

# Semi Final

**UNIQUE N Marketing Program to Keep Nutrisari products  
relevant with customer behavior and needs**

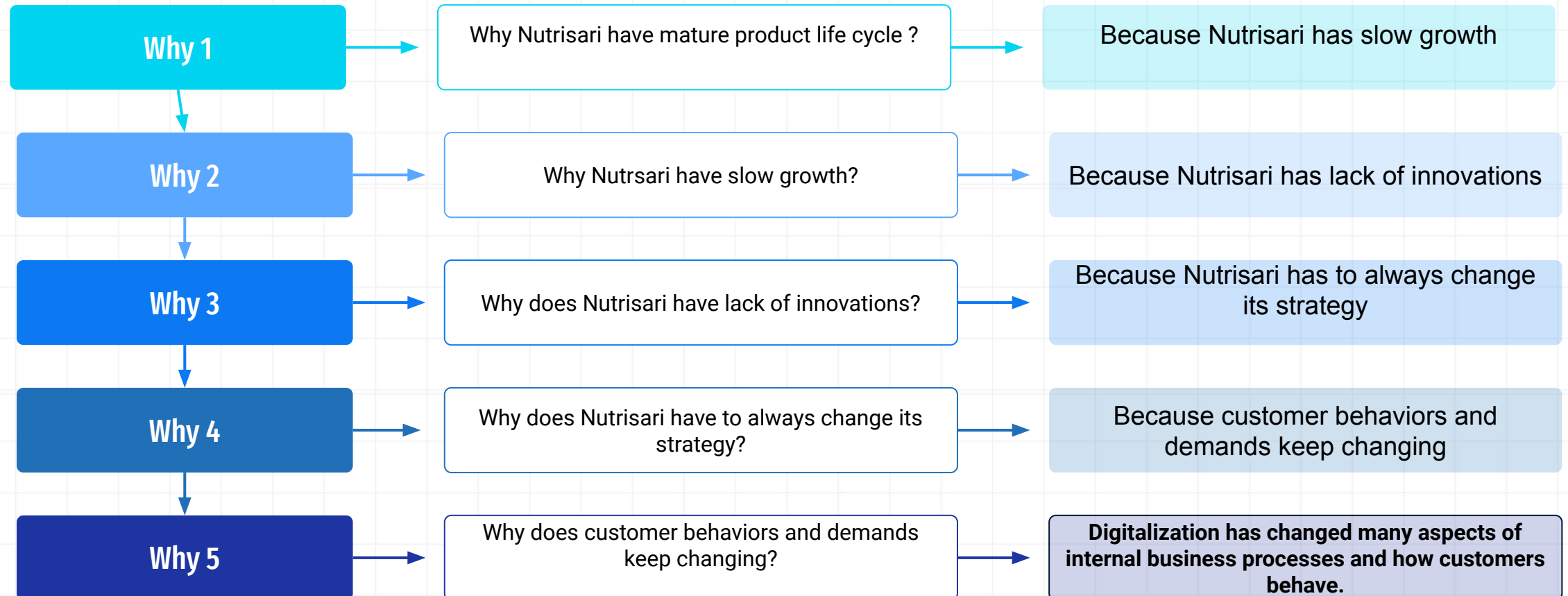
***“Unleash Nutrisari Treasure”***

**Presented by Instan Team**



# Problem Analysis

## 5 Whys



# SWOT & TOWS

## Opportunity

1. Increasing customer acquisition
2. Increasing of healthy life style
3. Shifting customer behaviour
4. Digital trend

## Threat

1. There are many substitute product (Instant Drink)
2. People always think instant drink are not healthy, high calories, and sugar intake
3. More people embrace eco friendly product

## Strength

1. Part of PT Nutrifood Indonesia as a one of leading FMCG company in Indonesia
2. Nutrisari is the top-of-mind powdered fruit juice in Indonesia.
3. Providing various flavors more 20 unique flavours
4. Using meticulous scientific research and development

