



## Marketing Strategy on the Project Planning of Retail Business for Garage Shop

Agung Made Kurnianto<sup>1\*</sup>; Tantri Yanuar Rahmat Syah; Semerdanta Pusaka; Dadan Ramdhani<sup>2</sup>

<sup>1</sup> Magister Management Program, Esa Unggul University, Indonesia

<sup>2</sup> Lecturer of Management Program, Esa Unggul University, Indonesia  
Email: agungmad2705@gmail.com

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### **Abstract**

Garage Shop, Ltd is a distribution company of all types of goods for the needs of cooperatives located in Tangerang which has a mission of maintaining customer satisfaction, providing an easy shopping process for cooperatives and participating in developing the country to advance the development of cooperatives. The background of the establishment of this business is to provide convenience for cooperatives in obtaining goods, facilitate cooperatives to manage and record the amount of goods, encourage cooperatives to be more advanced and to accommodate the desires of consumers who cannot shop on credit because they do not have a Garage Shop, Ltd for credit card, which concentrate on distributing goods for the needs of cooperatives that will be at the start of the cooperative members, in the early stages the Garage Shop, Ltd Company will start up in Tangerang Regency, Banten Province. In the operational process, the Garage Shop, Ltd company will cooperate with non-banking financial institutions. Garage Shop, Ltd needs funds for this business plan of around Rp. 2.5 billion, with working capital as much as 27% of the total capital while for capital expenditure and initial capital amounting to 73% of the total capital. The plan for funding capital will be 80% from the founder and 20% from the other party. The company maintains a gross profit of around 57% of first-year sales with 270 cooperative partners, with a return on investment (payback period) in year 1 of the 10th month with a Return of Investment (ROI) of 21.28%.

**Keywords:** Projects; Business; Cooperatives; Marketing

### **Introduction**

In general, people who have a steady income, they prefer to shop by making payments behind or items taken first then the payment process is done at the end of the month or during payday. Before the era of the mini market that was already widely available, as it is now, the general public prefers to shop in traditional markets because all kinds of needs sought by the public are available and along with the development and complexity of needs and desires, there are conditions where the modern market using space management people prefer to shop in modern markets or supermarkets such as minimarkets and supermarkets. Most people who come to traditional markets are mostly mothers who want to buy for shop needs or shop in large quantities. The current reality is that consumers prefer to shop in modern markets such as minimarket (Indomaret and Alfamart).

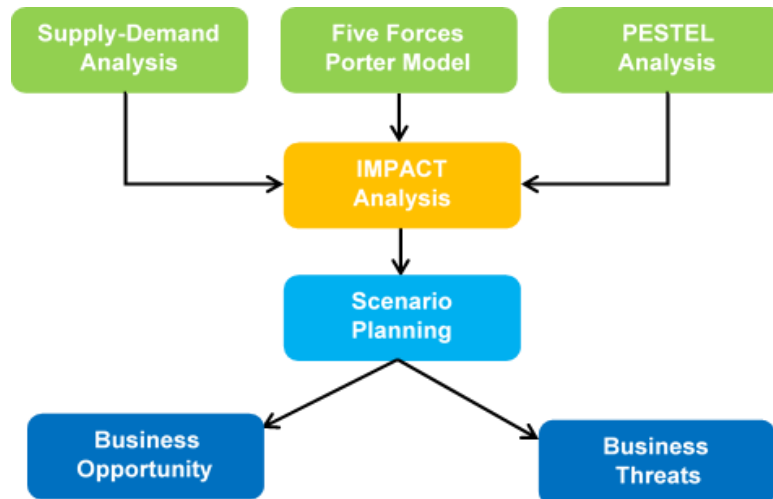
The pattern of community spending has begun to change and traditional markets have so far been preferred by consumers who are oriented to resale such as retailers or stalls. Whereas for end users, they have begun to be reluctant to go to traditional markets and tend to shop at supermarkets or large malls for all to just take a walk or refresh. Traditional markets are very limited for shop hours, while consumers often shop at night when they are home from work. Traditional markets are very limited for shop hours, while consumers often shop at night when they are home from work. Consumers are now generally very uncomfortable with the convoluted shopping process, they prefer to choose their own items which of course do not need to ask again to the saleswoman or guard. Grocery stalls generally have a less attractive appearance because of the irregular or messy placement of goods. Almost all grocery stores do not publish the price of goods that are sold (price tags) and even what we often encounter is the placement of goods that are not properly arranged and tend to be sold at the store owner's convenience. Grocery store owners ignore the condition of the goods they sell, such as merchandise that is arranged carelessly without arranging based on the weight of the goods, for example items that have heavy loads such as packaged drinks (aqua, tea bottles, soda drinks and others) are stored on light items (tea, tissue and etc.). based on such conditions, it certainly makes consumers very uncomfortable in the process of buying and selling transactions and increases the risk of losses getting bigger.

