

## Marketing Strategies in Increasing Sales of Tomoro Coffeshop at Tanjung Duren

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### Abstract

*This research aims to see how to increase Tomoro Tanjung Duren coffee shop sales. If previously it was only a shop that offered coffee drinks, it now has a wider function. We can see this from the current cafe building designs; apart from being made as comfortable as possible, they are also made as attractive as possible to attract young people. Hanging out in cafes has now become something often found in big cities and is closely related to various groups, both upper and middle class, with ages ranging from teenagers to adults. This can be seen from the recent increase in cafes or coffee shops. With the current number of outlets, the total profit of coffee shops in Indonesia has reached IDR 4.8 trillion. Lifestyle changes, which are increasingly sophisticated and fast-paced, are seen as an opportunity for business people and cafe industry players to take advantage of this moment.*

**Keywords:** Marketing Strategy, Increasing Sales, Coffee Shop.

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## 1. Introduction

Increasing sales is not just about promoting products but also improving the image of the coffee business. You can increase sales in many ways, starting from promoting via social media, where social media is very influential in improving sales strategies. Nowadays, teenagers and adults are very familiar with social media. They can see the ambience of the cafe and can contact the cafe to ask for a price list or make a reservation. This method makes it very easy to attract customers from anywhere. Amid intense competition, having a cafe with minimal exterior and interior is not enough, as we see that some people visit not only to enjoy eating and drinking but also to fulfil their lifestyle. Therefore, the cafe must have a unique concept that allows visitors to enjoy the exterior and interior of the cafe. Not a few visitors impressed by their experience in the cafe will undoubtedly recommend it to friends or

relatives. Data from the Ministry of Agriculture's Information System records that national coffee consumption reached 314,000 tonnes in 2018 and experienced an increase of 13.83% compared to the previous year. As of August 2019, there were 2,950 coffee shop outlets in Indonesia; this figure had increased almost three times compared to 2016, when there were only 1,000 outlets nationally. The increasing public interest in coffee is what makes this business more and more popping up in various cities, both small and large cities, from small to large coffee shops, from ordinary to unusual menus, from unique to classic places; this is all that business people have to offer to can capture the market.

In simple terms, a coffee shop is a restaurant that provides various coffee menu variants. Still, in its development, the coffee shop offers a coffee menu and other options. Generally, the menu has a sweet taste, so it is suitable when eaten with coffee. Even so, the coffee shop still prioritises coffee menu variants by continuing to innovate and consistently serving new coffee choices. Coffee is a drink made from coffee beans that have gone through a roasting process and been ground into powder. The widely circulated coffee types are Arabica, Robusta and Liberica. Coffee is the second most popular drink after tea. For many people, coffee is a distraction and a lifestyle. Enjoying coffee is not just about the drink itself but also about the overall experience that involves grinding fresh coffee beans, proper brewing methods, and appreciating every aroma and taste in a cup of coffee.

Marketing is the spearhead of sales, which directly correlates to an organisation's economic profits. The financial aspect is usually the foundation for the main objectives of corporate organisations, both those focused on the industrial sector and those with a social mission. Of course, marketing is one of the main activities carried out by corporate organisations and traders to maintain business continuity. Marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy the needs of both existing and potential buyers.

If we look at the history of Tomoro's founder, he has travelled the world for many years. He has visited more than 30 countries, including Southeast Asia, South Asia, the Middle East, North Africa and America. This allowed him to deeply experience people's passion for coffee culture from different countries, races, and occupations. The founders strive to introduce 'coffee culture' to all corners of the world and enable every customer to enjoy a delicious cup of coffee. Tomoro refers to "TOMORROW" and means "embrace goodness and long for tomorrow". This is Tomoro's original aspiration, striving to make every cup of good coffee with heart and encouraging everyone to follow their hearts boldly, experiencing life with the heart while longing for tomorrow.

Tomoro Coffee is the fastest-growing coffee brand in Indonesia, presenting the Master SOE Series, which is aimed at those who like to explore in search of the best coffee flavours worldwide. It has opened 200 outlets in Indonesia, including Jabodetabek, Bandung, Surabaya, Cirebon, Medan, Bali, Yogyakarta and Makassar. In the future, Tomoro targets to open two outlets per day and will continue to innovate to provide quality coffee and support the development of the coffee business in Indonesia, which has collaborated with the local supply chain, building long-term strategic partnerships with various parties to support beverage innovation through research and development. , to plan to develop their coffee roasting factory. Tomoro Coffee management's steps also accompany this fairly aggressive expansion to implement high standards, from selecting coffee beans that only come from 100

per cent Arabica coffee beans, grinding, and roasting to producing new flavour innovations for coffee fans in Indonesia. One of the latest innovations is collaborating with the World Barista Champion, Dale Harris, and the Indonesian Barista Champion, Muhammad Aga, to create a stricter process so that the taste of coffee beans increases to the next level.

