



Sellow Yellow

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SCQ FRAMEWORK



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Situation

- PT Nutrifood Indonesia commits to inspire and promote a healthy lifestyle through the company products
- Through Nutrisari, Nutrifood provides a healthier choice of powdered instant drinks with more than 20 choices of flavors that adapt to customers' tastes
- NutriSari educates customers about a healthy lifestyle by providing health-related content and campaign through NutriSari communication channel.
- Nutrisari provides an online platform for the customers to buy Nutrisari via Nutrimart.com web pages and Nutrisari.co.id.



Complication

- Demand and consumer behavior are very dynamic
- The readiness of companies in digital transformation has not been accompanied by the readiness of the community to embrace digital transformation
- Not all generations of customers are suitable and have the know-how to utilize digital platforms.



Key Question

How Nutrisari can sustain its market share in Indonesia and educate the market about a healthy lifestyle and sustainable consumption through digital platforms?



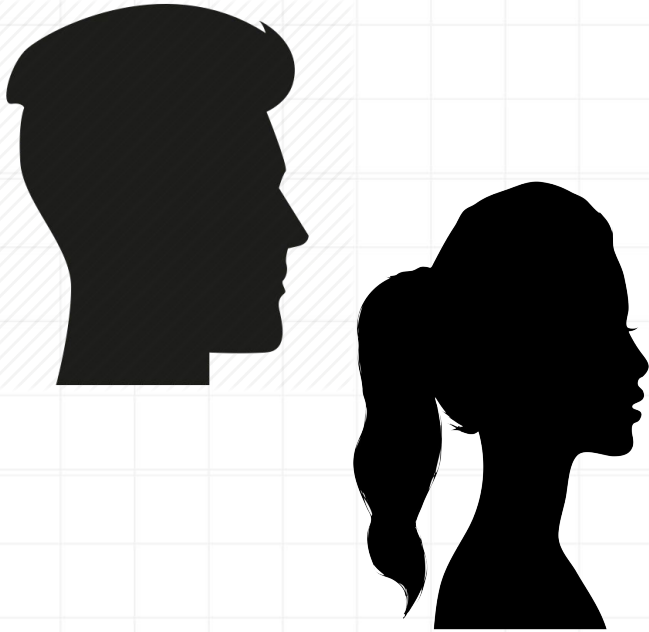
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TARGET MARKET RESEARCH



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MILLENIALS

69.38 juta jiwa
25,87 %

GEN Z

74.93 juta jiwa
27.94 %

Source :
katadata,2020

DEMOGRAPHICS

AGE

(Pew Research Center, 2018)

9 – 30 years old

GENDER

Female & Male

STATUS

First Jobber,
Professional Worker,
Student

EXPENSE_(BCG)

Rp. 3-5 Millions / Month

PSYCHOGRAPHICS

PERSONALITY

Social-Conscious
Technology-based
Health Conscious
Follow the Trend
Online Shopping

HOBBY

Streaming Video
Watching Netflix
Online games

BEHAVIOUR

Spend most of their time on the internet, especially on social media, such as Facebook and Instagram, like to do online shopping, watching Netflix at home or Netflix Party with their friends, also hang out with their friends at their free time.