## Weakness

1. No significant market growth during the pandemic
2. Low of purchasing rate in Nutrimart (not all customers are suitable and have the know-how to utilize digital platforms)
3. Slower business during pandemic
4. Lack of proper marketing strategy
5. Incomplete product options
6. Single-use plastic for packaging

## ST strategy

1. Collaboration with digital trend application that always access by customer

## WT strategy

1. Focused on product variety, quality, service and customer satisfaction in order to win the online market.  
(Ex: Collaboration with online transportation, nutritionis infuencer)
2. Look for new ways to improve their products and services to counter impacts of the green movement,

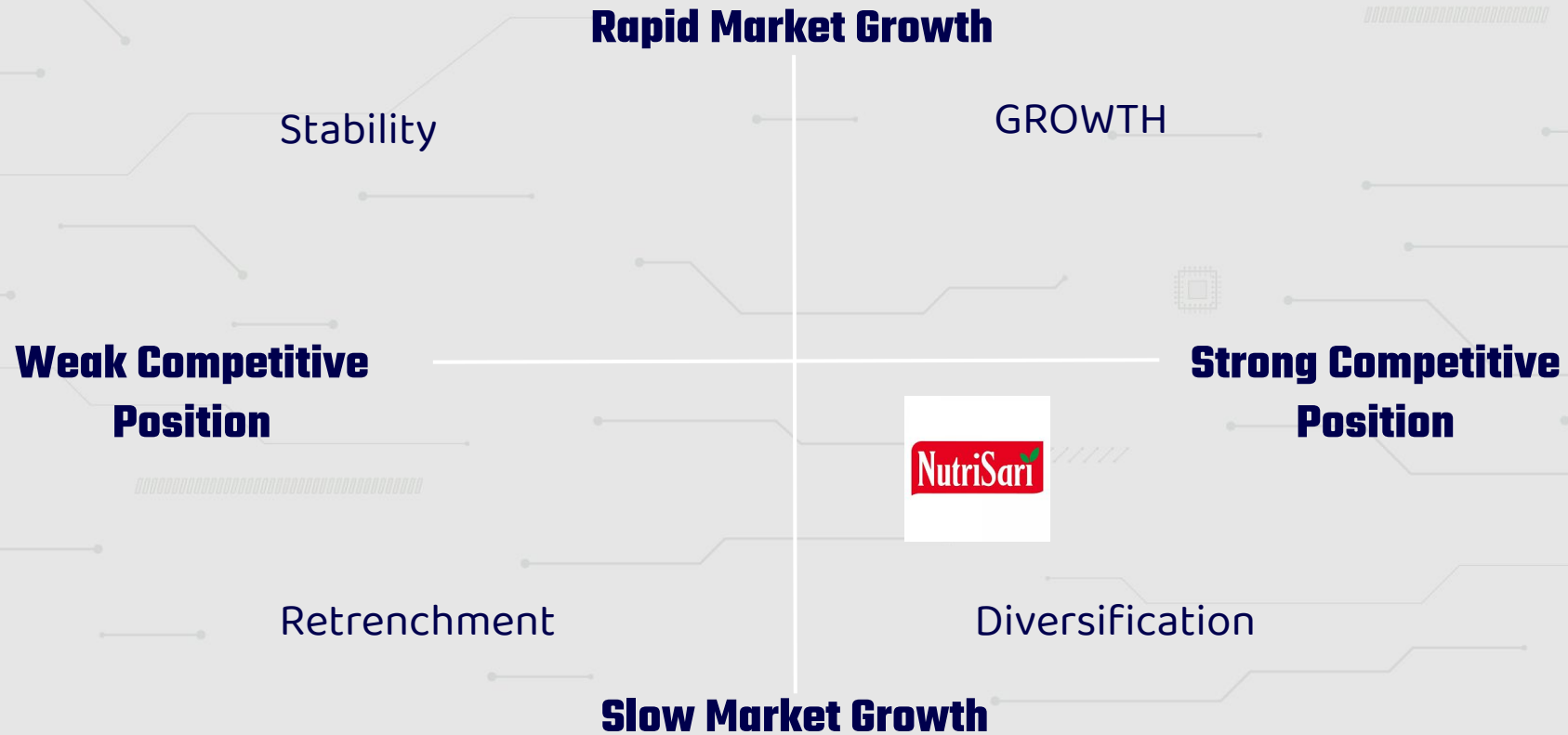
## SO strategy

1. Customer understanding investments and Continuous market research
2. Utilize the eco-friendly packaging and products to support the eco-friendly movement in Indonesia.
3. Partnership with related healthy lifestyle brand

## WO Strategy

1. Paying attention to nutrition facts label is important in the packaging and campaign
2. utilize the technology, Nutritionis influencer to deal with customer complaints and customer interest.
3. Product development that related to healthy lifestyle (low calories drink)

# Grand Strategy Alternatives





## UNIQUE - N

### Mission :

- To Keep Nutrisari relevant with customer needs and behavior in the midst digitalization era.
- Rather than following the trend, Nutrisari creates its own trend by utilizing the digital tools

### Objective :

- People ( In this case we emphasize the benefits for the customer)