Consumers who have a strong desire to get goods on credit force themselves to take goods with very high interest and even one-time credit sale and purchase transactions can reach 40%, even consumers also make credit purchases on loan sharks whose interest is far greater than modern credit actors. Until now, credit card players or companies only carry out loan sales of secondary goods in the form of electronic equipment, household appliances, etc. Even though there are already modern retail companies selling credit for primary needs such as basic needs through credit cards but it only reaches credit card users while in Indonesia credit card owners are very few. Retail is an important link in the process of distribution of goods, and the last link in a distribution process. Through retail, a product can meet directly with end-user consumers. Retail business has a very important role in supporting the Indonesian economy, this was evidenced when Indonesia was hit by the 1997 crisis, which was able to survive was the retail industry. Until 2013, the traditional retail business tended to decline, shifting to the modern retail business due to changes in spending patterns in the community, especially lifestyle changes and the opening of opportunities by the government that modern retail businesses from overseas were allowed to enter the territory in Indonesia. The risk in the retail business is relatively low when it has gone well because the management of retail outlets requires skills that must be adequate for the sustainability of the retail business.

The increasing prevalence of modern retailers has certainly created competition among these modern retailers. Apart from that, the rise of modern retailers makes it easy for consumers to choose the retail they like and match consumers' desires. So that consumers can easily change the modern retail visited, or remain loyal to one retailer because they feel fit.

## ***Business Environmental Analysis***

### ***1. Framework***



Source: Henry Christianto (2010)

Fig. 1 Framework of Business Environmental Analysis

### ***2. Supply - Demand Analysis***

The condition of the Indonesian market in the first half of 2016 was relatively stable, all prices of staple foods were stable except for the unstable prices of meat, chili and onions. The price of unstable goods will not affect the market that will be entered by this company. Because this company sells basic needs for consumer needs and the need for shopping goods is also still stable in the upper middle class, especially for gadgets and computers, while for home electronics (home appliances) that are often used by the middle class downward is classified as declining as the current economy weakens. However, the company tried to win the market for secondary needs by giving credit to people who could not make credit through a banking mechanism. The company will operate like a modern market or minimarket where the company will provide cooperatives in the consumer environment. For now the Indonesian people in general who shop at traditional markets are only mothers or traders, while teenagers prefer to shop in modern markets such as minimarkets. The target of this company is people who are still not covered by credit cards or cannot do credit through banks that want to buy primary or secondary goods on credit, all types of goods will be provided by companies including household furniture.

To face competition in the same business world, namely modern credit retail and secondary goods credit companies such as Columbia, which have already made credit sales. The company analyzes the business environment including analysis of competitors. This can be done by determining the target competitors to find out the advantages and disadvantages of competitors, as well as opportunities and threats that are important for the company so that the company is expected to be able to know the relative position of the company and also proactive in implementing strategies and tactics to achieve company goals.

### **3. Retail Industry Analysis**

Based Indonesian Retail Association (APRINDO), retail business or retail business in Indonesia began to develop in the 1980s along with the development of the Indonesian economy. This arises as a result of the growth that occurred in the middle class, which led to demand for supermarkets and department stores (convenience stores) in urban areas. This trend is then expected to continue in the future. Another thing that drives the development of retail business in Indonesia is the change in lifestyle of the upper middle class, especially in urban areas which tend to prefer shopping in modern shopping centers. Changes in spending patterns that occur in urban communities are not only to meet shopping needs but also to take a walk and seek entertainment. The development of business in the retail industry was also followed by increasingly fierce competition between a number of retailers, both local and foreign retailers, which were emerging in Indonesia.