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TOWS MATRIX



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| TOWS Matrix | Opportunities: <ol style="list-style-type: none"> 1. Instant healthy drink in line with Indonesia's busy society 2. Ease and safeness of purchase through credible digital platform 3. Pandemic COVID-19 which makes human more aware of the importance of health | Threats: <ol style="list-style-type: none"> 1. Stigmatization of instant drink = unhealthy 2. Competitors with more of a credible healthy drink image 3. Customers don't aware of the various flavors and afraid to try new taste 4. Not all customers suitable for digital transform |
|---|---|--|
| Strengths: <ol style="list-style-type: none"> 1. Nutrisari has been widely known by the public 2. Each serving of Nutrisari provides ample nutrition that suffices the level of RDA 3. Brand's efforts in adapting to changes in the market 4. Empowering social movement 5. Environmental friendly brand | <ol style="list-style-type: none"> 1. Promoting Nutrisari that can satisfy the need of Vit C in customers to help them get through pandemic 2. Adaptation using digital platform to provides customers' needs 3. Campaigning social and environmental movement to reduce waste | <ol style="list-style-type: none"> 1. Promoting Nutrisari impact on health through social movement 2. Promoting Nutrisari various flavors through innovation in the market and movement to attract customers attention 3. Promoting the benefits of buying Nutrisari from digital platform |
| Weaknesses: <ol style="list-style-type: none"> 1. Too many flavors to be managed 2. Less known campaign | <ol style="list-style-type: none"> 1. Controlling the sales of various flavors and only keeping the one that customers interested in 2. More incessant in doing the promotion of the campaign of how Nutrisari can be impactful to your health and easy to make | <ol style="list-style-type: none"> 1. Innovation to compile various flavors in one packaging to satisfy customers needs 2. Attracting customers through promo/discount and benefits from the campaign and buying products from digital platform |



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Introduction | **Analysis** | Strategy | Risk | Implementation | Conclusion

COMPETITIVE PROFILE MATRIX



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The existence of other competitors in the healthy powdered juice is a challenge that Nutrisari has to be aware of...



| Critical Success Factor | Bobot | Nutrisari | | Marimas | | Jasjus | |
|-------------------------|----------|-----------|-------------|---------|-------------|--------|------------|
| | | Rating | Score | Rating | Score | Rating | Score |
| Brand Equity | 0.3 | 5 | 1.5 | 3.5 | 1.05 | 3 | 0.9 |
| Practicality | 0.2 | 4 | 0.8 | 4 | 0.8 | 4 | 0.8 |
| Differentiating Value | 0.2 | 4.5 | 0.9 | 4 | 0.8 | 3.5 | 0.7 |
| Product Variation | 0.1 | 4.5 | 0.45 | 4 | 0.4 | 3 | 0.3 |
| Distribution Channels | 0.2 | 5 | 1 | 4 | 0.8 | 3.5 | 0.7 |
| Total | 1 | | 4.65 | | 3.85 | | 3.4 |



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PORTER'S FIVE FORCES



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¹ <https://www.topbrand-award.com/en/2019/05/minuman-serbuk-instant/>



Competition

- Nutrisari is still on the **top of the powdered sachet drinks market**, sitting at 51,8% (2019).¹
- To other powdered fruit juice market, Nutrisari is on top-of-mind.



New Entrant

- **Threat of New Entrants are low**, because of how much more sophisticated Nutrisari's technology and research are compared to other competitors, especially new ones.



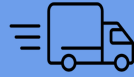
Substitution

- The value that Nutrisari offers is healthy yet easy-to-make, with the products are rich in vitamins and minerals.
- Hence, threat of substitution is **low**, because of their unique value proposition offered.



Buyer

- Buyer's power is **moderate**, because main consumers of Nutrisari are usually vendors and other distributors which are usually purchasing in large volumes.



Supplier

- Supplier's power is **low**, because Nutrisari usually had contracts signed with the suppliers (farmers).



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1. AWARENESS

KOLs

KOLs

- Jennifer Bachdim
- Alodita
- Dinda Kirana Yulia Baltschun

#SeasonalGreetings

#HealthyLifestyleWithNutrisari

Creative Advertising



62,6 %



38%

IDN

- Instagram Ads (Story and Post)
- Facebook Ads
- Branded Webseries



Launching of New Bottled Product

Pivoting Nutrisari's focus on their business model to a more practical product that is ready to drink whenever and wherever you are.