- Profit
- Planet



# AISAS TOOLS

<b>AISAS Tools</b>	<b>Program</b>
<b>Attention (Touch Point)</b>	<ul style="list-style-type: none"><li>- Collaboration with Other Hype Healthy Lifestyle Brand</li><li>- SiJeruk Podcast Parenting and Healthy Lifestyle</li><li>- Launching Nutrimart Center x OJOL</li></ul>
<b>Interest</b>	<ul style="list-style-type: none"><li>- Nutri x Nutrionist Influecer life</li><li>- Campaign #SiJerukTemanDietku</li></ul>
<b>Search (Deliberation)</b>	<ul style="list-style-type: none"><li>- Supportive collaboration with Healthy Lifestyle Social Media Influencer (t</li><li>- SiJeruk Podcast</li></ul>
<b>Action (Purchase)</b>	<ul style="list-style-type: none"><li>- Nutri Cooking Class &amp; Nutrecipe</li><li>- NU-Trip Festival</li></ul>
<b>Share (Word of Mouth)</b>	<ul style="list-style-type: none"><li>- N-Challenge</li></ul>

# GOALS ACHIEVEMENT CHECKLIST

<i><b>Program Unique-Nu</b></i>	<i><b>People - Healthy lifestyle</b></i>	<i><b>Profit -Customer loyalty and retention</b></i>	<i><b>Planet - Sustainable consumption</b></i>
SiJeruk Teman Dietku #Program	✓	✓	✓
NutriBrunch (Cookie & Festival Nutri)	✓	✓	
Supportive Collaborative with digital Apps & Influencer	✓	✓	



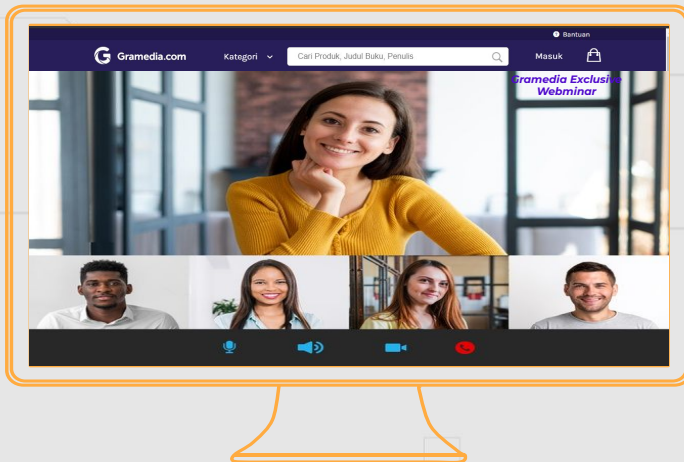


## NutriBrunch (Food Recipes & Festival Nutri)

1

### Nutri Cooking Class & Nutrecipe

Nutrisari can approach their customer by partnering with cooking community and create cooking challenge called Nutrecipe to embrace food recipes made from Nutrisari utilizing trending application to popularize food made from Nutrisari



