

1 **Business Plan and Its Implementation on Food and**
2 **Beverage Business “ALIBABA FROZEN FOOD”**

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4
5 **ABSTRACT**

This report is aiming to show how food and beverages business have an impact on society. Alibaba frozen food is a micro-business that provides Middle Eastern food. 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. During the pandemic, Alibaba Frozen Food provided free delivery service with a strict protocol so that consumers may enjoy the products without worrying about contracting the COVID-19 virus and also as a part of brand awareness strategy. 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. Crafting brand awareness campaigns, having a strong online presence, and developing an engaging brand story are all necessary to increase brand awareness. The business implementation's outcomes may be effectively realised, regardless of a few holes that have been filled using solutions based on marketing management theory. Business development will take place by increasing the market share of products by offering additional, more diversified items, based on the findings of observations and available possibilities. As a result, there may be greater variety in the items created and a larger target market.

6 *Keywords: micro-business, brand awareness, uniqueness, Covid-19.*

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10 **1. INTRODUCTION**

11 **1.1 Background**

12 Businesses in the eastern food market are clearly attractive. Beside the good taste, the price
13 is significantly reasonable than other western food. The price has been calculated, and it will
14 benefit the middle-income consumers. This is a high-potential market to pursue, as well as the
15 market for the snack products that we offer.

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

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

29 prospects and awareness efforts to sustain the presence of traditional food, are also briefly
30 outlined. (Savvaidis et al., 2022).

31

32 **2. LITERATUR REVIEW**

33 **2.1 Opportunities to Open a Business in the Food and Beverage Sector**

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

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

46 **2.2 Strategies with Innovative Product Variants**

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

55

56 **2.3 Hypothesis**

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

60

61 **3. METHODOLOGY**

62 **3.1 Business Profile**

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

69

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

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

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

80 **3.2 Business Model**

81 A business model is a method used by business people or companies to run their business or
82 can be called in a position between business strategies and business processes. There are
83 several business model analysis methods that are often used by companies or business actors,
84 one of which is the Business Model Canvas. According to Osterwalder & Pigneur (2010), this
85 business model has changed the business concept that was initially complicated to do to be
86 simple to carry out. The business model is divided into nine elements, namely: Customer
87 Segments (Customer Segment), Value Proposition, Network (Channel), Relationship with
88 Customers (Customer Relationship), Flow of Funds (Revenue Stream), Key Resources (Key
89 ResourcesResources), Core Activities (Key Activities), Key Partnerships (Key Partners) and
90 Cost Structure (Cost Structure).

91 **3.2.1 Key partners:**

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

95 **3.2.2 Key Activities:**

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

101 **3.2.3 Key Resources:**

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

104 **3.2.4 Value Proposition:**

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

108 **3.2.5 Customer Relationship:**

109 Alibaba frozen food has three important aspects in customer relationships, namely by
110 providing discounts, following market trends, communicating via social media. This aims to
111 receive any complaints, criticisms or suggestions from customers.

112 **3.2.6 Channels:**

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

116 **3.2.7 Customer Segments:**

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

120 **3.2.8 Cost Structure:**

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

126 **3.2.9 Revenue Stream:**

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

128

129 **3.3 Marketing Strategy**

130 **3.3.1 Two types of promotional strategies**

131 According to Adetayo (2006), promotion is to educate, remind, and persuade target
132 customers about the company and its goods. He added that advertising is frequently
133 employed by businesses to set their goods apart from those of competitors. A
134 promotion campaign is a coordinated set of marketing initiatives created to achieve a
135 certain goal. Making ensuring that each component of the promotion mix functions as
136 a whole to carry out the organization's overall promotion operations is the clear
137 objective of promotion management.

138 **3.3.1.1 Brand awareness strategy**

139 Instagram is used to carry out this technique as this platform offers both free and paid
140 options. On Instagram profile with accounts that have a huge number of followers and
141 a high degree of interaction, endorsements are used to execute paid promotions and
142 endorsements. Alibaba use endorsement technique as the main strategy for the brand
143 awareness. Meanwhile, unpaid promotion is done by sharing visually appealing and
144 interesting material on Instagram, such as sales and promos.

145

146 **3.3.1.2 Word of Mouth Strategy**

147 The term "word of mouth marketing approach" refers to "oral, one-on-one contact between a
148 receiver and a communicator whom the receiver views as noncommercial regarding a brand,
149 a product, or a service" (Krishnan & C., 2018). As a result, Alibaba Frozen Food employs this
150 technique of product marketing to relatives of its closest consumers. It has been shown that up
151 to this point, 60% of Alibaba's customers are from relatives. Word-of-mouth influence greatly
152 outweighs the influence of marketing initiatives. Marketing communications often cannot turn
153 around bad word of mouth about a product (Miroslav Karlíček et al., 2010). Word-of-mouth

154 is defined as any testimonial—whether favorable or unfavorable—that a consumer offers
155 regarding a brand or business and is published in the Internet (Hennig et al. et al. 2004).

156

157

158 **3.3.2 Marketing mix strategy**

159 One of the most crucial elements in the marketing process is marketing mix. It significantly
160 contributes to the customer's value creation and happiness. When it comes to satisfying client
161 needs and building a lasting, lucrative connection with them, the marketing mix, often known
162 as the 4Ps (product, pricing, promotion, and location), is particularly effective. In actuality, the
163 marketing mix notion forms the foundation of the conventional theoretical framework for the
164 application of marketing-management process activities (Festa et al., 2016). Creating a
165 marketing mix plan is therefore crucial for the Alibaba firm in order to support marketing-
166 related objectives. It is crucial to consider consumer wants before starting a firm since meeting
167 their needs is one of the tactics.

