MARKETING STRATEGY TO INCREASE OFFICE CANTEEN SALES (CASE: ALDEOZ CANTINA)

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Abstract - Food is the main requirement to support all human activities because it serves as a source of energy that nutrients needed by the body. In the Warung Buncit Street South Jakarta area there is still a small amount of canteen open. Aldeoz Cantina is a new venture in the culinary field especially canteen in an office building that established on July 2017 This research explores how to increasing sales office canteen. Primary data is collected by customer interview who work in the Warung Buncit area. The interview's results are analyzed using segmenting, targeting, and positioning. After that using marketing mix and for the promotion how to attract the customer is using AISAS ARCAS model.

Index Terms - Office canteen, marketing strategy, increasing sales.

I. INTRODUCTION

Food is very important to our body and it is the essential foundation of a productive workforce. In the Warung Buncit South Jakarta area, there is still a small amount of restaurant or canteen open, but there is a lot of people who works in that area. There is data of enterprises or companies and number of employee bye 2016 in Jakarta from department of central statistics South Jakarta. It says that the number of employee in South Jakarta is the biggest than the other Jakarta area which there is 1,327,224 employees. Aldeoz Cantina saw that as an opportunity to open a canteen would be a success. Aldeoz Cantina was established at July 2017 in Jakarta, a new venture in the culinary field especially canteen in the office building. Even though Aldeoz Cantina is just a couple of months operate, there is some business issue that company faced, among them are not many office employees who works in the area know about the brand, it is because Aldeoz Cantina place is in the basement of Aldeoz building so rarely people passing through the basement. The promotion that Aldeoz Cantina have ever done is only spread the flyer every new menu is added and that is very outdated marketing technique. With such circumstances it caused decreasing on Aldeoz Cantina's sales. The last issue that company faced is the fluctuation of customer.

II. LITERATURE REVIEWS

Business issue that have been mentioned previously will be analyzed using several concepts. The analysis of Aldeoz Cantina business situation is devided into two parts; internal analysis and external analysis. To analyze internal factors, the author using Segmenting, Targeting, and Positioning (STP) and Marketing Mix Four P's. The company decides which customer it will serve (Segmentation and Targeting) and how (differentiation and Positioning). It identifies the total market and then divide it into smaller segment, select the most promising segment, and focuses on serving and satisfying the customers in these segment [1] he Four Ps Marketing Mix analysis is aimed to create value for customer and build profitable customer relationship. The external factor that can affect the company's position is analyzed using PESTLE and 5C. PESTLE analysis is implemented to understand the company position in the industry and recognize opportunities and threats of the company from six viewpoints, which are Politics, Economy, Socio-Cultural, Technology, Legal, and Environment. Moreover, by using 5C, it helps Aldeoz Cantina for a success marketing requires to build relationship with other company departments such as suppliers, competitors, various publics, and customers, which combine to make up the company's value delivery network. After analyzing both internal and external factors of the business before finding a solution, there is a SWOT analysis to match the company's strengths to attractive opportunities in the environment, while overcoming the weaknesses and minimizing the threats of Aldeoz Cantina. After identified the strengths, weaknesses, opportunities, and threats, there is a root caused analysis will be conducted as tools to conclude all data that is related to business issues and helps to identified the core of the business issue.

III. METHODOLOGY

The main method for this research paper is qualitative method. The researcher conducted an interview for the consumers of Aldeoz Cantina to explore about the product and the business situation. The interviewer is from several customers who ever come to Aldeoz Cantina. The interview is used to gain insights about Aldeoz Cantina current business conditions and also

probable solution for company's business issues. The research is also supported by several literature reviews of books, journals, published articles, and internet articles.

