



UNIVERSITAS
ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika



Sellow Yellow

Aldi - Cyntia Tan - Gisela Michelle L

LOKALATE



Gamedia



Situation

- Based on Toffin's independent research, **domestic coffee consumption** is currently growing at a **13.9 percent rate per year**
- Introduced in **2018**, Lokalute penetrated the instant coffee market by cooperating with W'dank, one of Nutrifood's **traditional instant drink brands**.
- Nutrifood uses **The Line (TTL) and Below The Line (BTL) promotion** activities to introduce Lokalute to the market
- **Due to pandemic**, sales and distribution are carried out through **home** and online **delivery services**

Complication

- Promotion and distribution of products are facing **enormous challenges** due to the **pandemic**
- Good marketing strategies to increase brand awareness is **not sufficient to reach more young generations**

Key Question

How to promote and keep Lokalute relevant in hyper-competition in the coffee industry in Indonesia through marketing campaign in this pandemic?

Current State

- Not widely known yet
- Below The Line promotion of Lokalate cannot approach the community directly

GAP

Unawareness towards LOKALATE
Low directly interaction with community

Desired State

- Lokalate is widely known among young generations and reach top of mind of coffee sachet product
- Close to the community and have a good customer retention

TARGET MARKET RESEARCH



MILLENIALS

69.38 mil. people
25,87%

EARLY GEN Z

74.93 mil. people
27.94%

Source:
katadata,2020

TOTAL

144.31 million people

DEMOGRAPHICS

AGE (Pew Research Center, 2018)	17 - 30 years old
GENDER	Male & Female &
STATUS	First Jobber, Professional Worker, Student
EXPENSE (BCG)	Rp 3 - 5 million/month

PSYCHOGRAPHICS

PERSONALITY	Social-conscious, Technology-based, Health conscious, Follow the trend
HOBBY	Streaming video, Drinking coffee, Online games

BEHAVIOUR

Spend most of their time on the internet, especially on social media, such as TikTok and Instagram, love to play games, like to do home and delivery services, high consumption of coffee

TOWS MATRIX



UNIVERSITAS
ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika



TOWS Matrix

Opportunities:

1. Community addiction to coffee consumption continues to increase over time and coffee becomes a new lifestyle
2. Indonesia became the fastest growing coffee market by retail value from 2012 to 2016
3. Coffee shop businesses are increasingly flourishing with the emergence of new coffee brands

Threats:

1. Coffee market dominated by modern coffee shops
2. Younger generations have various drinking habits and purposes of drinking coffee
3. Many new coffee brands pop up which provide fresh Ready to Drink coffee at affordable prices

Strengths:

1. Preserves uniqueness of contemporary coffee and traditional Indonesia culture
2. Contains good nutrition with tasty flavor
3. Collaboration with transportation companies and online shops for distribution
4. Collaboration with several well-known celebrities in Indonesia for promotion
5. Collaboration with academic and social communities

1. Promoting the uniqueness of flavors and nutritions found in Lokalute through penetration in coffee shops
2. Promoting the convenience of buying Lokalute through online market
3. Focusing on collab with several well-known celebrities to promote Nusantara cultural wisdom of Lokalute
4. Focusing on collab with academic and communities to promote Lokalute to accompany students activities

1. Promoting good nutrition in Lokalute to make younger generations not worry of consuming coffee
2. Make innovation based on modernization and younger generations various drinking habits, but still keeping the traditional Indonesia culture
3. Emphasize the healthiness, affordable prices, tasty flavors, easiness of Lokalute through celebrities promotion and social communities

Weaknesses:

1. Unawareness towards Lokalute brand
2. Less known online activities

1. Increase the awareness towards Lokalute through interactive penetration in coffee market coffee shops
2. Make greater promotion of online activities followed by benefits and gifts collaborating with famous coffee shops

1. Maximize collaboration with celebrities to raise the awareness towards Lokalute brand
2. Collaborating with modern coffee shops to include Lokalute in their menus



Grameia



Introduction

Analysis

Strategy

Risk

Implementation

Conclusion

COMPETITIVE PROFILE MATRIX

The existence of other competitors in the instant powder coffee drink is a challenge that Lokate has to be aware of...

