

## CHAPTER III

### MARKETING STRATEGY

#### 3.1 Business Analysis

##### 3.1.1 Introduction of Industry

“*Mung Jam*” is a homemade jam that is healthy and benefit to substitute other jam with a healthier option, also with a good taste

Vision : "To become the healthier jam option "

Missions :

- Producing a good quality of jam without preservative.
- Introducing *Mung jam* as a healthier option .
- Introducing homemade jam can also be high quality and tasty.
- Giving priority for customer service and satisfaction.

##### 3.1.2 Short Term Objective

Introducing *Mung jam* as a healthier jam option that can add more variety of jam and also fit to dietary life style. By that we also start introducing in supermarket, social media, bakery and etc. We gonna start it in Indonesia first.

##### 3.1.3 Long Term Objective

- a) We choose to start a blog about our product first, after it start to grow, we gonna upgrade it to web or something else. We too gonna help it by open a page or profile in social media like facebook, instagram, and line so that people can know better about our product but also can provide online

store. This step we take for making it easier for costumers to get our products

- b) First we gonna present our product in surabaya because nowadays people in surabaya start to change their lifestyle to healthy life style. After it become popular or can become surabaya goods, we gonna open branch in other town like makassar, jakarta or we can open it in other neighbouring country.

#### 3.1.4 Opportunity

*Mung Jam* is a jam that made from mung bean, which is used to be add in our everyday product to add the nutritionts and other benefit. Our opportunity is that mung bean are very cheap and easy to found in indonesia but it rarely used in our food, except in dessert with that we can maintain our low price, it is used in animal feed too.

Beside that our product to packed with many nutrients and benefit, so people with a healthy lifestyle gonna be attracted to our product, also in this era people are open minded so they start to try new thing in their life.

### **3.2 Market Environment Analysis**

Nowadays, there are so many issue about our everyday food that contain many preservative and chemical but still people comsuming it everyday without know their side effect, as time goes by now began to appear new disease that cause many bad effect by our ingnorant.

We think our jam can compete in taste with other jam out there which is mass produced by a large brand that don't care about their effect but just care about profit. At first people gonna start thinking about how weird our product but i think it is normal to think that about a new thing, but after tasting our product it

will change their mind about our product and convince them to consume it. We are so confident about our product because it is healthy, high quality and also came with a low price.

### 3.2.1 Industrial Analysis

We will use Porter's Five Forces Theory to analyze our product, because is a simple but powerful tool for understanding where power lies in a business situation.

#### 3.2.1.1 Threat of New Entry

- A competitor that comes up with the same idea
- Other variety of jam that appear in new taste or made from other ingredients.

Our Strategy :

- Maintaining our customer satisfaction by promo or discount our product on our loyal customer
- Keep our quality high.

#### 3.2.1.2 Supplier Power

We have so many supplier that available in indonesia and our product main ingredient are not too hard to find in Asia especially in indonesia.

#### 3.2.1.3 Buyer Power

*Mung Jam* are really affordable, because in Surabaya their people generally have a mid to high buyer power. So i think it will be fit in society, nowadays too people start to changing their lifestyle to healthy to keep in shape, or start to diet.

We think people habits in Surabaya usually want to try something new so we wouldn't afraid our product will be not tried once.

#### 3.2.1.4 Threat of Substitution

To avoid boreness of our product we will changing it by adding more flavour in our mung bean jam but also we think we can add more variety of jam that are not in market like other fruit jam.

We can as well adding more product that made from mung bean like snack, flour or in bakery product.

#### 3.2.1.5 Competitive Rivalry

The jam in the market and our jam are really different so we think our product can be compared to be a better option. But on a new competitor not sure because they can copy our product but come with more benefit so by that we can convince more consumer with our offering like new product, sale, and promo so that we can compete in the market.