2

### NU-Trip Festival

By create this interactive festival, Nutrisari can educate the market about healthy lifestyle and engagement with customer. Through this festival, the culinary related to healthy food will be presented also there will be cooking demo related to Nutrisari product.



## SiJeruk Teman Dietku #Program

1

### Nutri x Nutriologist Influencer life

To convince customers of the nutritional content in each sachet / nutritional product, this collaboration is here to provide knowledge and understanding to the target market that the product is suitable for consumption, healthy and has no side effects that are bad for health.

2

### Campaign #SiJerukTemanDietku

*Since customer preference about healthy lifestyle is increasing, Nutrisari can keep being relevant by improving their product development as low calories drink to related phenomenon (Nutrisari can be available in most gym, or partnering with diet catering as low calories drink)*



## Supportive Collaboration with Digital Apps & Influencer

1

### N-Challenge

***Customer can share their benefit from their routine journey in consuming Nutrisari product to embrace others to consume Nutrisari. Best review with strong engagement will win the challenge and become Nutrisari Brand Ambassador.***

2

### Launching Nutrimart Center x OJOL

***The Nutrimart Center is a collaborative program with a digital transportation application (Go and Grab Food) where the Nutrimart Center exclusive sells processed and ready-to-drink products for customers with various flavors that are processed in such a way (Nutri Boba, Nutri Smoothies, Nutri Yogurt Milk)***

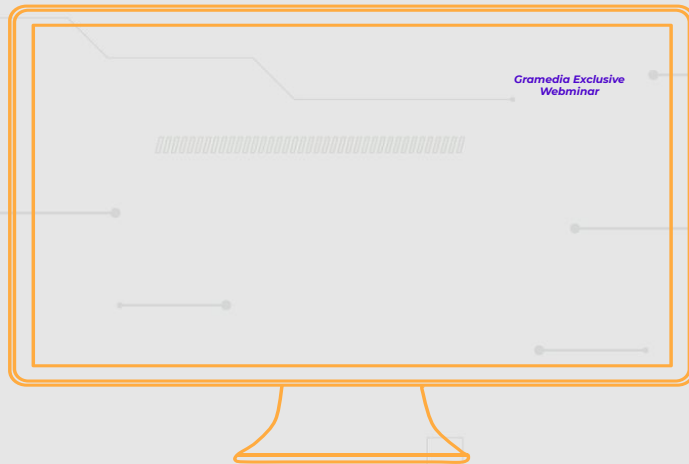


## Supportive Collaboration with Digital Apps and Influencer

3

### Sijeruk Parenting and Healthy Lifestyle Podcast and Vlog

*Sijeruk Parenting and Healthy Lifestyle Podcast and Vlog is purposed for promote their product and educate their customers, since this media is relevant within this digitalization era*



4

### Collaboration with Other Hype Healthy Lifestyle Brand

By collaborating with other hype healthy lifestyle brand, Nutrisari can bring innovative experience to customers and also increasing product's value.

# Timeline

Program Unique N	Month-1	Month-2	Month-3	Month-4	Month-5	Month-6
SiJeruk Teman Dietku #Program						
NutriBrunch (Cookie & Festival Nutri)						
Supportive Collaborative with digital Apps						