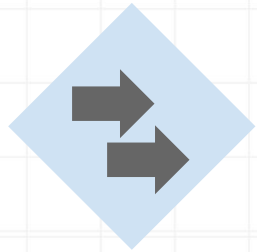


Critical Success Factor	Bobot	Lokate		Gilus Mix		TOP Coffee	
		Rating	Score	Rating	Score	Rating	Score
Brand Equity	0.3	3	0.9	4	1.2	4.5	1.35
Practicality	0.2	4	0.8	4	0.8	4	0.8
Differentiating Value	0.2	4.5	0.9	4.5	0.9	4	0.8
Product Variation	0.1	4.5	0.45	3.5	0.35	3.5	0.35
Distribution Channels	0.2	4	0.8	3.5	0.7	5	1
Total	1		3.85		3.95		4.3

PORTER'S FIVE FORCES



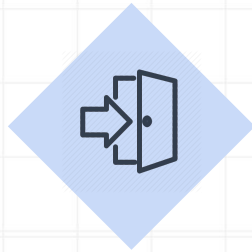
UNIVERSITAS
ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika



Competition

Lokalate's new entrance in the market (2018) means that Lokalate has to face a much more established industry.

Lokalate is able to create a **distinction among them**, and hence is still uprising at a promising rate.

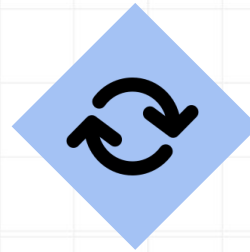


New Entrants

New trend and lifestyle has brought the coffee market to grow significantly in the past few years.

The growing coffee market brought innovations and accessibilities.

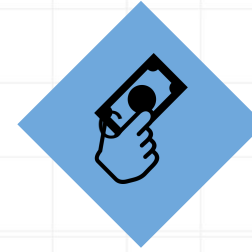
Therefore, threat of new entrants is **moderate-to-high**.



Substitution

In the growing market of coffee retailers, Lokalate has created a unique value proposition to differentiate them to other businesses.

Therefore, threat of substitution is **moderate**, judging on the market growth and the value proposition offered.



Buyer

Buyer's power is **moderate**, because of the main customers of Lokalate are usually vendors and other distributors which are usually purchasing in large volume.



Supplier

There is a growing and high demand of coffee in Indonesia.

Suppliers of the FMCG industry are usually under contract.

Supplier's power is **low-to-moderate**.



Gramedia



Introduction

Analysis

Strategy

Risk

Implementation

Conclusion

AWARENESS



UNIVERSITAS
ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika



1

PAY PER
CLICK



Pay Per Click Advertising

PPC is an online advertising model in which advertisers pay each time a user clicks on one of their online ads

Impact

Increase brand exposure

Key Hook



2

jeom



Collaborating with KOLs

Targeted KOLs:

- Rio Dewanto
- Chicco Jerikho
- Sisca Kohl

Supporting Ideas

#KopiMasaKini

Games on Mobile App

Smart Coffee Bar

Key Hook



Tik Tok

3



Campus Ambassador

1. Partial / Full Scholarship
2. Internship Opportunity
3. LOKALATE Package

Supporting Ideas

Instagram Challenge

Group Campaign

Video Challenge

Key Hook



Tik Tok



Grameia

LOKALATE

JNE
EXPRESS



Introduction

Analysis

Strategy

Risk

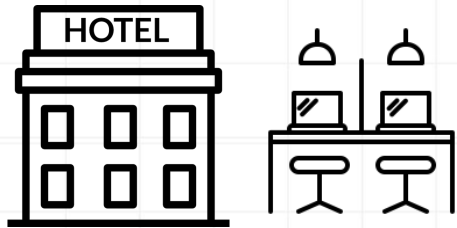
Implementation

Conclusion

4

B2B Marketing

Potential Segmenting:



Hotel



- **Welcome drink** for hotel
- **Increasing number** of hotels at an average increase of **5.5% a year**

Co-working Space



- **Many millennials use co-working space** to do productive things which are very suitable when to be accompanied by Lokalate coffee

Offices



- **Providing lokalate coffee** to offices
- **86% of office employees drink coffee**

Cafes



- **Providing lokalate coffee** to cafes
- **Growing market** of coffee retailers in Indonesia reached **20% (ekonomibisnis.com)**

INTEREST & CONSIDERATION



UNIVERSITAS
ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika

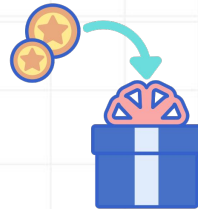


1

Games through Mobile Application

Fun, interactive games feature that is present in the mobile application to attract users.

