



## **MARKETING PLAN**

**TRADITIONAL HANDICRAFT INDONESIA**  
2005 Edition



PROPOSED

AND

PREPARED BY

*IN HOLLAND COMPETITIVE*

*GROUP II IBMS I*

## **INTRODUCTION**

The Competitive group has come up with the idea of selling traditional Indonesian bags for women, which are used mainly during the summer at the beach. These bags are very cultural and hand made. They give one the feeling of beauty, summer, culture, and nature.

These bags are specially delivered straight from Indonesia to the Netherlands. As a start, we will be delivering one hundred of the Indonesian traditional bags. With these bags we will give additional products which are traditional beach hats and clothes.

The Indonesian traditional bags, hats, and beach clothes are very popular with tourists that visit Indonesia. Therefore, we would want to open a traditional Indonesian store in the Netherlands since it is very popular for the Dutch citizens who visit Indonesia. For this reason, we are starting with the bags, hats, and beach clothes and hopefully many more traditional Indonesian products will come along if our product has grown successfully as planned.

## **EXECUTIVE SUMMARY**

This marketing plan is written to give the readers a better understanding of our strategy that we will use during the PD Trade Fair. With our implemented strategy we hope to attract as much as customers and to sell as much as we can.

The products that we are going to sell on the PD Trader Fair is the: Hundred of Traditional Bag. We will also sell some additional products like hats and beach clothing. Since the products are not common here in the Netherlands, therefore, the benefits of our products are that they are exclusively offered by us only at the Trade Fair, and they are reasonable priced.

Our target market will be all the second year IBMS students who will all be present at the PD Trade Fair.

## **MARKET SUMMARY**

The market in which we will operate at the PD Trade Fair will consist of all the second year IBMS students, which will be a total of approximately 90 people, so they all share many common interests and behaviours. Since almost all the students are international, most of them are just here to study. Only a few of them have a income, due to their part-time job next to school.

The students are divided into several groups, and each group has their own general behaviour, just like our group is called 'Competitive'. Therefore, each group will behave differently at the Trade Fair and we have to implement different strategies for approaching the groups and presenting our products, and hopefully at the end to sell our products.

Our products are only common in Indonesia, therefore it makes it more difficult to sell them to the other students who are not from Indonesia, but on the other hand it is also a challenge.

## **SITUATION ANALYSIS**

Since our product is very difficult to find in Europe, The market for our Indonesia traditional bags and summer clothes has very few or hardly any competitors. Within the Netherlands there are many Indonesian citizens that live here and we would like to give them the opportunity to buy there own traditional style from the Netherlands and for a reasonable price.

Therefore, this would give us a great opportunity to bring Indonesian traditional products for Indonesians that live in the Netherlands and not only them but also the Dutch citizens and International people, since they are also very interested within the Indonesian culture.

## **HISTORY**

The wealth of nature in Central Java Regency provides various numbers of plants and trees that emerged inspirations to create creativities in handicraft industry. These wealth of nature were supported by society cultures that have been a long time ago used potentially of plants and trees for being productive and creative such as plaited mats, nets, strings, and any sorts of handicrafts. Gradually, it began from freelance activities, then turns into centers of handicrafts that present impressions of the market. Together along with increasing on supply market demand, any results of society's handicrafts, now have been growing to be commodities of handicraft nuanced.

We reflect the manifestation of productive creativities, a result of nature culture developments. It started by home industry, now we have emerged as a handicrafts company that accommodate society's handicrafts, for an example is plaited mats handicrafts that made from raw materials such as pandanus, mendong, enceng gondok, bamboo, tapas, and banana leaves and many kinds of leaves such as kakau and coconut leaf. The plaited mats in following process then will be processed into fine goods such as bags, placemats, halt, boxes, accessories, and other commodities that have creative design and show it's ethnic and natural images.

## **MARKETING MIX**

### **PRODUCTION**

We are the company that focused its production specialized in handicraft products. Involving with thousand of crafts men, company turns plaited mats that have materials such pandanus, banana, mendong, enceng gondok, banana leaves, and any kinds of leaves into various models of bag, placemate, coster, hat, and several of souvenirs, that all goods have been done by skillful hands.

Production process from raw materials to finish goods involved thousand of craftsmen has been scattered in all parts of Central Java Regency.

### **PRICE**

As you know that our product will be sold in PD Trade Fair on Thursday in Inholland University Diemen. We are only exchanging goods; there are not real prices to be asked from the other groups.

We have to create our own price, because it will be difficult to exchange with other products if we don't know the "money" value of our products. With this information we can create a promotion and special deal with other group for special transaction.

Price of the Bags : EUR 25,00 – EUR 50,00

Delivery : EUR 5,00

There is a delivery cost, because we have to import the products from Asia, and it will take time around 2 weeks before the products will ready to be sold.

### **PLACE**

As agreed in Professional Development class, that we will do the transaction process on Thursday, 11<sup>th</sup> May 2005, in Inholland University. The duration hour is only one hour, so we have to create a transaction in efficiently and effectively.



## PROMOTION

We have created a commercial advertisement that already shown during the class hours and we will provide “chocolate” for every people who make transaction with us. It will attract the attention of the public and increase its awareness and desire.

## MARKETING OBJECTIVES

### **Our marketing objectives are as fallows:**

- Increase product awareness among our target audience, since traditional Indonesian products could be considered as a new market for the Netherlands, and to inform everyone with it and keep them aware of the products is the first main objective.
- We will inform our target audience about features and benefits of the Indonesian traditional products that we will provide and also its competitive advantage in the future.
- By increasing product awareness to our target audience, we want to increase there interest with our product so that they would be interested in trading with us.

## **SWOT ANALYSIS**

### **STRENGTH**

Our traditional Indonesian products are not to be bought anywhere. They are hand made and specially imported from Indonesia. They have just been introduced into the Dutch market. They are colourful, attractive and not at all pricey.

It's now officially summer in The Netherlands and everyone is dying to go to the beach, especially the ladies and they want to look great apart from just wearing a bikini they could wear our beautiful beach cloth (sarong) and other accessories.

The products are now pretty popular in The Netherlands and in Indonesia it has been there for years and still people love it. Besides that our promotional commercial is very popular and attracting.

### **WEAKNESSES**

The products are only available for the females but we are trying to purchase the male version of our product by next summer.

### **OPPORTUNITIES**

This would be the right time to sell our product because it's officially summer and because the product is new and fashionable. Through our interesting commercial we would be sure to attract a lot of buyers.

Many groups have chosen to trade with food and we are one of the minor groups that have come up with something else than food.

### **THREATS**

Even though its summer now, the weather can get pretty bad as well, and people are unwilling to purchase it yet.

## FINANCIAL EXPECTATIONS

### Fixed costs

Chocolate	€ 3.00
Stationery	€ 3.00
Delivery cost	€ 100.00

Total fixed costs € 106.00

### Variable cost per unit

Purchasing price € 25.00

Variable cost per unit € 25.00

### Break even analysis

Contribution margin per unit = Selling price per unit – Variable cost per unit

Contribution margin per unit = € 35.00 – € 25.00 = € 10.00

Number of units \* Contribution margin per unit = Fixed costs

Number of units \* € 10.00 = € 106.00

Number of units = € 106.00 / 10.00 = 10 units

In order to break even we need to sell 10 products.