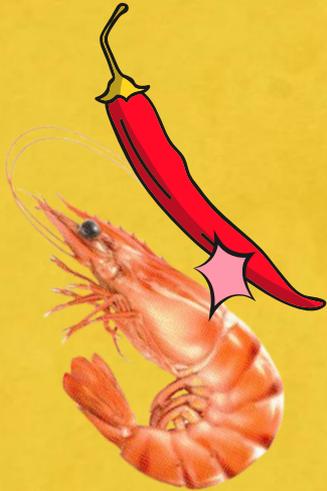




Cardiff
Metropolitan
University



KEROPOK

BENGAWAN SOLO

MBA 7003 MARKETING



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HISTORY

INTRODUCTION

1979

FIRST STORE

Opened a small neighbourhood store in Marine Terrace.

1990

PIONEERED GIFTING

Revolutionized celebration Vouchers

2010

EXPAND PRODUCTION

Doubled production space and HACCP certification

2019

40TH ANNIVERSARY

Opened flagship store at Jewel Changi



BENGAWAN SOLO
SINGAPORE

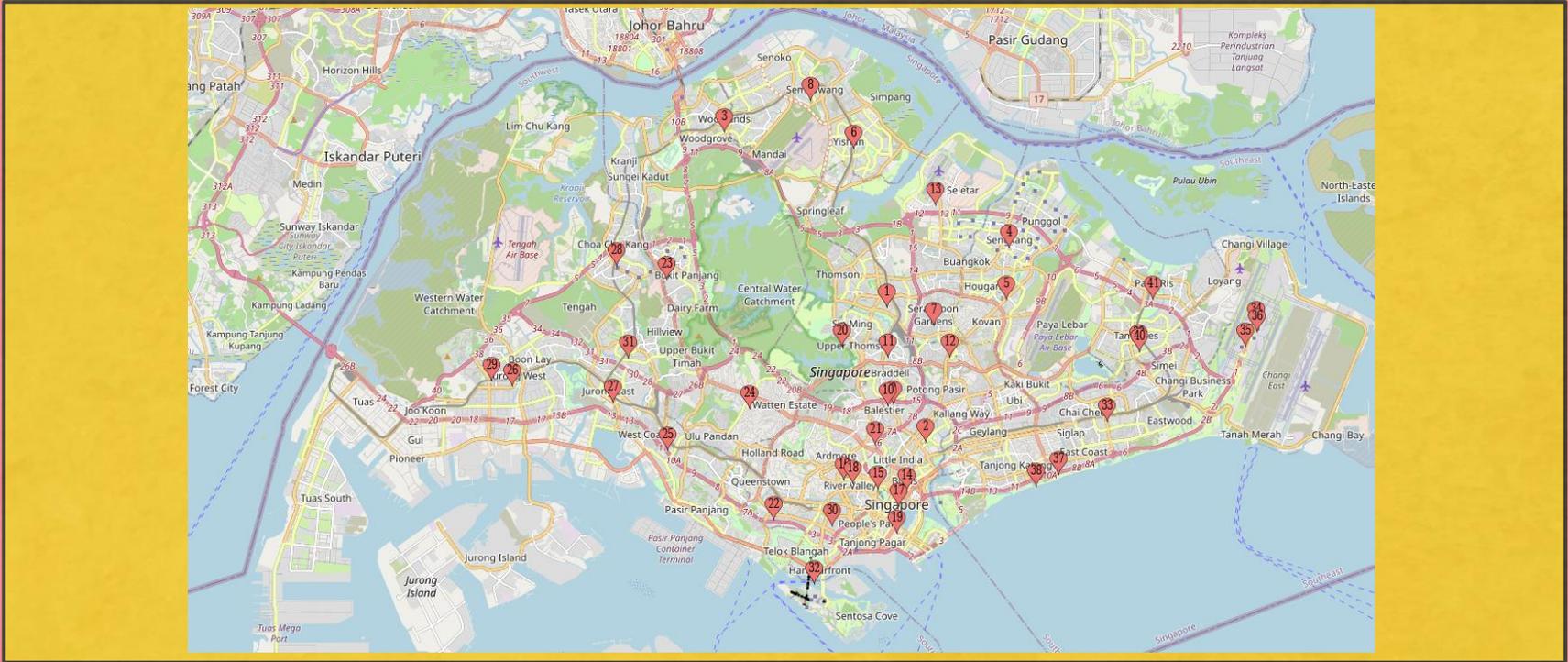
"My customers like my cakes and kueh, and that motivates me to carry on, I'm no (longer) young, but I'll work until I cannot work."