Win **Loka Points** to claim various prizes, discounts, and features!



2

Social Media Challenge

Creates a Lokate Creativity Challenge with Lokate to your social media.

Key Hook



#LokaJingleChallenge



#LokaCreativityChallenge



Tik Tok

3

Collaboration with External Parties

KOPI
Janji Jiwa

X

LOKALATE



Lokate Gula
Aren



Lokate
Avocado Coffee



Lokate Popcorn
Coffee

#KopiMasaKini



Grameia



JNE
EXPRESS



Introduction

Analysis

Strategy

Risk

Implementation

Conclusion

PURCHASE



UNIVERSITAS
ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika



1

LOKALATE X JumpStart Smart Coffee Bar

2

Launching of Mobile Application

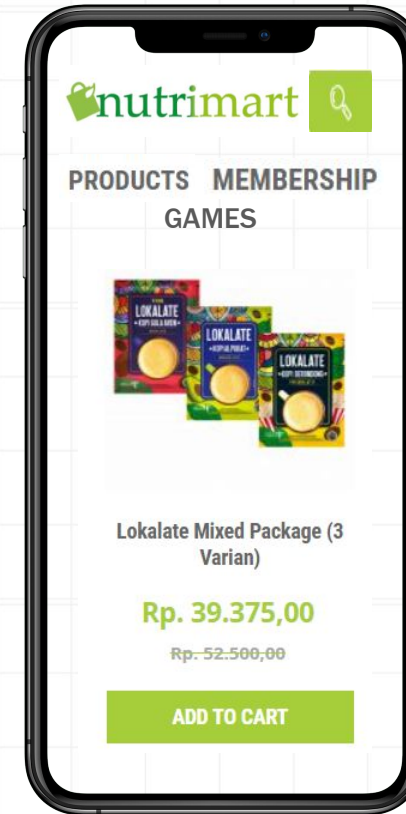


WHY JUMP/START ?

JumpStart is a startup vending machine that allows customer to enjoy **express fresh-brewed coffees**.

All JumpStart machines are **equipped with IoT** to manage all the coffee-making process and each machine is maintained regularly.


JumpStart is currently operating in Jakarta in public places such as offices, malls, campuses, hospitals, etc.



Development of an integrated application to create a channel for purchasing and transactions of products.



More personalized offer and features

Customer Satisfaction 



Transaction records both from Nutrimart Application and Website are to be used for **pattern determination** to predict the behaviour and trend in the market.



