



Business Plan and Its Implementation on Food and Beverage Business “Alibaba Frozen Food”

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Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

Article Information

DOI: 10.9734/AJEBA/2024/v24i31247

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/111847>

Original Research Article

Received: 24/11/2023

Accepted: 30/01/2024

Published: 05/02/2024

ABSTRACT

This report is aiming to show how food and beverages business have an impact on society. Alibaba frozen food is a middle eastern food company based in Indonesia that was founded in 2021 with the intention of satisfying the demands of the public for quick, affordable, and practical meals. In order to more effectively and efficiently attain a larger market share, it carries the online and offline notion of marketing strategy. By selecting uniqueness products and healthy cooking ingredients. Alibaba Frozen Food consistently seeks to adapt to the circumstances, such as the COVID-19 pandemic when Indonesia's economy was struggling. The issues that are typical for a new firm to encounter were discovered throughout the installation of this enterprise. It is a tactic used in marketing. Brand awareness is a fundamental part of marketing, impacting customer decision-making, market performance, and brand equity. It shows how comfortable the target market is with a business, its goods, or services. This business may be utilised to identify issues as well as come up with several solutions to issues that arise in a company.

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Keywords: Food and beverages; marketing strategy; brand awareness; Covid-19; market performance.

1. INTRODUCTION

1.1 Background

The rich and varied cuisine of Indonesia has been greatly influenced by Middle Eastern culinary traditions. Centuries of commerce, migration, and colonisation have produced the nation's distinctive combination of flavours, spices, and textures, which are a reflection of its rich cultural background. Indonesian food is a synthesis of several civilizations, such as Chinese, Indian, and European, combined with unique regional ingredients and traditional cooking methods. For instance, curried meat and vegetable dishes like curry and gulai in the Sumatra area are clearly influenced by Middle Eastern and Indian cuisine. Generations have carried down these culinary traditions, and as a result, each region has developed unique methods for preparing food, which has resulted in the localization of regional flavours.

Bold, spicy flavours that are brimming with flavour and aromas are what define Indonesian food. Rendang, a well-known pig stew with classic Middle Eastern flavours, and satay (sate), a dish of chopped meat skewered and grilled, are two popular dishes that highlight Middle Eastern influences. These meals have gained popularity not just in Indonesia but also in Singapore and Malaysia, two nearby nations [1].

Businesses in the eastern food market are clearly attractive. Beside the good taste, the price

is significantly reasonable than other western food. The price has been calculated, and it will benefit the middle-income consumers. This is a high-potential market to pursue, as well as the market for the snack products that we offer.

People's food preferences in Indonesia have evolved and growth. This is shown in the data that Grab has demonstrated a rapid growth in monthly F&B business numbers in Indonesia. Data shows that the increase reached more than 65% in 2020, when the pandemic hit, compared to 2019.

The traditional food in the middle east countries in Indonesia may act as the foundation for people who live within this area. People's identity, culture, and tradition can be seen during the presence of food. Sustaining heritage is important considering the acknowledgment that the next generation should have toward their past, hence continuing the practice of consuming traditional food as it acts as a significant reminder of the culture and identity. Middle-Eastern traditional food is known for its exotic, rich, and aromatic flavours that may be present in both daily and special occasions. However, consumer perception toward traditional food within the Middle East has changed due to globalization along with business and marketing. Consumer perception and relevance of Traditional food consumption in these countries, along with future prospects and awareness efforts to sustain the presence of traditional food, are also briefly outlined. [2]



Sementara itu, pada masa pandemi covid-19, Grab juga melihat adanya pertumbuhan pesat di angka bisnis *Food and Beverage* atau F&B bulanan di Indonesia. Data menunjukkan kenaikannya mencapai lebih dari 65% pada tahun 2020, saat masa pandemi melanda, dibandingkan dengan tahun 2019.

Fig. 1. Article of growth food and beverage business

Source: <https://validnews.id/ekonomi/emados-shawarma-andalkan-80-penjualan-dari-platform-digital>

Based on Valid News Article, Consumers' food preferences in Indonesia have evolved and growth. This is shown in the data that Grab has demonstrated a rapid growth in monthly F&B business numbers in Indonesia. Data shows that the increase reached more than 65% in 2020, when the pandemic hit, compared to 2019.

