

## **BUSINESS PLANNING AND PRODUCTION CRISPY BREAD (MARKETING ASPECT)**

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### **Abstract**

*This final project is entitled business planning and production of Crispy Bread. The purpose of this final project is to find out the marketing strategy, marketing mix, constraints and solutions encountered during the process of implementing this final project. This final project uses 3 methods consisting of project preparation plans, project implementation plans and project completion plans. The results of the implementation of this final project, marketing strategy with segmenting, targeting, and positioning methods. The marketing mix uses the 4p method: products in the form of Crispy Bread, prices using the cost plus pricing method, promotions using social media (whatsapp business, facebook and instagram). Distribution of products through intermediaries and direct sales with a delivery order system. The obstacle faced was the difficulty of finding shops that would accept Crispy Bread products because the product's durability was not that durable. The solution is to implement a marketing and promotional strategy on social media so that the product sells optimally. The implementation of this final project starts from August 8 to October 28 2022. The completion of the Crispy Bread project was sold at IDR 10,000 with a profit of IDR 1,775,000.*

*Keyword : Business Plan, Marketing Strategy, Marketing Mix, Crispy Bread.*

## **1. INTRODUCTION**

Indonesia has the largest population in the world, therefore the working age population is required to continue to come up with new innovations to create their own jobs. This has led to the emergence of various creative and innovative medium-sized industries in producing various types of goods and food. Many entrepreneurs look to the culinary business because the industrial sector is still the biggest supporter of the national economy, although its contribution tends to decrease from year to year. Based on data from the Central Statistics Agency (BPS), it can be seen that in the second quarter of 2022 the food and beverage sub-sector became the largest contributor to the industrial sector's GDP, reaching IDR 302.28 trillion (34.44%).

For daily needs, there are lots of activities that are carried out by everyone, with the increasingly crowded activities, many people need additional food intake that is fast and instant. Fast food is in great demand among the public because of its practical nature and affordable prices. Before starting a business, an entrepreneur must make a good and detailed business plan to make it easier for future entrepreneurs. A business plan is a written business plan to state the steps, stages of business and beliefs to trade products or services owned to generate certain profits and attract investors (Alma, 2010).

One of the business plans that will be implemented is Crispy Bread, which is a business with raw materials of white bread fried with sprinkled bread flour which makes the texture of the bread crispy when eaten. Crispy Bread is served with various variants of contents and toppings such as sausages, and Oreo Chocolate. One of the reasons for choosing bread as the main ingredient is because bread is the second staple food after rice which is rich in

carbohydrates, bread is also easy to eat and flexible to be processed with other ingredients. In addition, the availability of the main raw materials that encourage the use of existing resources.

One of the steps taken to support a business is the marketing aspect. Marketing is planning and carrying out the production process, then pricing, promoting and distributing goods, services or ideas in order to create exchanges with target groups that meet customers and companies (Business Introduction, 2020). Marketing is very necessary considering the marketing function is a very important part in the process of introducing products or services produced by the company to consumers. This marketing function is directly related to the company's consumers. This requires companies to be able to understand consumer behavior well. By understanding consumer behavior, companies can more easily meet the needs and desires of consumers for certain products and services.

The role of marketing is not only to deliver products into the hands of consumers but also to provide satisfaction. The strategic importance of marketing is to face the harsh competition that will be faced by companies in the industrial world. Before carrying out various marketing and promotions, entrepreneurs must first determine market segmentation, positioning and clear targeting and marketing mix strategies (Product, Place, Price, Promotion) are also carried out as appropriate marketing steps so that products can sell well in the market.

According to Lyandra Aisyah Margie et al (2020) Planning is choosing or setting organizational goals and determining strategies, projects, policies, programs, procedures, systems, budgets, methods and standards needed to achieve goals. While business is an activity of organizing resources to produce and distribute products to satisfy what people need and want. So that it can be explained that business planning is a series of processes for establishing a business organization (profit), then determining strategies and preparing steps in order to achieve overall organizational goals, a planning system is formulated to integrate and coordinate the overall work of the company until the organizational goals in the form of profit are achieved.

According to Titik Wijayanti (2002) in Arif Rakhman Kurniawan (2018), marketing strategy is the main guideline for companies in selling and distributing products to consumers. The success or failure of a sale is determined by the marketing strategy made. This strategy includes Segmentation, Targeting, and Positioning.

According to Sofjan Assauri (2013), defining the marketing mix is a combination of variables or activities that are the core of the marketing system, which variables can be controlled by the company to influence the reactions of buyers or consumers. Thus, the marketing mix consists of a set of variables that a company can control and use to influence consumer responses in its target market. In planning and implementing the strategy, the marketing department develops elements in the marketing mix, there are 4 components known as the 4-P, namely Product (Product), Price (Price), Promotion (Promotion) and Place (Place).

Based on the background described above, it is necessary to have the right marketing strategy for Crispy Bread products so that this project takes the title **“Business Planning and Production Crispy Bread (Marketing Aspect)”**.