# Financial Planning



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## Cash outflows

Collaborating with healthy lifestyle brand (gym and diet catering)	Rp35,000,000	Rp35,000,000	Rp35,000,000				Rp105,000,000
Launching Nutrimart Center x OJOL	Rp30,000,000	Rp30,000,000	Rp30,000,000	Rp30,000,000	Rp30,000,000	Rp30,000,000	Rp180,000,000
Nutri x Nutriologist Influencer life	Rp2,500,000	Rp2,500,000	Rp2,500,000	-	-	-	
Campaign #SijeruktemanDietku (Product development as low calories drink)	Rp20,000,000	Rp20,000,000	Rp20,000,000				Rp60,000,000
Supportive collaboration with Healthy Lifestyle Social Media Influencer (to educate)	Rp50,000,000	Rp50,000,000	Rp50,000,000	-	-	-	Rp150,000,000
Nutri Cooking Class	Rp2,500,000		Rp2,500,000	-	Rp2,500,000	-	-
NU-Trip Festival	Rp15,000,000		Rp15,000,000			Rp25,000,000	Rp55,000,000
N-Challenge	-	Rp3,750,000	-	-	-	-	Rp3,750,000
Sijeruktemandieatku review competition	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	Rp1,000,000	
Sijeruk Interactive 3D Instagram Filter	Rp3,500,000			Rp3,500,000			
Total Cash outflows							Rp550,000,000



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# Financial Planning



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Cash Inflow :

**We predict the sales will increase around  
55%**



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# Evaluation



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Unique -N	Objective	Measurements	KPI	Evaluation Tools
SiJeruk Teman Dietku #Program	<ul style="list-style-type: none"> <li>- Empower customer to have healthy lifestyle</li> <li>- Increasing customer loyalty and retention</li> </ul>	<ul style="list-style-type: none"> <li>- Number of Customers join the program</li> <li>- Numbers of products purchase due to the program</li> </ul>	<p>80% of customers feel satisfied and get the results through the program</p> <p>Increasing sales 10% by the end of program</p> <p>Increasing the social media engagement rate by 35%</p> <p>90% of total customer who join the program promote healthy lifestyle</p>	<p>Quick Online Survey every end of the program session.</p> <p>Engagement Rate of Nutrisari Social Media</p>
NutriBrunch (Food Recipe & Festival Nutri)	<ul style="list-style-type: none"> <li>- Attract customer by showing products diversification of Nutrifood</li> <li>- Promote the variances and healthy ingredients in Nutrisari</li> </ul>	<ul style="list-style-type: none"> <li>- Number customer participate in program</li> <li>- Number of sales</li> <li>- Number of people aware the variance and ingredients of Nutrisari</li> </ul>	<p>85% of customers who aware the program also join the challenge program.</p> <p>Increasing sales 25%</p> <p>85% of total customers who join the festival aware the variances of Nutrisari</p>	<ul style="list-style-type: none"> <li>- Analyzing the sales number of each variances of the products after the festival.</li> <li>- Quiz in the middle of events regarding the variances.</li> <li>- Quick Online Survey</li> </ul>



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# Evaluation



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Unique -N	Objective	Measurements	KPI	Evaluation Tools
Supportive Collaborative with digital Apps & Influencer	<ul style="list-style-type: none"> <li>- Promote healthy lifestyle</li> <li>- Increasing customer loyalty</li> <li>- Increasing sales</li> <li>- Increasing awareness of variances of Nutrisari</li> <li>- Increasing engagement rate</li> </ul>	<ul style="list-style-type: none"> <li>- Number of sales</li> <li>- Numbers of new customers</li> <li>- Social Media Engagement Rate</li> <li>- Number of nutrimart center merchant in Indonesia</li> </ul>	<p>15 Number of merchant who join as resto nutrimart center in regional</p> <p>Increasing sales 20% by the end of program</p> <p>Increasing the social media engagement rate by 35%</p> <p>90% of total customer who join the program promote healthy lifestyle</p>	<p>Quick Online Survey every end of the program session.</p> <p>Engagement Rate of Nutrisari Social Media</p>



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# Conclusion

- Producing relevant flavors that meets current behaviors and needs
- Utilizing Digital tools and campaign to promote healthy life style to customer



*Thank You*