



Marketing Plan at PT Catur Manunggal Berjaya Facial Cleansing Tissue “Buddies” Product

Tatang Aripin ^{a*}, Ika Nurul Handayani ^a, Semerdanta Pusaka ^a,
Tantri Yanuar Rahmat Syah ^a and Ketut Sunaryanto ^a

^a Esa Unggul University, Indonesia.

Authors’ contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

Article Information

DOI: 10.9734/AJEBA/2022/v22i2130684

Open Peer Review History:

This journal follows the Advanced Open Peer Review policy. Identity of the Reviewers, Editor(s) and additional Reviewers, peer review comments, different versions of the manuscript, comments of the editors, etc are available here: <https://www.sdiarticle5.com/review-history/88050>

Original Research Article

Received 29 April 2022

Accepted 02 July 2022

Published 19 July 2022

ABSTRACT

Aims: Researchers want to discover the marketing plan of PT Catur Manunggal Berjaya Facial Cleansing Tissue called “Buddies”.

Study Design: Applied qualitative research.

Place and Duration of Study: PT Catur Manunggal Berjaya.

Methodology: Data collection methods used are interviews, observation, and document analysis. Semi-structured interview of business owner, one (1) finance manager, one (1) sales manager, one (1) purchasing manager, one (1) production manager, and two (2) production employees. The media used in the interview process is in the form of written notes. Non-participant observations were also carried out to dig deeper into the data and observe closely the condition of the business entity. Observations were made on marketing activities (sales, purchasing, warehouse, production, payment, customer service, recording, controlling, and mobilizing HR performance). Document analysis was carried out by comparing the previous interview data and several other documents provided by the business entity (organizational structure, marketing photos, and regulations. So that the data is not biased, validity and reliability are carried out.

Results: The marketing plan of PT Catur Manunggal Berjaya facial cleansing tissue called “Buddies” contain (1) deciding marketing goal and target, (2) segmenting, targeting, and positioning, (3) determining marketing mix in which is 4P’s, (4) sales including activity team, and budget, and (5) revenue stream including drop size and revenue estimation.

Conclusion: The strategies make the product reach the target in which is concluded in Indonesian cosmetics market business.

Keywords: Marketing plan; facial cleansing tissue; cosmetic industry.

1. INTRODUCTION

The cosmetic industry so far shown extraordinary growth and development all over the world. And this is not only happening in developed countries, but also in developing countries. The conditions for the development and growth of the cosmetics business have offered a good opportunity for anyone interested in this business to offer and market their cosmetic products [1]. The Asian cosmetics market as one of the most important cosmetic markets in the world has shown rapid growth, where its value is estimated at 70 billion USD [2], and has succeeded in placing it into the second largest global market, after the Western European market.

Similar conditions also occur in Indonesia. Quoted from www.statista.com, as part of the Asian market, the Indonesian cosmetic industry is predicted to reach USD 7.5 billion in 2021, and will be through a growth of 6.5% until 2025. The prediction of the cosmetics business market is still dominated by the personal care segment which will reach 3.2 Billion USD or about 43%. Next is skin care products; 2.1 Billion USD, cosmetics; 1.7 Billion USD; and perfume; 0.4 Billion USD. In general, the segmentation of the Indonesian cosmetics market can be depicted in the image below.

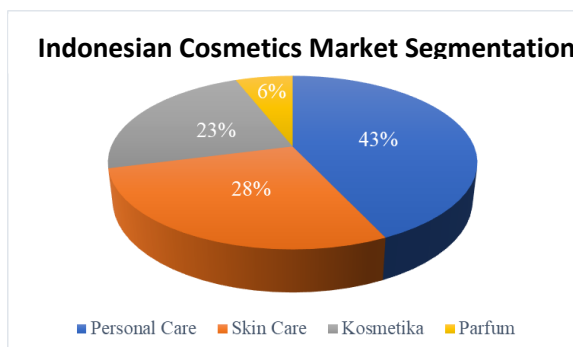


Fig. 1. Indonesian cosmetics market segmentation

(Source: www.statista.com)

Indonesia has good cosmetic business potential, which is supported by good demographic and socio-cultural factors [3]. According to the results of the 2020 population census, Indonesia has a population of 270.2 million people [4]. From the total population, 17% of them are teenagers with an age range of 15-25 years. Teenager, which in its original language is called adolescence, is

taken from Latin, which means to grow or grow to reach maturity. From this definition, it can be seen that teenagers actually do not have a clear place, because teenagers are between children and adults. Therefore, adolescents are often known as the "searching for identity" phase, or what is called ego identity.

