

## **8. Marketing Plan and Strategy**

### **8.1 Marketing Planning**

Most of Foliche's marketing strategy will be done online, as it is one of the fastest and useful ways to reach our target market. The purpose and aim of our marketing strategies is to build brand awareness, attract market interests, build a community of our customers with the same values and generate sales.

### **8.2 Marketing Tactics**

There are two main tactics which act as a basis for our current and upcoming marketing strategies. They are Cause Marketing and Relationship Marketing. The descriptions will be as below.

#### **8.2.1 Cause Marketing**

Cause marketing refers to a way of marketing to boost corporate social responsibility within the society. In this case, Foliche will use cause marketing to show that we are a plant-based dessert company who cares about the environment and fights the cause of environmental and pollution issues.

#### **8.2.2 Relationship Marketing**

Relationship marketing aims to build mutually satisfying long term relationships with key parties such as customers, suppliers, distributors and other marketing partners (Kotler and Keller, 2007). Using relationship marketing also ensures more loyal and repeat customers, which is beneficial for Foliche.

## **8.3 Marketing Strategy**

Folliche's marketing strategies are divided into the mission of the marketing strategy, budget to carry it out, media, and measurement until this marketing strategy is considered successful.

### 8.3.1 Mission

The mission of our marketing strategy is not only to increase its brand awareness, but also to spread awareness about plant based lifestyle, which supports one's health and consciousness of the earth. Folliche also aims to build a community and connect people with the same values.

### 8.3.2 Money

For two years of operation, a substantial amount is budgeted to support marketing activities, to the sum of Rp 731,831,445. It is projected that the largest sum allocated for marketing is during our grand opening in June 2022, which will be used for endorsement, opening promotion, Instagram ads, etc.

### 8.3.3 Message

We wish to convey the motto and value of Folliche which is reflected in our products as well as in our campaigns. The tagline "From Nature Back to Nature" represents our products which uses only organic ingredients from nature, and our minimal processing and eco-friendliness to give back to nature.

### 8.3.4 Media

To realize the message and mission of Folliche, the marketing budget will be allocated to several media. Following the online distribution channel of Folliche, social media and e-commerce advertisements will be used as a tool to promote. Whereas to grow the brand, the media used is through community sponsors and partnerships. We will also promote to the offline market, through in-store promotions and moving vehicle advertisements.

### 8.3.5 Measurement

The marketing strategy is said to be right on track if Foliche gets good feedback and loyalty from customers, which in turn will impact the achievements of set monthly target and our revenue projections.

## 8.4 Marketing Plan

Foliche's marketing plan is further divided into plans for online marketing, offline marketing and community.

### 8.4.1 Online Marketing Plan

On the initial stages, Foliche is using online platforms. Website and social media will be launched to support soft opening and attract the public interest before the grand opening. At the same time, we will be launching e-commerce platform and spread information such as promotions, campaigns, and interactive contents. We will also be continually developing and optimizing the UI/UX of our website for a better customer experience.



Figure 8.1. Social Media Mockup

We will furthermore increase our online exposure by doing endorsement or collaboration with Indonesia's biggest food blogger and several public figures who are known to be actively promoting healthy lifestyle. Some of the names are:

a. Jakarta Food Bangers (@jktfoodbang)

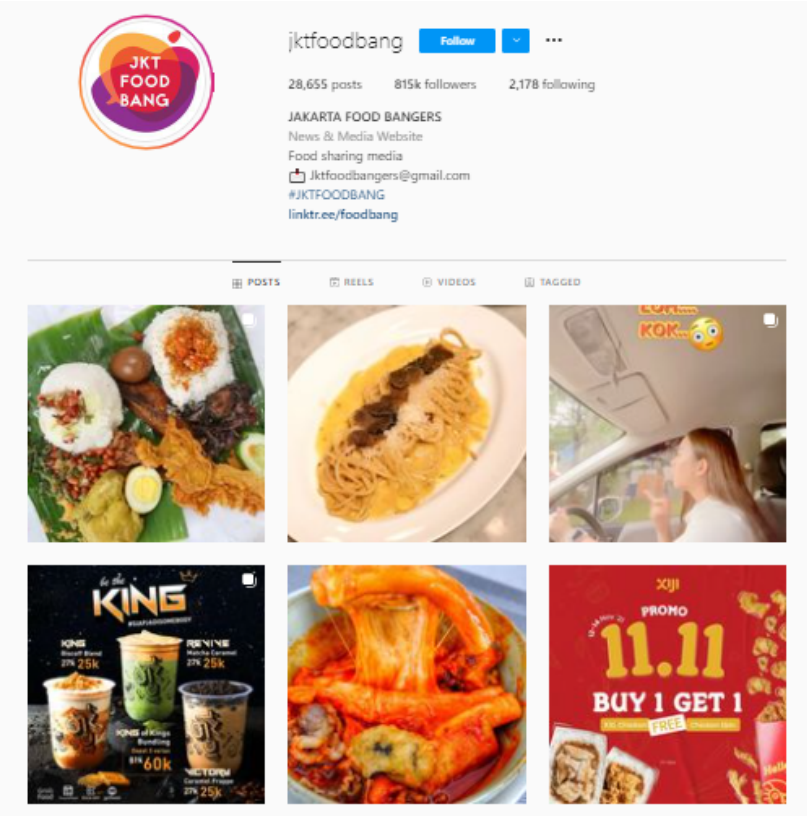


Figure 8.2. @jktfoodbang Instagram Page

With more than 815,000 followers, @jktfoodbang is one of the most prolific food bloggers in Jakarta with average likes of more than 1,000 per post.