IV. RESULT ANALYSIS AND DISCUSSIONS

In aim to find solutions for the business issues, Aldeoz Cantina had to analyze internal and external factors of the company. The formulated solutions will be implemented to improve marketing strategy and increasing sales of Aldeoz Cantina. STP is a tools to determine the product offered to the target market and build profitable customer relationship. STP has three process which are S for Segmentation, T for Targeting and P for Positioning. Segmentation is the process of dividing a road market into distinct group of buyers or subsets of customer who have different needs, characteristic, different behavior, and who might require separate products or marketing program [2] Every market has segment but not all the ways of segmenting a market are equally useful. A market segments consist of consumer who respond in a similar way to given set of marketing efforts. A processes of Segmentation can identify the specific needs of the customer of Aldeoz Cantina, divide Aldeoz Cantina customers into groups of people with general needs and characteristics, and to deliver message more effective. Market segmentation for Aldeoz Cantina is those who are work in warung buncit area in South Jakarta. Range age is from teenagers to adults, they are mostly likely to hang out with their friends or colleague to eat. However, to make the marketing proposed strategy more relevance, it need Targeting as the following step to define proper marketing strategy for Aldeoz Cantina. In the new segmentation, Aldeoz Cantina changes the employee's interest from enjoy eating out into hard working kind of people. By using this new segmentation, Aldeoz Cantina can focus to provide this type of employee that hardly to eating out from their office to lunch because having no time and they are too busy.

For the new Segmenting, Targeting, and Positioning, Aldeoz Cantina will focus on targeting the employee who have no time to go out for lunch so it connects to new marketing mix for the new promotion, using the office boy because Sometimes some of the employee ask for help to office boy to buy their lunch and ask office boy opinion if there is a new delicious food, if the office boy successful recommend Aldeoz Cantina for the employee to choose, so there is a win win solution between Aldeoz Cantina and the office boy.

After identifying the market segment, there is need to evaluate the segments to decide which segments can become a target market. When evaluation the target market segment with a different company, one must look at two factors, these are the overall market appeal, along with purpose and resource from the company [3]. Targeting is aiming to make the proposed strategies becoming more relevant into selected target market. The target market of Aldeoz Cantina is generally an office employee whose work near Aldeoz building at Warung Buncit street area and at age 26-34, 35-49 years old because the proper range of the worker age is at that time. The sex chosen are both male and females, even though social class is not a barrier because Aldeoz Cantina serve a food that the price is start from five thousand rupiahs which affordable for people in a low social class for example the office boy, but the price at Aldeoz Cantina is mostly not too cheap, so the researcher chose the target market is the employee who has income in a middle to high, and having a shopping preferences is offline, means visiting the store rather than online or through e-commerce website. In the new Targeting, Aldeoz Cantina changes the shopping preference from offline to online, means through e-commerce website or online shop or application. By using this new targeting, Aldeoz Cantina can focus to serve the employee that hardly to eating out from their office to lunch because having no time and they are too busy. So the company should consider a new way to serve this type of employee.

Market positioning is is arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers [4]. Aldeoz Cantina positioning statement is "a yummy food for your tummy". This statements illustrate that everyone, every age, no matter what consumer social class is still can get a delicious food from Aldeoz Cantina with affordable price and variant menu and also have a high standards of quality, health with taste. After defining new segmentation and target market, Aldeoz Cantina should define its new positioning. The new positioning very important to define the company position and differentiate in competitive markets. Aldeoz cantina wants to be a solution to busy hungry people that have no time to go out for lunch.

Marketing mix is combination of marketing tools, that a company uses to satisfy the target market and achieve the organizational purpose. McCarthy is an expert who created 4P analysis in the 1960s, 4P analysis classified by four factors, which are product, price, place, and promotion. The marketing mix is the set of controllable tactical marketing tools-product, price, place, and promotion-that the firm blends to produce the response it wants in the target market [5]. In a simple way marketing mix is about putting the product, at the right place, with the right promotion, and a good price all in one time and in a right time. The product itself can be tangible or intangible as in it can be a good or a service and it have to be fulfilling the

consumer needs and satisfying them. Product has a life cycle, there is a growth phase, a maturity phase, then the sales decline phase and it can affect the profit. Price is the amount of money that consumer have to pay for using the product. It is very sensitive things but it is so crucial for the company because it determines the profit and survival of a company. Place is not less important as well like the others, a firm have to choose some place to distribute the product to a potential buyer. The last but not least is the promotion, it can encourage the brand recognition and sales.

The new marketing mix for the new product is, referring to interview that conducted to a current customer of Aldeoz Cantina, many people said that Aldeoz Cantina must added more variant menu. From all the menu Aldeoz Cantina sell that is currently unavailable are the dessert. So Aldeoz Cantina must sell the dessert menu in order to reduce the boredom of customers. Besides adding dessert menu, Aldeoz Cantina should develop new menu minimum every two months.