2. LITERATUR REVIEW

2.1 Opportunities to Open a Business in the Food and Beverage Sector

The culinary industry is growing in popularity in today's world. The food and beverage industry automatically has a strategic position in increasing passion or competition in the culinary business world, as evidenced by the many small businesses that have sprouted up in Bekasi, such as restaurants, cafes, and even online culinary shops, indicating that Bekasi can become a market for culinary entrepreneurs. As a result, it is suggested that businesses make use of online marketing because doing it offline might be outdated.

Online marketing can be done in a variety of methods on the internet such as social media. Culinary businesses and endorsers may use social media to promote culinary products. Although it provides great opportunities for sellers or entrepreneurs, the competition to attract investors and consumers to the products is becoming increasingly fierce. As a result, Alibaba use product promotions or advertising to ensure that their products are seen by social media users who are potential customers.

2.2 Strategies with Innovative Product Variants

Alibaba Frozen Food is a company involved in the food and beverage industry. Alibaba will initially develop a number of products. In order to increase customers, that are both trendy and timeless in Indonesia. After conducting research, Alibaba will produce these products, market them online via social media and marketplaces, and conduct online transactions for buying and selling. Alibaba aims for both quality and quantity to ensure that the sales flow can continue along with evaluation and innovation over the long term. This is accepted since Alibaba uses social media channels for its marketing initiatives. In order to increase audience size, this marketing

activity involves producing engaging content and paid advertising material, or Ads.

2.3 Hypothesis

"The low brand awareness of local products of a brand" is the premise for this hypothesis. The discrepancy between the business model's execution and the previously created plans in 2021 will be used to test the hypothesis.

3. METHODOLOGY

3.1 Business Profile

The culinary industry is on the rise as people are inclined to eat outside instead of self-cooking. It continues to grow in terms of product innovation and renewal of type of food products. Traditional Arabic cuisine, which has been produced since the old times remains to win a place in customers' hearts. Arabic cuisine is still in high demand by customers, and there are still many of them being offered on the market. Thus, the Arabic culinary sector has a sizable market size and proven potential up to this point.

Some examples of typical Arabic food that are high in demand and have good prospects are the shisha cafe business and also the many Abunawas food businesses. These businesses have proven that traditional Arabic cuisine is still in high demand. So, because of such high demand, this middle east cuisine is a very profitable business.

Alibaba frozen food has been established since 2021. This ethnic restaurant truly embraces the idea of Arabic cuisine by offering menu items like kebabs, pastels, canai bread, etc.

The word "Alibaba" named in a story as a poor but honest woodcutter who finds the secret of a thieves' lair and enters with the magical phrase "open sesame." The company anticipates that the distinctiveness of the brand name will help the usual Arabic food industry pique customers' interest and pique their desire to try the restaurant's menu items.

3.2 Business Model

A business model is a method used by business people or companies to run their business or can be called in a position between business strategies and business processes. There are

several business model analysis methods that are often used by companies or business actors, one of which is the Business Model Canvas. According to Osterwalder & Pigneur [3], this business model has changed the business concept that was initially complicated to do to be simple to carry out. The business model is divided into nine elements, namely: Customer Segments (Customer Segment), Value Proposition, Network (Channel), Relationship with Customers (Customer Relationship), Flow of Funds (Revenue Stream), Key Resources (Key Resources), Core Activities (Key Activities), Key Partnerships (Key Partners) and Cost Structure (Cost Structure).

3.2.1 Key partners

Alibaba Frozen Food has two key partnership: the supplier and the reseller. The supplier, which is located in Bekasi, also offers good quality products and halal-based products. The reseller is from various people who want to resell our products.

3.2.2 Key activities

Alibaba Frozen Food has two key activities in running the business. The marketing aspects, management aspect, and the production aspects. The marketing aspects are based on word of mouth, and marketing through social media such as Instagram. The production aspects are from what we buy from the supplier until we deliver to customers. The management aspect is to manage the financial, human resources, and marketing in the business.