In the ego identity phase, there are some general characteristics of adolescent development, that are anxiety, conflict, fantasizing, group activity, and the desire to try everything [5]. The emotional development of adolescents above does not occur automatically, but is affected by several factors, that are physical changes, changes in interaction patterns with parents, changes in interactions with peers, changes in external views, changes in interactions with schools. The development in the adolescent phase also has consequences for the special needs of adolescents as well, where there are at least seven special needs, that are the need for affection, the need for participation and acceptance in the group, the need to stand alone, the need for achievement, the need for recognition from others, the need for to be appreciated, and the need to obtain a complete philosophy of life [6].

In accordance with the need for recognition from others, one of which cannot be separated from the recognition of adolescents from a gender perspective. adolescent girls want to be seen as a woman, and so do adolescent boys who want to be seen as a man who has masculine traits. This condition is inseparable from the appropriateness values that apply in a society that has been divided into boxes. Through this social construction, the impact has brought the necessity for young boys to become strong figures and have leadership qualities [7]. It is not uncommon for boys who are more feminine in nature, to be ostracized from the group of boys who are more masculine. The inability of adolescent boys to fulfill the ideal image as a male figure makes them ashamed and insecure.

On the other side, entering adolescence has had an impact on physical changes, one of which is hormonal changes [8]. The process of hormonal changes can cause problems for adolescents, one is acne vulgaris which is getting attention for adolescents. In adolescence, acne occurs due to hormonal changes that stimulate the oil glands in the skin pores, which are not cleaned regularly

and in the right way [9]. Acne prevention can be done in various ways, one of which is by keeping the facial skin clean, which in the process begins with washing your face at least two (2) times a day with a face wash or cleanser. This activity is not fully carried out regularly by teenagers, especially teenage boys.

Many adolescent boys pay less attention to how to take care of their faces, because they think that this is identical to women and will reduce their masculinity [10]. This often occurs in the activities of adolescent boys who are in groups, such as basketball. After doing sports, teenage boys usually change clothes immediately, or if they wash their faces, they only do it quickly using tap water. Another factor that causes a reluctance to wash face is that current facial cleansing products must use water in the process, so their activities cannot be carried out anywhere [11]. The present study discover the marketing plan of PT Catur Manunggal Berjaya Facial Cleansing Tissue called "Buddies".

2. METHODOLOGY

This research is qualitative research. Based on the purpose of this research is explanatory research [12]. This research also includes applied research, because this research aims to

solve problems that exist in business entities, then provide appropriate solutions or recommendations to be applied to business entities in order to develop their business better [13]. Researchers seek information from parties that are directly related to business entities, who understand every activity that occurs at PT Catur Manunggal Berjaya.

Data collection methods used are interviews, observation, and document analysis. Semi-structured interview of business owner, one (1) finance manager, one (1) sales manager, one (1) purchasing manager, one (1) production manager, and two (2) production employees [14]. The media used in the interview process is in the form of written notes. Non-participant observations were also carried out to dig deeper into the data and observe closely the condition of the business entity. Observations were made on marketing activities (sales, purchasing, warehouse, production, payment, customer service, recording, controlling, and mobilizing HR performance). Document analysis was carried out by comparing the previous interview data and several other documents provided by the business entity (organizational structure, marketing photos, and regulations. So that the data is not biased, validity and reliability are carried out.

3. RESULTS AND DISCUSSION

3.1 Framework

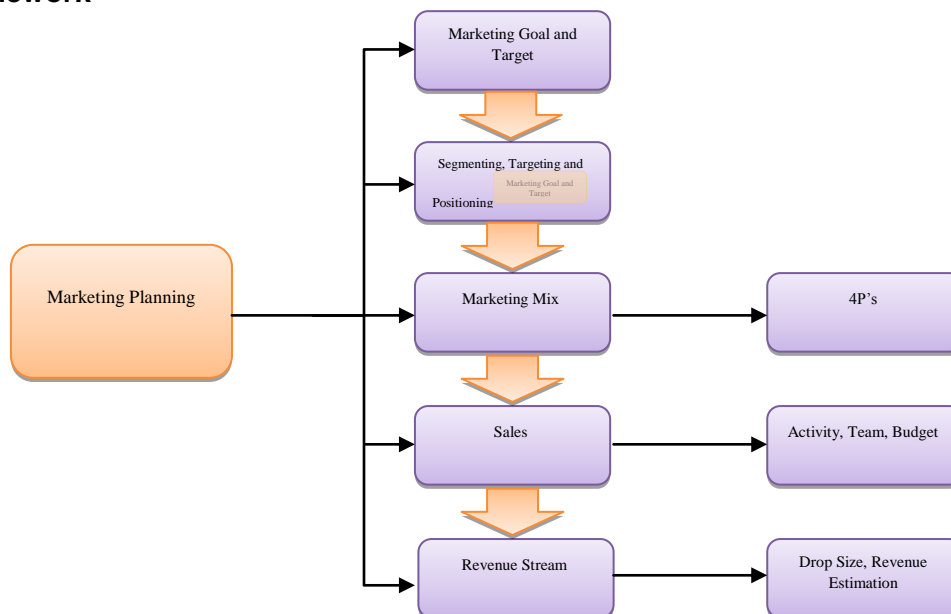


Fig. 2. Marketing Framework of PT Catur Manunggal Berjaya
(Source: Writer Team, 2021)

3.2 Marketing Goals and Targets

Referring to where for the Decision Stage (QSPM) Market Development is determined as the strategy, and the Business Level Strategy

uses the Differentiation Narrow strategy, then PT Catur Manunggal Berjaya has set marketing goals and targets based on the short, medium and long term. The goals and targets are in the following Table 1.