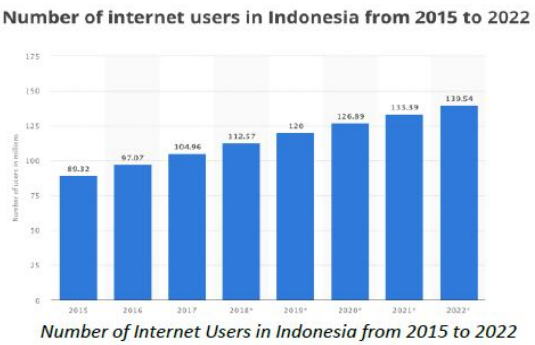
Price is main factor that effecting the customer choice and one of the important elements because it determines the profit and survival of a company. Due to Aldeoz Cantina is new, Aldeoz Cantina is very careful in pricing, since price is very important and sensitive for office employee which is Aldeoz Cantina's target market, so Aldeoz Cantina give a price as affordable as possible. After six months open, no one customer complains about the price so Aldeoz Cantina do not have a plan to change the price in the near future.

Promotion includes all of the activities The promotion it can encourage the brand recognition and sales. Currently, the current promotion that Aldeoz Cantina used are by giving the flyer to the people that passing through Aldeoz building while there is new menu and put some banner in front of the gate Aldeoz building. Another promotion that Aldeoz Cantina used is "Paket Ayam" menu where customer can get a piece of chicken, rice, vegetables, a hot sauce, and a free flow of drink which is a no sugar fresh tea with affordable price and word of mouth strategy. The new promotion plan that Aldeoz Cantina will do is first, using Word of Mouth through the office boy that work in a different building by every menu that office boy sell, they can get a thousand rupiahs. Sometimes some of the employee ask for help to office boy to buy their lunch and ask office boy opinion if there is a new delicious food, if the office boy successful recommend Aldeoz Cantina for the employee to choose, so there is a win win solution between Aldeoz Cantina and office boy. Second, posting a picture to customer's own social media about what menu that they eat at Aldeoz Cantina to get a dessert for free. Third, inviting family, friends, or colleague minimum 5 people, to get a favorite menu from Aldeoz Cantina such as "ayam kremes" for free. Based on New STP Analysis, to serve a busy hungry people that have no time to go out for lunch Aldeoz Cantina should create a digital marketing plan and promotion by using AISAS ARCAS Model so Aldeoz Cantina can get attention and interest from people, after that people will do searching about Aldeoz Cantina, after searching information about Aldeoz Cantina, people take some action by purchasing the food from Aldeoz Cantina, and then the experiences that people get from Aldeoz Cantina, they will sharing about it to their friends or colleagues.

Aldeoz Cantina's place is in the Basement of Aldeoz building at Warung Buncit street South Jakarta. The current facilitate besides a primary in Aldeoz Cantina is air conditioning and an insecticide. Based on interview that researcher did, many people ask for wifi. So by adding new facilitate it can increase the customer satisfaction and that is one of the caused effect to increasing sales. Based on the STP new Targeting, to reach the employee that have online (e-commerce website or online shop) to shopping as a preference, the company should consider joining "Go-Food" powered by "Go-jek". So the employee that have no time to go out for lunch, they can order it online through Go-Jek application. Besides, the consumer of Aldeoz Cantina is not only the office employee, it can be a housewife or a college student outside the warung buncit area and the effect for the company is it can make the sales increasing.

AISAS ARCAS

The internet penetration is rising year by year in Indonesia, the researcher saw that as an opportunity to creating a digital marketing and promotion to get brand awareness of Aldeoz Cantina. Because of increasing the internet user in Indonesia, start planning well digital marketing is important to do for Aldeoz Cantina. The figure below is the internet users in Indonesia from 2015 to 2022.