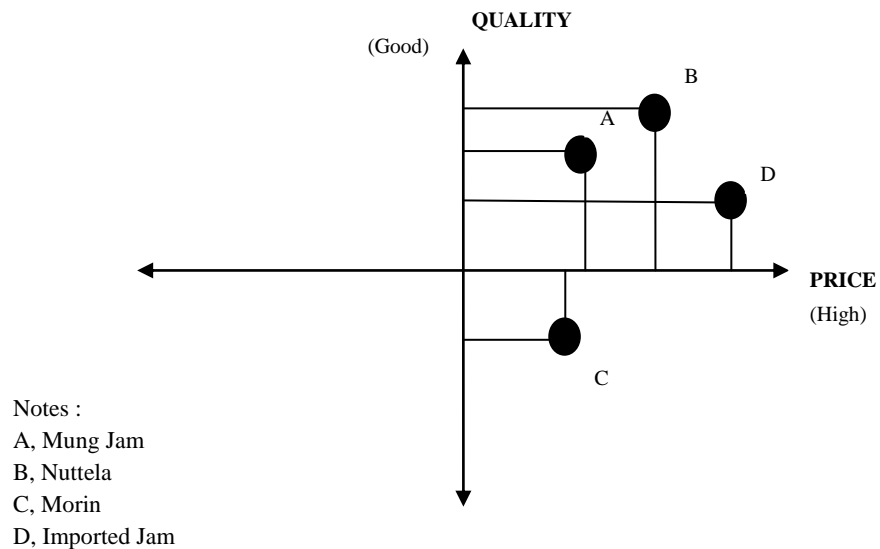
### 3.3 Marketing Strategies

Our jam is so unique and produced not like the jam. We use only the choosen ingredients, which have a good nutrients for people who wants to have a healthy lifestyle. To presenting our product more wider, we are not only located and selling our products in strategic place, but also we will use internet marketing like presenting our products in social media, website, blog etc. We also ask for suggestion and review from our costumer, so we can know what deficiency of our product to be a motivation for future improvement

### 3.3.1 Segmentation, Targeting, Positioning

*Mung Jam* is the jam that is very perfect for consumer who on dietary program because our product low in carbohydrate but high in nutrients. we gonna start focusing our market in people who have a healthy life style or who are on the dietary program also the people start to changing their lifestyle to vegan. Also our product have no limitation on age so people who are child, adult, and elderly can consume our product. But this product main target is people seek healthy in their food, the benefit our product helpful for people are in diabetic condition, fighting cancer, people are low on B vitamin, pregnancy, menstruation and many more.

This is a graphic about our product and competitor product that have threat in our business:



Picture 3.35 Positioning Charts

### 3.3.2 Marketing Mix

#### 3.3.2.1 Product

"*Mung Jam*" is a jam that emphasize on nutrients, benefit and also affordable to anyone, but unique and modern concept. Our product also can substitute the jam you always consume everyday to a better option because it can be fit to diabetic people, good for girls in pregnancy and menstruation.

#### 3.3.2.2 Price

The price relatively cheap for the surabaya people because most surabaya people have a middle to high economic condition, so for 1 jar of Mung Jam costed Rp 25.000,- that weight around 100 gram. or you can buy it per kg for Rp 150.000,-.

#### 3.3.2.3 Place

Based on the target market, marketing *Mung Jam* will be done through:

- Consignment system in the market, food court, restaurant, and also bakery ( In hokky, hypermart, carefour,)
- Following bazaar that organized by campus in Surabaya.

#### 3.3.2.4 Promotion

Here are some things we will do in promoting our *Mung Jam* will be done in two way online promotion and off line promotion:

- Online promotion : Through advertisement in various website like Shopping web (

Tokopedia, Shoppe, Kaskus, and etc) as well in social media ( Facebook, Instagram, Blog, Twitter and etc).

- Off line Promotion : entering Food fair, baazar and etc, we also start spreading brochures at shopping mall, market, bakery, cafe, baazar and etc but also distributing free samples and hire sales promotion.