b. Anak Jajan (@anakjajan)

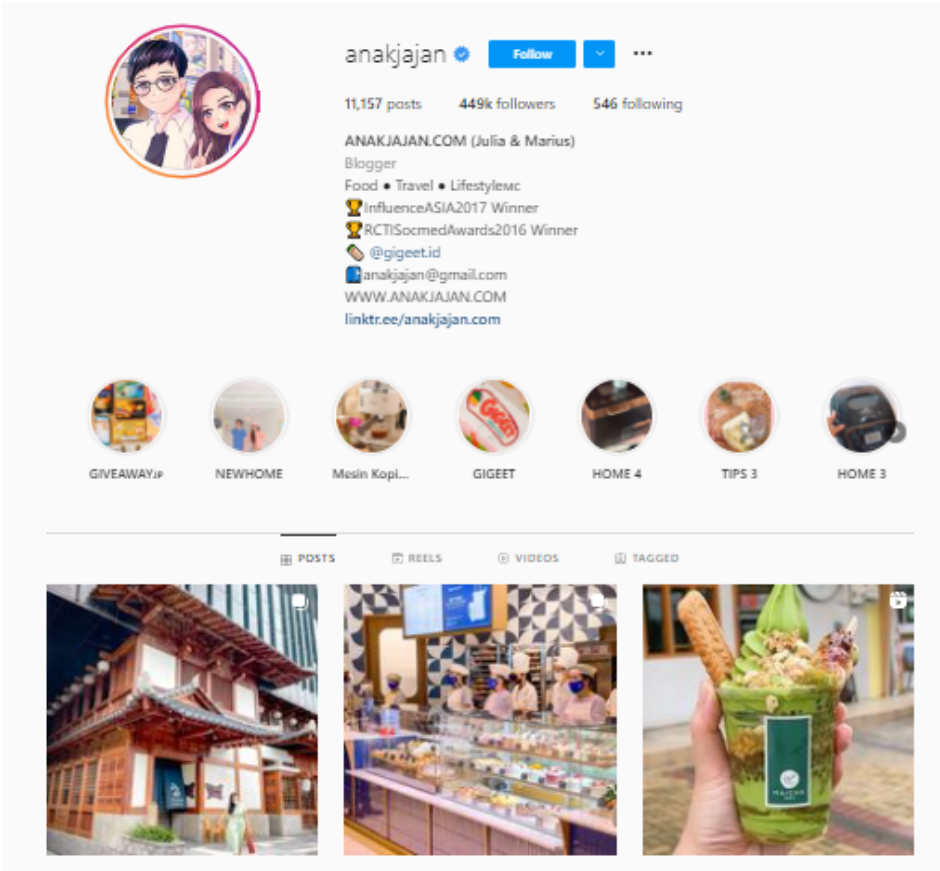


Figure 8.3. @anakjajan Instagram Page

The account is run by a couple, and is one of the leading Jakarta food bloggers at the moment. With more than 449,000 followers, @anakjajan had won several awards as influencers and has high amount of interaction with its followers.

c. Annabella Jusuf (@justannabella)

Other than being an actress, Annabella is also known to be a faithful follower of vegan and eco-friendly lifestyle. She also runs a second account dedicated for her vegan food journey.

