



Our Roots Institute
Indonesia

Marketing Plan of Coconut Oil

Internship Report



Inspiring Excellence

Jawad Mostafa Rashid

Internship Report
Marketing Plan of Coconut Oil

Submitted to
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Letter of Transmittal

15 May, 2016

Ms. Nusrat Hafiz
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Subject: Submission of internship report on Marketing Plan of Coconut Oil.

Dear Madam,

This is to inform you that I, Jawad Mostafa Rashid of BRAC Business School, BRAC University, under your supervision have completed three months of Internship Program at Our Roots Institute (ORI), Indonesia in the session of Spring 2016 as a part of the course BUS400. I worked as an International Intern on marketing of the indigenous products especially on Coconut Oil.

I am glad to submit you the internship report on Marketing Plan of Coconut oil.

Yours Sincerely,



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Acknowledgement

This internship report was prepared with the help of various organizations and persons in order to complete the course BUS400 as a graduation requirement. I would like to thank BRAC Business School and BRAC University for providing me with the best education of the country. I thank all of my Faculties without whose help it would not be possible to stand at this stage today.

I specially thank my Internship Adviser Ms. Nusrat Hafiz, Lecturer, BRAC Business School for guiding and helping me not only in this internship program but also throughout my whole undergraduate study. I also thank Mr. Adnan Hossain, Founder and Chief Executive Officer (CEO) of It's Humanity Foundation (IHF) who gave me the opportunity to experience the International Internship at Our Roots Institute (ORI) in Indonesia. I thank my Supervisor Ms. Bukhi Prima Putri for helping and guiding me throughout my whole internship program at Bali, Depok and Jakarta in Indonesia. I must thank Mr. Gede Kresna the Founder of Rumah Intaran for giving me and my organization the opportunity to research on indigenous products in his organization.

Lastly, I would like to thank everyone behind this successful completion of my internship and report here in Bangladesh and Indonesia.



Executive Summary

Our Roots Institute (ORI) is a Non Government Organization (NGO), which works for different social development activities. One of its recent projects was about marketing of coconut oil. The aim of this project was to promote healthy coconut oil to the society rather than using unhealthy, environment unfriendly oil or chemicals. The project includes the whole plan of producing the oil to ultimately finding the way to provide the product to the doorstep of customers. We also had to do the study on the coconut oil, marketing research, product prototype, product sampling, and supply chain management. It was found to be a sustainable and profit making social business project of ORI.



Table of Content

| <i>Chapters</i> | <i>Topics</i> | <i>Pages</i> |
|-----------------|---|--------------|
| 1 | The Organization | |
| 1.1 | Introduction | 7 |
| 1.2 | History | 7 |
| 1.3 | Product/Service Offerings | 8 |
| 1.4 | Operational Network Organogram | 8 |
| 2 | The Job | |
| 2.1 | Designation | 11 |
| 2.2 | Description of the Job | 11 |
| 2.3 | Specific Responsibilities of the Job | 11 |
| 2.4 | Different Aspects of Job Performance | 11 |
| 2.5 | Critical Observation and Recommendation | 12 |
| 2.6 | Overall Learning from the Internship | 13 |
| 3 | Project: Marketing Plan of Coconut Oil | |
| 3.1 | Overview | 14 |
| 3.2 | Objectives | 14 |
| 3.3 | Analytical Approach | 14 |
| 3.4 | Limitations | 15 |
| 3.5 | The Product | 16 |
| 3.6 | Product Research | 16 |
| 3.7 | Market Research | 18 |
| | 3.7.1 Overview | 18 |
| | 3.7.2 Questionnaire | 18 |
| | 3.7.3 Survey Results | 18 |
| | 3.7.4 Survey Analysis and Findings | 23 |
| 3.8 | Potential Market | 24 |
| 3.9 | Test Product | 25 |
| 3.10 | Market Analysis | 25 |
| | 3.10.1 SWOT Analysis | 26 |
| | 3.10.2 Porter's Five Forces Analysis | 27 |
| 3.11 | Supply Chain Management | 29 |
| 3.12 | Marketing Strategy | 30 |
| 3.13 | Timing and Initial Target Market to Launch | 32 |
| 3.14 | Overall Potential to Win Market Share | 33 |
| 3.15 | Implementation of the Project | 33 |
| 3.16 | Recommendations | 34 |
| 4 | Conclusion | 35 |
| | References | 36 |
| | Attachments | |
| | a. Questionnaire | 37 |
| | b. Respondent's List | 41 |



1. The Organization: Our Roots Institute

1.1 Introduction

Our Roots Institute (ORI) is a platform with a purpose to awaken people so that this organization can do something better towards civilization and the environment in this new age.

The aim of ORI is to build a relevant civilization by awakening society.

ORI's motto: "Every single positivity will affect the universe in a bigger way, let's move forward together."

Tagline: "Connecting people and universe."

Fields of activities: Environment and education especially starting from women and children.

We have 4 main programs:

1. Research
2. Education
3. Preventive Action
4. Campaign

1.2 History

Our Roots Institute grew from an awareness of the changing situation, issues and needs of contemporary civilization that is caused by technological improvements and changes in the needs of industry that affects the environment. Therefore, in August



2014, *ORI* began to initiate programs to improve and develop environmental and social awareness. We officially launched *ORI* on Nov 22nd, 2014. *ORI* started with research and development program in a slum area in Kamal, West Jakarta. Subsequently, *ORI* began its first international internship program focusing on educational issues in Indonesia and Bangladesh.

1.3 Product/Service Offerings

Our Roots Institute offers following products and services:

1. Kotakkayu: This is an interior design entity that offers design services and products that are environmentally sustainable.
2. Educational talks on social, environmental issues as an effort to develop a more relevant civilization.
3. Research and development on social, art, culture, environment, education and technology.
4. Media partner for activities related to social, art, culture, environment, education and technology that supports a relevant civilization.

1.4 Operational Network Organogram

Our Roots Institute is lead by the Founder and the Chairlady. The organization has four (4) major activities and for each of them each department was set up. Each department is lead by the Directors. There is a board named Board of Directors. This board takes any major decision with the Chairlady.

The subordinate officer of a Director is a Manager in each department. In addition to this, the hierarchy goes to down words to Senior Executive and then Executive.



However, the Accounts department does not have an Executive.