### **4. Retail Industry in Indonesia**

The potential of Indonesia's retail business in 2017 is predicted to be better than last year. Retailers say Indonesia's retail business growth reaches 12%, this figure is certainly not just a figment, tracing Aprindo data 2016 retail growth is optimistic that it is 10% better than 2015 which only reached 8%.

One type of retail business that is very prospective is the minimarket, the reason is of course because the improvement in economic conditions is projected to reach 5.3%. National modern retail turnover in 2016 is estimated to grow to reach 10%. The Indonesian Retail Entrepreneurs Association (Aprindo) estimates the value of 2016 modern retail sales to reach 200 trillion and if combined with processed food and beverages, the overall total reaches 1,630 trillion. Demand for products, especially food and beverages, is still the main contributor (> 60%). Several factors are a positive catalyst for national retail growth going forward. Increasing people's income, increasing population with bonus demographics and rapid community growth, urbanization, strong consumer optimism, and the growth of commercial property are drivers of demand for the retail industry. According to AC Nielsen, 48% of total expenditure comes from the community. The proportion of the people themselves to the total population of Indonesia is estimated to increase from 56.5% in 2010 to 68.4% in 2015 and by 76.1% in 2020.

Indonesia's Consumer Confidence Index (IKK) is still quite strong and relatively high compared to other countries. The 2014 Global Consumer Confidence Report released by AC Nielsen shows that the Indonesian IKK is at level 123, second only to India (124). Previously, Indonesia's IKK even occupied the highest position for 5 consecutive quarters (1Q13-1Q14) among the 60 countries surveyed. The IKK released by Bank Indonesia also shows a strengthening trend. The August 2014 IKK of 120.2 was the highest level since late 2012. Strengthening the Consumer Trust Index (IKK) was also confirmed by an increase in the Real Sales Index (IPR). The average annual growth of IPR in January-July 2014 was 16.7%, higher than the same period last year which was 11.9%. Regionally, the IPR of most cities surveyed (9 cities) shows an upward trend. Bandung's IPR experienced the highest average growth during January-July 2014. The high growth of IPR also occurred in Semarang, Surabaya and Manado. This shows the role in the retail sector is increasingly important. Although traditional retailing still dominates, the increase in the share of modern retail trade in Indonesia is increasing rapidly. The potential of the minimarket business is increasingly apparent when viewing the increase of share from 25% in 2002 to 44% in 2012. The growth of modern retail mainly occurs in the format of minimarkets, convenience stores, and hypermarkets where the minimarket trading share experiences the highest increase. Viewed from the development of the number of outlets over the past 10 years, the minimarket format grew an average of 17.4%, a hypermarket of 17.9%, while the supermarket format began to tend to be left behind with an average growth of 3% per year.

When viewed from the acceleration of penetration, the potential of the retail business in Indonesia is greater than that of neighboring countries. The penetration of the number of modern Indonesian retail outlets is still lower compared to other ASEAN countries such as Singapore, Thailand and Malaysia. Each modern retail format has a major player. The rapid development of the minimarket format (including convenience stores) was driven by the expansion of the business of Alfamart and Indomaret which controlled around 87% of market share. This fact is a business prospect for local entrepreneurs. For the hypermarket format, Top 3 players namely Carrefour, Hypermart and Giant control around 97% of the market share. While for department stores, Matahari Department Store and Ramayana control around 55% market share, followed by Mitra Adiperkasa with 8% market share. In a highly fragmented supermarket format, there is no one player with a market share above 7%. Super Indo and Hero are the main players in this format by controlling around 12% market share.

A.T. Kearney 2016 Global Retail Development Index (GRDI) places Indonesia in the 5th rank of developing countries for retail investment purposes. Asian countries that are included in the Top 30 GRDI besides Indonesia are China, Malaysia, Sri Lanka, India, the Philippines and Vietnam. Indonesia's retail market is still attractive to international retailers. This is evidenced by the continued entry of world-class retailers. Some of the entries in 2014 were IKEA (Sweden), Courts Asia (Singapore), Parkson Group (Malaysia), and Central Department Store (Thailand).