Marketing Strategy According to Tjiptono and Diana (2020:3), Marketing is creating, distributing, promoting and setting prices for goods, services and ideas to facilitate satisfactory exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic environment. Meanwhile, according to Laksana (2019:1), marketing is the meeting of sellers and buyers to carry out transaction activities for goods or services. So, the meaning of market no longer refers to a place but instead to the activity or gathering of sellers and buyers in offering a product to consumers.

## **2. Research Methods**

This research uses a qualitative approach to examine the condition of natural objects by describing the form of words and language in a special natural context using various scientific methods (Sugiyono, 2018). The location of this research is Jl. Tanjung Duren Raya No. 351, Tanjung Duren, West Jakarta. The data sources used are primary data and secondary data. Preliminary data is obtained directly from respondents through observation and interviews. Secondary data is a data source that no longer provides data to data collectors through books, archives, and research reports (Sugiyono, 2018). Data collection techniques are conducted through interviews, observation, and documentation. As well as using data analysis techniques and checking the validity of the findings.

## **3. Results and Discussion**

Strategy marketing was carried out at Tomoro Tanjung Duren to increase sales by implementing Marketing Mix 7P (Product), Price, Place, Promotion, People, Process, Physical Evidence) and SWOT Analysis (Strengths), Weaknesses, Opportunities and Threats. The following is an analysis of the implementation of the marketing strategy:

### **3.1. Analysis of the Implementation of the 7P Marketing Mix (Product), Price, Place, Promotion, People, Process, and Physical Evidence in the Tomoro Tanjung Duren Business**

#### **Products**

Tomoro Coffee provides many menu variants ranging from coffee, non-coffee, and sweet to salty foods. By developing many innovative coffee flavours such as the Jolly Choco Series, Master SOE Series, Fruitie Series, Coconut Series, Outside Series, Americano Party, Coffee, Frappe, Non-Coffee, and various sweet and salty foods. Of these flavour variants, the best seller is the coffee variant. Apart from having a unique coffee taste, it is also suitable for all groups. The Tomoro Tanjung Duren outlet also sells toast, sandwiches, paninis, buns, croissants, Cinnamon rolls, and Choco Danish.

#### **Price**

The price of Tomoro Coffee Tanjung Duren is very affordable, starting from 18,000 to 30,000 rupiah; if you download the Tomoro coffee application on Playstore / Appstore, you will get a price of 9000 rupiah for all available drink menus. With very affordable prices, you can enjoy the coffee and food provided. The owner has agreed upon the price determination at Tomoro Coffee Tanjung Duren.

### **Place**

Before adding outlets, Tomoro surveyed the location first. How strategic is the location for selling? The outlet's location is still in a rental system, so when the lease expires, you have to add more or close, according to the landowner's rules. Tomoro Coffee has opened 200 outlets across Jabodetabek, Bandung, Surabaya, Cirebon, Medan, Bali, Yogyakarta and Makassar. Because of its dense distribution, Tomoro Coffee is easy to find, and its outlet is strategically located within reach of consumers.

### **Promotion**

Distributing vouchers for all drink purchases worth 9000 rupiahs to customers is a promotional way created by Tomoro; not only physical vouchers but vouchers can also be obtained through the Tomoro application, which is available on the App Store or Play Store. Apart from that, Tomoro also promotes its products on social media. Tomoro coffee is available in all delivery applications, such as Grab, Gofood, and Shoppe Food, making it easier for consumers to buy.

### **Person**

The founder of Tomoro Coffee is very good at creating and increasing the potential of his workforce. It is mandatory to train prospective salespeople to develop excellent and responsible salespeople. Holding meetings every year with the workforce to share the ups and downs faced at Tomoro Coffee so far also increases harmony between the workforce and business owners. Not only that, the owner also provides rewards or bonuses for salespeople whose sales exceed targets. This increases the employee's enthusiasm and enthusiasm for their performance.