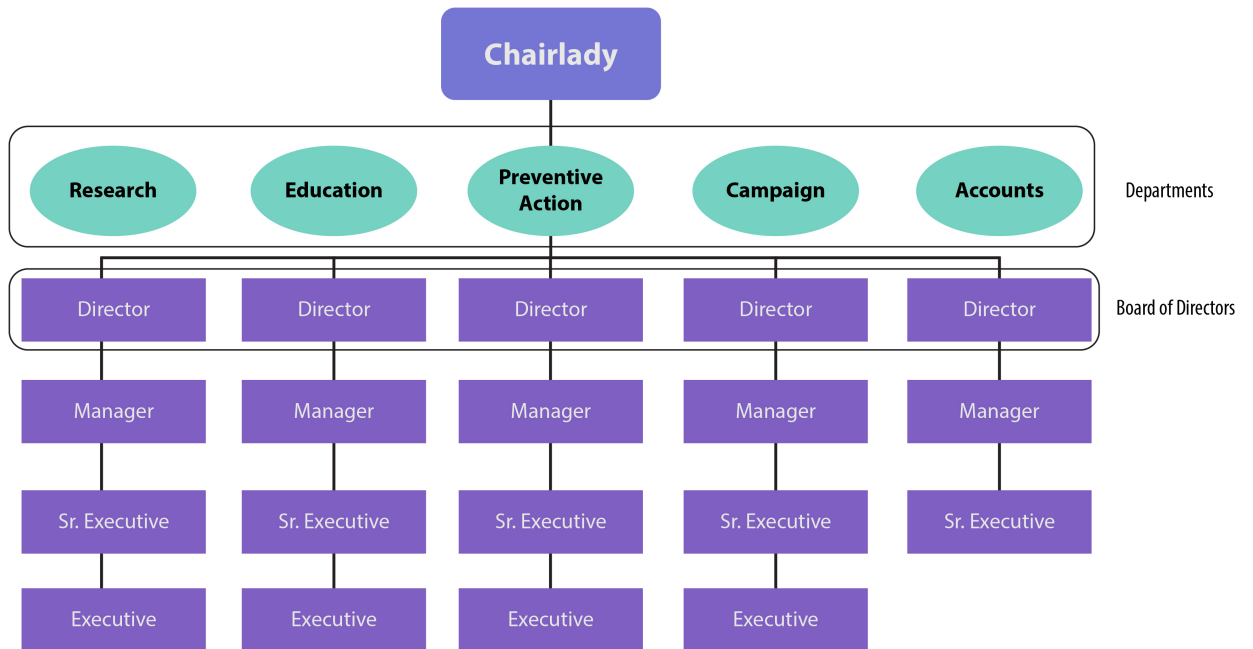


Figure: Organizational Hierarchy

Organogram for this Specific Project

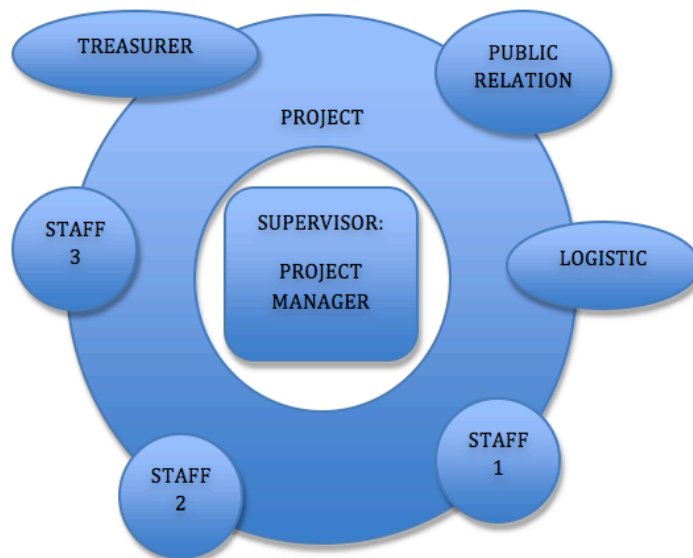


Figure: Hierarchy in the current project



The operational organogram for the project will be lead by the Supervisor who will be given the post of Project Manager. The Project Manager will look after all the activities and will be responsible for each activity in the project. He will be reporting to the ORI management team directly. He will be supreme power holder in the project.

There will be one Treasurer for this project who will handle the financial activities. He will be liable to the Project Manager for all of the financial activities. For every financial decision, the treasurer will also help the Project Manager. The Treasurer will also be the comptroller of all the assets and resources for this project.

The Logistic Department will handle all the activities about any materials, which are needed for the production, and as well as other materials.

The Public Relations Department will be working to establish and keep a good relationship with the customers and as well as other stakeholders of the organization. This department will also run the promotional activities.

There will be 3 other random Staffs who will be supporting to all the departments and as well as help the Project Manager in all his all activities.



2. The Job

2.1 Designation

My designation at Our Roots Institute was ‘International Intern (Marketing), Project: Marketing Plan of Coconut Oil’.

2.2 Description of the Job

As an Intern of the organization, I had to work in the project ‘Marketing of Indigenous Products’. I had to work on finding out the healthy food products and reuse of wastage to build a sustainable environment. Then to find the different uses of those products and design marketing strategies for those products as well as finding potential markets.

2.3 Specific Responsibilities of the Job

The specific responsibilities of the job were:

1. Identify indigenous products, which are healthy.
2. Find different uses and features of those products.
3. Find out the markets.
4. Find out marketing strategies.

2.4 Different Aspect of Job Performance

I worked as an International Intern in the Marketing Department. I was supervised directly by the Founder and Chairlady of Our Roots Institute (ORI).

I was given different tasks, which could help to reduce the pressure on the other



staffs. Sometimes I had to work very quickly and sometimes I had enough time to report back the work to my supervisor. When I was given any task to find out or search something from Internet, I was fast enough to get a good feedback. I had to work for long time and report back a bit late, I was not given any negative feedback but I got the suggestion how to do it faster. When I had to work outdoor, my supervisor was very helpful to me as the language was a big barrier for me as very little amount of people in Indonesia can speak in English. Even when I misunderstood anything, my supervisor helped me to correct that. Overall, the process of giving feedback to the staffs in the organization was information was constructive, which helped to increase my motivation towards my job.

2.5 Critical Observation and Recommendation

I have worked in the organization for too short time to comment on anything. Still I think I can put my comment on different issues, which can help the organization to work better.

Our Roots Institute (ORI) is a Non Profit Non Government Organization (NGO). It has to depend on different individual and organizational donors. Depending on others, does not give ORI a chance of become independent. When it is a dependent organization on the donors, it cannot take any decision by itself. It needs to respect the donors and work in the way the donors want.

I think the organization should concentrate on growing its own fund. Different social ventures can be set up to get revenue and re invest them in the social development activities. I had a session to present on the world's largest NGO 'BRAC' to show how it is becoming self funded by setting up its own social ventures and creating money and reinvesting in social development activities.

Moreover, the organization is growing slowly. I think the top level management is doing it intentionally but it is very important to grow quickly to be sustainable. It is very difficult to survive if the organization is not growing big.



I think ORI should set up a detail plan to rebrand the organization and take the activities to a new stage so that it can grow big and make more social impact than that of it is making now.

2.6 Overall Learning from the Internship

In this International Internship, it was a great opportunity to experience international working experience. Working in a very different country with different culture gave me the opportunity to learn to work with different people and culture. It gave me the chance to learn how to cope up living in a different culture and working with people there.

The project of launching and preparing marketing plan of coconut oil was a very new experience of exploring Indonesian market and people. As coconut oil is not used in Indonesia at a wide scale, it was a good experience of planning a marketing plan for a very new market. Also it was a good experience to learn how to market unconventional products and having healthy values.

Major learning from the project was that, people do not try to find products even if it is good for them if they are not available at nearby shops or easily found.