**Table 1** Global retail development index ranking

Country	2017 Rank	2016 Rank
India	1	2
China	2	1
Malaysia	3	3
Turkey	4	6
UAE	5	7
Vietnam	6	11
Morocco	7	14
Indonesia	8	5
Peru	9	9
Colombia	10	15

The retail industry is predicted to continue to increase each year and this is viewed as an industry that is profitable for all types of retail businesses such as food retailers (supermarkets and convenience stores), general merchandise retailers (department stores) and nonstore retailers (E-commerce), and including wrong one is the business that we will run, namely Garage Shop, Ltd. The increasing retail industry in Indonesia is caused by; The demographic structure of Indonesia, which is dominated by young people who will increase the number of productive workforce with disposable income and also higher needs, changes in lifestyles and consumption patterns of the Indonesian people, the number of middle-income classes continues to grow. However, the economic slowdown in Indonesia in 2015 caused the retail industry to be affected. The development of this industry has been observed to slow down due to the decline in people's purchasing power, consumer confidence index (IKK) and the weak exchange rate of the rupiah against the US dollar. In terms of potential in the future, the retail industry in Indonesia is viewed to still have great potential for the medium and long term considering that Indonesia occupies the 12th position from 30 developing countries for retail investment purposes. This can be proven by the growth of several new retail companies in Indonesia in the past two years amid the economic slowdown in Indonesia.

The development of retail business in Indonesia can be said to be quite fast lately, especially modern retail in all types of variations, starting from Store Retailers, Non-Store Retailers, and Retailer Organizations. One of the supporting factors in the development of modern retail business in Indonesia is that there are sufficient market opportunities accompanied by the development of increasingly good manufacturing businesses. The development experienced by the retail business, in its journey is not without causing problems at all. The number of players in the retail business makes competition very tight. Large retailers, especially foreign companies, are increasingly aggressively expanding their business in Indonesia. With a population of 250 million, Indonesia is a very potential market share for domestic and international retail businessmen, with a very large population, the presence of a variety of modern retailers can trigger changes and developments in new lifestyles that can eventually generate new shopping styles for the community Indonesia. The diversity of types and scale of retail business also has implications for the competition in the same type of retail and for fellow retail businesses from different classes. In fact, the discussion of retail business competition is becoming more attractive by including competition among suppliers.

The retail industry will also contribute to reducing unemployment in Indonesia because the industry is quite a positive contribution to the progress of the local and national economies. Government and community support for the development of the potential of local retail has become one of the factors in the development of companies in this industrial sector so that it can increase the need for new and potential qualified workers. Along with the development of the retail industry sector. Indonesia, the government needs to do equitable development related to the concentration of industry and economic activities, most of which are still centered on the island of Java. Because this can have a significant impact on the development of the industry. Given that the development of retail in the regions is still limited, because many regions do not yet have provisions on spatial planning and the absence of regional provisions regarding detailed spatial planning that makes retail entrepreneurs in the regions not develop.

Industrial concentration and economic activities will also affect the purchasing power of the people in the area where they will have difficulty in finding the items they need so that they will switch to buying goods through online stores. For large urban areas where modern people will utilize online technology and what if in areas that are still hampered by internet network coverage and traditional people's mindset, this will be a market share for business people who still rely on local products and marketing processes using places such as shops, stalls and minimarkets.

Facing 2017, the retail industry trend is predicted to be more in the Nonstore Retailer business type or more familiar with the term E-commerce or Online Store. It is undeniable that the rapid growth of the E-Commerce industry is influenced by the development of the world of technology and information that makes new business opportunities in Indonesia. Although the economic situation in Indonesia slowed in 2015, the retail industry is still predicted to continue to grow until 2017. This is due to several supporting factors such as Indonesia's demographic paradise, rising middle class society and changing lifestyles, and the current concept of entrepreneurship is growing rapidly in Indonesian society, one of which is investing in developing our business. This competition has an impact on the increasing business of the company in improving both its internal and external quality. As is the case with the national retail industry where the development of the number of retailers in Indonesia continues to grow rapidly such as supermarkets, hypermarkets, minimarkets, and other retailers that continue to emerge, the emergence of retail business units makes it easier for consumers to meet their needs.

