

# Saran Paman Jeruk

A Comprehensive Offline and Online Marketing Strategy by Utilizing Nowadays Customers Pain Points, Viral Marketing, Targeted Community, and Utility Features on Nutrisari Channels

## MEET TEAM



Kezia



Nadya



Perina



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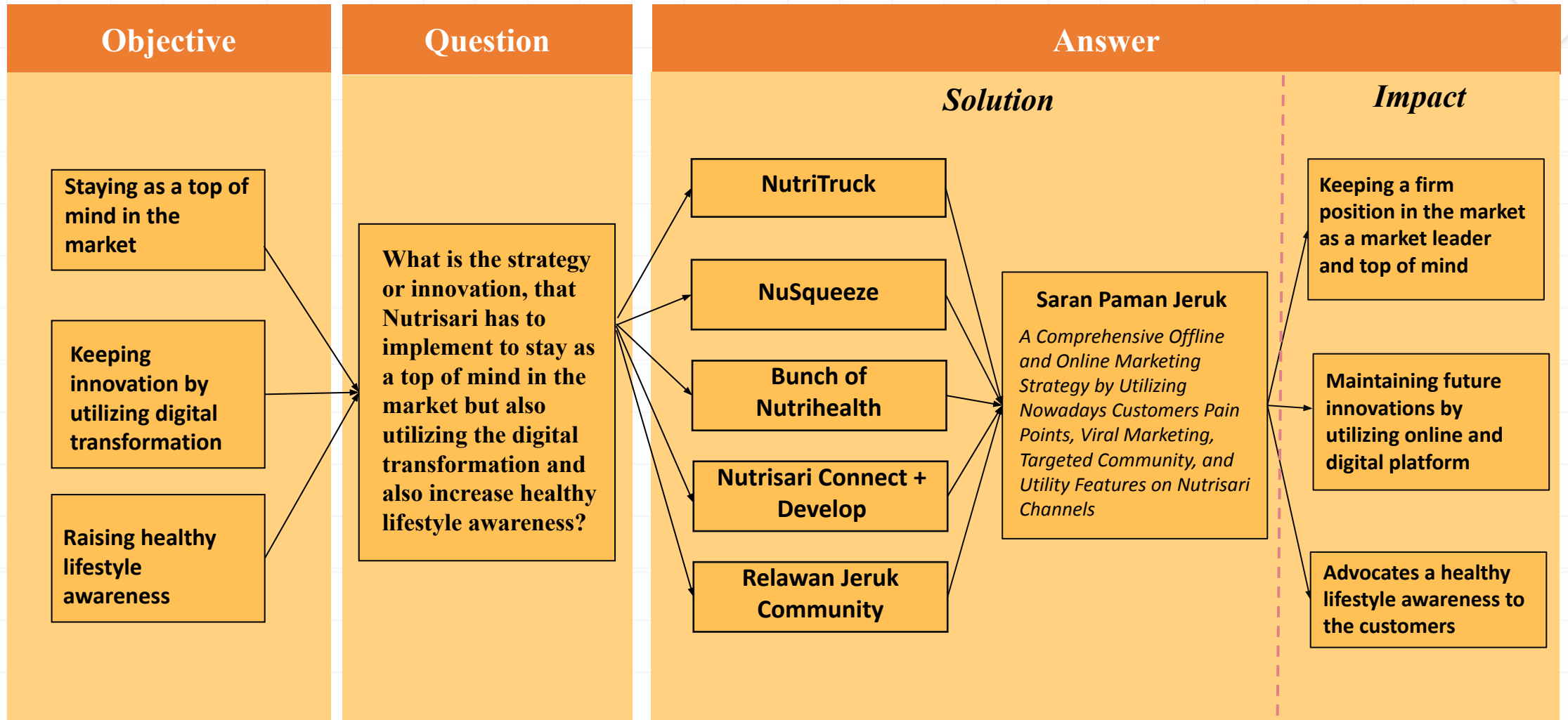


# NutriSari



Gramedia







# ***OBJECTIVE***



Staying as a top of  
mind in the market

Innovation and  
utilizing digital  
transformation

Increase healthy  
lifestyle awareness

Overview

Objective

Question

Analysis

Answer





# Question

**What is the strategy or innovation, that Nutrisari has to implement to stay as a top of mind in the market but also utilizing the digital transformation and also increase healthy lifestyle awareness?**