## **2. LITERATURE REVIEW**

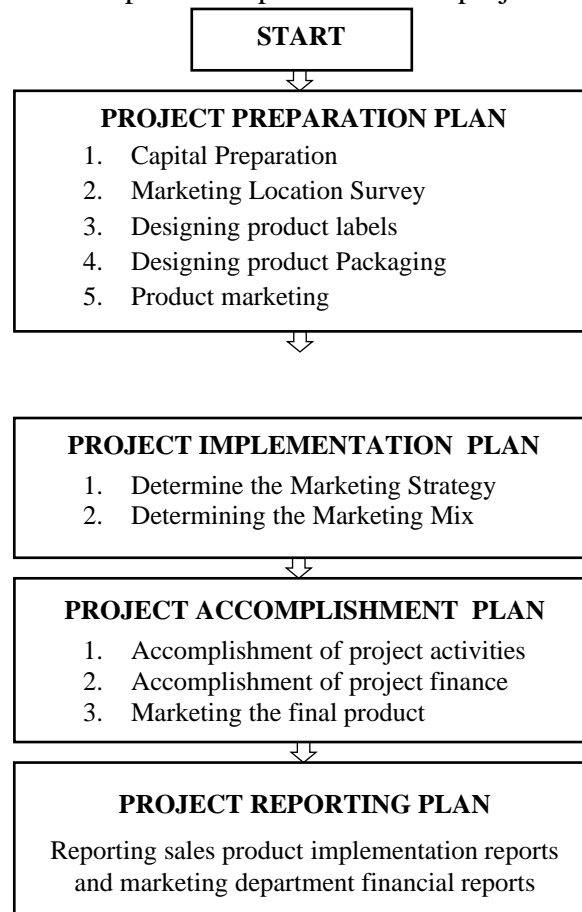
- a. Fahmi (2014) Entrepreneurship is a science that examines the development and development of the spirit of creativity and dares to take risks for the work carried out in order to realize the results of the work. The courage to take risks already belongs to an entrepreneur because he is required to According to Irham Fahmi (2014) Entrepreneurship is a science that examines the development and development of the spirit of creativity and dares to take risks for the work carried out in order to realize the results of the work. The courage to take risks already belongs to an entrepreneur because he is required to be brave and ready if the business being carried out does not yet have

the value of attention in the market, and this must be seen as a form of process towards the right path, a true entrepreneur.

- b. Margie et al (2020) Planning is choosing or setting organizational goals and determining strategies, projects, policies, programs, procedures, systems, budgets, methods and standards needed to achieve goals. While business is an activity of organizing resources to produce and distribute products to satisfy what people need and want. So that it can be explained that business planning is a series of processes for establishing a business organization (profit), then determining strategies and preparing steps in order to achieve overall organizational goals, a planning system is formulated to integrate and coordinate the overall work of the company until the organizational goals in the form of profit are achieved.
- c. Tjiptono and Diana (2019) Segmentation, targeting, and positioning (STP) are one of the most important elements in marketing. These three interrelated elements basically reflect the key steps in designing a customer driven marketing strategy. The basic importance of STP is that it is very difficult for companies to serve all potential customers of a product. The number of consumers is so large, the locations are scattered, the wants and preferences are very diverse, the purchasing power varies, and so on. In addition, the company's ability and resources to serve different market segments are also relatively limited. The company begins to identify market segments, select the market segments it wants to serve, and design the right products and marketing programs for the selected segments.
- d. Assauri (2013), defining the marketing mix is a combination of variables or activities that are the core of the marketing system, which variables can be controlled by the company to influence the reactions of buyers or consumers. Thus, the marketing mix consists of a set of variables that a company can control and use to influence consumer responses in its target market.

### 3. **METHODE AND ACCOMPLISHMENT PROCESS**

Method and accomplishment process for this project is carried out in 4 stages, namely:





#### 4. RESULT AND DISCUSSION

##### 1) Project Preparation

Project preparation is an activity that will be prepared before carrying out an activity.

##### a. Capital Preparation

The source of capital obtained from internal sources is the groups personal capital. The amount of initial capital collected in the Crispy Bread product business can be seen in Table Detail of Capital below:

Detail of Capital

No	Members Name	Total
1	Endang Yulianti	IDR 230,000
2	Sri Wulan Russiti Dewi.R	IDR 230,000
<b>Total Capital</b>		<b>IDR, 460,000</b>

Source: Processed Data 2022

The amount of initial capital owned by Crispy Bread product business is IDR. 460,000.00 where the capital is obtained from personal capital. This capital is used for production and marketing purposes. The capital is divided into two, namely the production department of IDR. 410,000.00 and the marketing department of IDR. 50.000.

##### b. Marketing Location Survey

At this stage, a field survey was conducted to promote Crispy Bread proucts, namely the process of observing the marketing location by considering the feasibility of Crispy Bread products in the marketing location and knowing consumer behavior by distributing products in the bengkalis area.

