

CHAPTER 2

OVERVIEW BUSINESS PLANS

2.1 PRODUCT RESEARCH

Product research is the process of marketing research that is done to get information on the desired characteristics and specifications of a product expected by the potential customer mainly before the launch and availability of the product (Skool, 2021). Before secret bowl officially opened, we make some research to our product, from the recipe and also the taste. We also do a market test to some people, from their feedback and advice, we try fixed our product. There's a lot of competitors, that's why product research is very important, because from that we know what customer exactly needs. In hope we can compete and become leader position in the market.

2.2 BUSINESS AND MARKET POTENTIAL

Business plan is a document detailing the business details prepared by an entrepreneur before opening a new business (Daft, 2020). When run a business we need a plan to make our business successful. From that we already know what exactly we must do to make our business progress and also know what the purpose that we want to achieved. Except product research, business plan is the important thing that we need to remember. Secret bowl has their own business plan and potential, because we selling rice and burger, so all aged can consume our product from child to adults. Secret bowl also offer product with affordable price so all people can enjoy our product. Our main target is work people and millennial who like to try something new. Customer satisfied is our priority and we will always give the best service to our customer for example, always double check the quality of our product so the money that customer spend worth with the product that they got from Secret bowl.

2.3 MARKETING STRATEGIES

The 2019 survey conducted by Pew Research Center reported that 86% of millennials in the world use social media. In the past, millennials adopted social media early which is why they are considered the most common users. By that fact

secret bowl take advantage of the potential, we decide to introduce our product through social media. We sell and promote our product through Instagram Ads, Gofood and Grabfood, because most of people play social media, from that we hope they will curious with our product and want to try it.

To gain more profit every month we will corporate with delivery service like Gojek and Grab to make a promotion with a good deal, like discount up to 35% and from that we increase a lot of new costumer and now they become our loyal costumer. For Instagram we do a promotion through Instagram ads once or twice a week and also we promote through food blogger and they will review our product and post it to their Instagram. The feedback that we got from Instagram quite helpful to increase our sales, from that we got more new costumers.

Beside promotion we also pay fully attention to our packaging, because that's the first thing that people see when the foods come to their place. We use sleeve to cover the packaging and use microwave save thinwall for the food, so costumer can reheat their food when they want to eat, also we cable ties the plastic to make sure the foods safely arrived to their place.

2.4 PRODUCT AND PRICE

Table 1. Product and Price

No	Product	Price
1	Salmon Mentai	Rp. 50.000
2	Chicken Mentai	Rp. 38.000
3	Chicken with Truffle Mushroom Sauce	Rp. 43.000
4	Black Chicken with Truffle Egg Mayo Sauce	Rp. 45.000
5	Spicy Korean Chicken with Kimchi	Rp. 38.000
6	Ayam Kuning with Sambel Cobek	Rp. 30.000
7	Signature Burger with Mentai Sauce	Rp. 38.000
8	Black Burger with Truffle Egg Mayo Sauce	Rp. 38.000
9.	Secret Bowl Chicken	Rp.45.000