Overview

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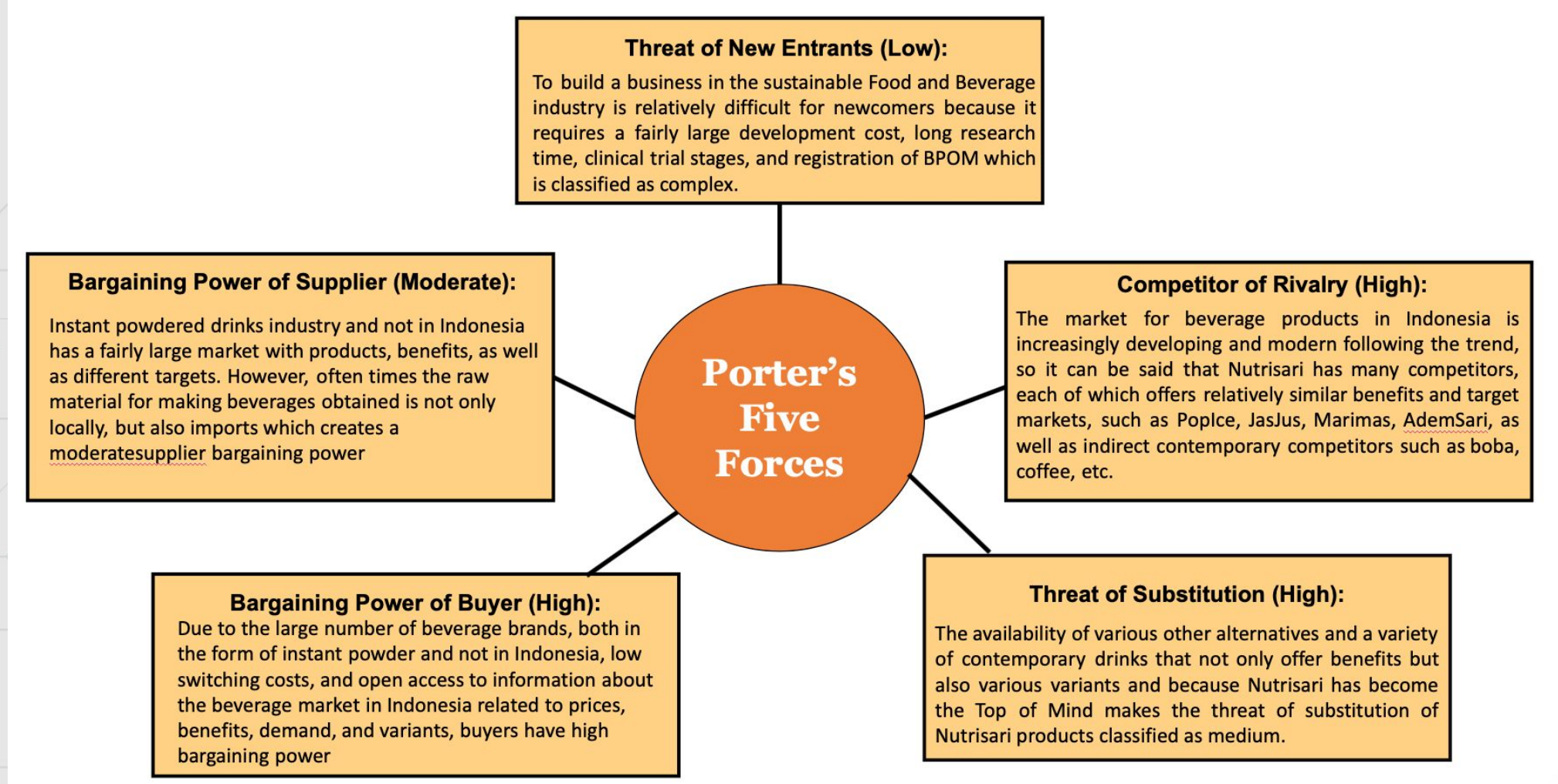




# PORTER'S 5 FORCES ANALYSIS



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Overview

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Grameia



# SWOT ANALYSIS



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**S**

## Strengths

- Have a good, trusted, and professional track record
- Products are widely recognized
- Using high-quality ingredients
- Drinks taste with low sugar content
- Has a wide variety of flavors

**W**

## Weaknesses

- The price is more expensive than other competitors
- Lack of public awareness of the much lower sugar content nutritionists has compared to other competitors

**O**

## Opportunities

- The establishment of good relationships with customers that encourages the level of customer trust and loyalty
- Indonesian market that likes flavored beverage products

**T**

## Threats

- Lower prices of other competitors
- Several competitors who sell similar products
- Competitors who use better technology than Nutrisari