Table 1. Marketing goals and targets of PT CMB

Category	Goals	Targets
Short Term (year 1 to year 3)	<ul style="list-style-type: none"> Achieving the target market share of 0.31% in the Personal Care segment in Indonesia Even distribution in the Jabodetabek area through 2 business models (Direct Selling and Indirect Selling) Launch of 2 new product variants Charcoal variant and Green Tea variant Opened new marketing areas (market development) in 5 regions at Java (Banten, West Java, Central Java, Yogyakarta and East Java) 	<ul style="list-style-type: none"> Ensure sales in 2 types of indirect distribution channels (Modern Trade, Wholesaler) and online stores (direct selling) for market development Ensure optimization of the role of 2 brand ambassadors – influencers for market development and ensure that this supports the differentiation strategy, where both PIC are suitable for the target market Ensure that the roadshow event is carried out at 100% target achievement for MT shops, or a maximum of starting in the 5th month to ensure market development goes according to plan. Ensure 2 digitization activities (social media and website) according to the needs of the target market so that the character of the product appears and is in accordance with the differentiation strategy. Sampling activities are carried out in at least 2 programs related to the target market, namely during class meetings and art performances. Ensuring that R&D finalizes the new variant formula in the 7th month of the 2nd year which supports market development. Ensuring Marketing completes at least 2 types of communication materials (brochures and flagchains) so that specifications and different product characteristics (differentiation) can be conveyed to facilitate market development. Ensuring that 2 main logistics vendors (transporters and warehouses) are selected maximum in the 10th month of the 2nd year so that market development efforts in Java Island run smoothly. Ensuring that the commercial terms between the company and MT Chain are agreed in a maximum of the 10th month of the 2nd year to support the

Categori	Goals	Targets
Medium Term (year 4 and year 5)	<ul style="list-style-type: none"> • Achieving the target market share of 1% in the Personal Care segment in Indonesia • Launch of 1 new product, that is Z-ROOM • Ensure even distribution in 5 provinces in Java (Banten, West Java, Central Java, Yogyakarta and East Java) 	<p>market development strategy.</p> <ul style="list-style-type: none"> • Ensure the optimization of 2 brand ambassadors in the market development process by increasing the number of buyers through 2 main activities, that are posting on their respective social media accounts and gathering with consumers through related events. • Ensuring an increase in the online store business through 2 main ways, that are an increase in the number of consumers and an increase in the number of goods purchased to ensure a smooth market development. • R&D completes new product formulas in the 4th month of the 4th year to support market development by launching new product types. • Marketing completes product launch preparations for a maximum of the 10th month of the 4th year so that market development through new product types goes according to plan and runs smoothly • Ensuring the achievement of 100% of the targeted number of transaction stores in the 4th year, to ensure the market development process throughout Java runs smoothly
Long Term (5 years onwards)	<ul style="list-style-type: none"> • Achieving the target market share of 3% in the Personal Care segment in Indonesia • Launch of 1 new product (anti-wrinkle serum) • Expansion of marketing area to 6 regions on Sumatra Island (Medan, Palembang, Pekanbaru, Lampung, Bengkulu, Jambi) 	<ul style="list-style-type: none"> • Ensuring that all distribution channels use 2 ways to grow, that are increasing the number of consumers who buy and increasing the number of products purchased to support market development in Java. • Ensuring that 2 pre-launch activities (formulation and trial) are completed in the first 6 months of the 4th year to ensure there is no delay in the market development process through the launch of new product types. • Ensuring that 3 marketing support materials (product training, POSM and store promos) have been completed in a maximum of the 10th month of the 4th year so that the sales team can effectively develop the market through new product types • Ensuring that Marketing conducts a business feasibility study in the 3rd year, so that market development in Sumatra Island can be started on time. • Doing business preparations in the form of MOUs or other work contracts

Categori	Goals	Targets
		has been completed a maximum of the 10th month of the 4th year, so that market development on Sumatra Island can run smoothly.