— ANASTASIA LEW



OUTLETS

INTRODUCTION

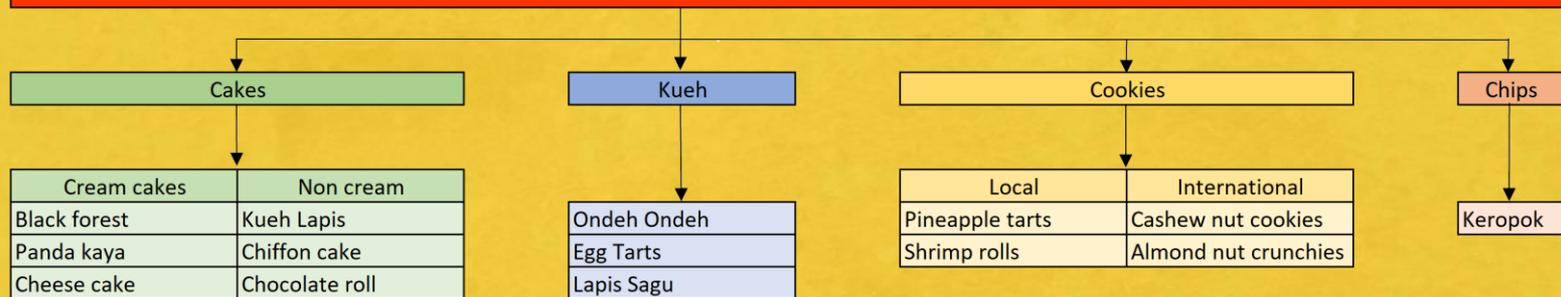


PRODUCT MIX

INTRODUCTION



BENGAWAN SOLO



PESTEL

ANALYSIS

Political	Economics	Sociological	Technological	Environmental	Legal
<ul style="list-style-type: none">• Government policies grants.• Support for hiring locals.• Tax relief.	<ul style="list-style-type: none">• Lower interest rates & rising inflation rates.• Stable economy	<ul style="list-style-type: none">• Demand for potato chips alternatives.	<ul style="list-style-type: none">• Technology leader• Cloud services, cashless payment platforms.	<ul style="list-style-type: none">• Clean and green environment.• Carbon Pricing Act	<ul style="list-style-type: none">• Ministry of Manpower• Singapore Food Agency

PORTER'S 5 FORCES

ANALYSIS

THREAT OF NEW ENTRANTS

"High" Ease of setting up business in Singapore.

Low capital especially for smaller stores and ecommerce.

BARGAINING POWER OF BUYERS

"Moderate" Blessed with many choices.

Taking pride in customer's satisfaction

RIVALRY AMONG EXISTING COMPETITORS

"High" There are many competitors in this segment selling similar products.

Have be unique and products must be better value.

THREAT OR SUBSTITUTE PRODUCTS OR SERVICES

"Morderate" F&B is highly competitive, too many establishment everywhere.

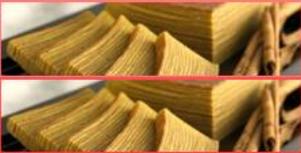
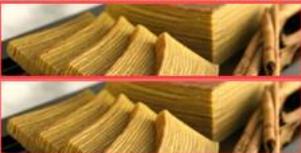
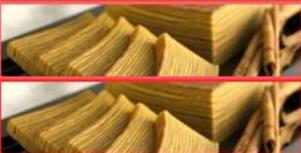
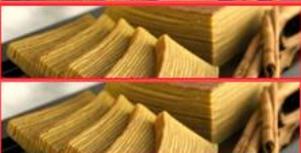
BARGAINING POWER OF SUPPLIERS

"Low" There are many suppliers in Singapore and in the region.



VRIO

ANALYSIS

Capability & Resources	Valuable	Rare	Inimitable	Organised
Extensive Products Mix				
Capital and Finance				
Innovation				
Employee Well-being				
Customer Experience				
Renowned Branding				
Strong Leadership				

STP

STRATEGIES

01 - SEGMENTATION

Geographical - Local and
Tourist

Demographics - Young adults



02 - TARGETING

Youth and Trendy



03 - POSITIONING

Affordability and
relevent to mass
market



MARKETING MIX

STRATEGIES

PRODUCT

- Deep fried cracker made from starch and prawn
- Nutritious and lower fat sunflower oil
- No trans fat, no MSG, no preservatives

PRICE

- Affordable and priced competitively.
- Profit through volume.

PLACE

- Strategically located at massive human traffic intersection, downtown and airport.

PROMOTION

- *Budget will be allocated to raise awareness for this new product.*
- *Social media will be preferred platform, along with influencers*

PLAN

ACTION PLAN

Marketing mix	Specific task	Goal	Timeline	On Target	Contingency
Product	Maintain high quality and use attractive packaging to attract new customers	Prepare quality standards and new packaging	2 months		The preferences of customers can change
Place	To make the products accessible to the customers through mobile stores	Identify new channels of distribution	3 months		COVID policies and lockdown
Price	Use a competitive strategy of pricing and make the products affordable	Assess the market prices and prepare a pricing plan	1 month		Cost-based pricing
Promotion	Prepare a strong promotion strategy to increase the awareness among customers	New marketing and promotion plans	2 months		Preferences of the customers can change

PRODUCT

STRATEGIES

KEROPOK

- A deep fried cracker - Starch and prawn
- Existed in Java since the 9th century
- Smaller bite size pieces
- Packaging reflects simplicity, affordability and heritage



ADVERTISEMENT

ACTION PLAN



THANK YOU

QUESTIONS AND ANSWERS



BENGAWAN SOLO



REFERENCES

Photos:

- Anastasia Tjendri-Liew
- Michael E. Porter
- Philip Kotler
- www.openstreetmap.org

Template:

- Slide by Slidego, icons by Flaticon and images by Freepik

RESOURCES

Links:

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