

# Original Research Article

## Business Plan and Implementation Report on Star-Egg: Omega-3-Enriched Egg in Sleman, Yogyakarta, Indonesia

---

### ABSTRACT

The paper primarily examines the business implementation of Star-Egg: Omega-3-enriched-eggs. The objective of the report is to elaborate the obstacles during the implementation compared to the planning, distribution matters, pricing strategy, and the planned social media marketing initiatives for Star-Egg, aimed to compete in B2B market. ((revision by vyo) The outcomes of this study reveal that the implementation of Star-Egg faced obstacles of each aspect: human resources, financial, operational, and marketing. The primarily emphasizes of this analysis was focused on the marketing aspect, which specifically related to distribution, pricing strategy, and social media marketing. The distribution matters revolve on ensuring the safety of shipment, which require to add clean and odorless rice husks, wheat chaff, or chopped straw in the outer packaging. Furthermore, addressing the challenge of pricing competitiveness could be achieved by implementing a penetration pricing strategy. Lastly, it is recommended to utilize social media platforms such as Instagram, TikTok, and other relevant channels to be integrated into the upcoming marketing planning. To address these challenges, a comprehensive review from various literature was undertaken, in order to formulate the effective strategies for each obstacle. Despite the mentioned challenges, it is worth noting that the business exhibits promising growth potential and prospects for the future.

*Keywords: Omega-3-enriched eggs, pricing strategy, distribution, social media marketing, B2B market*

### 1. INTRODUCTION

The COVID-19 pandemic greatly impacted economic sectors globally, including Indonesia. Many businesses collapsed, and the generating income “paused” for a while. On top of that, 248.852 cases were recorded in Indonesia by September 21, 2020 (Satuan Tugas Penanganan COVID-19 in Setiati & Azwar, 2020). To cope with the virus, many preventions were conducted. One of the starting points of anticipation is by consuming good food. Supporting the idea, Calder et al. (2020) stated that sufficient nutrition is vital to combat viral threats. Therefore, good nutrition is one of the keys to preventing the Covid-19 virus.

As Rogero et al. (2020) claimed, dietary supplement intake such as omega-3 fatty acids assist in boosting the treatment and recovery of people infected with SARS-CoV-2. It worked by lowering the inflammatory response. There are several types of omega-3 fatty acids. Among them are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA); both fats have anti-inflammatory effects

Regarding the previously elaborated points, omega-3 has many advantages for health. Firstly, it helps people with CVD (Cardiovascular Disease). Schwalfenberg (2006) stated that plenty of research had led to the development of new

guidelines suggesting that people with CVD should increase their consumption of omega-3 fatty acids. Besides giving an advantage for cardiovascular and boosting the immune for prevention of COVID-19, omega-3 also plays a vital thing in brain health, as omega-3 contains DHA and EPA. DHA gives an important role in the structure and function of brain cellular membranes (Sinclair et al., 2007).

Analyzing the conditions above, the writer observed a potential business during the difficult time to fulfill people's need for omega-3. Therefore, "Star-Egg: Omega-3-Enriched Eggs" was established. The reason for determining a "Star-Egg: Omega-3-enriched Eggs" business is because omega-3 could be consumed in any form of food. Regarding of that, the writer saw eggs as becoming one of the most consumed foods for Indonesians (Central Bureau of Statistics, 2022). According to Central Bureau of Statistics (2022), egg has a higher weekly consumption rate than other food materials, which means the need for eggs in Indonesia is relatively high.

Furthermore, Utama et al. (2021), stated that eggs have the most significant growth rate. It is indicated that 13,5% of people are willing to pay more than 10% of the regular egg price in the market (Utama et al., 2021). The data supported omega-3-enriched egg that would segment as a premium product and certainly has a higher price than a regular egg. As people are willing to pay more, the business would target the population of Yogyakarta in 2022 (age 0-69, for instance), which is more than 1.800.000 people. This business targets 1% of the total population in 5 regencies.

Moreover, another reason of deciding this business was because the consumption of eggs in Indonesia during the pandemic was increasing. According to Central Bureau of Statistics (2022), there was an increase of 24 kg eggs in 2020 compared to 2019. This means people's interest in eggs always exists.

The writer then saw this as an opportunity to run a business in omega-3-enriched eggs, namely Star-Egg: Omega-3-Enriched Eggs. The business intended to enter a B2B and B2C market to achieve a significant market. Both markets create an advantage in the development of the business. However, the B2B market requires a depth approach, especially for a new business entrance. When entered to some retail shops to distribute the product, it required a different pricing with the direct customer. The dumping and competitive price become one of the main things that matter the most. Strategies need to be adapted, whether it is through direct selling or social media.