3.2.3 Key resources

Alibaba Frozen Food has three key resources for running the business – cooking tools, food ingredients, food supplier.

3.2.4 Value proposition

Alibaba Frozen Food provides good quality Arabic culture food products and also non-Arabic product without preservatives and also provides free delivery service for the consumers who live in Bekasi.

3.2.5 Customer relationship

Alibaba frozen food has three important aspects in customer relationships, namely by providing discounts, following market trends,

communicating via social media. This aims to receive any complaints, criticisms or suggestions from customers.

3.2.6 Channels

Alibaba Frozen Food runs two active social media to date, namely Instagram and WhatsApp. These two platforms are used with different goals. Instagram for the marketing aspect and WhatsApp WhatsApp for the production aspect.

3.2.7 Customer segments

Alibaba frozen food has customer segments mostly from young people ranging from 15 to 50 years old. Their occupations vary - students, college students, family, principally people who like Arabic food culture.

3.2.8 Cost structure

In running the business so far, Alibaba frozen food has three cost structures - packaging, marketing, and production. For packaging, food should be packed in such a way as to keep it warm and safe to be taken away. For marketing, the company makes use of public figures as a product endorsement. For production is for the operation in the business such as electricity, shipping, and etc.

3.2.9 Revenue stream

The revenue of Alibaba frozen food is from the product sales from customers and resellers.

3.3 Marketing Strategy

3.3.1 Two types of promotional strategies

According to Adetayo [4], promotion is to educate, remind, and persuade target customers about the company and its goods. He added that advertising is frequently employed by businesses to set their goods apart from those of competitors. A promotion campaign is a coordinated set of marketing initiatives created to achieve a certain goal. Making ensuring that each component of the promotion mix functions as a whole to carry out the organization's overall promotion operations is the clear objective of promotion management.

3.3.1.1 Brand awareness strategy

Instagram is used to carry out this technique as this platform offers both free and paid options.

On Instagram profile with accounts that have a huge number of followers and a high degree of interaction, endorsements are used to execute paid promotions and endorsements. Alibaba use endorsement technique as the main strategy for the brand awareness. Meanwhile, unpaid promotion is done by sharing visually appealing and interesting material on Instagram, such as sales and promos.

3.3.1.2 Word of mouth strategy

The term "word of mouth marketing approach" refers to "oral, one-on-one contact between a receiver and a communicator whom the receiver views as noncommercial regarding a brand, a product, or a service" [5]. As a result, Alibaba Frozen Food employs this technique of product marketing to relatives of its closest consumers. It has been shown that up to this point, 60% of Alibaba's customers are from relatives. Word-of-mouth influence greatly outweighs the influence of marketing initiatives. Marketing communications often cannot turn around bad word of mouth about a product [6]. Word-of-mouth is defined as any testimonial—whether favorable or unfavorable—that a consumer offers regarding a brand or business and is published in the Internet [7].

3.3.2 Marketing mix strategy

One of the most crucial elements in the marketing process is marketing mix. It significantly contributes to the customer's value creation and happiness. When it comes to satisfying client needs and building a lasting, lucrative connection with them, the marketing mix, often known as the 4Ps (product, pricing, promotion, and location), is particularly effective. In actuality, the marketing mix notion forms the foundation of the conventional theoretical framework for the application of marketing-management process activities [8]. Creating a marketing mix plan is therefore crucial for the Alibaba firm in order to support marketing-related objectives. It is crucial to consider consumer wants before starting a firm since meeting their needs is one of the tactics.

3.3.2.1 Product

Alibaba creates goods that are in the food and beverage categories. The ideal product may satisfy customers' requirements and preferences while also benefiting the business. Products of

great quality and appeal will be simpler to sell and produce happy customers. Consumers can benefit from quality items in addition to increasing their perception of the worth of the products in their eyes. A high-quality product might offer advantages including better flavor, greater effectiveness, and nutritious meals.

3.3.2.2 Price

Alibaba Frozen Food has wisely decided the prices of its menu. The company serves with the highest quality products with their reasonable price. The price includes cost-plus pricing for the cooking services. Cost plus pricing is a pricing strategy that involves for all expenses, such as the price of raw materials and culinary services expended before the product is ready for sale. In the strategy, the desired profit is determined. As a result, Alibaba Frozen Food has set the selling price for each product between Rp15,000 and Rp70,000.