INTRODUCING

NUTRISARI READY-TO-DRINK



2. INTEREST & CONSIDERATION

QR Code



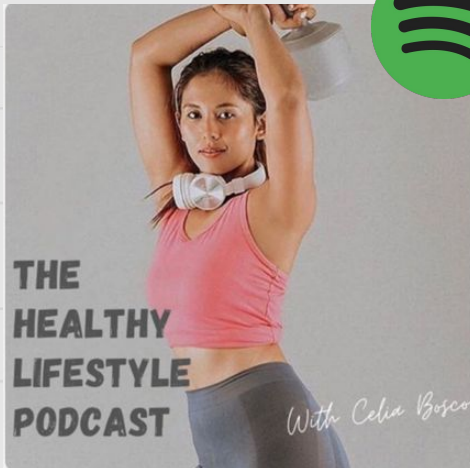
Directing consumer to a healthy-lifestyle podcast to give personalized experience

Seasonal Bundle Packaging



Collaboration with External Parties

BreadTalk®
X



Eid

Christmas

CNY

New Year



3. PURCHASE

Launching of Mobile Application



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

- More personalized offer ->
- 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

Giveaway/Lottery



found inside of the Nutrisari sachet

leads to the Nutrimart websites to fill in the customer's identity

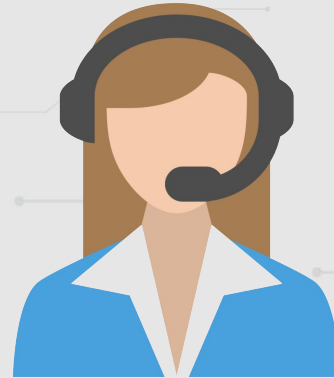
winner selection can be done at the end of each month using Instagram Live



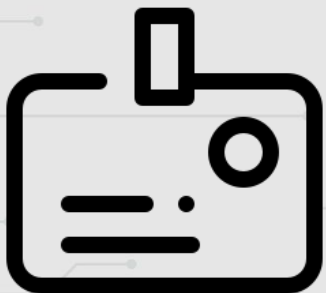
Prizes could be in the form of free Netflix subscription, hampers, or cash

4. POST-PURCHASE & RE-PURCHASE

Discount and Membership



Good Customer
Service



Nutrimart Membership

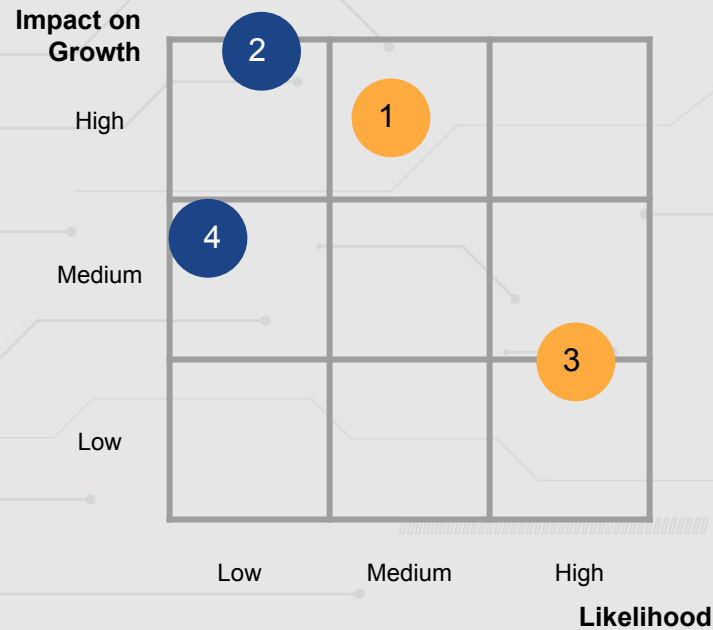
Environmental Campaign

Collaborating with a plastic-recycling party as their donator. The deposit of the plastics could be done by placing Nutrisari's custommed designed trash can in public areas, where people could dispose their plastic products in them.

- Advertising for Nutrisari > Penetration for the market
- Growing belief in Nutrisari's sustainability products
- Extra revenue by donating the deposits to the recycling party.