Furthermore, pricing plays an important role in a B2B product (Fill and Fill, 2005). A similar idea was also stated by Shipley and Jobber (2001) that price management holds significant importance in marketing and competitive strategy, where it influences customer choice among competitors. Therefore, a price strategy regarding the above problem would explain deeper later.

In addition, entering a B2B market is about more than just emphasizing maximum profit. Wanamaker in Hadjikhani and LaPlaca (2013) elaborated that there must be close contact among customers, retailers, and producers for the benefit of all. Social media through digital content marketing could be one of the bridges. As elaborated by Pulizzi & Barret (2010), digital content marketing utilized by a firm aims to attract B2B customers and encourage ongoing interaction with the entity.

Furthermore, regardless of the "Star-Egg: omega-3 enriched egg" business potential, the egg naturally has a shell (Seidler, 2003). In other words, eggs are considered fragile products. Supporting the idea, Ackerley et al. (2010) stated that eggs and egg products (pasteurized and unpasteurized) are considered among one of the high-risk foods across all model transportations. Hence, there should be extra safety and protection regarding the product, especially in shipping matters.

According to the United States Food and Drug Administration in Ackerley et al. (2010), food products should be safeguarded from physical, chemical, and microbial contamination throughout transportation and storage. The protection aimed to secure products from hazards refers to any elements that can potentially inflict harm to the customers. In the context of eggs, hazards including biological such as salmonella, physical such as glass particles, and chemical such as cleaning chemicals (The Australian Egg Corporation, 2010).

Based on what is already explained, the paper will primarily focus on the business potential of Star-Egg: Omega-3-Enriched Eggs and the obstacles faced in the implementation. The problems mainly refer to the distribution matter, pricing strategy, and the utilization of social media marketing regarding entering the B2B market.

## 2. Methodology

### 2.1 Business Potential

Table 1 shows the Central Bureau of Statistics (BPS, 2022) data regarding Average Consumption Per Weekly Capita of Several Types of Essential Food Materials, 2018-2022. According to the table, the business potential of eggs opened up with the fact that eggs become Indonesian most favorable food materials.

Table 1. Average Consumption per Weekly Capita of Several Types of Essential Food Materials in 2018-2022.

Types of Foodstuffs	Unit	2018	2019	2020	2021	2022
Local/glutinous rice	kg	1,551	1,504	1,505	1,569	1,560
Wet corn with skin	kg	0,029	0,039	0,050	0,034	0,032
Pocelan/peeled corn	kg	0,019	0,017	0,015	0,016	0,014
Cassava	kg	0,091	0,084	0,093	0,119	0,106
Sweet potatoes	kg	0,060	0,061	0,059	0,071	0,065
<i>Gaplek</i>	kg	0,002	0,002	0,002	0,003	0,002
Fresh fish and prawns <sup>1</sup>	kg	0,324	0,336	0,333	0,353	0,367
Preserved fish and prawns	ounce	0,429	0,425	0,414	0,418	0,420
Beef/buffalo	kg	0,009	0,009	0,009	0,009	0,010
Race/village chicken meat	kg	0,121	0,124	0,130	0,142	0,153
Race/village chicken eggs <sup>2</sup>	kg	2,152	2,137	2,187	2,280	2,336
Duck/manila/salted eggs	grain	0,039	0,035	0,032	0,032	0,142
Sweetened condensed milk	(397 gr)	0,088	0,072	0,070	0,072	0,071
Baby powder milk	kg	0,013	0,013	0,014	0,013	0,013
Red onion	ounce	0,529	0,537	0,518	0,561	0,580
Garlic	ounce	0,330	0,346	0,320	0,359	0,387
Red chili	ounce	0,034	0,038	0,032	0,035	0,037
Cayenne pepper	ounce	0,035	0,038	0,034	0,037	0,040
Soybeans	kg	0,001	0,001	0,001	0,001	0,001
Know	kg	0,158	0,152	0,153	0,158	0,148
Tempeh	kg	0,146	0,139	0,140	0,146	0,140
Coconut/corn/other cooking oil	litre	0,227	0,228	0,233	0,253	0,244
Coconut	grain	0,092	0,090	0,087	0,088	0,078
Sugar	ounce	1,309	1,272	1,254	1,281	1,212
Brown sugar	ounce	0,124	0,119	0,122	0,134	0,125

Source: BPS, 2022

As the matter of fact, the consumption of eggs in indonesia during the pandemic was increasing. Below is indonesia's average consumption of purebred chicken eggs (2018-2021). According to table 2, there a different of 24 kg more increased from 2020 to 2021. This means people's interest in eggs always exists.