### **Process**

All processes, from making coffee to packaging ingredients to delivery and sales processes, are always well monitored by PIC. The workforce has a performance suitable for their part and must be responsible in their duties. For example, workers must be prepared for sudden operational hours in the early morning or midnight when making coffee and packaging ingredients. Because operating hours are uncertain, depending on the stock of materials held. The sales process must follow active hours on time according to the shift.

### **Physical Evidence**

Tomoro Coffee Tanjung Duren is very easy to find because of its strategic location for consumers to reach. Because the outlets are spread evenly across the island of Java and outside Java, consumers will already know from a distance that it is a Tomoro Coffee outlet with its characteristic neon box displayed large in front of the outlet with the significant word TOMORO written on it.

## **2. Analysis of the implementation of SWOT analysis (Strengths), Weaknesses, Opportunities and Threats in the Tomoro Coffee Tanjung Duren business**

### **Strengths**

#### **Drinks with various flavours at affordable prices**

The price of Tomoro Coffee Tanjung Duren is very affordable, starting from 20,000 to 30,000 rupiah; if you download the Tomoro coffee application on Playstore / Appstore, you will get a price of 9000 rupiah for all available drink menus. Compared to other coffee shops, whose prices range from 30,000 to 60,000 rupiah. With very affordable prices, you can enjoy

the coffee and food provided. The price of Tomoro makes consumers loyal to this coffee, and consumers often buy a lot for office events, gatherings, and other things.

### **Liked by various groups**

Various groups of teenagers and adults like Tomoro Coffee. Apart from its price, which is suitable for students, the taste of Tomoro is very distinctive and does not change. Moreover, Tomoro Coffee is equipped with various flavours and practical packaging and is easy to find because of its strategic location for consumers and price. Affordable. There is no doubt about the unique taste of Tomoro Coffee, especially since it is without a mixture of preservatives and artificial sweeteners, so it is safe to consume.

### **Raw materials are easy to obtain**

Even though Tomoro Coffee uses many materials, it doesn't make it difficult for Tomoro to get them: coffee, cups, straws and other materials are guaranteed to be sent by the owner, such as water, ice cubes, additional flavours, and food. Because Tomoro Coffee has been operating for a long time, it already has customers or distributors whose quality is trusted; if the stock of the ingredients runs out, there is no need to worry about difficulties in finding them and most importantly, the quality remains consistent.

### **Strategic Business Location**

Strategic Business Locations Strategic business locations create a density of consumers who come and buy. Moreover, Tomoro Coffee has opened 200 outlets spread across Jabodetabek, Bandung, Surabaya, Cirebon, Medan, Bali, Yogyakarta and Makassar. Because of its dense distribution, Tomoro Coffee is easy to find, and its outlet is strategically located within reach of consumers.

### **Fresh Quality Coffee**

Every day, coffee or non-coffee variants are made suddenly, according to consumer requests. Tomoro Coffee offers a variety of high-quality and delicious coffee. One of the mainstay menus is Local Coffee, made from 100% high-quality Arabica coffee beans in Indonesia and has a solid and rich taste. This coffee is not sour and bitter, so it is safer for the stomach and does not make people who consume it experience palpitations.

### **Weaknesses**

#### **Lack of innovation in presentation**

There are two types of packaging or cups at Tomoro, namely regular and large. Of course, the two packages have different prices. Still, consumers prefer to buy the large package because it is more satisfying to quench their thirst, and the price is still affordable, around 23,000 to 28,000 rupiah, and only 3,000 to 5,000 rupiah for the small package. But in the current era, the modern era. Hot drinks already have innovation, namely using paper cups.

#### **Less Innovative Flavor Variants**

Other coffee shops have added variants following the current development of fast food drink trends, namely red velvet, taro, boba and different flavours. Because this flavour variant is currently a favourite. However, Tomoro chooses safe and familiar flavour variants. Choose flavour variants that are safe and suitable for all taste buds. But still choose quality flavour variants without destroying the characteristic taste of Tomoro Coffee.

#### **Outlet Locations Are Rental**

Because all outlets are still rented, this includes the weaknesses and obstacles experienced. If the lease term of the premises expires, Tomoro Coffee must extend the lease



term, or the land owner may even close the lease term. With this, they were forced to close their outlet and look for a new place. This is detrimental for consumers and salespeople because salespeople must go on holiday. Consumers who are used to being regulars at that outlet have to move a little further away to consume Tomoro Coffee.