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# COMPETITOR ANALYSIS



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CATEGORY					
Price	Has a price range that is more expensive than other competitors	Has a lower price range than other competitors	Has the cheapest price range compared to other competitors	Has a middle price range compared to other competitors	Has the highest price range compared to other competitors
Quality	Using high-quality ingredients	Using high-quality ingredients	Using high-quality ingredients	Using high-quality ingredients	Using high-quality ingredients
Product Variations	It has a wide variety of flavors compared to other competitors	It has a variety of flavors that are pretty diverse compared to other competitors	It has a variety of flavors that are less diverse than other competitors	It has a wide variety of flavors compared to other competitors	Has the minor variety of flavors compared to other competitors
Distribution Channel	Offline and Online	Offline and Online	Offline and Online	Offline and Online	Offline and Online
Market	Big Market	Big Market	Big Market	Big Market	Big Market

Overview

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## SEGMENTING

### DEMOGRAPHIC

- All circles of society (especially Gen z and millennials)
- People who live in Indonesia
- Woman and man

### Psychographic

- People who like tasted drinks but low in sugar

### Socio Economy

- Students, employees, to entrepreneurs
- Middle class down to above

## TARGETING

- All Segments
- Elementary-Senior High School
- College Student
- Employee
- Entrepreneurs

## POSITIONING





# NuTruck

A viral marketing strategy in form of a food truck service provided by Nutrisari with the help of KOL. There will be two concept, the first concept is the KOL driving the truck along the city and selling Nutrisari, the other concept is the KOL send the truck to support other KOL whose currently shooting for new projects, etc.

## Proposed Key Opinion Leader



Overview

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# NuSqueeze

An innovation of Nutrisari in form of yogurt with a brand new interesting packaging, Not only efficient, it will also attract more millennials as many of millennials and Gen Z would find it interesting and unique.



Overview

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# Bunch of Nutrihealth

Creating a bundle or package by collaborating with isotonic beverages brand and healthy snack brand to create a package called Bunch of Nutrihealth also with the help of KOL. This solution is aligned with Nutrifood target to increase and spread a healthier lifestyle. This could also be a new viral innovation for Nutrisari.

Proposed  
brand and  
KOL



Overview

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# ***Nutrisari Connect + Develop***

**A feature in Nutrisari website, that allows customers, employees and everyone to join and share their idea and innovation towards nutrisari products which the one with the selected idea or innovation will be given a reward and will be held every 3 month.**

**REWARD**



Overview

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# *Relawan Jeruk Community*

**A city based community all over Indonesia in order to promote the idea of SDG's, healthy lifestyle in form of Corporate and social responsibility.**



Overview

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# FINANCIAL PROJECTION



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Cash Inflow		2021	2022	2023
Revenue	Rp	20.000.000.000	Rp 26.000.000.000	Rp 35.100.000.000
Total Discounted Cash Inflow	Rp	20.000.000.000	Rp 24.762.400.000	Rp 31.835.700.000
<b>NuTruck</b>				
Planning Cost	Rp	500.000.000	Rp 550.000.000	Rp 632.500.000
Marketing Cost	Rp	500.000.000	Rp 675.000.000	Rp 1.012.500.000
KoL Endorsement	Rp	250.000.000	Rp 175.000.000	Rp 150.000.000
<b>NuSqueeze</b>				
Development Cost	Rp	1.000.000.000	Rp 1.500.000.000	Rp 1.650.000.000
Marketing Cost	Rp	200.000.000	Rp 250.000.000	Rp 275.000.000
KoL Endorsement	Rp	250.000.000	Rp 175.000.000	Rp 150.000.000
<b>NutriSari Connect + Develop</b>				
Marketing Cost	Rp	120.000.000	Rp 132.000.000	Rp 145.200.000
Prizes	Rp	1.000.000.000	Rp 1.500.000.000	Rp 1.500.000.000
Endorse KoL	Rp	150.000.000	Rp 172.500.000	Rp 215.625.000
<b>Bunch of NutriHealth</b>				
Development Cost	Rp	1.000.000.000	Rp 1.500.000.000	Rp 1.650.000.000
Marketing Cost	Rp	200.000.000	Rp 250.000.000	Rp 275.000.000
KoL Endorsement	Rp	250.000.000	Rp 175.000.000	Rp 150.000.000
<b>Relawan Jeruk Community</b>				
Development Incentive	Rp	350.000.000	Rp 600.000.000	Rp 800.000.000
<b>Total Cash OutFlow</b>	Rp	5.650.000.000	Rp 7.654.500.000	Rp 8.605.825.000
<b>Cash Flow</b>	Rp	14.350.000.000	Rp 18.345.500.000	Rp 26.494.175.000
<b>Total Discounted Cash OutFlow</b>	Rp	14.350.000.000	Rp 17.472.254.200	Rp 24.030.216.725
<b>NPV</b>	Rp	50.272.720.989		
<b>ROI</b>		71,75%		
<b>Discount Rate</b>		5%		