Table 2 Egg Consumption After Pandemic

Year	Kg/Capita/Week
2018	2,365
2019	2,314
2020	2,338
2021	2,448

Source: Central Bureau of Statistics (BPS, 2022)

Furthermore, utama et al. (2021), stated that eggs have the most significant growth rate. In table 3, it displayed the percentage of 13,5% of people are willing to pay more than 10% of the regular egg price in the market. It means, there were a market potential to target such people that did not mind to pay more to get better.

Table 3 Respondents' Readiness to Pay Product Prices

Price Ready to Pay	f	%
Up to 10% more expensive than the price of eggs on the market	13	13.05
Cheaper than the price of fresh eggs	37	38.05.00
The same as the price of fresh eggs (branded)	19	19.08
The same as the price of fresh eggs (bulk)	27	28.01.00

Source: Jurnal Ahli Muda Indonesia, 2021

## 2.2 Pricing Strategy

Things often happen outside the planning in business applications, such as rejecting the soon-to-be business partner. One of the main things that caused the rejection is the price competition, especially when entering a Business-to-Business (B2B) market. Price, even a slightly different, does matter. Referring to points (A) and (B) of the problem above, a company must apply a price strategy before entering the B2B market.

Determining effective pricing is considered an essential thing for a new B2B. The strategy could determine long-term success in the market (Fill and Fill, 2005). Supporting the idea, Shipley and Jobber (2001) stated that price management plays a prominent role in marketing and competitive strategy. The pricing of a product becomes one of the criteria for industrial customers to assess the value of an offering and influence the choice of a particular brand in the competing market.

According to Indounas and Avionitis (2011), initial product prices are vital for a business's success. A theoretical review uncovers three fundamental strategies for determining product pricing, which are outlined as follows:

1. Skimming pricing (namely, setting a high initial price)  
Skimming pricing involves setting a high initial price to maximize short-term financial outcomes. The underlying principle is to acquire the highest feasible price from each market segment, with the highest valuable segments expanding to the market with lower values.
2. Penetration pricing (namely, setting a low initial price)  
A low initial price portrays penetration pricing. The penetration pricing strategy becomes the favorable option for a company that attempts to attract new customers to try the new product and gain a desirable market share and sales.
3. Determining pricing similar to competitive price  
As discussed in the Indounas & Avionitis (2011), settling pricing similar to the competitive price is the option that inclines toward a company facing intense competition and a lack of differentiation among competing products.

### **2.3 Dealing with Agricultural Products Fluctuation Price in the Market**

Connecting with the pricing strategy, a consideration that needs to be applied is the fluctuation likely to happen in agriculture. Agriculture fields have become one of the significant industries throughout the time that plays a prominent role (Oduniyi, 2022). However, as Peng (2014) claimed, generating agriculture products from manufacturers to end-user consumers requires one or more links, which contribute to price increments and result in the final price in retail.

Nevertheless, the price formation process is also influenced by other factors. Wang et al (2020) stated that these factors include the internal aspects; such as production costs, and the external aspects; such as alternative prices, market environment, etc. According to Liu et al (2019), these factors contribute to large fluctuations in non-stationary and non-linear agricultural prices.

A study of literature conducted by Oduniyi (2022) reveals an analysis of these occurrences using Hayek's Theory of Simple and Complex Phenomena. According to Hayek in Oduniyi (2022), a simple phenomenon is characterized by conditions that individuals or specialists can predict. On the other hand, in a complex phenomenon, the interactions among its components are non-linear, and the nature of these interactions is too complex to be understood by an individual or specialist.

Regarding the theory above, price fluctuation, especially in agriculture, is considered a complex phenomenon (Huka et al., 2014). According to Oduniyi (2022), some components of agricultural price influences exist. These are the Covid-19 pandemic, financial, and climate change. Aligned with the complexity, Kay and King (2020) elaborated, economists face a challenge in predicting precise reactions to particular events, as these reactions depend on the balance between forces. In conclusion, an agricultural business player cannot appropriately forecast solutions for one dimension only.

### **2.4 Pull vs Push Strategy Promotion**

A business owner commonly uses B2B practices in business to expand the market. As stated by Efanny et al (2018), in marketing the products, producers commonly sell their goods through total channels – via retailers and wholesalers.

In order to run the business, it is necessary to use many strategy approaches. Two types of strategy are applied in a business: pull and push. As stated in point (A) of the problem above, the push strategy could be seen. However, combining both strategies was needed rather than emphasizing one strategy only.

The push strategy encourages the producer's retailers to sell their products. Aligned with various product categories have matured, managers are progressively focused on enhancing the "push" programs, for instance, by doing sales and personal sales efforts towards retailers or wholesalers (Balmer et al, 2006).

Kotler and Keller (2016) claimed that push strategy occurs when a business utilizes trade promotion and sales force to influence agents to stock, promote, and sell products to end consumers.