### **Opportunities**

#### **Good Business Prospects**

The large number of workers at Tomoro Coffee creates good business prospects for the daily survival of business owners, employees and sales staff. This also reduces the unemployment rate. Moreover, Tomoro Coffee can sell almost 150 cups in one day, even just one outlet, without adding up to 200 other outlets. The owner of Tomoro Coffee also provides opportunities for those who want to become partnership partners because Tomoro is well known and has a name throughout Java and outside Java. All outlets run by partnership partners operate very well and remain under the supervision of the Tomoro owner.

#### **High Level of Consumer Loyalty**

Tomoro often gets large orders, for example, for office events, birthdays, weddings, etc. Of course, the order is in large quantities; what's more, the price is cheap and delicious, and the packaging is practical and doesn't spill easily – making consumers loyal to their products because they have experienced for themselves the quality provided by Tomoro Coffee. Moreover, the outlet sells almost 150 cups of coffee per day.

#### **Become a Promising Business**

With 200 outlets currently owned, the turnover reached 5 billion in a month. This makes the Tomoro Coffee business very promising. Moreover, a large workforce can reduce the unemployment rate. If during the dry season, each worker receives a reward or bonus because their performance exceeds the target. Make the performance of the workforce better and make them enthusiastic about earning a good fortune.

### **Threats**

#### **Widespread Competitors**

The continuous distribution of fast food drinks in the current era has not stopped Tomoro from adding to its outlets. Competitors who are widely spread with unique qualities, such as boba, tea, and others that Tomoro does, must always maintain the quality of their products to be consistent with their taste. What's more, the price is affordable; the taste is unique, suitable for the taste buds of all groups and the outlets spread evenly across the island of Java can compete and survive to pamper their loyal consumers who are fans of various flavours of coffee.

#### **Products are easy to imitate**

Even though it is easy to make by mixing coffee with milk and various flavours, Tomoro's taste is unique and cannot be similar even if you make it yourself. If a beginner builds this business from scratch, there is very little chance of competing against those with a name and widely spread outlets.

## **4. Conclusion**

Marketing strategies to increase sales through the 7P marketing mix strategy at Tomoro Coffee Tanjung Duren include:

**Product.** Innovates its products by adding flavour variants and complementary foods at its outlets, prioritising consistent quality so that consumers remain loyal to their products.

**Price.** The owner has agreed to the price determination. This is so that it is equal across all outlets; even though each owner is different, it remains the same company. To maintain harmony among Tomoro outlet owners.

**Place.** It has 200 outlets spread across Jabodetabek, Bandung, Surabaya, Cirebon, Medan, Bali, Yogyakarta, and Makassar. Tomoro outlets have different operating hours depending on the atmosphere in the area and whether it is busy or not.

**Promotion.** Everyone under the auspices of Tomoro Coffee carries out active promotional strategies every day to promote Tomoro Coffee on their social media, both through word of mouth. Not only that, Tomoro Coffee is already available on GrabFood, GoFood, and Shopee Food and receives calls when there are certain events.

**People.** Conduct training for job applicants and meet annually with fellow workers to create quality human resources and provide work motivation so they are always enthusiastic about their performance.

**Process.** All processes, from brewing coffee, packaging ingredients, sending ingredients and selling coffee, are completed well. Workers who have separate portions in their fields so that it makes a neat and good job. This is also based on business owners who are always tolerant and consistently control all processes to maintain quality.

**Physical Evidence.** Tomoro with a neon box that says Tomoro and a picture of a cat, distance between adjacent outlets, and strategic and clean location. The workforce is experienced due to the training period, and the workforce is uniform, making the service process excellent and neat.

Marketing strategies to increase sales through a SWOT analysis strategy at Tomoro Tanjung Duren include:

**Strengths.** A variety of flavoured drinks at affordable prices, liked by various groups, easy to obtain raw materials, strategic business location and fresh coffee quality.

**Weaknesses.** Lack of innovation in presentation, less innovative flavour variants, and outlet locations are rented.

**Opportunities.** Good business prospects, high level of consumer loyalty and a promising business.

**Threats.** Competitors are widespread, and products are easy to imitate.

Tomoro business owners should consistently innovate by adding flavour variants and product presentations to keep up with current developments. Consumers are increasingly loyal to their products and don't feel bored, so they can compete amid tight competitors in flavoured drinks. Suggestions for future researchers are that this research can be used as a reference in carrying out research, especially related to marketing strategies in increasing sales. It is hoped that future researchers can also develop existing variables to make them better and more valuable.

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