Grameia



Introduction

Analysis

Strategy

Risk

Implementation

Conclusion

1

System Optimization by Using Big Data



Impact

- Predict behaviour change in the market
- Knowing customer needs & demand

Market Trend

Customer Identification

Personalized Offer

Maximize User Experience & Increase Customer Satisfaction

2

Customer Retention: Membership Subscription

Supporting Ideas

Impact

Instant Messaging Marketing



Membership Rewards



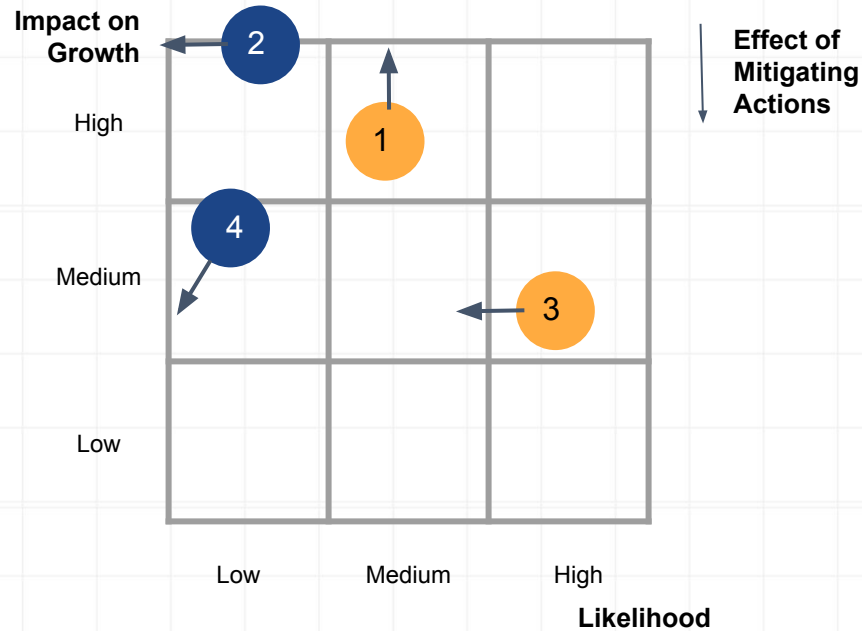
The rewards are based on their barter on the Loka Points. Loka Points could be collected through orders and games feature in the mobile application.

Convert Disloyal Customer to Regular Customer

RISK MITIGATION



UNIVERSITAS
ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika



Risk	Mitigation Action
1 Message on the ad is not conveyed properly	<ul style="list-style-type: none"> Evaluating every ad that is about to be launched Collaborating with experienced yet influential people in the field
2 Data is mishandled by irresponsible parties	<ul style="list-style-type: none"> Guarantee of the confidentiality of the data Data must only be shared within permission from the corresponding party.
3 Collaboration with JumpStart and external parties does not receive much attention	<ul style="list-style-type: none"> Offering promos and discounts to attract customers to try Lokate's products.
4 Loyalty is not received by Lokate from the customers	<ul style="list-style-type: none"> Emphasizing on quality of the product and logistic and distribution system Offering of promos and discounts for members



Gramedia



Introduction

Analysis

Strategy

Risk

Implementation

Conclusion

GANTT CHART



UNIVERSITAS
ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika



Task Name	Month (2022)											
	1	2	3	4	5	6	7	8	9	10	11	12
Campus Ambassador												
Market Research												
Open Registration												
Selection of Campus Ambassador												
Controlling of CA's Monthly Report												
B2B Marketing												
Market Research												
Finalizing deal with corresponding business												
Supplying of Products to Business												
Evaluation												
Enhancing of Application and Website												
Designing of Application												
Development and Finalization of App												
Launching of App												
Education of App to the Market												
Collaboration with KOLs for promotion												
App Evaluation												
Pattern Determination												
Collaborations and Partnerships												
Partnership with JumpStart												
Collaboration with KOLs for promotion												
Implementing and Evaluation of Sales												
Market Taste Research												
Collaboration with KOLs for promotion												
Collaboration with External Parties												



Grameia



Introduction

Analysis

Strategy

Risk

Implementation

Conclusion

FINANCIAL PROJECTION

	2022	2023	2024	2025	2026
Total Sales	Rp540,000,000	Rp720,000,000	Rp900,000,000	Rp1,080,000,000	Rp1,260,000,000
Marketing Costs					
Pay Per Click Advertising	Rp30,000,000	Rp45,000,000	Rp60,000,000	Rp75,000,000	Rp90,000,000
Collaboration with KOLs	Rp50,000,000	Rp75,000,000	Rp100,000,000	Rp125,000,000	Rp150,000,000
Campus Ambassador	Rp35,000,000	Rp35,000,000	Rp35,000,000	Rp35,000,000	Rp35,000,000
B2B Marketing	Rp10,000,000	Rp10,000,000	Rp10,000,000	Rp10,000,000	Rp10,000,000
Loka Points Reward	Rp50,000,000	Rp50,000,000	Rp50,000,000	Rp50,000,000	Rp50,000,000
Social Media Challenge	Rp30,000,000	Rp30,000,000	Rp30,000,000	Rp30,000,000	Rp30,000,000
Collaboration with External Parties	Rp24,000,000	Rp48,000,000	Rp72,000,000	Rp48,000,000	Rp24,000,000
Collaboration with JumpStart	Rp15,000,000	Rp15,000,000	Rp15,000,000	Rp15,000,000	Rp15,000,000
Mobile Application Development	Rp80,000,000	Rp10,000,000	Rp10,000,000	Rp10,000,000	Rp10,000,000
Total Biaya	Rp324,000,000	Rp318,000,000	Rp382,000,000	Rp398,000,000	Rp414,000,000
Laba	Rp216,000,000	Rp402,000,000	Rp518,000,000	Rp682,000,000	Rp846,000,000
NPV Laba	Rp2,298,995,029				
Benefit Cost Ratio	2.413831832				