On the other hand, the pull strategy is considered a promotional strategy that emphasizes facilitating direct communication from producers to end users to generate a demand "pull" for products that meet their needs (Brocato, 2010)

### **2.5 Digital Marketing in B2B**

Related to point (C) of the problem above, social media was needed to apply the business. According to Smith and Chaffey (2013), the web is a pull marketing environment where a business pulls customers to visit the brand website using strategies such as SEO or Search Engine Optimisation and social media.

The internet era brings a new approach to nurturing the connections between end customers, value-chain members, and alliance partners. The B2B supplier can use the internet to offer competitive bids to the customer (Cravens and Piercy, 2006).

Social media could benefit a business by utilizing the functional blocks of social media. According to Diba et al (2019), the functional blocks include identity, conversations, sharing, presence, relationships, reputation, and groups.

Furthermore, as customer trust plays a vital role in a business, utilizing social media could assist a business in creating that. Chaffey and Smith (2013) stated that trust and thought can occasion by sharing engaging content. The move shifted from push-to-pull marketing. As believed by Salo (2017), a B2B business player in B2B uses social media for the aim of marketing strategy.

A business commonly uses social media channels such as Facebook, LinkedIn, Twitter, YouTube, blogs, and Instagram (Broekemier et al., 2015). Compared to the other traditional marketing method, social media is unique as it involves two-way communication (Mangold and Faulds, 2009).

## 2.6 Egg Transport

One of the risks that Eggs and Poultry Enterprises should receive is egg shell is very fragile. According to Seidler (2003), cost-effective marketing usually requires egg protection using specific packaging and handling procedures.

Seidler (2003) elaborated that there are various types of egg packages, as described below.

- a. Type-1  
Packaging in a solid container, such as baskets or crates filled with clean and odorless rice husks, wheat chaff, or chopped straw, could significantly reduce the probability of shell damage. Another form that can also pack eggs is a simple basket, although it has a high risk of shell damage.
- b. Type-2  
The common filler tray form. After filling the tray with eggs, the fillers will be transferred into the box.
- c. Type-3  
The next type is the smaller and specific packaging, typically used for retail sales. The packaging could hold two to twelve eggs. This type of packaging could be in the form of paperboard or plastic.

## 3. RESULTS AND DISCUSSION

### 3.1 Problem Identification

#### 3.1.1 Problem in Marketing Aspect

##### a. Being rejected by a local wholesaler

As Star-Egg attempted the B2B market by directly selling to a wholesaler, it could have run better. A local wholesaler, Empire Store, located in Yogyakarta, refused to accept the first offer, which was priced at IDR 21.000 for purchasing above 15 packs. Although Empire Store eventually purchased 50 packs that were brought as samples at IDR 18.500, they did not repurchase Star-Egg.

##### b. Price competition

Connecting with the previous point, Empire Store did not repurchase the writer's product because they were comparing it with the competitor's significantly lower price, and they found another product sold below IDR 17,000. As the price was not suited for the writer's profit calculation, the plan to supply Empire Store was canceled.

##### c. The use of social media had not been utilized optimally yet

Star-Egg already used platforms such as Facebook, WhatsApp, and OLX in the implementation. However, all of these media are used for sales purposes only. It did not engage customers and soon-to-be customers, whether direct end-user or wholesalers.

##### d. Shipment matter for delivering to soon-to-be distributor/wholesaler outside Yogyakarta

The shipment of eggs could be a matter, especially for delivery outside Yogyakarta. It required longer distance, time, and the security of eggshells. Although the product of Star-Egg is packaged in plastic packaging containing ten and has indirect contact with the outside packaging, the shell is very fragile. Shaking, stacking, and any delivery things increase the risk of potentially cracking. Besides, they are also possibilities for substance contamination.

### **3.1.2 Problem in Financial Aspect**

#### **a. The financial condition did not record regularly**

Star-Egg transactions usually happen daily. However, the bookkeeping and financial recording had yet to be regularly conducted. Therefore, to directly check the current financial condition, the team should calculate from the previous transaction first.

### **3.1.3 Problem in Human Resource Aspect**

#### **a. There were job overlaps**

Although in the early stage of planning, the writer portrayed the diagram of division and who the person fills the position, the overlapping job did not avoid. For instance, the production division also did marketing stuff, such as giving offers to specific potential customers or wholesalers.

### **3.1.4 Problem in Operational Aspect**

#### **a. The production rate often insufficient the high demand**

The chicken produced eggs gradually, increasing per week. In the beginning weeks, the production rate was still low. The low production rate affected the customer demands that could only be fulfilled simultaneously.