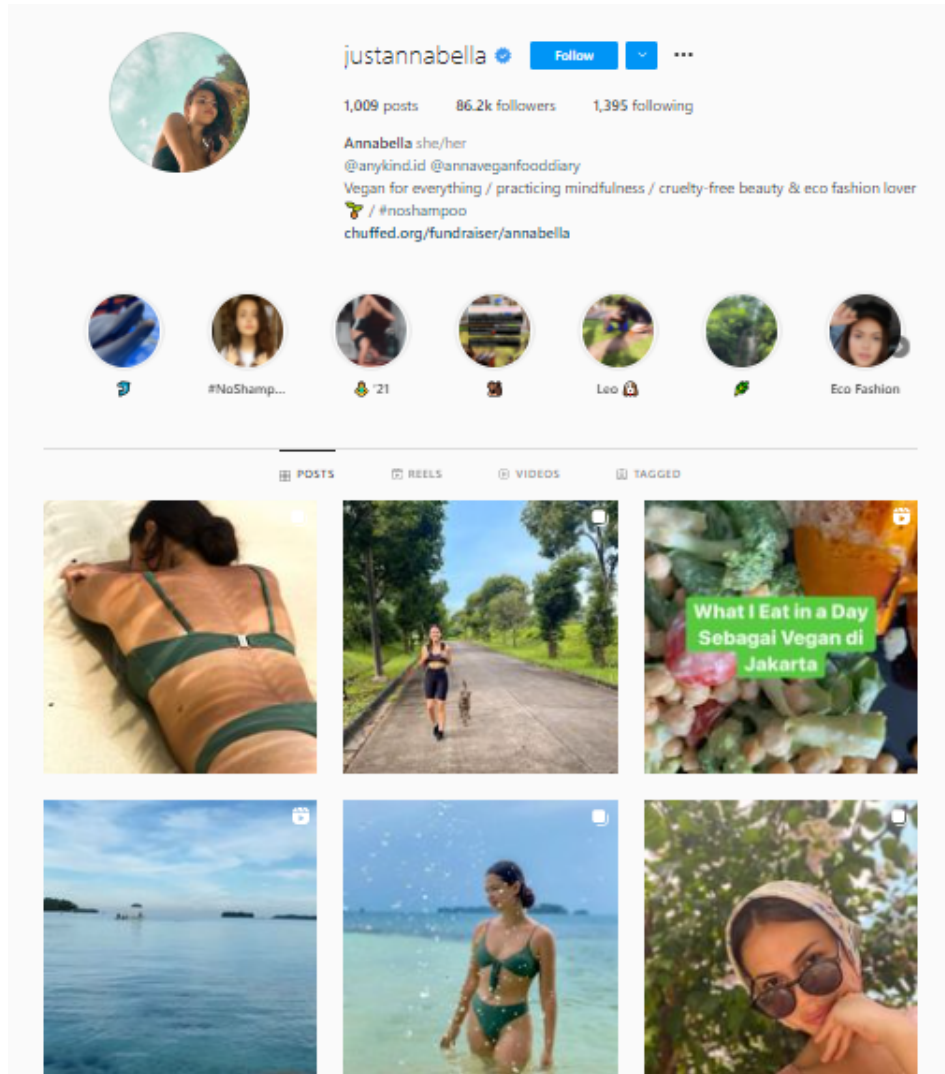


Figure 8. 4. @justannabella Instagram Page

d. Eva Celia (@evacelia)