## **5. Porter's Five Forces**

Companies using porter competition model analysis (Porter's Five Forces Model) are used to analyze industry competition in a company. The five competitive forces model is one of the strategic planning instruments that is important in analyzing the level of competition from an industry where each strength shows the intensity of competition that affects the advantages and disadvantages of an industry. By conducting porters' five forces analysis, companies will be able to modify their competitive forces that can improve the company's position. Porter's Five Forces Model analyzes competition in an industry where companies can get higher profits by: 1) identifying important aspects or elements of each force that affects a company; 2) evaluating how strong and important each of these elements is for the company concerned; 3) decide whether the collective strength of these elements benefits the company to enter or survive in the industry. In analyzing the business environment, our company uses the theory of the porter five forces model which considers that this business does not only compete with the current business model such as traditional grocery stalls. In the portfolios forces model, it is illustrated that we also compete with our potential competitors, namely the pressure of new entrants, the pressure of buyers' bargaining power, the bargaining power of suppliers, the pressure of substitute products or services and competition between existing competitors.

## **6. PEST Analysis**

A business if it is deemed not politically, economically, socially and technologically feasible in the environment, the business will not develop and is difficult to operate. PEST is a useful method or tool for summarizing the external environment in business operations. PEST must be followed up by considering how businesses must face the influence of the political, economic, social and technological environment. Analysis of the business environment to summarize the external environment in business operations must be followed up with consideration of how businesses must face the influence of the political, economic, social and technological environment. This Business Environment influences business activities in an organization or company that can create an opportunity or threat and a process used by strategic planners to monitor the business environment in determining opportunities or threats.

The environment has a big influence on the success of a business. If the political environment does not support the business will not develop because political policies greatly affect the business world and investment. The economic environment also influences a business because economic policies can influence people's purchasing power. The socio-cultural environment if not supportive also influences business development because this policy influences the way consumers obtain products. And technological factors are also important to influence the development of the business world because in the current modernization era any business will be left behind if it does not follow technological developments. So in the business world we need to analyze the surrounding environment, which we want to build to monitor the business environment in determining opportunities or threats.

## **7. Scenario for Business Planning**

Planning scenario is a strategic planning tool used by companies to make long-term plans that are flexible and to assist in making and sharpening a strategy. Companies use this method to identify the future by understanding the nature and impact of the most definite and important driving forces that affect the organization. The steps to build a scenario planning company that can change the structure of the industry going forward.

### 8. Identification of Uncertainty Factors or High Impacts

In identifying the uncertainty factors, the company's reference is from the results of the business environment analysis through PEST analysis, after finding uncertainty factors, the company will create a scenario for the factors that have the highest uncertainty value and have a large impact on the company's business objectives in future. At this stage, the main problems identified to be the focus of the company that must be followed up in Table 2.

**Table 2** Business impact

		<i>Business Impact</i>	
		<b>LOW</b>	<b>HIGH</b>
<i>Uncertainty</i>	<b>HIGH</b>	(1) Availability of Product (2) rate of inflation	(1) the era of online business (2) electronic transactions (3) technology development and sales
	<b>LOW</b>	1. National and Regional Political Stability 2. increasing of Gross Domestic Product	(1) ease of obtaining a company establishment permit and trade permit  (2) government support for SMEs and cooperatives

Source: Processed for this research (2017)

### 9. Explain Alternatives and Behavioral Patterns

After the company describes all environmental factors that have the greatest potential for the business and the highest level of future uncertainty, the company will take alternative steps to overcome the high uncertainty factor. The steps taken by the company are as mentioned in Table 3.



**Table 3** Potential development path

Environmental Factor	Path 1	Path 2	Path 3
The entry of the era of online business has an effect on consumer payment behavior	Developing an online business	Use of electronic transactions	Develop a system of cash on delivery
Technology development and sales	Providing a software of sales to partners	Creating a distribution of channels automatically	

Source: Processed for this research (2017)

### 10. Combining Alternative Scenarios

At this stage, the Company combines different development paths to be able to produce the basis for many potential scenarios. The purpose of combining this scenario is to identify all the most interesting information that will be the basis of the strategy formulation reference. During the initial scenario development stage the scenario is taken from the combination of two inputs at once and the respective development paths as follows in Table 4.