#### **b. The fluctuation of chicken feed which affected the overall cost**

Seasonally, chicken feed faced a fluctuation in price. Usually, the price of chicken feeds is IDR 8.500 per kg. However, in some periods, it could increase up to IDR 9.000 per kg, which indirectly affected the overall cost of production.

## **3.2 Problem Solving**

### **3.2.1 Marketing Aspect**

#### **1. Applying penetration pricing strategy with consideration**

According to Indounas and Avionitis (2011) above, which elaborated on three types of pricing strategy, the suitable method to be applied in Star-Egg is Penetration Pricing. The strategy is applied because Star-Egg is a new business to obtain new customers, distributors/wholesalers.

The penetration price could be determined by calculating the Break Event Point and comparing it to the competitor prices by researching the marketplace and offline store. Star-Egg will take a slight profit to create a lower price in the market but targeted mass quantities. Furthermore, by knowing that price competition does matter and the "more affordable price compared to the other competitors" become the value proposition of this business, Star-Egg understand that the customer segments of "medium-to-high income people" is hard to reach. Therefore, the writer altered the target into medium-to-low-income people.

To create prices, some things need to be considered, including factors that could not be forecasted. One of the aspects is the fluctuating price of chicken feed. Kay and King (2020) stated that even economists could not predict the fluctuation price precisely so that the writer will observe it by the price faced directly in the field. The calculation of production cost will be estimated by taking the highest price of chicken feed, IDR 8.000. Therefore, there are price gaps to anticipate the fluctuation that will likely happen occasionally.

#### **2. Applying pull marketing strategy by digitalization on social media**

In the application of business, Star-Egg already did the push marketing when offered products to Empire Store, regardless of being rejected. Moreover, it needs a balance between push and pull marketing. Therefore, the writer will try to apply social media; as Chaffey & Smith (2013) stated, the web is considered to pull marketing.

#### **3. Advantaging the social media for branding, engagement, and create interaction purposes**

Connecting the previous point in which the writer will try digitalization is related to the advantage of social media optimally. As stated by Diba et al (2019), social media could benefit businesses. If Star-Egg business social media roles are implemented as a sales purpose channel, here the social media uses are expanding. It utilizes to create content with the aim of branding, gaining engagement, and creating interaction between producers and potential customers or distributors/wholesalers.

The writer will use platforms like Instagram, TikTok, and Facebook to create direct and indirect selling content. Social media will also create trust among customers and distributors/wholesalers

#### **4. Shipment matter for delivering to soon-to-be distributor or wholesaler outside Yogyakarta**

According to the type of egg packaging elaborated by Seidler (2003), the writer analyses that the appropriate packaging for Star-Egg is type-1. As the product of Star-Egg already packaged in a plastic packaging contain ten, it will place in a box filled with clean and odorless rice husks, wheat chaff, or chopped straw to significantly reduce the probability of shell damage.

### **3.2.2 Financial Aspect**

#### **1. The financial condition did not record regularly**

As financial play an important of business success, a business owner should understand the financial condition. However, the recording in Star-Egg did not run regularly; therefore, the decision-making of a particular thing within the firm did not take based on financial position.

In order to resolve the problem, the writer will try to apply the basic accounting that could implement for a new business. According to Alexander (2018), three primary financial statements are the Income Statement, the Balance Sheet, and the Statement of Cash Flows.

In the Income Statement, the writer will record the income and expenses daily. Moreover, for the Balance Sheet, the transaction will be recorded in the condition of assets, liability, and equity of Star-Egg. The final step summarizes the cash generated during the implementation into the Statement of Cash Flows. By knowing the cash flow, in simple, the writer will understand the financial condition of Star-Egg.

### **3.2.3 Human Resource Aspect**

#### **1. Creating a more explicit job description to the rest of the team**

According to Dobbins et al (2021), a job description contains seven points; which are 1) Title; 2) Job summary; 3) Job tasks, responsibilities, and authorities 4) Job qualifications; 5) supervision; 6) working conditions; 7) Salary and benefits. The Author will use the worksheet as a guidance.

### **3.2.4 Operational Aspect**

#### **1. Gain partnership with layered chicken farmers**

Contract farming, defined by Baumann (2000) as "a system where a central processing or exporting unit purchases the harvests of independent farmers and the terms of the purchase are arranged in advance through contracts." Eaton and Shepherd (2001) stated that the suitable type of contract commonly used in poultry is the centralized model contract, in which the sponsor purchases the crop from partnered farmers.

According to the ideas, the writer will gain partnerships with layered chicken farmers in Yogyakarta and Central Java Area. It could be more than one farmer as the financial growth later, to avoid the tendency of dependent on only one partner.