3. Project: Launching and Marketing Plan of Coconut Oil

3.1 Overview

The city dwellers are getting affected by different fatal diseases because of the contamination in their daily food they consume. This project ‘Marketing of Indigenous Products’ focuses on the promotion and selling of healthy indigenous products to the city dwellers. The project focuses on the mutual benefit of the local producer and the consumers. The project works on the marketing of healthy coconut oil to the city dwellers of Indonesia and the first phase is in the Special Capital Region of Jakarta and nearby city Depok. We were successful to find out the primary test market for the coconut oil in these cities. The project also includes choosing the packaging, labeling and distributing the coconut oil.

3.2 Objectives

The objective of the project were:

- a. Promote indigenous products to city dwellers
- b. Promote healthy lifestyle and food
- c. Become self-dependent as an organization so that the dependency on the donors becomes less.

3.3 Analytical Approach

The following analytical approach was taken to complete this project.

a. Fuzzy Front End:

It is the set of activities employed before the formal and well defined requirements specification is completed. Requirements are a high-level view of what the product should do to meet the perceived market or



business need. For the coconut oil, ORI project team conducted a study on the benefits of the product.

b. Product Design:

It is the stage where development of both the high-level and detailed-level design of the product design is made. It ensures specifically how this particular product will meet those requirements. On the marketing and planning side, this phase ends at pre-commercialization analysis stage. We also produced prototypes to check whether it meets the customer needs or not.

c. Product Implementation:

In this stage ORI provided few samples to the potential customers to check that they like it or not.

d. Fuzzy Back-End

Here, all the problems which were found in the test market, will be resolved and be prepared to market the product for the final users of Coconut Oil.

3.4 Limitations

While working as an International Intern at Our Roots Institute in Indonesia, I found the following limitations from my observation:

a. Manpower

Our Roots Institute (ORI) does not have enough manpower to start this new project, as it will be bigger project than that of all previous projects they had earlier. They need more staffs to work on this project.

b. Fund

ORI is a not-for-profit organization. It needs to collect funds or donations from different organizations and persons. For this project ORI still does not have enough fund to start it but the good news is that already few investors have



shown interest in investing in this social project.

c. Knowledge in this field

The current team for this project does not have enough knowledge for running this project, as it is the first time they are going for this type of project. I hope by using learning curve, they can also learn the ins and outs of this business.

3.5 The Product

From a short list of the following potential products:

- a. Coconut Oil
- b. Honey
- c. Soap Nut
- d. Home Décor Accessories
- e. Gluten Free Flour
- f. Gourmet Salt
- g. Turmeric Infused Rice
- h. Clove Aromatic Spices

After decision taken by the Research and Development team, ORI has decided to work on Coconut Oil.

3.6 Product research

The Research and Development Team of this project conducted a study on the different uses of coconut oil. The team decided to market the product for the first time they will sell in the cities for the use of cooking, mouth pulling and as hair oil.

Here, the following importance of the uses of coconut oil was found for these three uses of the oil.



Importance of as cooking oil:

Importance of coconut oil as cooking oil are given below:

1. Great for Baking
2. Stir-Fry
3. Dairy free replacement of butter
4. Replacement of vegetable oil in any
5. Good fat
6. Can be added to daily drinks for energy refill.
7. When taken regularly, it can boost hormone production
8. Can help improve insulin levels
9. Can help improve cholesterol ratios
10. There is some evidence that regular ingestion of coconut oil can help prevent or reverse Alzheimer
11. Can help improve insulin levels
12. Ingesting coconut oil daily can increase mental alertness

Importance for mouth pulling:

Importance of coconut oil as mouth puller are given below:

1. Oil pulling with coconut oil and a drop of oregano oil helps improve gum
2. Internally as part of the protocol to help remineralize teeth health
3. By itself or with baking soda as a naturally whitening toothpaste

Importance as hair oil:

Importance of coconut oil as hair oil are given below:

1. As an incredibly intensive natural conditioner- Rub into dry hair, put a shower cap on and leave for several hours
2. With apple cider vinegar as a natural treatment for lice that actually works
3. Can be rubbed into scalp daily to stimulate hair growth
4. Better sleep when used daily



3.7 Market Research

3.7.1 Overview

After choosing the product 'Coconut Oil', the next step was to conduct a market research. The key points of the research were:

- a. Sample: City Dwellers of Jakarta and Depok in Indonesia
- b. Sample size: 110
 - i. Male: 40
 - ii. Female: 70
- c. Type of sample: Who cooks food at houses and restaurants
- d. Survey type: Interview (Questionnaire)
- e. Number of questions: 17
- f. Cities: Jakarta and Depok in Indonesia

The research was done to understand the need of customers and to know what they think about the use of coconut oil. The research also gave the idea that what type of packaging will be good for the customers. The research also indicated the project team about the estimated need of the coconut oil. Potential market of the product also was found.

3.7.2 Questionnaire

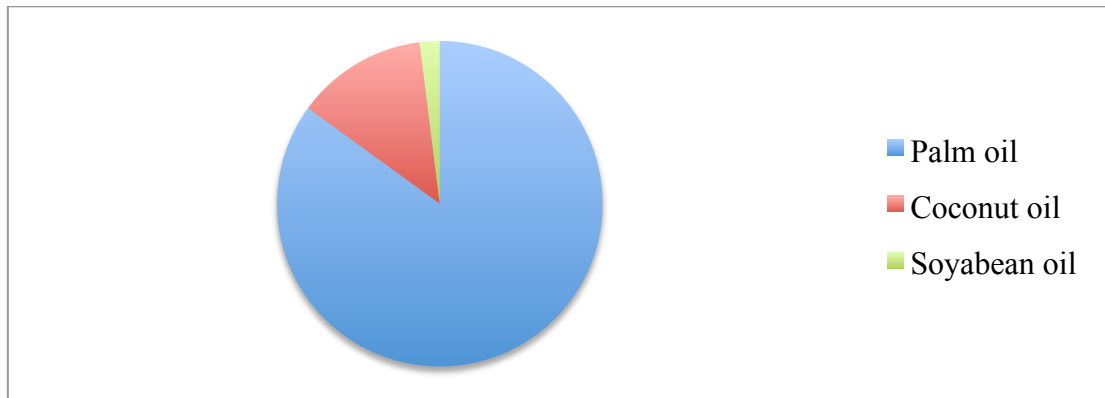
The questionnaire contained 16 questions to understand the potential customers' thought about coconut oil and to determine the market. As the business is going to have a small-scale start, this is why the questionnaire was made small and contained sufficient questions to get an idea of the demand of the customers for coconut oil.

3.7.3 Survey Results

The first question gives the idea about the current market. It shows that how many people use which type of oil for cooking. 85% of the respondents use the palm Oil.



13% and 2% of the respondents use coconut oil and soya bean oil respectively. No other oil was found used by the responders.