**Table 4** Matrix of *Initial Scenario*

		The entry of the era of online business has an effect on consumer payment behavior	
		<i>PATH 1</i>	<i>PATH 2</i>
Technology development and sales	<i>PATH 1</i>	Developing an online business	Use of electronic transactions
		Providing a software of sales to partners	Creating a distribution of channels automatically
	<i>PATH 2</i>	Develop a system of cash on delivery	Alliance with banks to launch special credit cards
		Developing a digital marketing	Developing a digital marketing

Source: Processed for this research (2017)

### 11. Description of the Company Scenario

The development of the internet has brought many conveniences in various aspects, including in the retail business. If in the past sales were still done in traditional ways, such as the presence of kiosks or grocery stores, now most of them began to expand their business online. Therefore, in describing the company scenario where the entry of the online business era so that it influences consumer payment behavior, as well as the potential possessed by partners, makes opportunities for developing this business better, the company will take steps to answer business challenges in the future. That is:

1. Developing a business with an online sales system
2. Providing sales software to partner cooperatives

## **12. The Opportunity of Retail Business**

The large population of Banten Province and its percentage as a consumer group can be viewed as a retail business opportunity that provides daily needs or primary needs as well as secondary needs because the market is available, plus Garage Shop, Ltd will sell on credit. Besides that, the Banten Province's high human growth index that exceeds the National target has become its own opportunity for retail companies. Today's credit companies such as Columbia are located far away from consumers, so they do not reach consumers in remote areas. Moreover, Columbia companies only sell secondary goods credit, besides that the loan interest at Columbia is very high, which can reach 40% per year so that the image of Columbia in the eyes of consumers can be said to be bad. Even though the Columbia Company has stock of goods in its outlets, but still in the process of the seller, the consumer must wait at least 14 working days, of course this makes consumers uncomfortable. So from this our company will open cooperatives in community settlements to sell primary and secondary needs on credit with cheaper interest and the process of providing secondary goods no later than three days.

The number of community groups that still do not understand about banking is one of the opportunities that will be utilized by the company, because if the community does not understand about banking, the community group will not be able to make purchases on credit at the minimarket while the people who do not have this credit card will be able to buy on credit at this company as long as it meets the conditions in management. The number of restaurants and cooperatives that have not cooperated with other companies is an opportunity for the company because it will prioritize restaurants in the sale of primary needs, where each restaurant needs will be provided through cooperatives and can make payments on the dates specify. While for cooperative companies will provide primary needs sold on credit, the results of which will be shared as well as division of management with cooperatives. Garage Shop, Ltd Companies do distributor goods to cooperatives will also give sales software to cooperatives that have become partners of distributing companies Garage Shop, Ltd. In addition to providing sales applications the company will also provide free training to its partners, while the training includes financial management training, software usage training, management training, sales promotion training and other training deemed necessary. Existing cooperatives certainly already have many members, the more members of cooperatives who become partners, it can be ascertained that more and more requests for goods from partner cooperatives to the Garage Shop, Ltd company, in addition to working with cooperative companies will also work with business actors engaged in restaurants and business people of grocery goods, the treatment of companies to restaurants and and retailers of grocery items is the same as serving cooperatives, where companies will equip prospective partners with a sales system so that partners do not need to pay large operational costs to find goods who wants to sell.

## **13. Threat of Retail Business**

Companies engaged in distribution, generally they compete to get a very small profit margin. So that it can be ensured that the competition for goods needed to be sold to partners will be very competitive with similar business actors who have already been in advance. To overcome competitive competition, the company will work with many principles of primary needs and secondary needs, in addition to working with the company principle, they will try to get goods from large traders with cash purchases.

The business of goods distributors carried out by the Garage Shop, Ltd company is indeed easy to imitate by other people who have large capital and the same concept. Even the existing distributors can imitate the compensation from this Garage Shop, Ltd which is selling primary and secondary goods to cooperatives. But the Garage Shop, Ltd company can certainly compete with newcomers who imitate the Garage Shop, Ltd business because the Garage Shop, Ltd company already has the trust of many principle-principles, besides getting the trust of the principle the company will also maintain partner trust by building intimate and selling cooperative relationships goods needed by partners at competitive prices with competitors and newcomers. Besides that, the company will focus on building cooperation with increasing partners because if the Garage Shop, Ltd already has many networks, the pressure from the principle will decrease because the Garage Shop, Ltd already has the power to be able to choose the principle. So that not necessarily if there are companies that mimic this business can have suppliers like those owned by the Garage Shop, Ltd. How to manage efficient management, a good control system and a modern sales system.

