment, SHSD relies on word of mouth to increase brand awareness by designing the restaurant concept with a standard of quality as the benchmark to other restaurants. Hence, the market would experience more than just dining, but more into atmosphere given. SHSD founder perceives by constructing a core restaurant concept; it would bolster the image indirectly.

From the beginning, SHSD has had many trials and errors, and most of the product development is based on SHSD founder culinary experience and feedback from customers. SHSD image has been vigorously increased due to innovation and quality maintenance; it is said that SHSD has no marketing projection until the abundance of innovation is formed, and henceforth, this what makes SHSD could generate its business valuation until now.

SHSD positions the market segmentation broadly, but in a specific aspect, SHSD focuses on giving market, which has a desire to get good food, service, and quality. The Company always ensures that every guest gets the best quality from SHSD. Thus, SHSD customers would be happy to return and experience the same excellent service

Figure 22

SHSD Revenue growth 2016-2019



Source : SHSD Archive. 2019

The table above shows that from 2016 to 2019, SHSD revenue growth reached 9,6%, with 9% average growth per year. From 2016-2019, SHSD started to increase brand awareness through the photo booth project; this photo booth project turned out to be ‘instagrammable’ at the time and strengthen SHSD review in an online review platform. In addition, SHSD decided to use Instagram as marketing tool to increase brand awareness. In addition, by late 2016, SHSD provided the guests with electronic payment, it was GO-PAY, and the result was not only the growth but strengthen the market buying decision as the platform provides food delivery through GO-JEK.

## 1. Market Segmentation

For the past four years, SHSD positions of each outlet as a place for people to dine with sophisticated service and capture their moment together in a combination of SHSD atmosphere. Based on the point above, the business always withstands that philosophical value, which people need an atmosphere to mingle and join the moment together, and

at the same time, product quality and service package come into the combination to create a perception.

Following the value above, SHSD distinguishes its market segmentation into three demographic segmentation points:

- 20-65 years old
  - Family group
  - Company group
  - Tour group
  - Couple
- With an income above 2 million rupiah
- Has a range of occupations from office worker up to entrepreneurs

## **2. Market Positioning**

SHSD positions the business as mid to high level of a traditional Sundanese restaurant, each element resembles the brand originality, from product, service, and ambiance. Strategies that the business always does to exemplify the value of a restaurant is innovating the service and overall restaurant physical features.

SHSD oversees the potential market, that is millenials and digital-driven markets, who are likely to use an online platform or social media daily. Based on the reason above, SHSD has launched a unique photo booth that has a feature of several old Indonesian citizen's activities, and also in the late 2016 SHSD boosted its revenue through GO-FOOD. Moreover, SHSD is following the trends profound changes in terms of

service quality and ambiance so that the business may reach even broad market segmentation.

## **B. New Market Analysis**

The business has made several actions regarding vast changes in markets, following the development of technology. The business has made a partnership with numerous respected electronic platforms such as OVO, GO-PAY, and DANA as a tool to bolster business revenue.

Having established a business partnerships with numerous electronic payments, as shown above, it greatly elevates the business as nowadays, electronic payment has come up one or another to make payment into ‘no cash hassle.’

According to establishing partnerships with several electronic payment platforms, the business is driven by market demand in terms of ‘easy to acquire’ a product, especially the trends now coming from millennial influences, where many food vloggers visited unique restaurants. These trend changes are improving the SHSD business ideas, that authenticity must be preserved and delivered to the mass market; that is why in a marketing aspect, SHSD always tries to make innovation to provide still the same excellent service to Millenials for huge branding opportunities.

### **1. Potential Market Planning**

This planning ensures that SHSD has a strong brand image for every market segmentation; in this case, the business might need to ‘go online’ in everything. Thus, the management will have to enhance several

things to retain the current market while at the same time engaging in the potential market.

To develop Marketing planning, SHSD will refer to Customer Relationship Management point of the relation between company representatives to customer social media behavioral; the critical part to this idea is to have the business well-prepared for social media changes (Souri, Rahmani, Nima, & Razaeei, 2020)

These following points will be the critical implementation of the business regarding the potential market engagement:

- Full-time social media administrator

This administrator will be focusing on social media traffic, including digital market research; in this case, the business will need to have a set of implementation planning in order to expand market size while at the same time retaining the current market:

- Instagram engagement through video and photography as the information
- Direct customer communication through Google Review comments, Zomato, Tripadvisor
- Food-enthusiast influencer
- Collaboration promotion

## 2. Marketing Strategy

Based on the data presented above, SHSD management needs to strive in developing customer brand awareness and sales in

the future. Hence, there are marketing timeline regarding the business current condition to what needs to be realized in the next 6 months.