3.3.2.3 Promotion

Alibaba Frozen Food employs a range of promotional activities that are adapted to the goals, target audience, and available resources. It also uses social media to reach out to the public as a promotional activity. Endorsement promotions are run by various Instagram accounts with strong engagement. The company focuses on the endorsing system by Instagram influencers. The first step for endorsing an influencer is the company is looking for its market followers before promoting products by the influencer. After knowing the target market, we start to approach the influencer to offer a business cooperation in the form of product promotion. In addition, we are available for offline events such as weddings, birthday parties, parties, etc. The purpose is to create a company branding. We have a special package for any kind of event. It's a different package from usual because this package is for catering and only if the customer orders a lot of packages for any kind of event.

3.3.2.4 Place

Alibaba Frozen Food offers a virtual marketplace where prospective customers may transact for products. Alibaba makes use of social media sites like Instagram and WhatsApp. Alibaba items can efficiently and rapidly reach customers when distributed through the appropriate

channels. Strategic product placement may also make a product more appealing and make it easier for buyers to obtain.

4. IDENTIFICATION PROBLEM

4.1 Identification Problem

Alibaba Frozen determined that the marketing component is the issue. When it comes to the marketing side of a company, all of these initiatives should aim to build brand awareness among consumers and the market in order to boost daily sales and steady the company's financial performance. Sales and brand awareness are not significantly impacted by Alibaba Frozen Food's use of social media for marketing purposes, such as Instagram posts featuring the company's products. This occurs for a number of reasons, including the challenges of competing with popular accounts; as a result, new accounts are hard to create and expand too slowly. In most aspects of marketing, brand awareness is crucial. According to Keller [9], brand awareness means that customers are aware of a brand and are able to recall or recognize it.

4.2 Problem Solving

The purpose of the brand awareness strategy is to raise audience or prospective consumer understanding about the Alibaba Frozen Food brand. Instagram posts and stories, a social media platform with both sponsored and unpaid alternatives, are used to achieve this strategy. Paid marketing and endorsements are carried out through Instagram accounts with plenty of interaction and a significant following (Influencer). Additionally, sponsored promotions may be carried out by utilising Instagram and other paid advertising platforms, with clear objectives and associated expenses. In the meanwhile, visually appealing and engaging material is posted on Instagram to carry out unpaid promotion. Increasing brand awareness within the target market is the result of the brand awareness strategy.

Alibaba Frozen Food problem solving to brand awareness issue is how to use social media marketing. According to Appel et al., [10], there are two important components to the current social media ecosystem. The first category consists of the platforms, whether large and small, well-established and new, which offer the

underlying technology and business models that make up the sector and ecosystem. The use cases, or how diverse people and organizations are utilizing these technologies and why, come in second.

Alibaba Frozen Food create a content in Instagram represent the brand's personality for the target audience. Alibaba Frozen Food produces audience-interesting content for social media marketing efforts such as a professional photoshoot of the products and also works with influencers to grow the number of followers and raise brand recognition. Thus, the brand can be trusted by potential customers in this variable, Instagram is the primary social media platform used by Alibaba Frozen Food. Fadil Jaidi (influencer) aims to offer basic yet engaging photo content since the images are meant to help potential buyers recognize actual product examples from Alibaba Frozen Food. He appears to have taken a snapshot holding frozen food items from Alibaba, and the expression on his face indicates that the items look tasty. Alibaba Frozen Food receives roughly 1000+ followers at that moment.

Alibaba Frozen Food also create a content that share the benefit of the product. The network and online audience of a business can expand via the use of social media content sharing. Sharing might result in indirect sales, depending on the kind of content being shared.

One may connect with additional individuals with similar interests via social networks. A large network can create connections that can lead to increased commerce. While using social networking, cautious and honest communication must be taken into account. In this situation, Alibaba Frozen Food aims to grow and develop strong connections with a variety of audiences by paying attention to marketing communication strategies. It also hopes to increase sales by fostering connections with other businesses (affiliates) or resellers by opening pre-orders of Albaik Chicken at lower prices. Preorders for backback chicken are always available on Alibaba Frozen Food during key occasions, such as Ramadan, Eid Mubarak, and Eid Fitr. Instagram is used for posting photographs and receives almost 60 responses.