Table 2. Segmenting produk BUDDIES

Variable	Description	
Geography :	Indonesian Territory	
Demography :	Male	
Gender		
Total population	Age	Population (million people)
	0 – 4	11.293
	5 – 9	11.295
	10 – 14	11.449
	15 – 19	11.495
	20 – 24	11.632
	25 – 29	11.410
	30 – 34	11.109
	> 35	59.975
	Total	136.661

Sumber : BPS; sensus penduduk 2020

3.3 Segmenting

To ensure that the products offered are in accordance with the Decision Stage (QSPM) and Business Level Strategy, that is Market Development and Differentiation Narrow, PT Catur Manunggal Berjaya has determined market segmentation into geographic, demographic, and psychographic segments, with the following details IN Table 2:

3.4 Targeting

To ensure that the products offered are in accordance with the Decision Stage (QSPM) and Business Level Strategy, that is Market Development and Differentiation Narrow, PT Catur Manunggal Berjaya then determines the target market for BUDDIES products as described in the following Table 3:

3.5 Positioning

To ensure that the products offered by PT Catur Manunggal Berjaya are in accordance with the Decision Stage (QSPM) and Business Level Strategy, that is Market Development and Differentiation Narrow, the product must have something unique and different in the eyes of consumers. In summary, the Positioning statement can be seen in the following explanation (Table 4):

3.6 Marketing Mix

3.6.1 Product

In line with the Decision Stage (QSPM) and Business Level Strategy, that is Market Development and Differentiation Narrow, PT Catur Manunggal Berjaya offers a new facial cleanser variant product to the market with the aim of providing benefits, meeting the needs of the community, especially adolescent boys, and providing alternative solutions for practical problem in terms of cleaning the face without worrying about losing masculinity. The attributes of these facial cleansing products are:

- a. Brand : BUDDIES; Facial Cleansing Tissue
- b. Packaging : In the form of a sachet containing one double facial cleansing tissue, then packaged in a pack of 10 sachets. The composition of the unit packaging materials used are PET12/ALU7/OPP25, and OPP20/PPMB40 for the outer packaging of 10 sachets.
- c. Product Quality : The product has the same quality as facial cleansing products in the form of soap, but BUDDIES is more practical because in its implementation it does not require water and can do facial cleansing at any time.
- d. Tagline : Practical

3.6.2 Price

To ensure that it is in accordance with the Decision Stage (QSPM) and Business Level Strategy, namely Market Development and Differentiation Narrow, the pricing process is

adjusted to the predetermined target market. The pricing process also considers the distribution channels used, that are a network of modern stores, online stores and a network of retail stores through retail agents (wholesalers). Sales will be carried out in packs of 10 sachets.



Fig. 3. Illustration of BUDDIES packaging design

Table 3. Marketing target of BUDDIES product

Variable	Description																																								
Geography :	<ul style="list-style-type: none"> • Short term: Jakarta, Bogor, Depok, Tangerang, Bekasi • Medium Term: Banten, West Java, Central Java, Yogyakarta, East Java • Long term: Sumatra Island 																																								
Demography :																																									
Gender	Adolescent boys																																								
Total Population	<p>Jakarta:</p> <table border="1"> <thead> <tr> <th>Age</th> <th>Population (million people)</th> </tr> </thead> <tbody> <tr> <td>15 – 19</td> <td>422.820</td> </tr> <tr> <td>20 – 24</td> <td>416,540</td> </tr> <tr> <td>Total</td> <td>839.360</td> </tr> </tbody> </table> <p>Jawa Barat:</p> <table border="1"> <thead> <tr> <th>Age</th> <th>Population (million people)</th> </tr> </thead> <tbody> <tr> <td>15 – 19</td> <td>1.812.115</td> </tr> <tr> <td>20 – 24</td> <td>2.098.157</td> </tr> <tr> <td>Total</td> <td>3.910.272</td> </tr> </tbody> </table> <p>Jawa Tengah:</p> <table border="1"> <thead> <tr> <th>Age</th> <th>Population (million people)</th> </tr> </thead> <tbody> <tr> <td>15 – 19</td> <td>1.458.230</td> </tr> <tr> <td>20 – 24</td> <td>1.486.859</td> </tr> <tr> <td>Total</td> <td>2.945.089</td> </tr> </tbody> </table> <p>Jawa Timur:</p> <table border="1"> <thead> <tr> <th>Age</th> <th>Population (million people)</th> </tr> </thead> <tbody> <tr> <td>15 – 19</td> <td>1.551.061</td> </tr> <tr> <td>20 – 24</td> <td>1.591.142</td> </tr> <tr> <td>Total</td> <td>3.142,203</td> </tr> </tbody> </table> <p>Yogyakarta</p> <table border="1"> <thead> <tr> <th>Age</th> <th>Population (million people)</th> </tr> </thead> <tbody> <tr> <td>15 – 19</td> <td>140.300</td> </tr> <tr> <td>20 – 24</td> <td>145.500</td> </tr> <tr> <td>Total</td> <td>285.800</td> </tr> </tbody> </table> <p>Source: BPS; population census2020</p>	Age	Population (million people)	15 – 19	422.820	20 – 24	416,540	Total	839.360	Age	Population (million people)	15 – 19	1.812.115	20 – 24	2.098.157	Total	3.910.272	Age	Population (million people)	15 – 19	1.458.230	20 – 24	1.486.859	Total	2.945.089	Age	Population (million people)	15 – 19	1.551.061	20 – 24	1.591.142	Total	3.142,203	Age	Population (million people)	15 – 19	140.300	20 – 24	145.500	Total	285.800
Age	Population (million people)																																								
15 – 19	422.820																																								
20 – 24	416,540																																								
Total	839.360																																								
Age	Population (million people)																																								
15 – 19	1.812.115																																								
20 – 24	2.098.157																																								
Total	3.910.272																																								
Age	Population (million people)																																								
15 – 19	1.458.230																																								
20 – 24	1.486.859																																								
Total	2.945.089																																								
Age	Population (million people)																																								
15 – 19	1.551.061																																								
20 – 24	1.591.142																																								
Total	3.142,203																																								
Age	Population (million people)																																								
15 – 19	140.300																																								
20 – 24	145.500																																								
Total	285.800																																								
Behavior:	Adolescent boys in the phase of hormonal changes, who need facial cleansing products, without worrying about losing masculinity																																								