- Marketing Timeline

The overall marketing planning takes five-months to establish adequate and robust resources. While the phasing stage focuses on overall business performance, every five months will always be like this. Hence, it also will adjust to changes in the future

Table 5

SHSD Marketing Timeline

Marketing Timeline						
	1st month	2nd month	3rd month	4th month	5th month	Tools
Brand Awareness	Mapping marketing Calendar board					Company Milestone, Company Vision
	Website and Social Media first arrangement					Concepted social media engagement design

	Establishing Social Media engagement				Video Promotion
			Build Customer Channels (Membership)		SHSD customer base
Sales	Maximizing Group of customer package sales				Providing Banquet Sales
		Cross-promotion with a various electronic payment method			Go-Pay, Dana, OVO, Link aja

Source : SHSD Archive. 2020

- Marketing Budget

The marketing budget is divided into two classifications, the first one is the owned media maintenance, which shows marketing cost to maintain current marketing media, and the second one is supporting media, in which it needs to be acquired to help content creator and social media administrator productivity

Table 6  
SHSD Marketing Budget

Marketing Budget						
	1st Month	2nd Month	3rd Month	4th Month	5th Month	6th Month
Owned Media maintenance						
Website	Rp 850.000	Rp 350.000	Rp 350.000	Rp 350.000	Rp 350.000	Rp 200.000
Social Media Admin	Rp 500.000	Rp 500.000	Rp 500.000	Rp 500.000	Rp 500.000	Rp 500.000
Social Media Advertising				Rp 200.000	Rp 200.000	Rp 200.000
Social Media Blogger						Rp 500.000
Content Creator	Rp 1.500.000	Rp 1.500.000	Rp 1.500.000	Rp 1.500.000	Rp 1.500.000	Rp 1.500.000
Supporting Media and Tools Needs						
Hardware/Tools	Rp 20.000.000					
SHSD wheel and booth			Rp 700.000			

Source : SHSD Archive. 2020

### C. Business Competitor

Business competition is always happening in many areas and in many circumstances. SHSD classifies the competitors that serve traditional Sundanese cuisine, which in major customer perspectives, traditional



Sundanese food is just a simple set of menu consisting of freshness, spicy features, nature scenery, and with a casual Sundanese eating etiquette in *Lesehan*.

SHSD distinguishes the competitor after two aspects, it is a quality given and entertainment; those two aspects are mostly the determinant of restaurant-quality since traditional Sundanese quality is a place for a family to gather together while enjoying the nature. Therefore, SHSD has two major competitors who have the same core product.

### 1. Restaurant with a resort concept

- Sindang Reret Restaurant and Recreation

It is located at Jl. Raya Cikole Km. 22 Cikole, Lembang, Bandung Regency

Figure 23

Sindang Reret Restaurant building



Source : Google Search

This business provides not only food and beverage service, but also several entertainment activities. This type of business site is a competitor to SHSD in Ciganea, Purwakarta, which it also has

entertainment facilities. Both restaurants provide food and beverage service and also a natural atmosphere. Even though SHSD in Ciganea, Purwakarta is still at developing stage, the overall business will be the fit competitor as the business also developing venue for a wedding event and hotel concept

## 2. Only Restaurant

- Gubug Makan Mang Engking

Located in Jl. Prof. Miriambudiarjo, Daun Salam, Depok.

Figure 24

Gubug Makan Mang Engking from inside



Source : Google Search

- Sambara Authentic Food

One of its outlets is located at Jl. Cipete Raya No.16 B, RT.2/RW.4, Cipete Sel., Kec. Cilandak, Kota Jakarta Selatan

Figure 25

Sambara Authentic Food front side



Source : Google Search

- Ikan Bakar Cianjur

One of its outlets is located at Jl. Batu Tulis Raya No.39, RT.3/RW.2, Kb. Klp., Kecamatan Gambir, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10120

Figure 26

Ikan bakar Cianjur from inside



Source : Google Search

All four competitors above are providing quality and service, which have the same core product as SHSD core value; in this case, SHSD tries to escalate the product and service with a combination of the atmosphere. Hence, SHSD has value combined, and it will be the benchmark to another restaurant. In addition to quality benchmarking, the four restaurants above have a media to bolster the business brand as well as help their customers to acquire their services.