#### 3.3.2.5 People

Because this is homemade industry, we don't need too much worker in our business. We still employ three person, two in charge in the production process, one in charge in the distribution and promotion division. Our main based criteria of workers are hard working, honest, dilligent, patient, team worker and work neatly.

#### 3.3.3 TOWS Matrix

The TOWS MATRIX is an acronym of the words: Threats, Opportunities, Weaknes and Strengths. The TOWS Matrix is an effective technique that emphasize on the external opportunities and threats while analyzing the internal strengths and weaknesses of a company. The marketers find a strategic alternative to assist the company to facilitate the external environment in correspondence to the company's existing internal Strengths and Weaknesses. The TOWS Matrix acts as a valuable method whether you are creating a marketing plan, marketing campaign etc (*Tutorials, 2017*).

Table 3.2 TOWS Table

	<b>Weakness</b>	<b>Strenght</b>
	<ul style="list-style-type: none"> <li>✓ Have no outlet.</li> <li>✓ Have no brand or name in the society</li> <li>✓ One main product.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Healthy jam with a high nutrient and benefit.</li> <li>✓ Low price</li> </ul>
<b>Opportunity</b>	<b>WEAKNESS - OPPORTUNITY</b>	<b>STRENGTH - OPPORTUNITY</b>
<ul style="list-style-type: none"> <li>✓ Will adding more product.</li> <li>✓ Ingredients are easy to find in market with low price.</li> <li>✓ Less competitor.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Adding more product.</li> <li>✓ Start advertise our brand and product.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Easy to find supplier because it usually used to feed livestock and processed to take the benefit factor.</li> <li>✓ Can be developed into a surabaya main food gift.</li> </ul>
<b>Threat</b>	<b>Weakness – Threat</b>	<b>STRENGTH - OPPORTUNITY</b>
<ul style="list-style-type: none"> <li>✓ Easy to be copied</li> <li>✓ Substitute product</li> <li>✓ Newcomer competitor</li> </ul>	<ul style="list-style-type: none"> <li>✓ Low market penetration</li> <li>✓ Mouth to mouth promotion because of a new product</li> </ul>	<ul style="list-style-type: none"> <li>✓ Create a new product by use mung bean to be our main ingredients that can be made to flour or something else.</li> <li>✓ Get standard HACCP and start to advertise by food bloger or some famous chef</li> </ul>

### 3.4 Human Resource Management

Since its in home based industry, the employee that we needed to our operational our home base industry are 3 people : 2 people as cook and 1 people as distributor and promotion division. We will hire surabaya citizen for the distributor and promotion divison but the cooks can be from anywhere



### 3.4.1 Eksternal Influence

#### 3.4.1.1 LU and government

- Salary for employee minimal Rp 1.000.000,- until 1.500.000,- .
- For training staff their salary starting at Rp 800.000,-
- Will be given BPJS for old employee
- Holiday allowance or international condition called the 13<sup>Th</sup> and 14<sup>Th</sup> salary.

#### 3.4.1.2 Demographic

- Most of the people in surabaya still lacking in jobs
- We hire most people at most because we dont see their background, except in promotion and distibuting division.

#### 3.4.1.3 Economy

Economic growth in surabaya are very good indeed but in the salary thing are so harsh because there are so many worker but a few job available.

#### 3.4.1.4 Technology

The technology used by our home based industry still manual but in the office we have some supporting technology that can simply the data input.

### 3.4.2 Internal Influence

#### 3.4.2.1 Work Procedure

Employees need to be tidy and use the chosen uniform and follow all the regulation.

#### 3.4.2.2 Organization Culture

In the response to order from the customer, Our employee must be friendly in serving, give solution or give information about our product. In addition, employees are able to appreciate every criticism that the customer puts in, and giving feedback to the customer also the teamwork must be kept so that everything is can go smoothly.