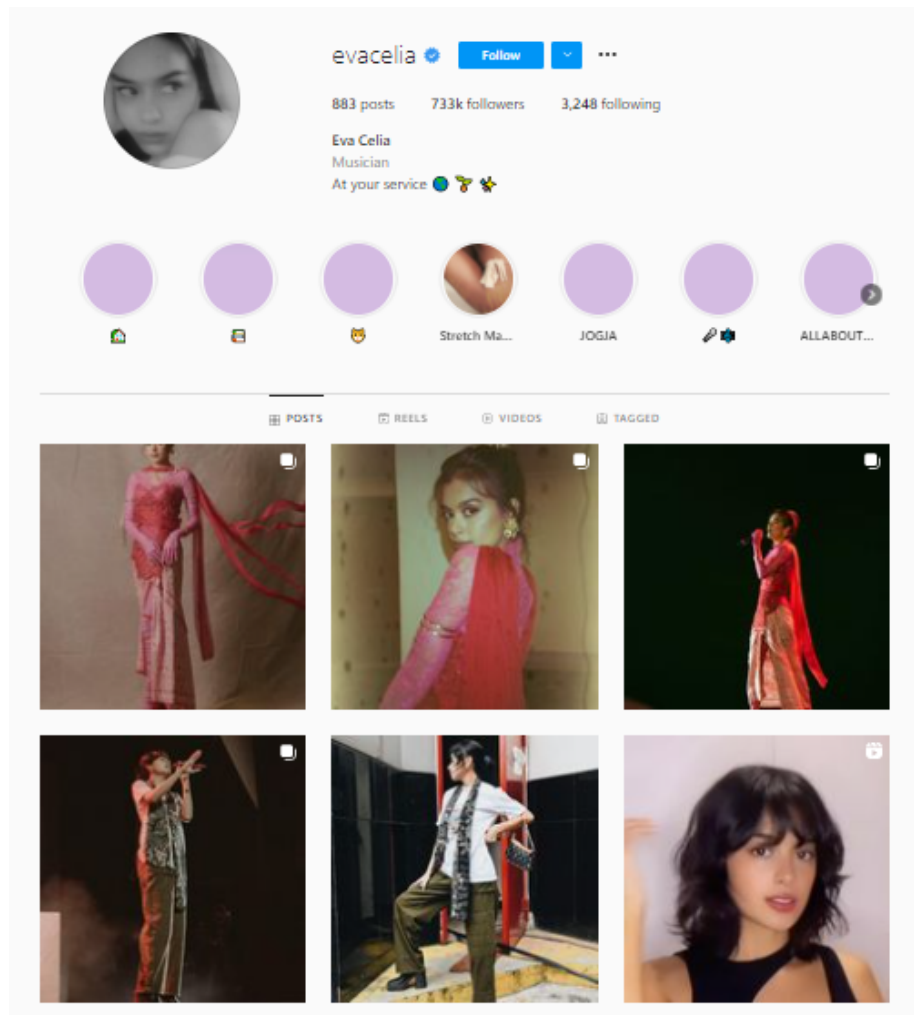


Figure 8.5. @evacelia Instagram Page

An actress and singer-songwriter from Indonesia, Eva Celia holds a large following of more than 733,000 followers. She is also passionate in healthy diet, posting her daily creations of plant-based innovation.

e. Chef Chitra (@chitrachef)

Chef Chitra is known to be a model and at the same time, a chef passionate in plant-based food. She actively promotes plant-based food and lifestyle in her platforms.

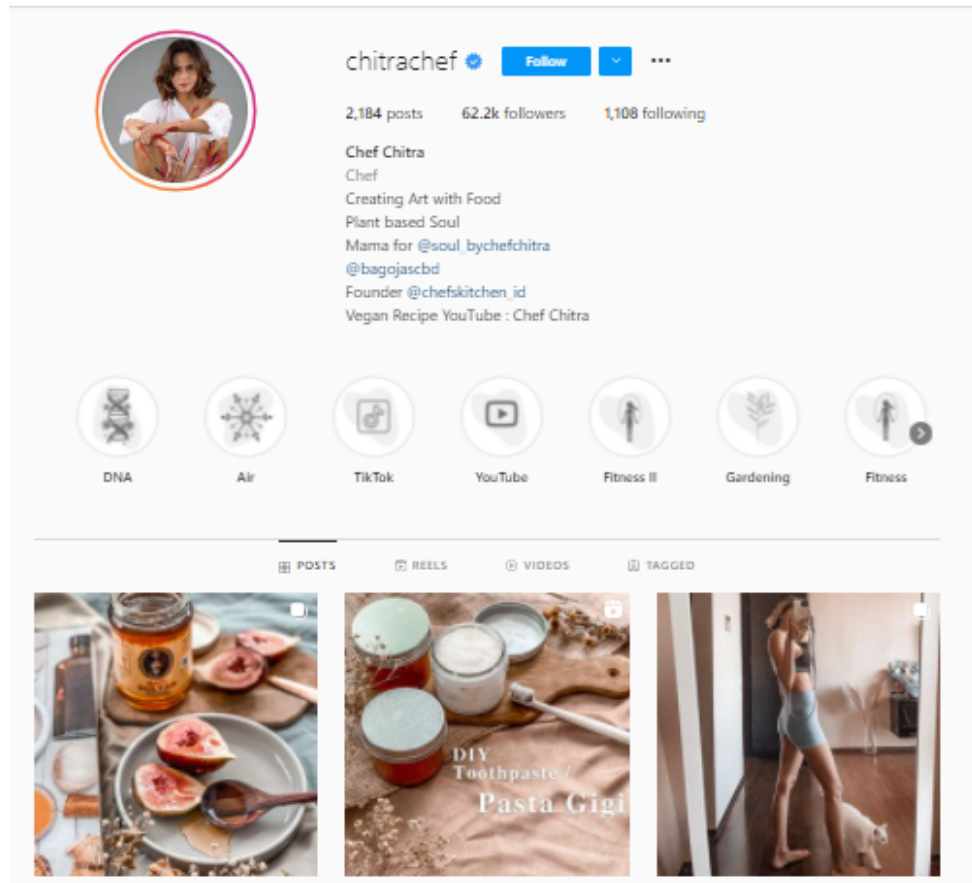


Figure 8.6. @chitrachef Instagram Page

#### 8.4.2 Offline Marketing Plan

Foliche's offline marketing plan includes in-store promotions during special occasions, such as the celebration of holidays, or store anniversary. All of Foliche's offline store will support the same design and decoration that showcases its values. The media for offline marketing will be in the form of printed materials such as brochure and posters.