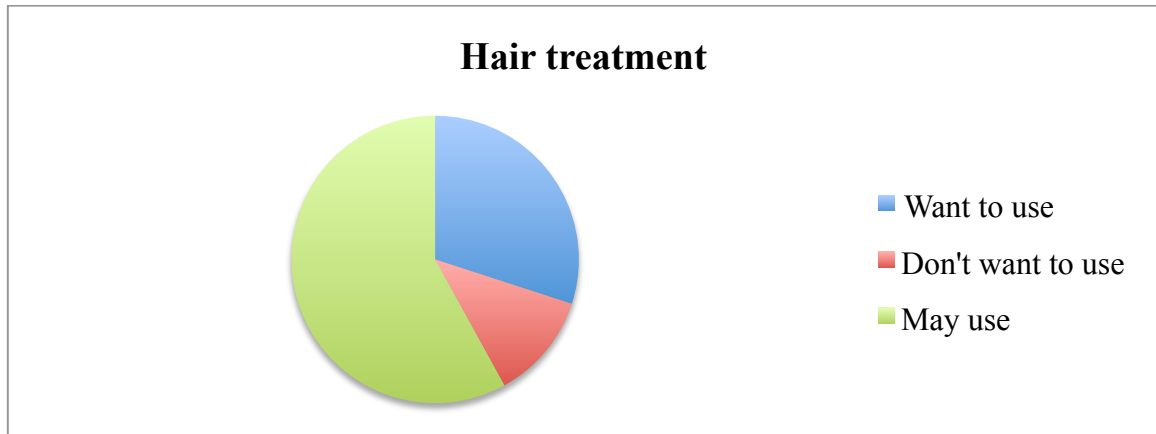


Pie Chart: Percentage of use of oil for cooking

It was found that 95% of the responders use oil because it is found easily in the near by convenient or grocery shops. Only 5% of the responders are conscious about the health issue while using the oil for cooking. No one is found to use it for the cheap price or no other reason was found to use oil. Among the 95% of the respondents who use the specific type of oil were found to be the users of the palm oil from further analysis. 5% of the responders who are health conscious use coconut oil.

30% of the respondents said that they care about the health fact during using the oil for cooking. Again other 30% said that they do not care about the health facts, as they do not have any other options rather than using which they find in the local departmental stores. However, 40% of the respondents said that they sometimes worried about the health issue when they use oil for cooking.





Pie Chart: Percentage of willingness of using coconut oil for hair treatment

After asking few questions, the respondents were shown the different uses of the coconut oil as cooking oil, mouth puller and hair oil. After that they were asked few more questions based on that. These are also described and analyzed in the following discussion.

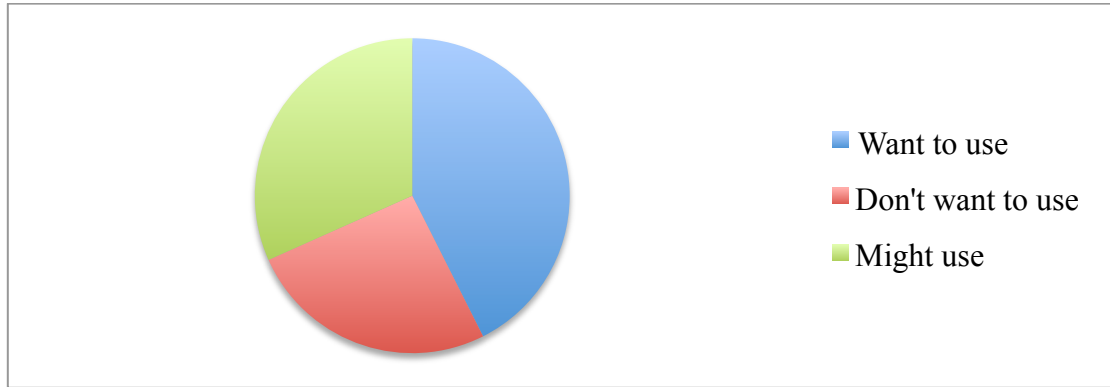
Respondents were asked if they knew about these uses of coconut oil for cooking, mouth pulling and hair treatment. 23% of the respondents said that they knew about these earlier. Conversely 77% did not have any idea about these uses.

Similar type of question but little different were asked to them about the benefits if they knew it earlier or not. 26% said that they knew about the advantages whereas 74% said they did not know about it before.

For cooking, 63% respondents said that they want to buy coconut oil as they know different uses and benefits of the oil now. 17% still do not think that it is very important for them. 20% of the respondents said that they may start using this oil if they find it available in the nearest convenient stores of grocery shops.

After knowing the benefits of the coconut oil for hair treatment, 30% said that they want to use it for their hair. On the other hand 12% said they do not need to use it. 58% said they might use it.





Pie Chart: Percentage of willingness of using coconut oil for mouth pulling

For mouth pulling, 43% of the respondents said that they want to use coconut oil for mouth pulling but 26% said they do not want to use. Moreover, 31% said they might use of their mouth pulling.

At this step, the respondents were shown a sample bottle for packaging of coconut oil whether they want it as the container of the oil or not in case of cooking.



Figure: Sample packaging container for cooking oil

These bottles has long head so that it becomes easy for the users to use it for cooking when they put it into the bowl on the stove. They do not need to put their hand very close to the hot stove and no possibility of getting burnt by the heat. They said it is convenient for them. 72% thinks they like it and 28% did not like the shape even after they were given the benefits of using these bottles.

Again they were shown the following list of bottles.

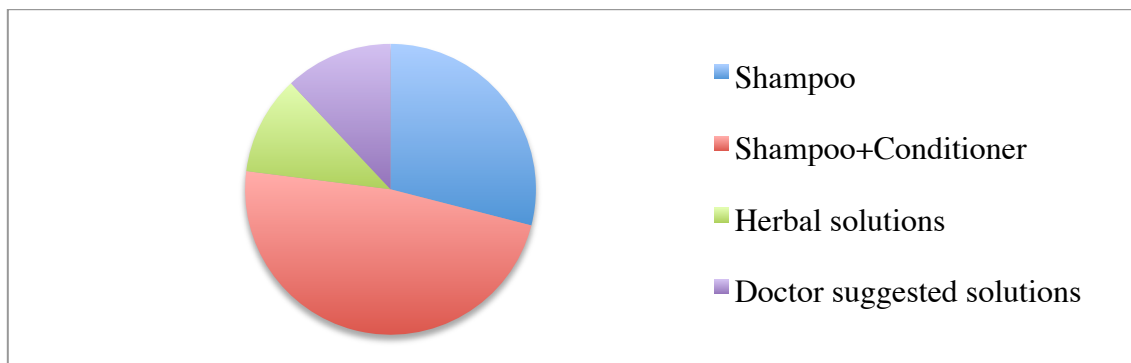




Figure: Sample containers for coconut oil as mouth puller and hair oil

They were told to choose which one they liked for the container for mouth puller and which one for hair oil. Majority of the respondents liked the #1 for mouth pulling container and for the hair oil, they liked the #3.