The partnership will include the agreement of both parties, Star-Egg, and the farmers. Firstly, the writer will agree that the farmers should produce omega-3-enriched eggs and sell the crop only to Star-Egg. Moreover, the differences between omega-3-enriched eggs and regular eggs are the concentration of the chicken feeds, where the writer added the salmon extract to produce omega-3-enriched eggs. Therefore, to equalize the standard of eggs produced and prevent the company's secret, the salmon extract will be provided by Star-Egg.

The duration of the agreement will conduct for six months. After that, both parties will evaluate further cooperation.

#### **2. Mixing the chicken feed manually, rather than purchasing a factory feed**

The fluctuating price of chicken feed is in line with the problem of pricing strategy in the marketing aspect. As stated in the idea of Kay and King (2020) that fluctuation cannot easily predict even by professionals; the solution for a fluctuation of chicken feed is observing directly what happened in the implementation.

Moreover, shifting the factory feed into manually mixed could be applied, especially for mass production. The mixing includes maize, rice polish (bekatul), and concentrate. According to the calculation, it is more affordable, where it could cost IDR 5.750 – IDR 6.300 per kg. Meanwhile, the usual factory chicken feed used by Star-Egg is "Par L-1 produced by PT Comfeed", which costs IDR 8.000 per kg. The reason for using the factory chicken feed is its simplicity, and the production rate is still low in the first four months.

## **4. CONCLUSION**

Star-Egg: Omega-3-Enriched Egg is a business run in agriculture fields. The business was established in 2022 to provide a high nutrition of omega-3 in the form of food that is highly demanded by Indonesians, according to the data in 2020. Moreover, the business was conducted because people's awareness of health was increasing.

The paper reported the business plan of Star-Egg, the implementation, and the analysis for each aspect of problems and solutions. The data showed the running business in the first four months, from August until December 2020.

As shown in the business plan design, the writer elaborated on the business's planning, from marketing, operational, financial, and human resource aspect. On the other hand, the business implementation showed good responses from the public. It is seen by the high demand that keeps increasing daily and the number of people and distributors repurchases. Besides, the income graphic that keeps increasing also states the same thing.

In implementing business, Star-Egg targeted not only end-user consumers but also wholesalers and distributors, which are the distribution channels. In other words, Star-Egg entered a B2B market. As the writer digs deeper into marketing, three components are highlighted as the business implementation. The factors mentioned are that distribution matters in shipping products in B2B, the strategy needs to be applied in entering the B2B market, and the use of social media.

Distribution or shipping does matter in a business, especially a fragile product that needs extra protection and safety. In implementing the Star-Egg business, there was an obstacle where the business owner found a buyer outside the production house but needed help to fulfill the demand due to being unable to ship. In order to cope with the situation, the writer looks for literature that elaborates on a type of packaging suitable for a product like Star-Egg. Packaging in a solid container, such as baskets or crates filled with clean and odorless rice husks, wheat chaff, or chopped straw, could significantly reduce the probability of shell damage.

Secondly, the point of strategy needs to enter a B2B market is also vital. Some strategies must be applied since the targeted buyers are wholesalers or distributors. The strategies analyzed were using penetration pricing strategy, considering the external unpredicted factor such as price fluctuation, applying digitalization as pull marketing, and optimizing the utilization of social media. Connecting the point above, social media could have run better in Star-Egg. Therefore, the firm planned to use platforms Instagram, TikTok, and Facebook for branding, engagement, and create trust purposes.

In addition, problems also occurred in the financial, human resource, and operational aspects. Each aspect was identified as the problem resolved. However, regardless the problems occurred in the firm, a business of omega-3-enriched eggs is a potential market to conduct which could start in low capital in the beginning.

