

CHAPTER 5

Conclusion And Suggestion

5.1 Conclusion

Based on the problem findings of Pappajack to create a marketing strategy until its implementation which can be concluded into several factors:

1. Through the analysis of external environment Pappajack has not utilize its use in technology such as Gojek. All this time we have our own delivery system which is not as efficient as Gojek and cost more on operational. Starting from February we list Pappajack in Gojek go food delivery. Which is proof that its more low cost and brings more revenue to Pappajack.
2. Through the analysis of SWOT Pappajack implemented a new menu variant to reach more customer preferred variant taste. Not only that, it also utilize the opportunities to create a VIP room to get the market for people who wants to do a meeting in a private space with complete equipments.
3. Although the expense is high our net income still increase and still above the projection that were made. The result of our advertisement was proven to be effective as our sales rises and many customer said before the billboard were applied they never knew that there is a Pappajack behind other building.
4. Overall the insight that is received is useful in this implementation which means that Pappajack still need a lot of improvement on managing expense.

5.2 Suggestion

During this implementation study Pappajack still need to evaluate on how to increase its brand awareness and development. The creativity in promotion is needed due to the fact that people love promotion and it attract a lot of customer. Innovation need to always be implanted to satisfy our customer. For example, the VIP room implanted could be also be upgraded for karaoke uses also in the future. Menu also need to be updated every year so people who tend to visit will have a new excitement to come revisit.