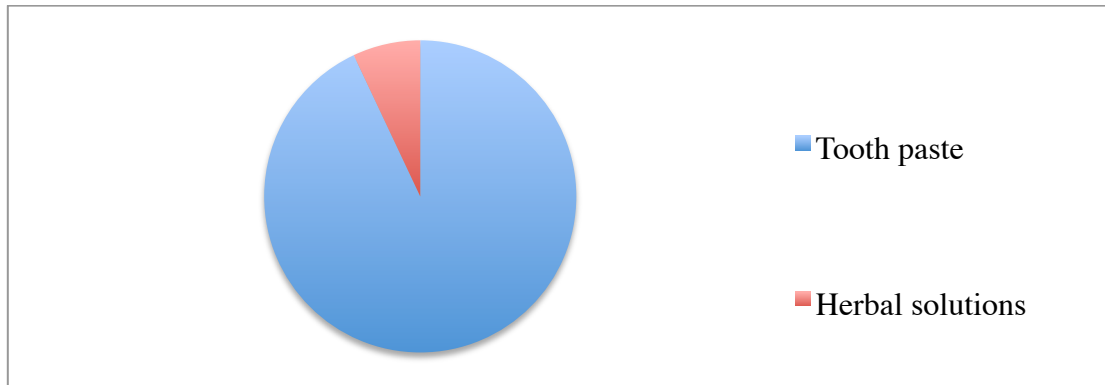
This time they the responders were asked different questions. At first they were asked that what do they use for their hair treatment. 29% said they only use shampoo. 48% said they use both shampoo and the conditioner. Herbal oil is used by 11% and 12% use different other solutions specially prescribed by the doctor. It was interning to know that one used coconut oil for hair, as they did not have any idea about it before.



Pie Chart: Percentage of use of products for hair treatment

For oral care, 93% said they use toothpaste regularly and only 7% use herbal solutions. No one was found using coconut oil or other solutions.





Pie Chart: Percentage of use of product for oral treatment

To judge the mentality of the potential market they were asked such question that if they know such product which has the more benefit than that of they use regularly, if that is not found in the nearby shop, will they buy it still from a store situated far away or they will not try to use good product if not available nearby. The answer came from 15% of the respondents that they will buy but 27% said they would not buy. 58% has a pending decision about it.

At the last phase, they were asked about their personal questions to grab a better understanding about the potential market.

70% of the responders said that they cook for their family members. 30% cook for different restaurants. 40% use it for both family and restaurants.

3.7.4 Survey Findings and Analysis

Analysis of the survey was the most difficult in the market research. After analyzing the whole survey results, we came to the conclusion on the survey findings.

- a. The majority of the people from the target market use palm oil, as they are highly available in the nearby shops.
- b. Coconut oil is not in mass use as the market is not created yet.
- c. Coconut oil is not available and the target market does not know about the multiple uses of the oil as well as the benefits.



- d. People are not very conscious about the environment and the health uses of the oil they use it for themselves.
- e. Many of the target market want to use coconut oil now as they find it good for health and they find many other benefits of it.
- f. They do not know about the use of coconut oil as the hair oil at all.
- g. The majority of the target market has approved the container the ORI team has decided to use for cooking oil.
- h. People use conventional solutions for mouthwash and hair treatment.
- i. Even if the product is good for them, the target market does not want to buy it if it is not available at the nearest shop. For city life, people do not much time to search for good products rather they prefer to use which products are offered to them to their nearby shops.
- j. Maximum of the respondents use coconut oil for their family cooking.
- k. Males take majority of the household buying decisions than the women but the women are the influencers.
- l. City dwellers are less concerned about the healthy living because of having a busy life.
- m. Potential market for each use was identified which are discussed at the following segments.

3.8 Potential Market

For Cooking Oil:

After conducting a market research, this project has found out that as per the previous expectation, the potential market as the cooking oil is the *city dwellers* specially the persons who cook food for their families at houses and the local restaurants. Specially for family cooking the market of coconut oil can be the women and for the restaurants, the potential target customers are the cooks working there.



For Mouth Pulling:

For mouth pulling the potential target market was found to be the teenagers to the 60 years old people both male and female in Depok and Jakarta.

For Hair Oil:

In Indonesia the use of coconut oil is very uncommon. They never used it as the hair oil but after they came to know about the different benefits of the coconut oil for hair, they showed their interest to use it. It is found that the women aged more than 35 years of old can be the potential customers for this product.

3.9 Test Product

After getting the confirmation from the target market, this project started to make some sample products for the 3 different uses of the oil.

Ingredients for each type are kept very natural. Other than the coconut oil, nothing was added extra for the cooking oil and for hair oil. On the other hand for mouth pulling little amount of mineral was used so that it gives a better test but the quality was kept very natural.

The test/sample product was distributed to few of the respondents of the survey later, to identify their comments about the product. The responses were good enough to launch the product

3.10 Market Analysis

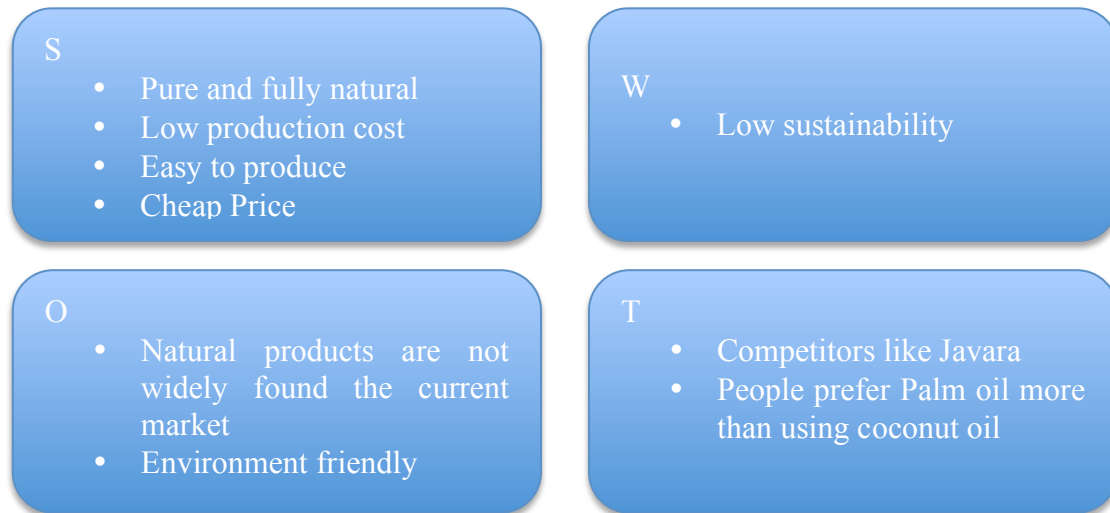
For analyzing the market we took very simple and well-known analysis tools.

- a. *SWOT Analysis*
- b. *Porter's Five Forces Analysis*

They are described here:



3.10.1 SOWT Analysis



Strength (S)

The coconut oil ORI will supply is the best quality guaranteed. It is hundred percent natural. No preservatives or other chemicals are added to the oil.

The production cost of coconut oil is very low. In Indonesia coconut production is very high. So, it is very easy to find the coconut and it takes very cost to set up a coconut oil machine. Ultimately it is causing the low production cost. When the production cost is low, the selling price will also be cheaper.

Weakness (W)

The major problem in the marketing of coconut oil is the low sustainability of coconut oil is very short. It can be usable for 2 months after being produced.

Opportunity (O)

The opportunity for this product is that the city dwellers are getting more interested in using the natural products. They are becoming health conscious. Coconut oil is very good for health and as no preservatives are used, it does not cause any damage to health.