#### COMPETING INTERESTS

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

#### REFERENCES

1. Ackerley, N., Sertkaya, A., & Lange, R. (2010). Food Transportation Safety: Characterizing Risks and Controls by Use of Expert Opinion (Vol. 30, Issue 4).
2. Alexander, J. (2018). Financial Planning & Analysis and Performance Management. John Wiley & Sons, Inc.
3. Badan Pusat Statistik. (2022, December). Rata-Rata Konsumsi per Kapita Seminggu Beberapa Macam Bahan Makanan Penting, 2007-2022.
4. Balmer, J. M. T., & Greyser, S. A. (2006). Corporate marketing: Integrating corporate identity, corporate branding, corporate communications, corporate image and corporate reputation. In *European Journal of Marketing* (Vol. 40, Issues 7–8, pp. 730–741). <https://doi.org/10.1108/03090560610669964>
5. Baumann, P. (2000). Equity and efficiency in contract farming schemes: the experience of agricultural tree crops (Vol. 111). Overseas development institute London.
6. Brocato, D. (2010). Push and Pull Marketing Strategies. In *Wiley International Encyclopedia of Marketing*. John Wiley & Sons, Ltd. <https://doi.org/10.1002/9781444316568.wiem01053>
7. Broekemier, G., Chau, N. N., & Seshadri, S. (2015). Social Media Practices Among Small Business-to-Business Enterprises. In *Small Business Institute® Journal Small Business Institute®* (Vol. 11, Issue 1).
8. Calder, P., Carr, A., Gombart, A., & Eggersdorfer, M. (2020). Optimal Nutritional Status for a Well-Functioning Immune System Is an Important Factor to Protect against Viral Infections. *Nutrients*, 12(4), 1181. <https://doi.org/10.3390/nu12041181>
9. Chaffey, D., & Smith, P. R. (2013). *Emarketing Excellence: Planning and Optimizing Your Digital Marketing* (4th ed.). Routledge.
10. Cindy Mutia Annur. (2021, September 22). Konsumsi Telur Ayam di Indonesia Meningkatkan sejak Pandemi.
11. Diba, H., Vella, J. M., & Abratt, R. (2019). Social media influence on the B2B buying process. *Journal of Business & Industrial Marketing*, 34(7), 1482–1496. <https://doi.org/10.1108/JBIM-12-2018-0403>

12. Djuricic, I., & Calder, P. C. (2021). Beneficial Outcomes of Omega-6 and Omega-3 Polyunsaturated Fatty Acids on Human Health: An Update for 2021. *Nutrients*, 13(7), 2421. <https://doi.org/10.3390/nu13072421>
13. Dobbins, C., Ehmke, C., & Wiatt, R. (2021). Developing Effective Job Descriptions for Small Businesses and Farms.
14. Dubosson-Torbay, M., Osterwalder, A., & Pigneur, Y. (2002). E-business model design, classification, and measurements. *Thunderbird International Business Review*, 44(1), 5. <https://doi.org/10.1002/tie.1036>
15. E. Seidler. (2003). *Egg Marketing - A Guide for the Production and Sale of Eggs*.
16. Eaton, C., & Shepherd, A. (2001). Contract Farming Partnership for Growth. Food & Agriculture Org.
17. Efanny, W., Haryanto, J., Kashif, M., & Widyanto, H. A. (2018). The relationship between marketing mix and retailer-perceived brand equity. *IMP Journal*, 12(1), 192–208. <https://doi.org/10.1108/imp-12-2016-0019>
18. Fill, C., & Fill, K. (2005). *Business-to-business marketing: relationships, systems and communications*. Pearson Education.
19. Gordijn, J., & Akkermans, H. (2001). Designing and evaluating e-business models.
20. Hadjikhani, A., & LaPlaca, P. (2013). Development of B2B marketing theory. *Industrial Marketing Management*, 42(3), 294–305. <https://doi.org/10.1016/j.indmarman.2013.03.011>
21. Huka, H., Ruoja, C., & Mchopa, A. (2014). Price Fluctuation of Agricultural Products and its Impact on Small Scale Farmers Development: Case Analysis from Kilimanjaro Tanzania . *European Journal of Business and Management*, 6, 155–160.
22. Indounas, K., & Avlonitis, G. (2011). New industrial service pricing strategies and their antecedents: Empirical evidence from two industrial sectors. *Journal of Business and Industrial Marketing*, 26(1), 26–33. <https://doi.org/10.1108/08858621111097184>
23. Jacob, J. P., Wilson, H. R., Miles, R. D., Butcher, G. D., & Mather, F. Ben. (n.d.). Factors Affecting Egg Production in Backyard Chicken Flocks 1. <http://edis.ifas.ufl.edu>.
24. Kay, J., & King, M. (2020). *Radical uncertainty: Decision-Making Beyond the Numbers*. The Bridge Street Press.
25. Kotler, P., & Keller, K. L. (2016). *Marketing Management*.
26. Leigh, D. (2010). *Handbook of improving performance in the workplace*. Pfeiffer.
27. Lewis, L. K., Hamel, S. A., & Richardson, B. K. (2001). Communicating Change to Nonprofit Stakeholders. *Management Communication Quarterly*, 15(1), 5–41. <https://doi.org/10.1177/0893318901151001>
28. Liu, Y., Duan, Q., Wang, D., Zhang, Z., & Liu, C. (2019). Prediction for hog prices based on similar sub-series search and support vector regression. *Computers and Electronics in Agriculture*, 157, 581–588. <https://doi.org/10.1016/j.compag.2019.01.027>
29. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
30. Massa, L., & L. Tucci, C. (2014). Business Model Innovation. In *The Oxford Handbook of Innovation Management* (pp. 423–425). Oxford University Press.
31. Muhtaroglu, P., Demir, S., Obali, M., & Girgin, C. (2013). Business Model Canvas Perspective on Big Data Applications. *IEEE*.
32. Oduniyi, O. S. (2022). Price Fluctuation of Agricultural Products: Can the Theory of Complex Phenomena Explain It Better? *The Journal of Private Enterprise* 37 (2), 47–55.
33. Osterwalder, A., & Pigneur, Y. (2009). *Business model generation: a handbook for visionaries, game changers, and challengers*. Self Published.
34. Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons, Inc.
35. Peng, C. (2014). Research on improving the formation mechanism of vegetable prices. . *Journal of Review of Economic Research*.
36. Peters, F., Van Kleef, E., Snijders, R., & Van Den Elst, J. (2013). The interrelation between business model components – key partners contributing to a media concept. *Journal of Media Business Studies*, 10(3), 1–22. <https://doi.org/10.1080/16522354.2013.11073565>
37. Pickton, D. W., & Wright, S. (1998). Strategic Change, March±April 1998 *Strategic Change Strat*. In *Change* (Vol. 7). John Wiley & Sons, Ltd.
38. Pulizzi, J., & Barret, N. (2010). "Get Content Get Customers"-Turn Prospects into Buyers with Content Marketing (2nd ed., Vol. 2). Tata McGraw Hill Education Private Limited.
39. Rogero, M. M., Leão, M. de C., Santana, T. M., Pimentel, M. V. de M. B., Carlini, G. C. G., da Silveira, T. F. F., Gonçalves, R. C., & Castro, I. A. (2020). Potential benefits and risks of omega-3 fatty acids supplementation to patients with COVID-19. *Free Radical Biology and Medicine*, 156, 190–199. <https://doi.org/10.1016/j.freeradbiomed.2020.07.005>
40. Sabbaghi, A., & Vaidyanathan, G. (2004). SWOT Analysis and Theory of Constraint in Information Technology Projects (Vol. 2, Issue 23). <http://isedj.org/2/23/>
41. Salo, J. (2017). Social media research in the industrial marketing field: Review of literature and future research directions. *Industrial Marketing Management*, 66, 115–129. <https://doi.org/10.1016/j.indmarman.2017.07.013>