RISK MITIGATION



| 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 |
| 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 Plastic products are not disposed to be recycled | <ul style="list-style-type: none"> Reminder on every packaging of bottle or sachet in Nutrisari's product to recycle them Controlling on the recycling party |
| 4 Loyalty is not received by Nutrisari 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 |

GANTT CHART



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| Task Name | Month (2022) | | | | | | | | | | | |
|--|--------------|---|---|---|---|---|---|---|---|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Launching of New Bottled Product | | | | | | | | | | | | |
| Market Research | | | | | | | | | | | | |
| Conceptualization and Finalizing of Product | | | | | | | | | | | | |
| Collaboration with KOLs | | | | | | | | | | | | |
| Launching of Product | | | | | | | | | | | | |
| Product Evaluation | | | | | | | | | | | | |
| Enhancing of Application and Website | | | | | | | | | | | | |
| Designing of Application | | | | | | | | | | | | |
| Development and Finalization of App | | | | | | | | | | | | |
| Education of App to the Market | | | | | | | | | | | | |
| App Evaluation | | | | | | | | | | | | |
| Pattern Determination | | | | | | | | | | | | |
| Seasonal Collaborations and Events | | | | | | | | | | | | |
| Market Research | | | | | | | | | | | | |
| Seasonal Bundle Packaging | | | | | | | | | | | | |
| Collaboration with External Parties | | | | | | | | | | | | |
| Making Podcast | | | | | | | | | | | | |
| Environmental Campaign | | | | | | | | | | | | |
| Collaboration with plastic-recycling parties | | | | | | | | | | | | |
| Production of trash cans | | | | | | | | | | | | |
| Placement of trash cans in public areas | | | | | | | | | | | | |
| Deposits of plastics | | | | | | | | | | | | |



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FINANCIAL PROJECTION



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| | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|------------------------|----------------------|----------------------|----------------------|------------------------|
| Total Sales | Rp528,000,000 | Rp792,000,000 | Rp900,000,000 | Rp945,000,000 | Rp1,200,000,000 |
| Operational Expenses | | | | | |
| Marketing Costs | | | | | |
| Collaboration with KOLs | Rp50,000,000 | Rp75,000,000 | Rp100,000,000 | Rp125,000,000 | Rp150,000,000 |
| Creative Advertising | Rp3,000,000 | Rp5,000,000 | Rp7,000,000 | Rp10,000,000 | Rp5,000,000 |
| Making Podcast | Rp1,000,000 | Rp2,000,000 | Rp3,000,000 | Rp3,000,000 | Rp3,000,000 |
| Seasonal Bundle Packaging | Rp10,000,000 | Rp10,000,000 | Rp10,000,000 | Rp10,000,000 | Rp10,000,000 |
| Collaboration of External Parties | Rp24,000,000 | Rp48,000,000 | Rp72,000,000 | Rp48,000,000 | Rp24,000,000 |
| Modification of Application and Website | Rp5,000,000 | Rp5,000,000 | Rp10,000,000 | Rp5,000,000 | Rp5,000,000 |
| Giveaway/Lottery | Rp60,000,000 | Rp90,000,000 | Rp120,000,000 | Rp150,000,000 | Rp180,000,000 |
| Awards and Promotions | Rp12,000,000 | Rp12,000,000 | Rp12,000,000 | Rp12,000,000 | Rp12,000,000 |
| Environmental Campaign | Rp5,000,000 | Rp5,000,000 | Rp5,000,000 | Rp5,000,000 | Rp5,000,000 |
| Total Biaya | Rp153,000,000 | Rp235,000,000 | Rp322,000,000 | Rp351,000,000 | Rp377,000,000 |
| Laba | Rp375,000,000 | Rp557,000,000 | Rp578,000,000 | Rp594,000,000 | Rp823,000,000 |
| NPV Laba | Rp2,565,516,579 | | | | |
| Benefit Cost Ratio | 3.044883762 | | | | |



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Collaborating with KOLs



Creative Advertising



Launching of New Bottled Product



QR Code



Seasonal Bundling Package

Collaboration with External Parties

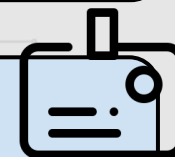
Launching of Mobile Application



Giveaway / Lottery



Discount and Membership



Environmental Campaign





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THANK YOU



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THANK YOU



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