#### 3.4.2.3 Working Environment

- All employees are expected not to speak formally at work.
- Competent to make a good and fun atmosphere at work.
- Maintaining cleanliness in their grooming and production place.
- Accept all the bad and good criticism and also giving feedback.

### 3.4.3 Task Breakdown

- Owner :
  1. Buy and measure all the ingredients
  2. Controlling production process
  3. Make an upgrade about our product
  4. Check all the ingredients quality
  5. Make a budgeting and marketing system
  
- Cooks :
  1. Do all the preparation based on the procedure
  2. Have a responsibility to clean all the equipment and utensils

- Distributor : 1. Make a delivery report
- 2. Distribute goods from
- 3. Promoting about our product

#### 3.4.4 System Operation

##### 3.5.4.1 Working Hour

Operational start from 9 AM – 7 PM for cooks ,  
and 10 AM – 8 PM for distributor. We only work on 6 days  
/week (Monday – Saturday)

#### 3.4.5 Recruiting, Selecting, and Interview

We use external methods in recruiting employees by advertise a job offer in the newspaper, baliho, magazine, and radio. We also use out search methods in recruitment by channels / friends. Our criteria of employee will be describe on below :

##### 3.4.5.1 Recruiting

- Cooks (2 persons)
  - Man or woman aged between 18 – 50 years old
  - Have an experience in cooking and production
  - Hard worker, diligent, neat, trusted, and can work in team
  
- Distributor & Promotion(1 persons)
  - Friendly, can talk smoothly to customer to gain their trust.
  - Can drive (must have 1 transportation : motorcycle or car)
  - Hard worker, diligent, honest, and patient.

#### 3.4.5.2 Selecting

- Cooks
  - Able to memorize the SOP of the kitchen that has been given.
  - Can quickly respond on work
- Distributor
  - Can understand good distribution standards
  - Know and understand about the market product

#### 3.4.6 Training

To reduce cost on training methods, we use on-job training method in our home industry. The owner will give the policy that the employee must do in their job. The purpose of this so that employees can recognize the regulations and rules that apply in the work place. The regulations introduced are not just about the rules that apply to employment relationships (such as absences, leave, etc.) but also the rules relating to their department and job description.

### 3.4.7 Performance Appraisal

Table 3.3 Task Breakdown

POSITION	TASK BREAKDOWN	STANDARDS	PUNISH
Cooks	<ul style="list-style-type: none"> <li>- Prepare all ingredients, equipments, and utensils.</li> <li>- Make product based on owner command</li> <li>- Clean all equipments and utensils after used.</li> </ul>	<ul style="list-style-type: none"> <li>- Arrives on time</li> <li>-Reach product target</li> <li>-Good personal grooming and hygiene</li> </ul>	<ul style="list-style-type: none"> <li>- Comes late</li> <li>- Can't reach target</li> <li>- Poor personal hygiene</li> </ul>
Distributor & Promotion Divison	<ul style="list-style-type: none"> <li>- Distribute the product safely to the costumer</li> <li>- Make a delivery report</li> <li>- Promoting on social media and nearest market or some event.</li> </ul>	<ul style="list-style-type: none"> <li>- Arrives on time</li> <li>- On time in delivery process</li> <li>- Good personal grooming</li> <li>- Daily and complete delivery report</li> </ul>	<ul style="list-style-type: none"> <li>- Arrives late</li> <li>- Cannot reach target</li> <li>- Poor personal hygiene</li> <li>- Didn't make a clear report about delivered product.</li> </ul>

#### 3.4.7.1 Reward

Every employee who is able to work according to standard listed, they will be given more compensation in the form of bonuses when receiving a salary. To employees who can do work beyond the existing standards, they not only get tips, but also promotions.

#### 3.4.7.2 Punishment

For employees who have not been able to meet the applicable training standards, they will get the repetition of training again up to 2 times. Employees who have not comply the standard, they do not get bonuses such as attendanceor event bonus. Passing from 2 occasions, the employee will get kicked from the company.