## 8.5 Marketing Calendar

Q1			Q2			Q3			Q4			
June 2022	July 2022	August 2022	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023	
> Grand Opening Promotion			> Promotion for New Booth			> Launching Seasonal Menu "Eggnog" for Christmas	> Launching Seasonal Menu "Jujube Peachum" for Chinese New Year	> Promotion in every offline booth			> Folioche First Anniversary Promotion	
> Promotion for Grand Opening Offline Store		> Independence Day Promotion	> Promotion for Ecommerce Payment	> New Product Variant "Sweet Pumpkin" Promotion		> Soft Launching Christmas Hampers Editon	> Soft Launching Chinese Hampers Edition		> Launching Seasonal Menu "Blewah Selasih" for Fasting Period	> Launching Seasonal Menu "Nastar Kurma" for Eid Al Fitri		
> Promotion for New Booth					> Promotion for "World Vegan Day"	> Promotion in every offline bazar			> Promotion for Ecommerce Payment	> Soft Launching Eid Al Fitri Hampers Editon		
> Promotion for Online Payment						> Promotion for Ecommerce Payment		> New Product Variant "Charcol Moringa" Promotion	> Promotion for "Earth Day"			
Q5			Q6			Q7			Q8			
June 2023	July 2023	August 2023	September 2023	October 2023	November 2023	December 2023	January 2024	February 2024	March 2024	April 2024	May 2024	
> Promotion in every offline bazar			> Promotion for Ecommerce Payment	> New Product Variant "Sakura Lemon" Promotion		> Grand Opening Promotion			> Promo bundling for "Valentine Day"	> Launching Seasonal Menu "Blewah Selasih" for Fasting Period	> Launching Seasonal Menu "Nastar Kurma" for Eid Al Fitri	> Promotion for launching New Working Space, and 2nd Folioche Anniversary
> Promotion for Ecommerce Payment		> Independence Day Promotion		> Promotion for Package Deals Only	> Promotion for "World Vegan Day"	> Promotion for Grand Opening Offline Store		> Promotion for Ecommerce Payment	> Soft Launching Eid Al Fitri Hampers Editon			
					> Launching Seasonal Menu "Eggnog" for Christmas	> Launching Seasonal Menu "Jujube Peachum" for Chinese New Year				> Promotion for "Earth Day"		
					> Launching Seasonal Menu "Rice Pudding" for Christmas	> Launching Seasonal Menu "Kletha" for Chinese New Year						
					> Soft Launching Christmas Hampers Editon							

Figure 8.7. Marketing Calendar

## 8.6 Marketing Goals

Foliche's marketing and overall operation is implemented to reach its short term and long term goal. These goals are made to be a clear measurement of how impactful the brand is, and to continuously develop in line with the timeline set.

### 8.6.1 Short Term Goals

The short term goal for Foliche is to reach more than 100.000 organic followers on Instagram in less than three months or within the first quarter of operating. Instagram is one of the best social media to raise awareness, with it having more than 90 million users in Indonesia alone. Instagram will be used as the main digital intermediary media between the customer and Foliche, before the purchase is made via e-commerce, direct message or through our contact in Whatsapp Business. Instagram provides additional features for businesses with a minimum of 100,000 followers, which is the reason why Foliche targets it to be achieved within three months to support upcoming promotions and digital advertisement. After this goal is achieved, Foliche aims to optimize its Instagram account by using features such as Instagram Shops, Insight, Professional Dashboard, Ads Promotion, and any other additional features offered.

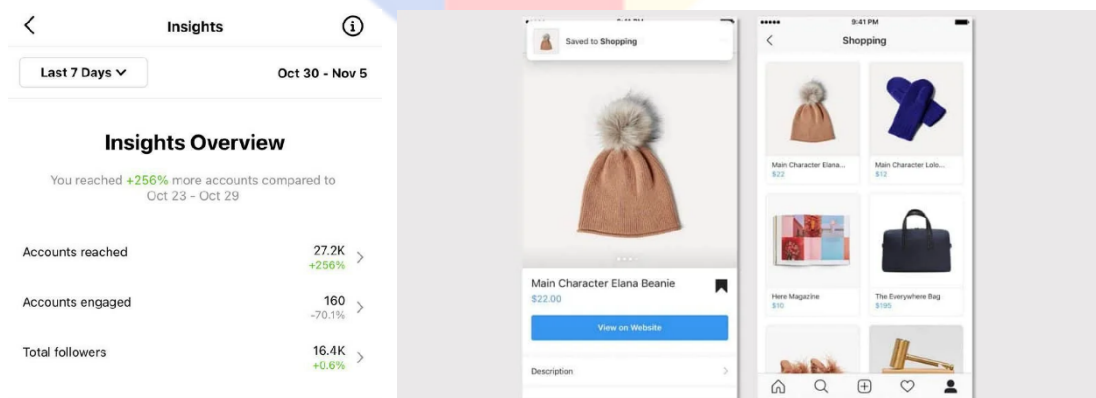


Figure 8.8. Instagram Business

### 8.6.2 Long Term Goals

For the long term goals in our two years of operation, we are targeting a significant increase in sales targets which is more than 100% of increase in Year-to-Year Revenue comparison.



## 9. Customer Relationship Plan

One of the goals of Foliche is to maintain a good relationship with our customers, as well as the plant based community. We believe other than providing a good quality of product, maintaining customer relationships will affect the sustainability and image of our company. To realize this, our company prepared some plans.