Table 4. Positioning BUDDIES product

Positioning	Explanation
Tagline	Practical
Positioning	The first facial cleanser in the form of a tissue with advantages: <ul style="list-style-type: none"> • Product Practical • Can do facial cleansing anywhere • Fleksibility • Helping adolescent boys to do facial cleansing properly without worrying about getting bullied • Competitive Prices • Keep giving a masculine impression • Facial cleansing process is quickly
Segment Target	Adolescent boys who are in the phase of hormonal changes who have hobbies of sports and other outdoor activities, who need facial cleansing products, without worrying about losing their masculinity
Brand Name	BUDDIES
Frame of Reference	Practical facial cleansing tissue
Point of Differentiation	As a facial cleanser that does not require water in its process, with results equivalent to facial cleansing products on the market today (in the form of soap or cleansing foam).
Reason to believe	<ul style="list-style-type: none"> • Products are made from selected materials that are suitable for all skin types and are safe to use • Still gives a masculine impression to the consumer • A superior product that is practical, with flexible packaging and can do facial cleansing anywhere

Table 5. Pricing of BUDDIES in the market

Trade	Purchase price (Rp/10 sachets)	Selling price to retail stores (Rp/10 sachets)	Selling Price to consumers (HET); Rp/10 sachets
Modern Trade (MT)	7.500	-	10.000
Online Market	7.100	-	9.500
Wholesaler	7.200	8.200	10.000

(Source: Writer Team, 2021)

3.6.3 Place

To maximize results in the market development process (which is in accordance with QSPM), PT Catur Manunggal Berjaya has determined the distribution channels to be used, namely indirect channels (Indirect Selling) and direct channels (Direct Selling).

3.6.3.1 Indirect selling

In the BUDDIES distribution process, in this model PT Catur Manunggal Berjaya uses intermediaries before the product reaches the consumer. The intermediaries used are the Modern Trade store chain (MT Chain) and the Retailer Agent Network (Wholesaler; WS) to forward it to retail stores.

3.6.3.1.1 MT Chain

As a new product innovation in the market, then brand awareness must be owned by consumers to create demand. One distribution network that is very supportive in this formation process is the existence of a network of modern trades (MT Chain). There are currently at least two (2) large networks in Indonesia that have a large number of stores and a wide distribution range, which will be entered as the BUDDIES distribution network, that are:

1. PT Indomarco Prismatama (Indomaret)
2. PT Sumber Alfaria Trijaya (Alfamart)

In the future business journey, the addition of a local MT Chain network is very possible.

3.6.3.1.2 Wholesaler

In the process of distributing products in the market, the existence of retail stores is very diverse in terms of selling ability, financial background, ownership of infrastructure, and others [15]. Under these conditions, it is impossible for PT Catur Manunggal Berjaya to serve the demands of retail stores with such diverse backgrounds. However, these shops have a pretty good market potential, which can't be ignored. As a solution to the problem above, there must be other parties who supply to these shops who have experience in fulfilling small orders, credit payments. The party in question is a wholesaler. The selling price is set lower to support them in terms of credit risk and shipping to other retail stores.

3.6.4 Promotion

As an important part of marketing, the promotion chosen must be in accordance with the sales model, distribution network, and education process to consumers. In this regard, PT Catur Manunggal Berjaya takes full promotional activities, that are recruitment of Band Ambassadors–Influencers, Events, Websites, POSM, Social Media Accounts, Consumer Promos and Sampling, and Bonuses for stores that have good performance.

3.6.4.1 Brand ambassador – influencer

As a new product in the market, the process of introducing the product to the target market is very important [16]. Therefore, a public figure was appointed as a Band Ambassador and Influencer to ensure that the educational process, explanation and process of influencing the market run effectively. The existence of these two influencers will be utilized by aligning their activities with educational

programs, for example on their official Youtube channel.