### **3. Marketing Media**

SHSD has a website to provide its product and service information. Also, following the trend of online review, SHSD has also been reviewed by Zomato and Tripadvisor. The online review platform is a base that many customers and food reviewers are sharing their thoughts on several experiences in many restaurants. It is a data source for the business to evaluate the product and service from online feedback; it is also a tool for the Company to explain the product presentation since it consists of photos in any of the restaurant dining area.

SHSD is still on the focus of maintaining product and service authenticity. Giving the dining experience is a way to build brand image to the loyal guest so they might as well share their opinion to their relatives; word of mouth has been a huge marketing tool for SHSD.

Other than focusing on the product and service preservation, SHSD perceived building customer base will be essential to expand the brand

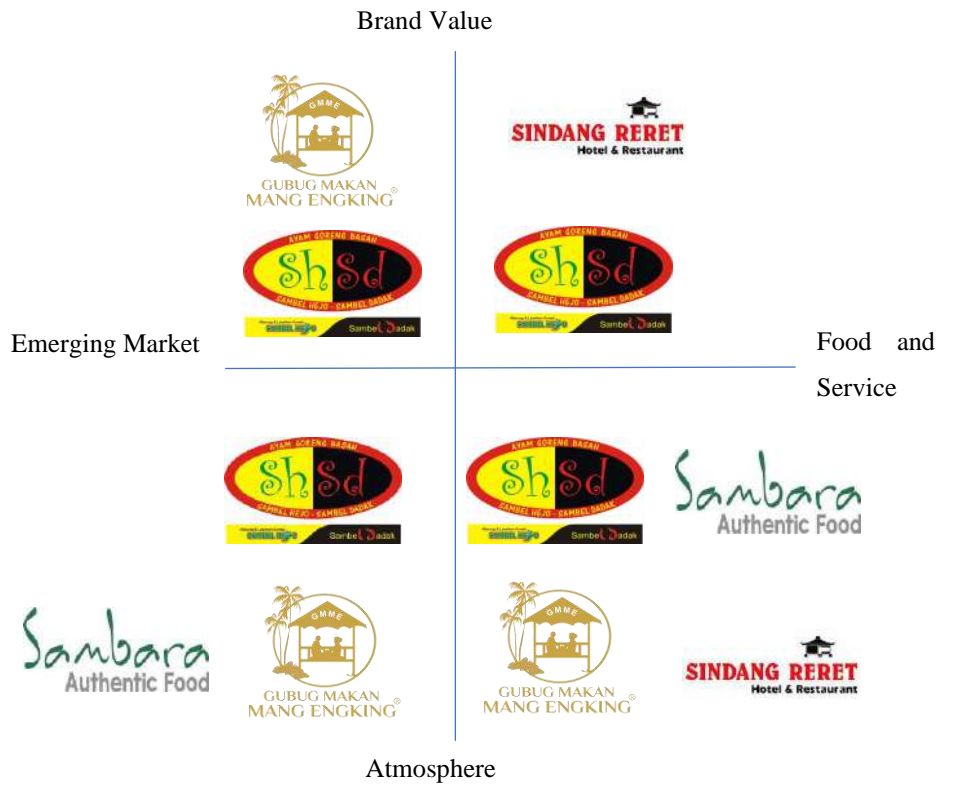
exposure, it will also help the business to identify customers and classify them into business data, in turns, the business may have strong equation once the management team want to make a decision. In addition, SHSD is a company that focuses on market demand in terms of product and service availability in many circumstances. The customer base will help the business to forecast trends, and market likelihood to purchase (Fader & Hardie, 2009) On the other hand, SHSD can also control and manage economic supply and demand.

#### 4. Competition Matrix

This competition matrix takes business differentiation, as the business perceives it, four factors make each of these competitors have their own strength. As the developing business, this is the SHSD management point of view following the development department's reasons based on chapter two and chapter three.

Figure 27

Competition Matrix



Source : SHSD Documentation. 2020