168

169 **3.3.2.1 Product**

170 Alibaba creates goods that are in the food and beverage categories. The ideal product may
171 satisfy customers' requirements and preferences while also benefiting the business. Products
172 of great quality and appeal will be simpler to sell and produce happy customers. Consumers
173 can benefit from quality items in addition to increasing their perception of the worth of the
174 products in their eyes. A high-quality product might offer advantages including better flavor,
175 greater effectiveness, and nutritious meals.

176

177 **3.3.2.2 Price**

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

184

185 **3.3.2.4 Promotion**

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

197

198 **3.3.2.4 Place**

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

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

204

205 **4. IDENTIFICATION PROBLEM AND PROBLEM SOLVING**

206 **4. Identification Problem**

207 Alibaba Frozen Food has four issues, each of which consists of four aspects of the management
208 function, such as the marketing, human resources, operational, and financial aspect, and has a
209 different priority scale. These issues are based on the problems and obstacles of Alibaba
210 Frozen Food, which are divided into four management functions in the previous sub-chapter.
211 The author chooses the issue that is the highest on the priority scale in order to address this
212 issue, the author uses a few theories.

213 Brand Awareness

214 In most aspects of marketing, brand awareness is crucial. According to Keller (2008), brand
215 awareness means that customers are aware of a brand and are able to recall or recognize it.
216 There are four degrees of brand awareness in a company's creative creative efforts,
217 specifically:

218 a.Top of mind

219 When compared to competing brands, it is when what first comes to customers' attention.

220 b.Brand Recall

221 Consumers who recall a brand on their own, without assistance, are said to be at the brand
222 recall stage.

223 c.Brand Recognition

224 Brand recognition is the extent to which customers can recall a brand's identity with the help
225 of extra cues.

226 d.Unaware of Brand

227 Not aware of the brand refers to the state in which consumer awareness of a brand's name is
228 at its lowest point. In other words, customers are unable to even realize that a brand even
229 exists.

230 **4.2 Problem Solving**

231 Alibaba Frozen Food problem solving to brand awareness issue is how to use social media
232 marketing. According to Appel et al., (2019), there are two important components to the
233 current social media ecosystem. The first category consists of the platforms, whether large and
234 small, well-established and new, which offer the underlying technology and business models
235 that make up the sector and ecosystem. The use cases, or how diverse people and organizations
236 are utilizing these technologies and why, come in second. The following four factors are cited
237 as indicators of social media marketing success:

238

239 a.Creating Content

240 The foundation of every social media marketing strategy is the creation of interesting content,
241 which should represent the brand's personality for the target audience. Alibaba Frozen Food
242 produces audience-interesting content for social media marketing efforts and also works with
243 influencers to grow the number of followers and raise brand recognition. Thus, the brand can
244 be trusted by potential customers in this variable, Instagram is the primary social media
245 platform used by Alibaba Frozen Food.

246 b.Content Sharing
247 The network and online audience of a business can expand via the use of social media content
248 sharing. Sharing might result in indirect sales, depending on the kind of content being shared.
249 Fadil Jaidi (influencer) aims to offer basic yet engaging photo content since the images are
250 meant to help potential buyers recognize actual product examples from Alibaba Frozen Food.
251 He appears to have taken a snapshot holding frozen food items from Alibaba, and the
252 expression on his face indicates that the items look tasty. Alibaba Frozen Food receives
253 roughly 1000+ followers at that moment.

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

264 d.Community Building
265 People from all around the world engage using technology in the large online community
266 known as the social web. Online communities with shared interests can be formed due to
267 social networks. Alibaba attempts to develop community building because community
268 development is crucial for marketing strategy. This is due to the fact that community building
269 enables businesses or organizations to develop stronger, longer-lasting ties with clients or
270 target audience. A company or organization can create a community with similar needs or
271 interests through the community development process. By doing this, businesses may increase
272 market penetration, boost client loyalty, and develop brand recognition. Alibaba offers
273 engaging, educational, and interactive material on social media platforms as part of the
274 marketing communication approach.

275

276 **5. RESULTS AND DISCUSSION**

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

285 1.Social media and word-of-mouth marketing strategies can be carried out with a minimum
286 budget but still have a big impact on brand awareness of a brand.

287 2.In order to have a sufficient level of interaction with followers on Instagram stories or posts,
288 contents should include basic copywriting and simple images or videos that trigger questions
289 of and request comments from followers.

290 3.Working with influencers needs consideration since they should be compatible with the
291 market that our company is trying to reach. In terms of social media marketing, employing

292 Instagram as the primary platform can be accompanied by leveraging content references that
293 are currently trending on other social media.

294 4. After implementing several problem-solving strategies, Alibaba Frozen Food sales increased
295 with a total revenue of 10.475.000,00.

296

297 **6. CONCLUSION**

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299 the poor awareness of the Alibaba Frozen Food brand and the low traffic and audience reach
300 on social media:

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310 4. After implementing several problem-solving strategies, Alibaba Frozen Food sales increased
311 with a total revenue of 10.475.000,00.

312

313 **ACKNOWLEDGEMENTS**

314 1. Prospective company owners must first conduct research on industry trends, consumer
315 preferences, and research current culinary businesses before starting a firm.

316 2. In order for a culinary business to function efficiently, aspiring entrepreneurs should make
317 a decision on and create a capital budget based on management factors. Also, They should
318 also provide a food tester with a sample of their product.

319 3. Prospective company owners in the food industry must be ready to deal with fierce rivalry
320 from competitors.

321 4. Because no one can predict the future in the business world, business people must set aside
322 emergency funds.

323 4. If a company has managed to achieve brand awareness first, then the company can move
324 on to other elements, thus helping the company develop in the business sector.

325

326 **COMPETING INTEREST**

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

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