42. Schwalfenberg, G. (2006). CME Omega-3 fatty acids Their beneficial role in cardiovascular health. In *Can Fam Physician*.
43. Setiati, S., & Azwar, M. K. (2020). Dilemma of Prioritising Health and the Economy During COVID-19 Pandemic in Indonesia. *Acta Med Indones-Indones J Intern Med* •, 52. <https://doi.org/10.3389/fpubh.2020.00241/full>
44. Shipley, D., & Jobber, D. (2001). Integrative Pricing via the Pricing Wheel. *Industrial Marketing Management*, 30(3), 301–314. [https://doi.org/10.1016/S0019-8501\(99\)00098-X](https://doi.org/10.1016/S0019-8501(99)00098-X)
45. Sinclair, A., Begg, D., Mathai, M., Weisinger, R., Sinclair, A. J., Mathai, M., & Weisinger, R. S. (2007). Omega-3 fatty acids and the brain : review of studies in depression Omega-3 fatty acids and the brain : review of studies in depression AUTHOR(S) Omega-3 fatty acids and the brain: review of studies in depression. In *Asia Pac J Clin Nutr* (Vol. 16).
46. Teece, D. J. (2010). Business Models, Business Strategy and Innovation. *Long Range Planning*, 43(2–3), 172–194. <https://doi.org/10.1016/j.lrp.2009.07.003>
47. The Australian Egg Corporation. (2010). Code of Practice For Shell Egg, Production, Grading, Packing and Distribution.
48. Utama, A., Wardhani, S. I., & Normawati, R. A. (2021). ANALISA POTENSI PASAR TERHADAP PRODUK OLAHAN TELUR DITINJAU DARI ASPEK PERMINTAAN PASAR. *JAMI: Jurnal Ahli Muda Indonesia*, 2(1), 13–20. <https://doi.org/10.46510/jami.v2i1.54>
49. W. Cravens, D., & F. Piercy, N. (2006). *Strategic Marketing*. McGraw-Hill/Irwin.
50. W. Johnson, M., M. Christensen, C., & Kagermann, H. (2008). Reinventing Your Business Model. *Harvard Business Review*, 61.
51. Wang, L., Feng, J., Sui, X., Chu, X., & Mu, W. (2020). Agricultural product price forecasting methods: research advances and trend. In *British Food Journal* (Vol. 122, Issue 7, pp. 2121–2138). Emerald Group Holdings Ltd. <https://doi.org/10.1108/BFJ-09-2019-0683>