Threat (T)

The major threat is that the company named Javara is doing the same thing what ORI is going to do. They also collect the local healthy and hygienic products from the farmers and sell those in the cities. Javara is an established brand in this sector and also has earned enormous trust of the customers. So, it can be difficult for ORI to catch the market easily. Another major threat can be, people like to use palm oil for cooking rather than coconut oil.

3.10.2 Porter's Five Forces Analysis

The five forces described Michel Porter was also analyzed here. The discussion is described below.

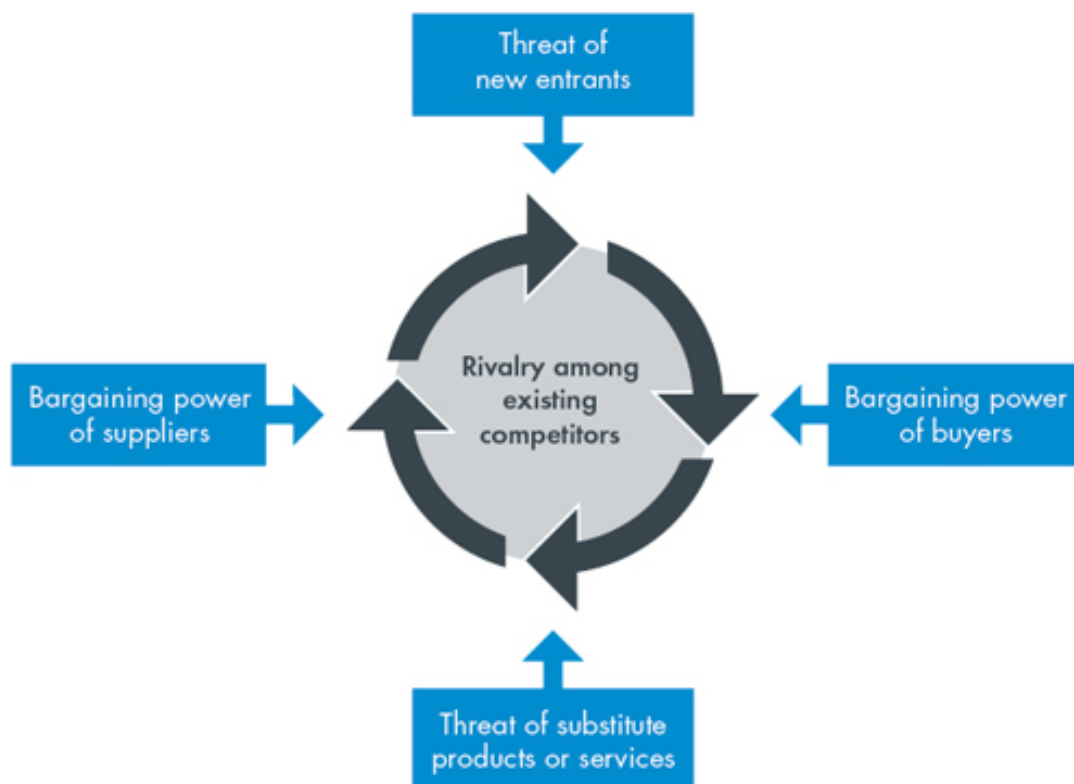


Figure: Porter's Five Forces



Threat of New Entrants

In every market, there is a threat of new entrants in this market. If Our Roots Institute can be successful in the coconut oil business, it will motivate new businesses to grow up in the same market. As coconut tree is available all over Indonesia in huge amount, it will be easier for any new entrants to enter. On the other hand, it is also easy to set up coconut oil plant, as only little capital is needed.

Bargaining Power of the Suppliers

Bargaining power of the suppliers is low. There are a lot of suppliers of raw coconut in Indonesia. So, it is easily available everywhere. So, the bargaining power of the suppliers will be very low.

Bargaining Power of the Buyers

The bargaining power of the buyers can be low at the beginning of the business. However, the power can be increased if there more competitors emerge. As discussed earlier that the threat of new entrants is high, if new entrants enter, competitors will be increased. So, the customers will have more options then to move to other rivals of our business. At that time their bargaining power can be increased.

Threat of Substitute Products

There are a lot of substitute products in the market. These products are highly established. The substitute products for coconut oil are palm oil from established producers and suppliers like- Filma, Sunfoil, Awafi, Tropical, Minyak Sovia etc.

For oral treatment, there are a lot of substitute products, which are internationally recognized. Close Up Toothpaste (Unilever), Sensodine Toothpaste, Pepsodent (Unilever), Oral B, Himalaya Herbal Toothpaste, Lyster mouthwash etc.

In case of hair treatment, Indonesian city dwellers specially in Jakarta and Depok use world famous brands like Pantene, Sunsilk, Clear shampoo and conditioners etc.



It is easily seen that the substitute products are very huge in number. Moreover, customers are more used to use these products because of the availability, quality and brand value. So, it will be very difficult to grab the markets from them.



Rivalry among the Competitors

There are not a lot of rivals if we look at the market of coconut oil, there are not a lot of rivals. One of the very few rivals is Javara. Which is an established Indonesian brand for indigenous products and also does the same work like Our Roots Institute, i.e. promoting healthy lifestyle and food. Though the rivalry is very less but it may increase in near future.

3.11 Supply Chain Management

A strong supply chain is needed to send the products to the ultimate users. The Supply Chain for this product can be like this.



Figure: Supply Chain



Local Coconut Sellers (Suppliers)

The coconuts will be collected from the local coconut sellers. Coconut is available in all over Indonesia. So, for selling coconut in Jakarta and Depok, ORI will buy the raw coconut from each locality where the oil will be sold. As the coconut oil has less longevity, it is important that the suppliers are near to the market.

Coconut Oil Plant (Production)

After collecting the raw coconuts from the local sellers, the coconuts will be taken to the nearby plant for producing the coconut oil. There also the packaging and labeling will be done.

Warehouse (Storing)

Produced oil will be taken to the warehouses near to the markets. The warehouse can be shared with others or ORI can rent the warehouse only for coconut oil. From this place, the product will be sent to the distributors appointed by ORI.

Distribution Centers (Selling)

The distributors will distribute the product to different shops and convenient stores for reaching that out to the customers.

Customers

From the local nearby shops, the customers can buy the final product. The selling price (Maximum Retail Price) will be set by ORI and will be printed on the label.

3.12 Marketing Strategy

One of the challenging parts of this project was to set up the marketing strategy. People who live in Jakarta and Depok, they do not have enough knowledge about the various importance of coconut oil. They prefer to use palm oil for cooking and other



branded products for mouth pulling and hair treatment. So, ORI has decided to go for the following marketing activities.

Direct Marketing

The ORI team will visit different organizations and communities in different festivals or community programs and try to promote the products to the participants or guests there.

Freebie Marketing

ORI marketing team will give away sample products to the different target potential customers so that they get the knowledge about the good uses of coconut oil and use it and get a good experience so that next time they buy it.

Community Marketing

One of the important ways to promote and market the products is community marketing. We have chosen few of these communities: Lions Club of Jakarta, ASEAN Women's Circle of Jakarta, Jakarta Players, Board Members, GoWild! Indonesia, Jakarta Bangali Association (JABA), Jakarta Foreign Correspondent Club. ORI plans to target these communities and visit different programs of these communities and try to promote different products among the community members as well as sell them.