3.6.4.2 Event

BUDDIES is a new innovation product which in the process this product must be introduced intensely to direct consumers as well as to maximize the results. The market education process must be carried out to ensure that information about BUDDIES products can be conveyed clearly to consumers. There are several program activities that will be carried out, including roadshows at existing store chains, roadshows at shopping centers, participation as sponsors in Health seminar activities, etc. The activities to be carried out can also be used as a way to increase customer engagement.

3.6.4.3 Website

In line with the target market is adolescent boys who are active in doing physical activity, and in the midst of globalization era as it is now, the existence of a website is important, given the nature of teenage boys' curiosity about BUDDIES products, and the ins and outs of facial care, will be able to easily fulfilled just by accessing the website. The strategies that will be used for the website are (Table 6):

3.6.4.4 Consumer promo and sampling

To ensure high consumer acceptance of BUDDIES products, sampling programs and consumer promotions play an important role. Sampling will be carried out at event activities, while consumer promos will be carried out on a certain seasonal basis, for example during the hiatus after semester end exams where usually in schools there are competitions between classes and art performances. To realize this promotion program, the following budget is needed (Table 7):

Table 6. Website strategy of PT catur manunggal berjaya

<i>On page SEO</i>	Using keywords: Masculine, Macho, Practical
<i>Technical SEO</i>	Using SSL : https://my.BUDDIES.co.id
<i>Off page SEO</i>	Link Building. Placing links on similar websites or related to the needs of young boys' facial hygiene, boys' activities. For example: https://kimiafarma.co.id , https://www.k2klik.com , https://perbasi.or.id
<i>Web Design</i>	Font: Arial Background colour: Blue Goal Objective : Sell, Speak, Serve, Safe, Sizzle

Table 7. Budget for BUDDIES promotion in the first year

Description	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Event					112.500.000	112.500.000	115.000.000	147.500.000	147.500.000	182.500.000	182.500.000	182.500.000
Influencer & Ambassador Listing & Delisting Fee's	99.000.000	99.000.000	99.000.000	99.000.000	99.000.000	99.000.000	99.000.000	99.000.000	99.000.000	99.000.000	99.000.000	99.000.000
POSM			11.210.000	11.210.000	11.210.000	11.210.000	11.210.000	11.210.000	11.210.000	11.210.000	11.210.000	11.210.000
Website Development	28.950.000	28.950.000	28.950.000									
Social Media	5.450.000	5.450.000	5.450.000	5.450.000	5.450.000	5.450.000	5.450.000	5.450.000	5.450.000	5.450.000	5.450.000	5.450.000
E-Commerce	20.833.333	20.833.333	20.833.333	20.833.333	20.833.333	20.833.333	20.833.333	20.833.333	20.833.333	20.833.333	20.833.333	20.833.333
Consumer Promo		13.676.891	13.676.891	13.676.891	13.676.891	13.676.891	13.676.891	13.676.891	13.676.891	13.676.891	13.676.891	13.676.891
Sampling		6.838.445	6.838.445	6.838.445	6.838.445	6.838.445	6.838.445	6.838.445	6.838.445	6.838.445	6.838.445	6.838.445
Trade Performance Bonus		14.772.727,27	14.772.727	14.772.727	14.772.727	14.772.727	14.772.727	14.772.727	14.772.727	14.772.727	14.772.727	14.772.727
R&D Cost	13.000.000	3.000.000	3.000.000	3.000.000	3.000.000	3.000.000	3.000.000	3.000.000	3.000.000	3.000.000	3.000.000	7.000.000
Total	227.233.333	192.521.397	203.731397	174.781.397	287.281.397	287.281.397	289.781.397	322.281.397	322.281.397	357.281.397	357.281.397	361.281.397 3.383.018:700

Table 8. Budget for marketing BUDDIES in 5 years

Description	Year 1	Year 2	Year 3	Year 4	Year 5
Event	1.182.500.000	1.475.000.000	2.212.500.000	2.950.000.000	3.245.000.000
Influencer & Ambassador Listing & Delisting Fee's	1.188.000.000	1.188.000.000	1.306.800.000	1.372.140.000	1.577.961.000
POSM	60.000.000	60.000.000	60.000.000	60.000.000	60.000.000
Website Development	112.100.000	123.310.000	141.806.500	141.806.500	163.077.475
Social Media	86.850.000	21.000.000	21.000.000	21.000.000	21.000.000
E-Commerce	65.400.000	30.000.000	30.000.000	30.000.000	30.000.000
Consumer Promo	250.000.000	30.000.000	30.000.000	30.000.000	30.000.000
Sampling	150.445.800	228.064.410	393.986.224	532.117.080	697.368.672
Bonus Performance Toko	75.222.900	114.032.205	168.851.239	206.934.420	261.513.252
Biaya R&D	162.500.000	154.375.000	154.375.000	146.656.250	161.321.875
TOTAL	50.000.000	50.000.000	58.000.000	55.000.000	56.000.000
	3.383.018.700	3.473.781.615	4.577.318.963	5.545.654.250	6.303.242.274