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# TIMELINE

## NuTruck

- Planning
- Viral Marketing Launch
- Maintenance
- Evaluation

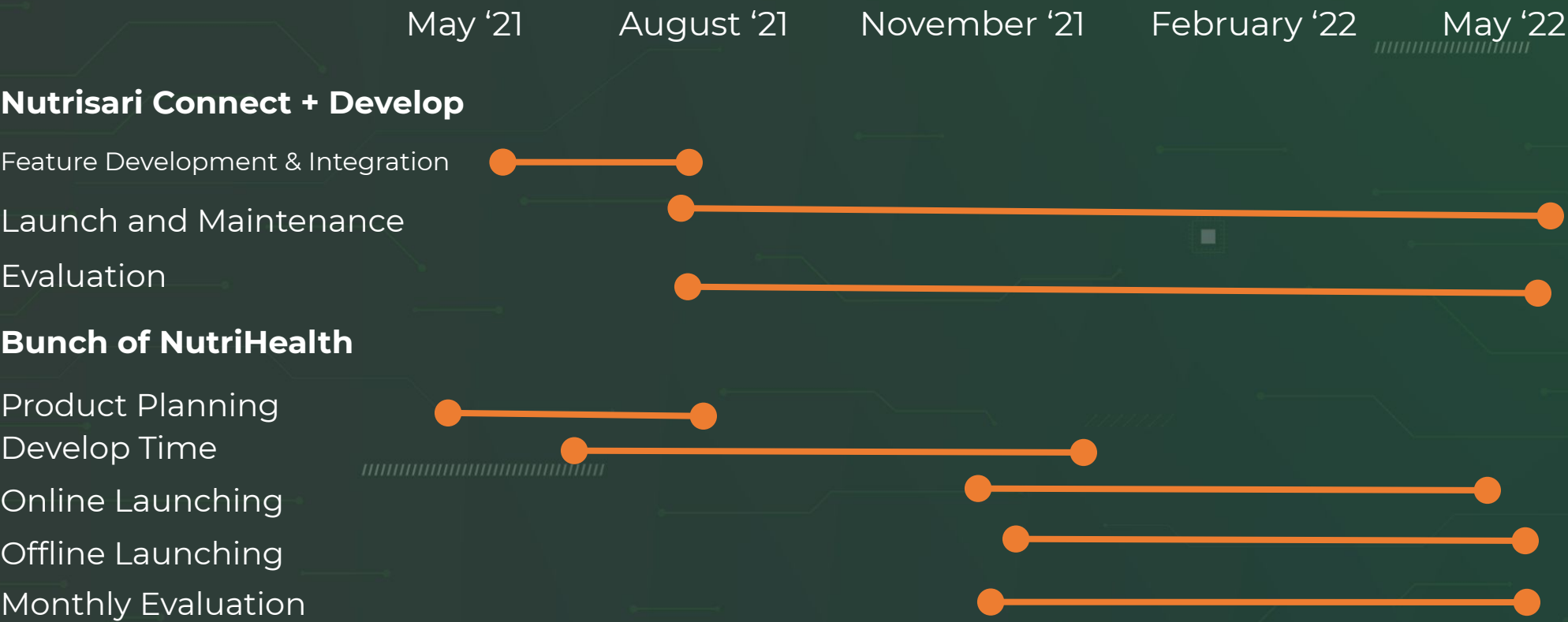
## NuSqueeze

- Product Planning
- Develop Time
- Online Launching
- Offline Launching
- Monthly Evaluation

May '21
 August '21
 November '21
 February '22
 May '22



# TIMELINE



# Risk Mitigation

SOLUTION	IDENTIFIED RISK	MITIGATION PLAN
Gramedia.com	Unable to improve customer experience and application visitors are less interested in using the features provided	KPI socialization must be carried out properly and progress must be properly supervised by managers so that targets can be achieved
New User Advantage	Low level of engagement with the campaign	Expanding marketing media through KoL endorsements, media partners, and communities
Gramedia Affiliates Program	Few enrolled in the program	Carrying out a recruiting strategy such as headhunts and targeting specific affiliate such as students from well-known universities
Challenge with Gramedia	<ul style="list-style-type: none"> <li>The level of engagement with the challenge is low so that conversion is low</li> <li>Difficult to retain the enthusiasm for reading of the participants</li> </ul>	The marketing team conducts market research to create challenge/campaign that are of interest to potential customers
BisikDia (Bincang Asik Gramedia)	The content that is made does not attract the public's interest	Conducting market research on content that is of interest to the public and remains passionate about Gramedia values



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# Thank You.

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Kezia Sharon



Nadya Nadya



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