Alibaba Frozen Food has a community for people who has enthusiast in middle eastern food using technology in the large online community known as the Instagram. Online communities with

shared interests can be formed due to social networks. Alibaba attempts to develop community building because community development is crucial for marketing strategy. This is due to the fact that community building enables businesses or organizations to develop stronger, longer-lasting ties with clients or target audience. A company or organization can create a community with similar needs or interests through the community development process. By doing this, businesses may increase market penetration, boost client loyalty, and develop brand recognition. Alibaba offers engaging, educational, and interactive material on social media platforms as part of the marketing communication approach.

5. DISCUSSION AND CONCLUSION

Alibaba Frozen Food is a company that operates in the food and beverage industry. It was established in the city of Bekasi in 2021. Alibaba Frozen Food is a company that produces food and beverages under the brand name. Of course, Alibaba Frozen Food competes with international goods and is dedicated to constantly offering high quality at rates that everyone can afford. Alibaba Frozen Food offers food and beverage goods that present business prospects through an affiliate system. By becoming an affiliate, you may become a promoter and resell our products by posting engaging content on any social media platform. Currently, raw materials are purchased, cooked, and finished goods are ready stock items in the Alibaba Frozen Food production process. Online marketing is one of the marketing strategies used by Alibaba Frozen Food. Establishing company profiles on social media platforms like Instagram and utilising an endorser and ad system to advertise on these platforms are two methods of online marketing.

From a number of analyses and approaches to problem-solving about the small amount of traffic and audience reach on social media, as well as the lack of awareness of the Alibaba Frozen Food brand. In terms of assessment, marketing communication and social media tactics may be implemented on a shoestring, yet they still have a significant influence on brand recognition. In social media marketing, employing content references that are now trending on other social media has a reasonably high reach. Instagram is the next most popular social media network. Instagram prioritises the direct promotion of

content produced by company owners on social media platforms to increase visibility and interaction.

Indonesia has been impacted by the Covid-19 pandemic since 2020, which has led to a number of issues in numerous areas, including the economy, society, and health. All Indonesians had a rough year, as did the rest of the globe. It is evident that the pandemic has a severe effect on Indonesian businesses, particularly in industries with offline operations. However, the condition did not stop businesses from trying to find new ways to generate possibilities to boost their economies, even in the face of new restrictions and policies. There are a few conclusions from a number of analyses and problem-solving techniques on the poor awareness of the Alibaba Frozen Food brand and the low traffic and audience reach on social media:

1. Social media and word-of-mouth marketing strategies can be carried out with a minimum budget but still have a big impact on brand awareness of a brand.
2. In order to have a sufficient level of interaction with followers on Instagram stories or posts, contents should include basic copywriting and simple images or videos that trigger questions of and request comments from followers.
3. Working with influencers needs consideration since they should be compatible with the market that our company is trying to reach. In terms of social media marketing, employing Instagram as the primary platform can be accompanied by leveraging content references that are currently trending on other social media.
4. After implementing several problem-solving strategies, Alibaba Frozen Food sales increased with a total revenue of IDR 10.475.000,00.

ACKNOWLEDGEMENT

1. Prospective company owners must first conduct research on industry trends, consumer preferences, and research current culinary businesses before starting a firm.
2. In order for a culinary business to function efficiently, aspiring entrepreneurs should make a decision on and create a capital

budget based on management factors. Also, They should also provide a food tester with a sample of their product.

3. Prospective company owners in the food industry must be ready to deal with fierce rivalry from competitors.
4. Because no one can predict the future in the business world, business people must set aside emergency funds.
5. If a company has managed to achieve brand awareness first, then the company can move on to other elements, thus helping the company develop in the business sector.

COMPETING INTEREST

Authors have declared that no competing interests exist.

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Peer-review history:

The peer review history for this paper can be accessed here:
<https://www.sdiarticle5.com/review-history/111847>