The change in regulation from the Government regarding spatial planning and designation is a threat to our partners where the change in regulation cannot be predicted from the beginning of the establishment of the cooperative. If referring to South Tangerang Mayor Regulation No.2 of 2013 concerning Technical Guidelines for Structuring and Guiding Traditional Markets, Shopping Centers and Modern Stores which reads "The location of the establishment of Shopping Centers and Modern Stores must refer to the Regional Spatial Planning and Spatial Detail Plans, including Zoning Regulations. Apart from government regulations, the rules that must be followed by Garage Shop, Ltd companies are the regulation of the Minister of Trade of the Republic of Indonesia Number 22/ M-BAG/ PER/ 3/2016 concerning provisions on the general provisions of goods distribution.

<p>Regulation of the President of the Republic of Indonesia No. 122 of 2007</p> <p>Structuring and Guiding Traditional Markets, Shopping Centers and Modern Stores</p>	<p>Regulation of the Minister of Trade of the Republic of Indonesia No. 53 / M-DAG / 12/2018</p> <p>Guidelines for Structuring and Guiding Traditional Markets, Shopping Centers and Modern Stores</p>	<p>Regulation of Mayor of South Tangerang No. 2 of 2013</p> <p>Technical Guidelines for Structuring and Guiding Traditional Markets, Shopping Centers and Modern Stores</p>
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While for Tangerang Regency itself does not have a specific rule to regulate this modern retail, so the company's main reference is the Republic of Indonesia presidential regulation No. 112 of 2007 concerning structuring and fostering traditional markets, shopping centers, modern shops and the Republic of Indonesia minister of trade regulations No 53/ M- DAG/ PER /12/ 2008 concerning guidelines for structuring and fostering traditional markets, shopping centers and modern stores.

## **Conclusion**

Garage Shop, Ltd is a distribution company of all types of goods for the needs of cooperatives located in Tangerang which has a mission of maintaining customer satisfaction, providing an easy shopping process for cooperatives and participating in developing the country to advance cooperatives. The background of the establishment of this business is to provide convenience for cooperatives in obtaining goods, facilitate cooperatives to manage and record the amount of goods, encourage

cooperatives to be more advanced and to accommodate the desires of consumers who cannot shop on credit because they do not have a credit card. Garage Shop, Ltd will be able to feel the results of differentiation when it has been realized in the form of products, prices, promotions, and distribution channels. Therefore, one of the tactic marketing namely marketing mix is needed by Garage Shop, Ltd. The thing to do is to integrate offers, logistics, and communication.

The marketing mix is generally known as 4P, namely: product, price, place, promotion. But according to some marketing experts, the marketing mix for retail businesses needs to be expanded. The marketing mix for retailing consists of six P: four P combinations of Marketing mix (product, place, promotion, price) plus personnel and presentation. Where the personnel consists of customer service and personal sales, and the presentation consists of layout and atmosphere. This combination of six P projects the image of a store, which affects the perceptions of consumers. In the implementation of retail sales operations, the addition of personnel is personal sales directed to the services provided, while the presentation is the development of promotion as a step to change consumer behavior in shopping, namely in terms of exterior (interior) design and interior (background setting in the store), and provide comfort by creating a good atmosphere from within the store. On the other hand the retail mix consists of location, merchandise, pricing, advertising or promotion, atmosphere in stores, and retail services. From the above definition, it can be viewed that the retail mix includes six main variables, namely merchandise, location, promotion, price, service, and store atmosphere (outside and inside).

Garage Shop, Ltd uses the NICE strategy (Networking, Interaction, Common Interest, Experience) for the B2B business model (business to business) that is attracting prospective entrepreneurs joining in opening the Garage Shop, Ltd outlet, maintaining supplier relations, maintaining investor relations. For the B2C (business to customer) business model, namely to attract end users, shop at the Garage Shop, Ltd outlet using the 4P + 2P strategy. Garage Shop, Ltd needs funds for this business plan of around Rp. 2.5 billion, with working capital as much as 27% of the total capital while for capital expenditure and initial capital amounting to 73% of the total capital. The plan for funding capital will be 80% from the founder and 20% from the other party. The company maintains a gross profit of around 57% of first-year sales with 270 cooperative partners, with a return on investment (payback period) in year 1 of the 10th month with a Return of Investment (ROI) of 21.28%. Thus marketing planning in the Garage Shop, Ltd retail business can be carried out because business planning in terms of finance is feasible to run.

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