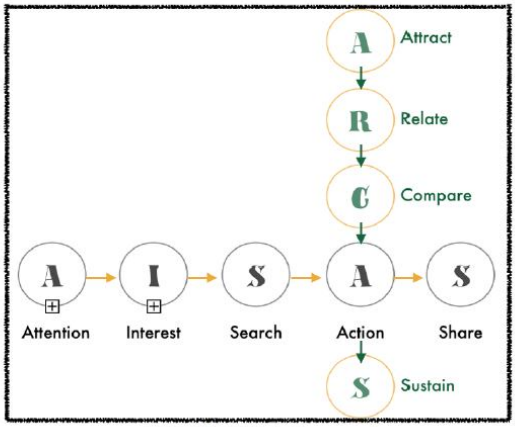


Number of Internet Users in Indonesia from 2015 to 2022 (Statista.com, 2017)

Furthermore, in 2017 there is penetration number in social media users amongst Indonesia, it means the

potential market to capture through the internet and social media is still huge. Based on the diagram above it still rising from year to year until 2022. The researcher wants the company to start developing digital marketing plan and promotion. To be able to develop digital marketing plan and promotions strategy plan, there is a model called AISAS ARCAS, it represent a step by step process, starting with "attention" → "interest" → "search" → "action" → "share". However, the AISAS model does not necessarily move through each of the five stages. A step can be skipped, or it may be repeated, for instance, the consumer might see a television commercial for a similar product, and immediately go to the store to buy it (Attention → Interest → Action), or he/she might be so interest to actress or the actor that appear in the television commercial or he/she is sits right down at his/her PC to writing the commercial in his/her blog (Attention → Interest → Share) [6].

Dentsu also completed the marketing communication model with AISAS ARCAS as the figure below [7]



AISAS ARCAS Model Framework

To grab customer interest, Aldeoz Cantina have to be "eye catching". In a conventional way, the design of banner Aldeoz Cantina's must be unique, clear, and tempting. Nowadays, the famous people in Instagram or youtuber is more famed rather than the actresses or actors in television. In digital marketing, Aldeoz Cantina's advertisement can use "endorsement" through the influencer, with that way it can help Aldeoz Cantina to take their customers attention then interest to the product.

Purpose of the "relate" is for the product can fulfill target market needs. It is obvious that Aldeoz Cantina can fulfill the target market needs because every human being need a food because food is the main requirement to support all human activities. It serves as a source of energy that nutrients needed by the body, among others, carbohydrates, vitamins, minerals, proteins and other nutrients.

The intention of "compare" is to find out about the product strength and added value. The example of Aldeoz Cantina strength and value are: First, there is an Air Conditioner at Aldeoz Cantina while competitor does not have the air conditioning. Second, Aldeoz Cantina selling "paket ayam nasi" with price eighteen thousand rupiahs, the size one pieces of a chicken is four cutting from one chicken, meanwhile the competitor is selling the same package but the price is only fifteen thousand rupiahs, because the size of one pieces of a chicken is eight cutting which is smaller than Aldeoz Cantina's sell.

Action means sales and purchase, this phase is aimed when the customer buying product from Aldeoz Cantina. As already mention above, along the way to build brand awareness through digital marketing, Aldeoz Cantina supposed to be considered to make a consignment with "go-food" by "go-jek". So there are no boundaries, people can take the "action" not only by coming to Aldeoz Cantina offline store, but also can do it via online by ordered it from "go-food" by "go-jek".

Aldeoz Cantina's method to maintain the sustainability is by making a special food with a characteristic taste and it is already on the "tahu aldeoz" menu. It can be seen from the interview that the customer is really like to keep repurchasing "tahu aldeoz" and it is one of the favorite menu at Aldeoz Cantina.

CONCLUSIONS

As a startup business Aldeoz Cantina have a business issue that is decreasing sales every month, so the company wants to increase the sales number but that cannot be happened if there are still not many people know about Aldeoz Cantina. According to business solution formulation that has been generated in various chapter, Aldeoz Cantina will use AISAS ARCAS strategy; Attract, eye catching flyer, banner, and for the social media Aldeoz Cantina can use endorsement. Relate, Aldeoz Cantina must be fulfilling the target market needs by selling delicious food.Compare: the differentiation of Aldeoz Cantina and the competitor is, the company have a convenient place to eat because there is an air conditioning which that is very needed in Jakarta weather meanwhile the competitor does not have that. Action, people can buy the product from Aldeoz Cantina by coming to Aldeoz Cantina offline store, using helper through the office boy, and online use "Go-Food" powered by "Go-jek". Sustain, Aldeoz Cantina's method to maintain the sustainability is by making a special food with a characteristic taste.

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