

CHAPTER II

BUSINESS PLAN OVERVIEW

2.1 Business Profile

Celekitzz is a small business in the food and beverage sector. Celekitzz comes from the acronym Cele Kitchen. The menus served in celekitzz are almost all international food menus. We want our customer not only to buy because they want to try but to be a loyal customer who crave/wants our product as their daily need which is also why the affordable price and creativity to improve our menu are needed.

2.2 Business Location

Our business is located in Malang City. The concept of our business is online only so there is no physical store for now.



Picture 1. Celekitzz Map Location

2.3 Marketing Strategy

Our product can be enjoyed by everyone without age or gender specific. For promotions, we will use social media as the main ways such as Instagram and also word of mouth. As time goes by, we also join Gojek, Grab, and ShopeeFood to further introduce our brand so that it is more well known.

For now we are always active in Instagram ads. We spend IDR 20,000-, for a day. So the nominal we spend in a month is ± IDR 600,000, for one post. On average, in a month we advertise 3 posts on Instagram and spend ± IDR 1,800,000-.,

2.4 SWOT Analysis

Strength :

1. Has many variants of international menu
2. New in the market / no competitor that have a system like that
3. Ingredients is premium

Weakness :

1. Taste is unacceptable to many people
2. New Brand in the market

Opportunity :

1. Our product is the market leader
2. Product can be modified
3. Our menu has many choices

Threat :

1. We have to convince customers even though we have a lot of menus, but the taste will not disappoint.

