

MARKETING STRATEGY PLANNING FOR MANGGA KEUKEN PRODUCTION HOUSE

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Abstract-*Micro, Small and Medium Enterprises in many industrialized countries such as Japan and the United States of America proved to be a strong pillar in the national macro economy. The role or contribution of SMEs in economies is large enough, especially in providing employment. Bandung city has now been referred to as Indonesia's city of creative industry because of the creative ideas from his indie music, clothing distribution to the culinary industry. One of the creative industries rapidly growing is culinary industry. Culinary business is a business opportunity that will never die because people need food to live. Mangga Keuken is a brand that researchers have engaged in the culinary industry, as businesses started by necessity, a hobby and as a connoisseur of the culinary itself. Mangga Keuken stood at the end of 2012. In a mid a very dynamic culinary trend Mangga Keuken offers products with the concept that refers to the original taste. Departing from the idea of the concept, the product of Mangga Keuken specialized in: cookies, pastries and cakes. The objective of this study is to formulate Mangga Keuken's marketing strategy to increase consumer's trust in its product, as well as the methods and the right system reform in the face of competition in the market at present and in the future. The research method used in this research is descriptive analysis method with a case study approach conducted to describe the situation that occurred in the business world that moves at a culinary business with Mangga Keuken as its main object. Object under study is the situation of the business environment externally and internally used as a basis for analyzing marketing strategies to increase sales. Quantitative and qualitative approach done by surveys that requesting information from respondents selected as a sample to represent the entire population using a questionnaire with individual unit of analysis. The result of this study is the business solutions in accordance with the resources owned by the company at this time is to establish cooperation (Partnership) so as to have the distribution channels to market their products to a wider market and register the company and its products to the legal entity so that consumers and potential consumers have more faith in products of Mangga Keuken. To be known by the customers, Mangga Keuken should have a unique packaging and display at the store must be interesting for customer, so they will be attracted to come to the booth and when they try the product, they'll love the product and then buy it. To reach the outside customer, Mangga Keuken can use twitter, facebook, instagram or other social media.*

Key Words: Production House, Mangga Keuken, Marketing Strategy, Partnership

1. Introduction

Micro, Small and Medium Enterprises in many industrialized countries such as Japan and the United States proved to be a strong pillar in the national macro economy. The role or contribution of SMEs in economies is large enough, especially in employment. Therefore, it needs the participation of government support through policies, facilities and other stimulus, for example, income tax reduction policy for the business. The development of the business is not happened instantly, it takes talent from the owner to develop the system and business model. Continuously effort to refine (continuous improvement) product management and services become more effective and efficient in order to compete. For example, networking courses and *Bimbel*, Taxi companies, property companies group. From the beginning, taxi company only a few cars, when the competitors begin to rise, inevitably the

taxi company have to increase the number of the cars and improve the quality of service in order to stay in the competition.

Bandung city has now been referred to as Indonesia's creative industry because of the creative ideas from his indie music, clothing distribution to the culinary industry. One of the creative industries are rapidly growing is culinary industry. Culinary business is a business opportunity that will never die because people need food to live. Who doesn't know the super spicy cassava chips which have rocked on twitter. With social media creativity, cassava chips that were formerly viewed as a very traditional snack can compete with snacks that available in stores. Competition of culinary business in Bandung is stringent, with the growing variety of food and consumer consumption patterns are highly selective, culinary businesses should pay attention to the latest culinary trend and meet consumer demand. Promotion, product planning, quality control, sales and customer care services should be kept to create a strong brand image to increase and maintain sales.

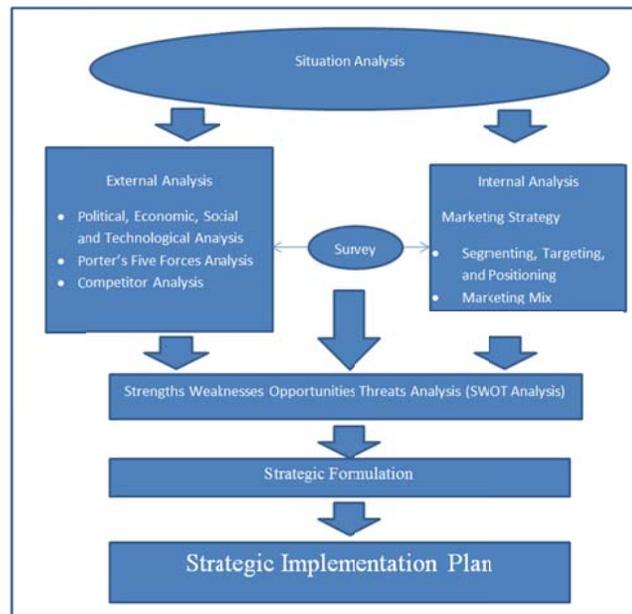
Mangga Keuken is a brand that researchers have engaged in the culinary industry, as businesses started by necessity, a hobby and as a connoisseur of the culinary itself. Mangga Keuken stood at the end of 2012. In a mid a very dynamic culinary trend Mangga Keuken offers products with the concept that refers to the original taste. Departing from the idea of the concept, the product of Mangga Keuken specialized in: cookies, pastries and cakes. The market opportunity for the product is still very wide because not affected sales to events or particular season. Mangga Keuken shaped business as production houses that the biggest demand came by special order.