Table 9. PT Catur Manunggal Berjaya sales activities

Trade Type	Activities
Wholesale	a) Regular Visit b) Making a Deal
MT Chain	a) Regular Visit b) Perform In-store Merchandising (ensure products are displayed properly) c) Check stock, then report it to the MT Chain purchasing department d) Monitor orders from the Purchasing Department e) Doing Out-store merchandising (installing banners, banners, etc.) f) Ensuring the roadshow activities run well
Online	a) Analyze or review goods for e-commerce b) Studying and preparing product materials that will be promoted later c) Making reports (daily and monthly) d) Create and update website content

(Source: Writer Team, 2021)

3.6.5 Sales

As a company that uses the market as a driving force, the integration of sales and marketing is a mix of teams that must work well with each other. After the marketing plan is made, the next step is to ensure that sales activities are also carried out properly. And to be sure, a sales plan will be made based on the sales activities, the sales team, and the budget.

3.6.5.1 Sales activities

As a new product; BUDDIES; must be marketed effectively (either through marketing programs or from sales team activities) to support market development strategies. Activities that will be carried out by the sales team are:

3.6.5.2 Sales team

Sales can be described as a series of activities carried out to sell products or services, which in operation are usually divided based on a predetermined area. PT Catur Manunggal Berjaya, also applies the same thing, where sales will be assigned to manage certain areas.

Table 10. Number of sales teams empowered by PT Catur Manunggal Berjaya

Areas	Total of Sales
Jakarta	1
Bogor	1
Depok	1
Tangerang	1
Bekasi	1
Online Shop	1
Marketing Support	2
R&D Staff	2
Total	10

Each salesperson will be responsible for achieving targets for their respective areas.

3.7 Revenue Stream Projection

In order to ensure that the company can carry out its activities properly, the company must get a certain amount of revenue from sales, where the income will be adjusted to the company's internal conditions and market conditions. To better understand the income projection, the following is an explanation of the scenario, and the assumptions that occur from year to year.

3.7.1 1st Year

As the foundation for all company activities, during this period various preparations were carried out in all functions.

- Month 1&2 : No sales yet. At this time the company focuses on employee training, trial production and starting to prepare the initial stock,
- Month 3 : Started sales to MT chain stores. The sales team went to the market with the main task of imparting brand understanding by distributing brochures. The brand ambassador-influencer started his job by starting to promote BUDDIES on his social media accounts.
- Month 4 : Start selling directly in online shop
- Month 5 : Starting sales to retail agents (wholesalers). And started a roadshow at MT shops.
- Month 9 : There was an increase in the number of buyers in all distribution channels as a result of the roadshow.

Table 11. First year revenue (in millions of IDR)

B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	B11	B112
0	0	265	318,7	905,5	905.5	905.5	905.5	1393.5	1393.5	1393.5	1393.5
Total										9,780.5	

Table 12. Revenue for the second year (in millions of IDR)

B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	B11	B112
1463.9	1463.9	1463.9	1463.9	1463.9	2079	2079	2079	2079	2079	2079	2079
Total										21,873.72	

Table 13. Revenue for the third year (in millions of IDR)

B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	B11	B112
3983	3983	3983	3983	3983	4788	5214	5214	5214	5214	5214	5214
Total										55,992.04	

Table 14. Revenue in the fourth year (in millions of Rp)

B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	B11	B112
6042	6042	6042	6042	6042	7097	7250	7250	7250	7250	7250	7250
Total										80,810.78	

Table 15. Revenue for the fifth year (in millions of IDR)

B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	B11	B112
10587	10587	10587	10587	10587	13740	14407	14407	14407	14407	14407	14407
Total										153,123.27	

3.7.2 2nd Year

The scenario in this period are:

- Month 1 : Price adjustments due to increases in production costs and raw materials. Online shops have increased buyers per day from 6 people to 7 people.
- Month 6 : There was an increase in sales due to soaring purchases in connection with class meeting activities or art performances at schools and campuses. At this time, carried out event and sampling activities.

3.7.3 3rd Year

- Month 1 : Price adjustments due to increases in production costs and raw materials. The launch of 2 new BUDDIES variants, namely BUDDIES Charcoal and BUDDIES Green Tea, Opening new markets throughout Java Island.

- Month 6 : There was an increase in sales due to soaring purchases in connection with class meeting activities or art performances at schools and campuses. At this time, carried out event and sampling activities.
- Month 7 : There was an increase in sales in the new market area of Java after the event/roadshow was held.