##### c. Designing Product Lebls

In selling products, to make it easier for consumers to recognize the products being sold, the author makes a label or brand on the product packaging, from which consumers can find out what product information is offered. Product design label with the trademark Crispy Bread.

##### d. Designing product packaging

Designing packaging for products to be sold so that products are safe and neat until they reach consumers

##### e. Product marketing as planned

Conduct product marketing in accordance with the planned marketing strategy. This is the main goal of this final project

##### 2) Project Implementation

The plan for implementing the Crispy Bread business will be carried out by two people by dividing the work according to their divisions, namely the production and marketing divisions.

##### a. Determine the marketing strategy

The earliest stage in marketing a product is to determine the right marketing strategy for the product it self. The marketing strategy used in the Crispy Bread Business is as follow : Segmenting, Targeting, Positining.

b. Determine Marketing Mix

In planning and implementing the strategy, the marketing department develops elements in the marketing mix, there are 4 components known as the 4P, namely Product (Product), Price (Price), Promotion (Promotion) and Place (Place) regardless of any business activity. For a businessman, he must understand every element of the marketing mix in order to determine policies and make the right decisions. The marketing mix can be classified into four groups known as the 4Ps, namely;

(a) Product

The product that is produced after production is Crispy Bread. The product description is as follows:

1) Product Packaging

The packaging for this Crispy Bread product uses mica brownies plastic measuring 15x10 cm. Mica brownies are packaging that is easy to carry anywhere, easier to manage, stronger and looks more modern.

2) Product Design

Crispy Bread products are designed using plastic mica brownies and label stickers on the packaging to make it look more attractive. Pictures of Crispy Bread product designs can be seen in Figure 4.4 below:



3) Brand Name

The brand produced for this product is Crispy Bread. Crispy bread is a food made from white bread filled with various kinds of fillings such as sausage, Oreo chocolate and rectangular shape.

4) Package Size

The packaging used is plastic mica brownies with a size of 15x10. Packaging is easy to carry everywhere, not easy to open, easier to manage, stronger, not easily damaged and looks more modern.

(b) Price

In determining the selling price of Crispy Bread products, implementers use the cost plus pricing method because the calculations are simple and make it easier for implementers to set selling prices. This can be seen from some of the costs in the summary table below:

$$\begin{aligned} \text{Cost plus Pricing} &= \text{Total Cost (HPP)} + \text{Profit Target (Margin)} \\ &= \text{IDR } 8.440 + 15\% (\text{HPP}) \\ &= \text{IDR } 8.440 + (15\% \times \text{IDR } 8.440) \\ &= \text{IDR } 8.440 + 1.266 \\ &= \text{IDR } 9.706 \\ &= \text{Rounded to IDR } 10.000,- \end{aligned}$$

(c) Place

The location of the Crispy Bread product marketing is in the Bengkalis district, especially in the city of Bengkalis. The marketing of this product is carried out using a delivery order system and between addresses and then deposited in several Bengkalis stores. Marketing of Crispy Bread products applies a direct sales system, called direct selling because the implementer uses a 0 (zero) level channel, namely sales without intermediaries

## **5. CONCLUSION**

### **Conclusion**

After the explanation in the previous chapters, in this chapter the author will provide conclusions from the previous explanation, as follow:

1. Business planning for Crispy Bread products, namely first preparing capital, conducting marketing location surveys, planning packaging and labels to produce finished products that are ready for sale to consumers.
2. The segmentation chosen to market Crispy Bread products is market demographics, segmentation is seen from the age factor. Targeting in marketing Crispy Bread is to reach people in the Bengkalis area by marketing the product directly such as sending an ordering system and placing it in a store, positioning this product is carried out, this product is a new product that does not yet exist in the Bengkalis area
3. The resulting product is Crispy Bread, packaged using Mica Brownies Plastic measuring 15x10 cm with 3 pcs per box. The pricing method uses Cost Plus Pricing whereby product pricing is obtained at production costs and marketing costs as well as the desired margin, from this amount the actual selling price is obtained at 10,000/box. Then the promotions carried out include making promotional media through social media to make offers or marketing. The social media chosen to promote Crispy Bread products are using business WhatsApp accounts, Facebook and Instagram, giving bonuses, giving discounts on certain days and making product promotional videos. Meanwhile distribution marketing is carried out around Bengkalis Regency.
4. There are obstacles encountered during the implementation of the Crispy Bread product marketing activity project, namely the product produced was not a durable product, so that after production it had to be marketed immediately.

## **SUGGESTION**

### **Suggestion**

After carrying out the project and discussing the marketing results of the Crispy bread product and the above conclusions, there are suggestions that can be conveyed, namely

1. Must continue to try to maintain and increase sales, maintain customer satisfaction with Crispy Bread products so that these customers do not switch to other products.
2. Before marketing a product, the important thing to do is to check the inventory stock of goods such as packaging, labels so that when marketing the product there is no shortage of inventory.
3. In addition, a more optimal marketing strategy solution is needed so that the product can be recognized by the wider community so that the product is not only marketed in Bengkalis but can also be sent outside Bengkalis

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