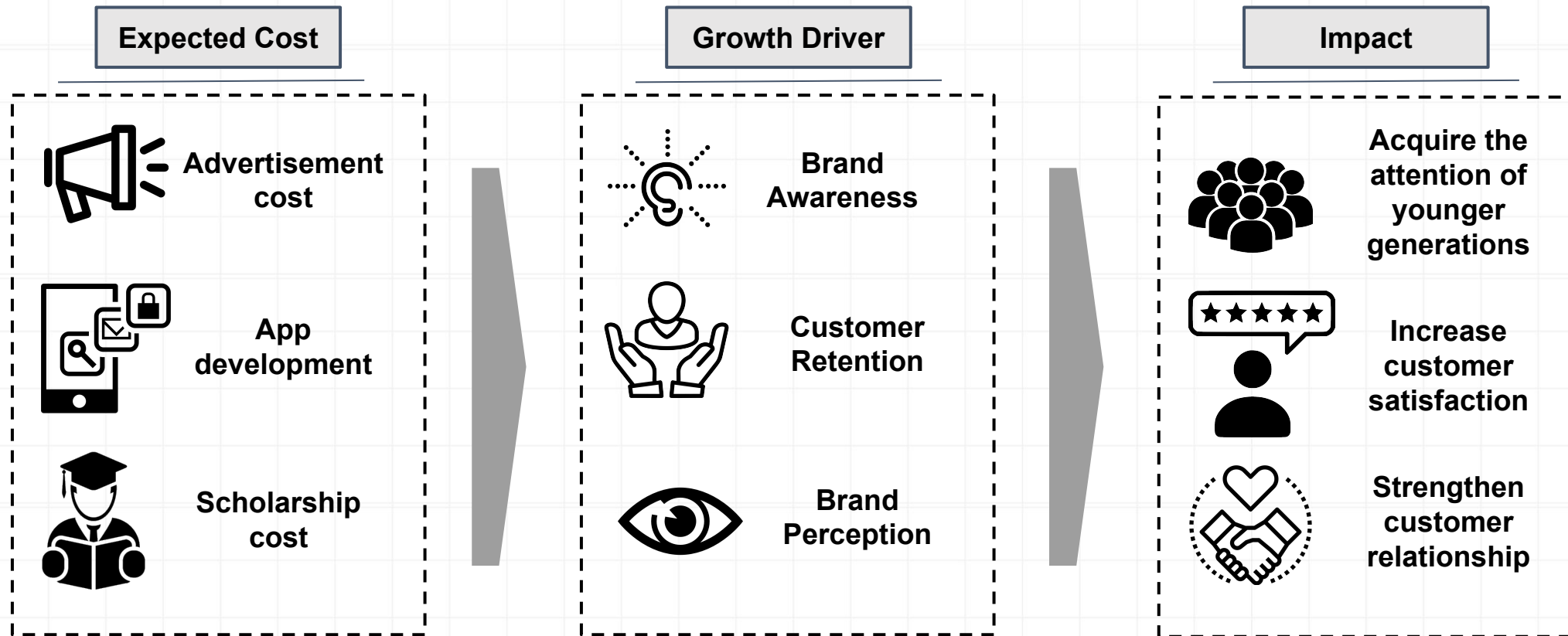
CONCLUSION



UNIVERSITAS
ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika



By implementing those strategies, we hope that...



Gamedia



JNE
EXPRESS



Introduction

Analysis

Strategy

Risk

Implementation

Conclusion



THANK YOU

The great thing about digital marketing
ingenuity and creativity can always win over
big marketing budgets

-Ann Smarty