### 9.1 Data Collection

Aim:

- Collecting customers through plant based associations, social media, and offline marketing.
- Collecting customers data, to carry out internal data collection, and tracing customer purchases history

What is being done?

- Increasing brand awareness, sharing content that is not only promotional, but also informative and interactive.
- Customer data collection by offline purchases (walk-in customers from our booths, offline stores, and bazaar), and online purchases (by e-commerce, and direct selling by social media).

Media:

- Social Media
- E-commerce
- Web Site
- Offline Store, Booth, Bazaar
- Collaboration with plant based community

## 9.2 Following Up

Aim:

This is more intended for consumers who have already purchased our product. From the collected customer database, we will find out how many purchases a customer has made, along with the time.

What is being done?

- Follow up the customer, to ask for suggestions and input about our products.
- Asking for testimony about product and service.

Media:

- Social Media
- E-commerce
- Direct Phone Number
- Guest Comment in Offline Store, Booth, Bazar

## 9.3 Reminding

Aim:

- This section is intended to ensure, if customers still remember our products.
- For those who have never bought our products, this step is intended to inform the presence of our products, our company, and the meaning of plant based lifestyle.

What is being done?

- Send a message about the promotion that is being implemented.
- Sending daily messages or posting on social media (giving holiday greetings, interesting info, the values of plant based lifestyle etc.)
- Reminder for customers who have not bought our products within a long time.

Media:

- Social Media
- Ecommerce

- Direct Phone Number
- Email

## 9.4 Membership

Aim:

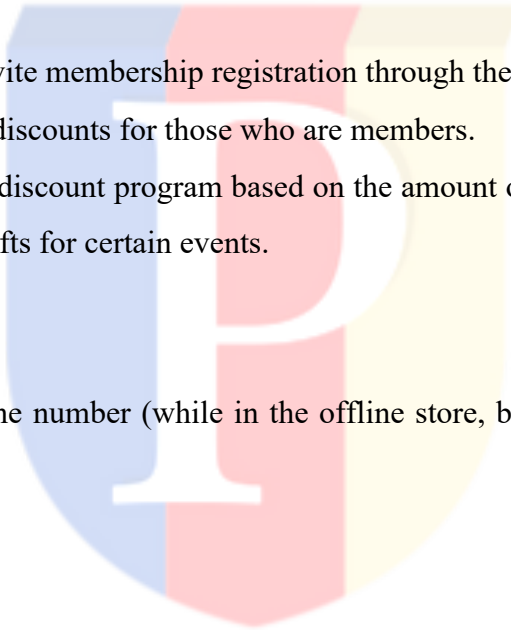
- Giving appreciation to consumers who are loyal to buy our products in the form of purchase points, or special discounts.
- Attracting attention for consumers to become regular customers with several advantages.

What is being done?

- Activate, and invite membership registration through the website.
- Provide special discounts for those who are members.
- Implementing a discount program based on the amount of purchases that have been made, or gifts for certain events.

Media:

- Website
- Directly by phone number (while in the offline store, booth, bazar, or online purchases)