Social Media Marketing

Now a days one of the best ways of promoting products is using the social media. ORI will promote its products on the existing social media pages: Facebook, Twitter, Google +, Instagram etc.





Figure: Different Social Media that can be used for promotional activities

B2C Marketing

ORI can directly market the products to the different convenient stores. ORI will provide knowledge to the shopkeepers, which they will provide to the buyers and also will provide commission to the sellers on the sales. It will help to get more sells.

3.13 Timing and Initial Target Market to Launch (Pilot)

The expected time to launch the product is- at the beginning of the month of April, 2016. There is no significant reason to choose this month. It was very fast to start a business just after its market research but ORI had to start it quickly so that it can start the full fledged business within a short time and start making profit quickly.

The initial target market was chosen- the City dwellers of Jakarta at a festival of celebrating Bangla New Year by the expat group Jakarta Bengali Association (JABA). As per contact with JABA, there will be a special booth allotted for ORI to sell its products.



After the inaugural sells, the products will be delivered to the local convenience shops in Jakarta.

3.14 Overall Potential to Win Market Share

Based on some researches and discussions, it was forecasted that, it may take a long time to take on the market leader Javara. Javara is a well established and experienced company in this market. It will be very difficult to beat Javara's market share. However, ORI still do not have that target to take down Javara as it is a social venture and looks forward to the welfare of both farmers and the consumers. On the other hand, it will not be a bad option to remain the market follower for the huge country like Indonesia for even a long time until ORI can reinvest in the business from the return from the same business.

3.15 Implementation of the Project

Our Roots Institute (ORI) has already has chosen the date for Pilot Launching. After the pilot launching at JABA Program, the products will be delivered to few local convenience shops. Observing the sales and the ability to supply demanded products, ORI will take decision that will they follow the pre planned marketing plan or not. As the marketing plan is prepared based on the researches, there is a lees possibility to fail.

After ORI receives fund from the investors, they will start setting up their own coconut plant oil all over the country gradually starting from Jakarta and Depok as its activity grows all over the country. Products will be sold by the ORI officials in different community programs and also in different convenience shops. Marketing activities should ago on all the time to increase the sales and market. Gradually with the return increases, the market can be made bigger.



3.16 Recommendations

After working in the whole project for few months, I have few recommendations those can make the project and further similar projects in future better.

They are:

- a. The project members should have more knowledge about business development.
- b. The members of the team should have the sense of synergy.
- c. More awareness about coconut oil on the environmental issue should be promoted and the bad sides of palm oil as well.
- d. Healthy living should be promoted as it is one of the major objectives of Our Roots Institute (ORI).
- e. Though it is good to start with a small scale, but it is important to start big scale production soon otherwise the competitors will come soon.
- f. Follow the best practice. Our Roots Institute should follow the market leader of this field that is Javara.
- g. Products should be made available at the doorsteps of the customers.
- h. Regular feedback should be taken from the sellers and customers regularly.
- i. Quality should be controlled continuously.
- j. Production plants should be set up in each locality so that can be marketed quickly as the longevity of the coconut oil is short.



4. Conclusion

Our Roots Institute (has been working for promotion of healthy life to city dwellers from it's beginning. This time it has planned to bring new healthy food solution for the city dwellers. After a research in Bali for 3 months, it was found that coconut oil could be a better option to provide to the city dwellers to have healthy food and eating habit. Our research on the product and the market survey has finally convinced us to launch the coconut oil business for social welfare.



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Attachments

a. Questionnaire

1. Which oil do you use for cooking?

| | | | |
|-------------|----------------|------------------|----------|
| a. Palm Oil | b. Coconut Oil | c. Soya Bean Oil | d. Other |
| | | | |

2. You use it because of its _____

| | | | |
|-----------------|-----------------|----------------|----------|
| a. Availability | b. Health Facts | c. Cheap Price | d. Other |
| | | | |

3. Do you care about the health facts of the oil you use?

| | | |
|--------|-------|--------------|
| a. Yes | b. No | c. Sometimes |
| | | |

4. Did you know the different uses of coconut oil earlier?

| | |
|--------|-------|
| a. Yes | b. No |
| | |

5. Did you know the advantages of this oil before?

| | |
|--------|-------|
| a. Yes | b. No |
| | |

6. After knowing the advantages of using coconut oil, do you want to buy it for your family as cooking oil?

| | | |
|--------|-------|-----------|
| a. Yes | b. No | c. May be |
| | | |

7. Will you use coconut oil for your hair treatment?

| | | |
|--------|-------|-----------|
| a. Yes | b. No | c. May be |
|--------|-------|-----------|



| | | |
|--|--|--|
| | | |
|--|--|--|

8. Will you use coconut oil for your mouth pulling?

| | | |
|--------|-------|-----------|
| a. Yes | b. No | c. May be |
| | | |

9. Do you like the packaging of our coconut oil for cooking?



| | |
|--------|-------|
| a. Yes | b. No |
| | |

10. Which one do you like for hair oil and mouth pulling packaging?

(Please put the number in the box)



| | | |
|------------------|-------------|------------------------|
| a. Mouth Pulling | b. Hair Oil | c. I do not like these |
| | | |

11. For your hair care which one do you use regularly?

| | | | | |
|------------|----------------------------|---------------|----------------|-----------|
| a. Shampoo | b. Shampoo and Conditioner | c. Herbal Oil | d. Coconut Oil | e. Others |
| | | | | |

12. For your oral care which one do you use regularly?

| | | | | |
|----------------|---------------|---------------------|----------------|-----------|
| a. Tooth paste | b. Mouth wash | c. Herbal solutions | d. Coconut Oil | e. Others |
| | | | | |

13. If any product is good for your health and that is not available at the nearest shop, will you wish to go shops far away from your house to buy?

| | | |
|--------|-------|-----------|
| a. Yes | b. No | c. May be |
| | | |

14. For whom do you cook?

| | | |
|-------------------|----------------|---------|
| a. Family Members | b. Restaurants | c. Both |
| | | |

15. Do you take the household buying decision?

| | | |
|--------|-------|--------------|
| a. Yes | b. No | c. Sometimes |
| | | |

16. What is your sex?

| | | |
|---------|-----------|----------|
| a. Male | b. Female | c. Other |
| | | |



Name:

Age:

City:



b. Respondents' List

| No. | Name | City | Age |
|------------|--------------------------------|-------------|------------|
| 1 | Dion Mendala | Jakarta | 25 |
| 2 | Fauzan Bustami | Jakarta | 27 |
| 3 | Gautam Sen | Jakarta | 45 |
| 4 | Jaydeep Battacharjee | Jakarta | 60 |
| 5 | Shishin Nagano | Jakarta | 31 |
| 6 | Rudi Hyuuga | Jakarta | 33 |
| 7 | Adelia Tikoado | Jakarta | 42 |
| 8 | Febri Indra Laksmna | Jakarta | 28 |
| 9 | Debora Lovita Christy Pakpahan | Jakarta | 51 |
| 10 | Ria Hapsari | Jakarta | 57 |
| 11 | Felisha Hermawan | Jakarta | 40 |
| 12 | Roslina Sitompul | Jakarta | 21 |
| 13 | Srie Bunga Intan | Jakarta | 35 |
| 14 | Ukke R. Kosasih | Jakarta | 43 |
| 15 | Astrila Ikhlasia Eprina | Jakarta | 56 |
| 16 | Achmad Fachri | Jakarta | 49 |
| 17 | Eka Mulyawan | Jakarta | 47 |
| 18 | Dinda Intan Pramesti Putri | Jakarta | 30 |
| 19 | Toni Malakian | Jakarta | 58 |
| 20 | Amelia Devina | Jakarta | 22 |
| 21 | Alicia Van Akker | Jakarta | 59 |
| 22 | Sara K. Bhurgari | Jakarta | 26 |
| 23 | Jessica Felicia | Jakarta | 53 |
| 24 | Jibenk Hidayat | Jakarta | 52 |
| 25 | Shalim T. Ryia | Jakarta | 32 |
| 26 | Wirya Adnyana | Jakarta | 34 |
| 27 | Emmy Yuniarti Rusadi | Jakarta | 46 |
| 28 | Hilda Karuniawan | Jakarta | 25 |



| | | | |
|----|----------------------------|---------|----|
| 29 | Ayu Setiowati | Jakarta | 20 |
| 30 | Alvina Dumantika | Jakarta | 55 |
| 31 | Rozita Singh | Jakarta | 29 |
| 32 | Anton Thedy | Jakarta | 36 |
| 33 | Muh Darman | Jakarta | 44 |
| 34 | Anetha Athena | Jakarta | 37 |
| 35 | Fransisca Callista | Jakarta | 39 |
| 36 | Ary Hana | Jakarta | 41 |
| 37 | Ordinary Rovie | Jakarta | 23 |
| 38 | Efendi Wang | Jakarta | 54 |
| 39 | Lavinia Elysia | Jakarta | 38 |
| 40 | Anggara Mahendra | Jakarta | 48 |
| 41 | Tobing Crysnanjaya | Jakarta | 43 |
| 42 | Suka Ardiyasa | Jakarta | 56 |
| 43 | Gede Kresna | Jakarta | 29 |
| 44 | Anggara Mahendra | Jakarta | 56 |
| 45 | Wirya Adnyana | Jakarta | 34 |
| 46 | Dewangga Selangga | Jakarta | 63 |
| 47 | Rahmad Hidayat Ubo | Jakarta | 43 |
| 48 | Ayu Swarie | Jakarta | 43 |
| 49 | Bhasudewa Krisna | Jakarta | 56 |
| 50 | Ketut Arthana | Jakarta | 49 |
| 51 | Nanoq da Kansas | Jakarta | 47 |
| 52 | Gusti Made Diah Yuliantari | Jakarta | 30 |
| 53 | Riyan Saputra | Jakarta | 58 |
| 54 | Gede Eko Frimayana | Jakarta | 22 |
| 55 | Kadek Doi | Jakarta | 59 |
| 56 | Toni Malakian | Jakarta | 26 |
| 57 | Riyan Saputra | Jakarta | 34 |
| 58 | Gede Kresna | Jakarta | 63 |
| 59 | Gautam Sen | Jakarta | 43 |



| | | | |
|----|--------------------|---------|----|
| 60 | Safitri | Jakarta | 43 |
| 61 | Jibenk Hidayat | Jakarta | 34 |
| 62 | Shalim T. Ry | Jakarta | 63 |
| 63 | Anton Thedy | Jakarta | 43 |
| 64 | Muh Darman | Jakarta | 43 |
| 65 | Gede Kresna | Jakarta | 37 |
| 66 | Anggara Mahendra | Jakarta | 39 |
| 67 | Wirya Adnyana | Jakarta | 39 |
| 68 | Dewangga Selangga | Jakarta | 38 |
| 69 | Rahmad Hidayat Ubo | Jakarta | 48 |
| 70 | Hita Arka | Jakarta | 35 |
| 71 | Submeehal Saika | Jakarta | 43 |
| 72 | Anton Thedy | Jakarta | 56 |
| 73 | Riyan Saputra | Jakarta | 29 |
| 74 | Gede Kresna | Jakarta | 56 |
| 75 | luwi Hilmal | Jakarta | 34 |
| 76 | Anton | Jakarta | 63 |
| 77 | Gusti Made | Jakarta | 43 |
| 78 | Riyan Saputra | Jakarta | 59 |
| 79 | Rudi Hyuuga | Jakarta | 60 |
| 80 | Sara K. Bhurgari | Jakarta | 31 |
| 81 | Jessica Felicia | Jakarta | 33 |
| 82 | Achmad Fachri | Jakarta | 42 |
| 83 | Eka Mulyawan | Jakarta | 26 |
| 84 | Dinda Intan | Jakarta | 30 |
| 85 | Toni Malakian | Jakarta | 58 |
| 86 | Amelia Devina | Jakarta | 22 |
| 87 | Anton Thedy | Jakarta | 51 |
| 88 | Muh Darman | Jakarta | 57 |
| 89 | Anetha Athena | Jakarta | 40 |
| 90 | Fransisca Callista | Depok | 29 |

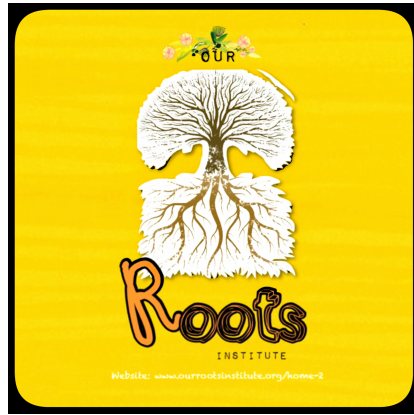


| | | | |
|-----|-----------------------|-------|----|
| 91 | Ary Hana | Depok | 56 |
| 92 | Ayu Setiowati | Depok | 34 |
| 93 | Alvina Dumantika | Depok | 63 |
| 94 | Rozita Singh | Depok | 43 |
| 95 | A. Dion | Depok | 59 |
| 96 | Muh Darman | Depok | 32 |
| 97 | Rahma | Depok | 42 |
| 98 | Anton Thedy | Depok | 60 |
| 99 | Gusti Made Diah | Depok | 31 |
| 100 | Riyan Saputra | Depok | 25 |
| 101 | Gede Kresna | Depok | 34 |
| 102 | Anggara Mahendra | Depok | 63 |
| 103 | Dewangga Selangga | Depok | 43 |
| 104 | Rahmad Hidayat Ubo | Depok | 43 |
| 105 | Imelda Akmal | Depok | 53 |
| 106 | Hutauruk Art Tohazogi | Depok | 52 |
| 107 | Ayu Gayatri Kresna | Depok | 32 |
| 108 | Ordinary Rovie | Depok | 35 |
| 109 | Efendi Wang | Depok | 43 |
| 110 | Lavinia Elysia | Depok | 56 |

Jakarta: 89 Respondents

Depok: 21 Respondents





Inspiring Excellence