3.7.4 4th Year

- Month 1 : Price adjustments due to increases in production costs and raw materials. There was an increase in sales in online stores with the Consumer Promo program,
- Month 6 : There was an increase in sales due to soaring purchases in connection with class meeting activities or art performances at schools and campuses. At this time, carried out event and sampling.
- Month 7 : There is an increase in sales in the new market area of Java Island.

3.7.5 5th Year

- a. Month 1 : Price adjustments due to increases in production costs and raw materials. The launch of the Z-ROOM (Anti-Wrinkle Revitalizing Serum) product. There is an increase in the number of consumers in online stores to 9 people per day.
- b. Month 6 : There was an increase in sales due to soaring purchases in connection with class meeting activities or art performances at schools and campuses. At this time, events and sampling activities are being carried out, especially in connection with the launch of serum products for teenage boys.

4. CONCLUSION

From this research, it can be concluded that the marketing plan of PT Catur Manunggal Berjaya facial cleansing tissue called "Buddies" contain (1) deciding marketing goal and target, (2) segmenting, targeting, and positioning, (3) determining marketing mix in which is 4P's, (4) sales including activity team, and budget, and (5) revenue stream including drop size and revenue estimation. Those strategies make the product reach the target in which is concluded in Indonesian cosmetics market business.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. Sahota A. Sustainability: How the cosmetics industry is greening up. In Sustainability: How the Cosmetics Industry is Greening Up; 2013. DOI:https://doi.org/10.1002/9781118676516
2. Azmi Hassali M, AL-Tamimi SK. Malaysian cosmetic market: Current and future prospects. Pharmaceutical Regulatory Affairs: Open Access; 2015. DOI:https://doi.org/10.4172/2167-7689.1000155
3. Anggadwita G, Luturlean BS, Ramadani V, Ratten V. Socio-cultural environments and emerging economy entrepreneurship women entrepreneurs in Indonesia. Journal of Entrepreneurship in Emerging Economies; 2017. DOI:https://doi.org/10.1108/JEEE-03-2016-0011
4. Badan Pusat Statistik Indonesia. Badan Pusat Statistik Indonesia. Statistik Indonesia; 2020.
5. Kroger J. Identity In adolescence. In Identity In Adolescence; 2004. DOI:https://doi.org/10.4324/9780203346860
6. Sawyer SM, Afifi RA, Bearinger LH, Blakemore SJ, Dick B, Ezech AC, Patton GC. Adolescence: A foundation for future health. In The Lancet; 2012. DOI:https://doi.org/10.1016/S0140-6736(12)60072-5
7. Risman BJ. Gender as a social structure: Theory wrestling with activism. In Gender and Society; 2004. DOI:https://doi.org/10.1177/0891243204265349
8. Hembree WC, Cohen-Kettenis PT, Gooren L, Hannema SE, Meyer WJ, Murad MH, Rosenthal SM, Safer JD, Tangpricha V, T'Sjoen GG. Endocrine treatment of gender-dysphoric/ gender-incongruent persons: An endocrine society*clinical practice guideline. Journal of Clinical Endocrinology and Metabolism; 2017. DOI:https://doi.org/10.1210/jc.2017-01658
9. Best O, Ban S. Adolescence: Physical changes and neurological development. British Journal of Nursing; 2021. DOI:https://doi.org/10.12968/bjon.2021.30.5.272
10. Calasanti T, King N. The dynamic nature of gender and aging bodies. Journal of Aging Studies; 2018. DOI:https://doi.org/10.1016/j.jaging.2018.01.002
11. Kwon JY, Lee MS. Severity of acne and use of cosmetics in adult men. Asian Journal of Beauty and Cosmetology; 2022. DOI:https://doi.org/10.20402/ajbc.2021.0232
12. Mudjiyanto B. TIPE PENELITIAN EKSPLOLATIF KOMUNIKASI. Jurnal Studi Komunikasi Dan Media; 2018. DOI:https://doi.org/10.31445/jskm.2018.220105
13. Sugiono. Metode Penelitian Kuantitatif, kualitatif dan R&D. Bandung: Alfabeta; 2016.

14. Rahardjo M. Metode pengumpulan data penelitian kualitatif; 2011.
15. Madeira AB. Green marketing mix: A case study of Brazilian retail enterprises. Environmental Quality Management; 2019.
DOI:<https://doi.org/10.1002/tqem.21608>
16. Ruiz-Pava G, Forero-Pineda C. Internal and external search strategies of innovative firms: the role of the target market. Journal of Knowledge Management; 2020.
DOI:<https://doi.org/10.1108/JKM-08-2017-0349>

© 2022 Aripin et al.; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>); which permits unrestricted use; distribution; and reproduction in any medium; provided the original work is properly cited.

Peer-review history:
The peer review history for this paper can be accessed here:
<https://www.sdiarticle5.com/review-history/88050>