## 10. Timeline

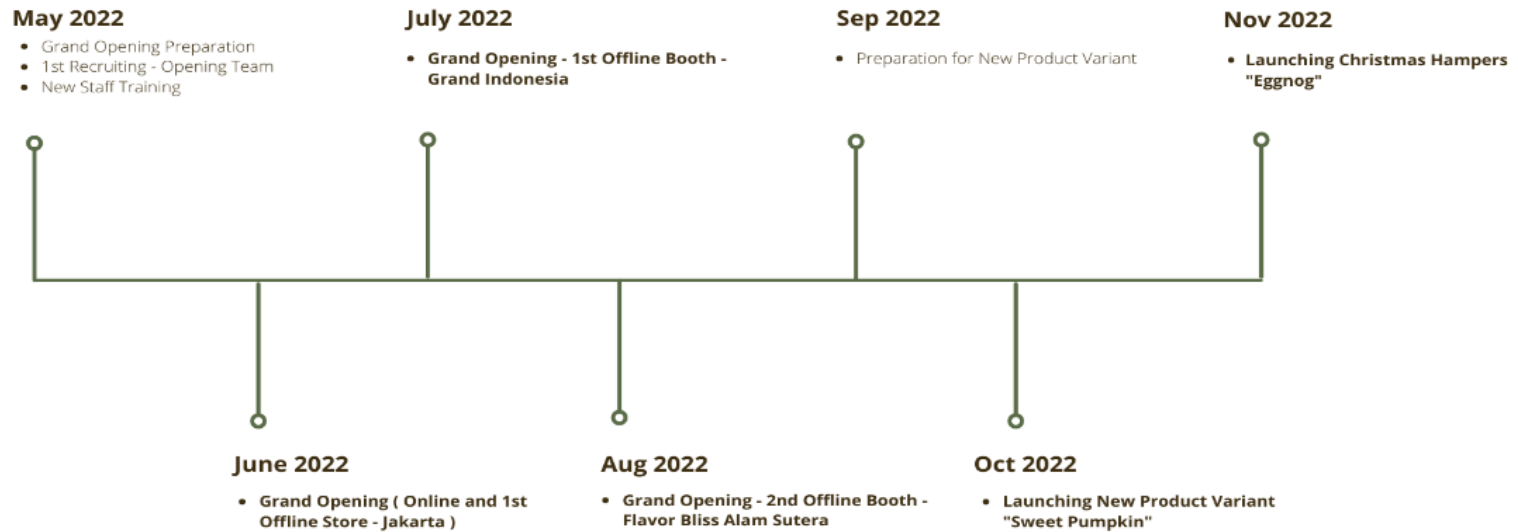


Figure 10.1. Operation Timeline Q1-Q2

Foliche will start its first quarter in June 2022, estimated, with pre-opening preparation since May 2022. We will do an initial recruitment consisting of essential team members to prepare for our grand opening. By August, we will be selling online and offline through 3 outlets, while starting to recruit more members for our second batch of booth openings by the second quarter. We will also launch a new product by the mid of Q2.

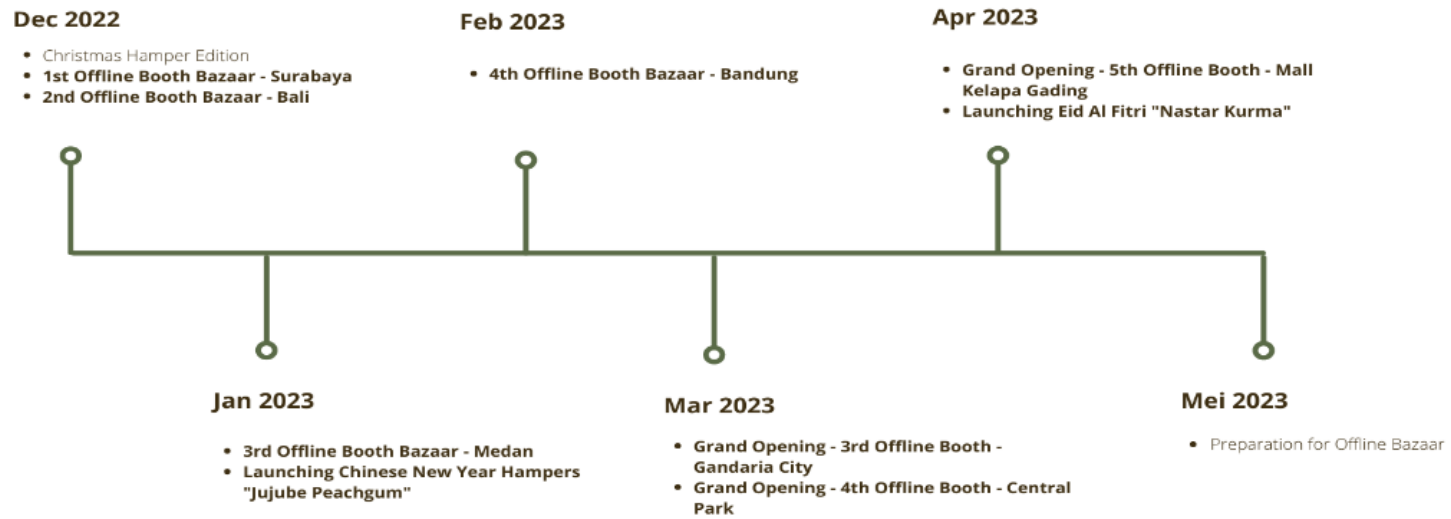


Figure 10.2. Operation Timeline Q3-Q4

In the beginning of our third quarter, we will launch a bazaar in 4 big cities in Indonesia, to introduce and research the market. Next, we will expand our booths by Q4, and launch a new product again by the end of the year.