The background naming Mangga Keuken, business location located on Jalan Mangga No.28A Bandung became the basis of the selection of the name "Mangga". In addition, the "Mangga" itself has a special meaning in the Sundanese language is "please" so naming the "Mangga" will enable customers to remember our products. "Keuken" is taken from the Dutch, which means kitchen. It is intended to confirm that the products that made by Mangga Keuken is product-oriented past. The philosophy of the name and the product that Mangga Keuken created more emphasis as a tribute to the mothers who had been willing to preserve recipes - baking recipes - cakes of the past so that it can be enjoyed by the current generation.

The initial development of business scope Mangga Keuken kaastengel focused on product as the product is favoured. In accordance with the vision and mission set Mangga Keuken is engaged in the business of creative industry in culinary sub-sector, especially as one of the independent brand which is one of the alternative brands of culinary addition to the cake shop, café or restaurant. Mangga Keuken has been running for 3 months so it still categorized as a start-up business when viewed from the organizational structure of the company, so there are many weak points when the company faced a larger scale and more complex challenges, especially business culinary competition in Bandung.

2. Business Issue Exploration

Mangga Keuken is a company engaged in the culinary field, making cookies, cakes, pastry, yogurt and pudding. In accordance with business issues that have been raised in previous chapters so that the problems facing today is Mangga Keuken can compete with its competitors which have production houses and stores (outlets) as media sales, while Mangga Keuken only has production houses will require an effective and efficient marketing strategies. The framework is expected to provide a broader view to analysing and provide solutions to the concept of business strategy Mangga Keuken.



The research method used in this research is descriptive analysis method with a case study approach conducted to describe the situation that occurred in the business world that moves at a culinary business with Mangga Keuken as its main object. Object under study is the situation of the business environment externally and internally used as a basis for analyzing marketing strategies to increase sales. Quantitative and qualitative approach have done by surveys that requesting information from respondents was selected as a sample to represent the entire population using a questionnaire with individual unit of analysis. The data collected are then compiled and presented in tables.

Based on the results of the analysis of internal and external company, the writer concludes that the root of the problem on the Mangga Keuken business is as follows:

- Do not have a distribution channel, so it is crucial for the company, with the opening of distribution channels the company can take the potential market beyond traditional network. By controlling the distribution value of competitively against the competition will also increase because the product will be more accessed easily. As good and interesting as any of a product or service, if it is not distributed properly then the product that can be considered a failure.
- Not yet registered the company and products to the legal entity.
- The number of competitors is the most powerful threat, any competitors offering products and concepts are also different. Competitors diverse marketing activities, such as take part in exhibitions, markets its products to certain forums, create a website or blog. A lot of competitor that has been in the industry for a long time.

3. Business Solution

Business strategy or often known as competitive strategy is focused on improving the competitive position of products and services in a particular industry or market segment served by the company. Barney (1997; 182 & 255) classifies business strategies into two types of strategies, namely:

1. Competitive Strategy, Basically, the company chose to use this strategy as the company wants to improve or maintain their performance independently (independent) in an industry. Generally, there are two strategies, named cost leadership and product differentiation.
2. Cooperative Strategy. This strategy is usually done by a few companies that work together to achieve common goals. This strategy is classified into 2 types, name collusive strategy and strategic alliance strategy.

By considering the location of competitors the authors propose an alternative distribution channel for the problems of working closely with Le Marly Pantry, Suga Rush and Bumbu Desa because of its position close to the production house Mangga Keuken so it can easily restock products and also has a broad market share.

Mangga Keuken wants to have a different distribution channel to other pastry store so Mangga Keuken chose to be partner with Hotel. Luxurious Hotel have a wider market because of it is international chain and experience in this field, but most of it already have their own pastry store. In this case, Mangga Keuken choose smart hotel to be partner with. The reason why Mangga Keuken chose it because most of smart hotel don't have their own pastry store. So Mangga Keuken offers smart hotel facility to own their own pastry store without having a trouble to make their pastry on their own. Due to all of the reasons, Mangga Keuken chose Hotel Bumi Bandhawa that located at Cigadung to become a partner. When compared with another smart hotel that already been in business longer than Bumi bandhawa Hotel, Bumi Bandhawa offers a homey design that works really well with Mangga Keuken product. Because this hotel takes up meeting and another event, it can be a very good place to market the product.

4. Conclusion and Implementation Plan

Based on the analysis in the formulation of strategies for Mangga Keuken, business solutions in accordance with the resources owned by the company at this time is to establish cooperation (Partnership) so as to have the distribution channels to market their products to a wider market and register the company and its products to the legal entity so that consumers and potential consumers will have more trust to products of Mangga Keuken.

To be known by the customers, Mangga Keuken should have a unique packaging that attractive. A good hosted event will also make Mangga Keuken acknowledged. Display at the store must be interesting for costumer, so they will be attracted to come to the booth and when the try the product, they'll love the product and then buy it. To reach the outside customer, Mangga Keuken can use twitter, facebook, instagram or other social media. Mangga Keuken can post picture of the product or maybe make an event through that social media, like quiz. Mangga Keuken can host a quiz at twitter and the winner of the quiz can get a product or a discount. It such a win – win solution for Mangga Keuken and its customer because Mangga Keuken get brand awareness from twitter by number of people that participate and the winner get the discount and free product. Benefits of doing business like Mangga Keuken is there's no operating expenses that are too high when compared to building a store.

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