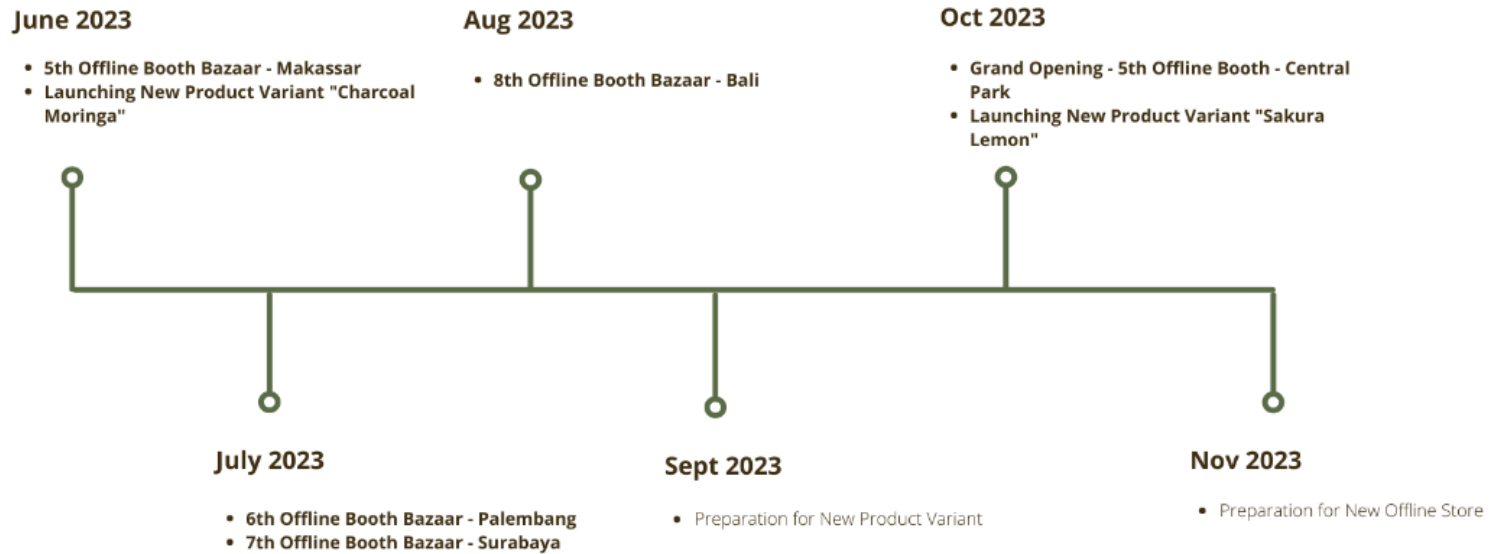


Figure 10.3. Operation Timeline Q5-Q6

Next, at the beginning of our fifth quarter, we will hold a bazaar again in Makassar, Palembang, Surabaya, and Bali. This will furthermore increase our brand awareness and widen our market. We plan to open a second office and offline store on Surabaya by the beginning of the seventh quarter.

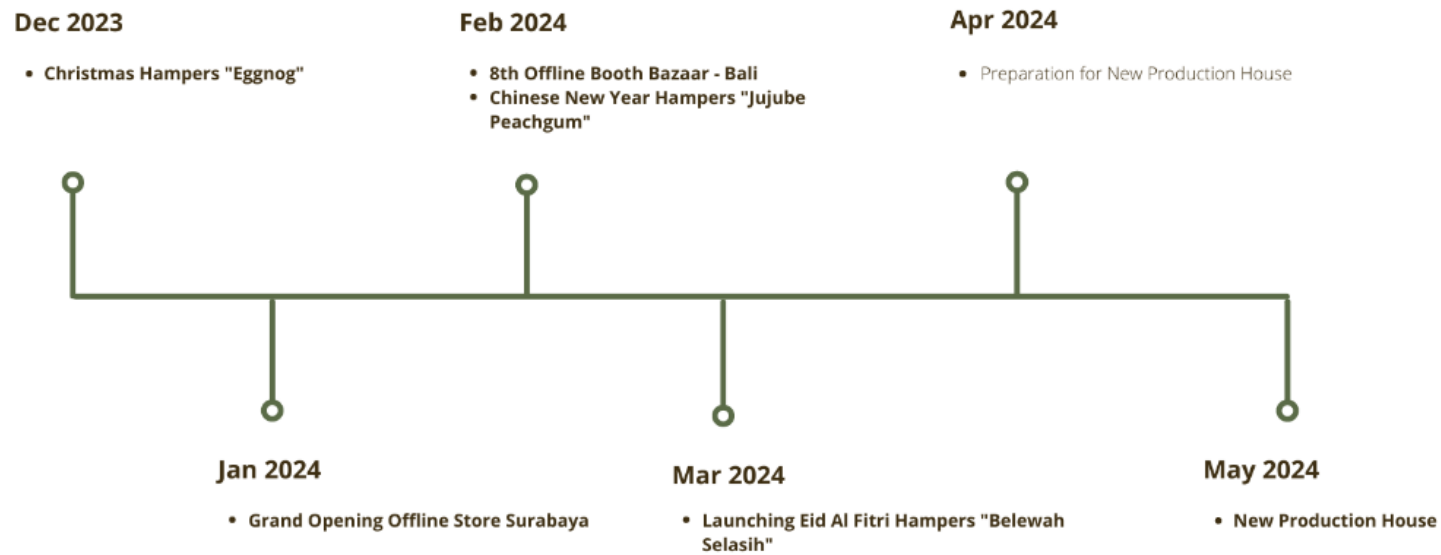


Figure 10.4. Operation Timeline Q7-Q8

By the end of the second year projection, we aim to have already two production sites and offline stores in Jakarta and Surabaya, ten booths in total, and planning to expand our main office by the end of the eight quarter, promoting a more efficient and comfortable workspace as well as increasing productivity.