



Online Marketing Strategy

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FINAL ASSIGNMENT "ONLINE MARKETING STRATEGY"

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Preface

This final graduation assignment is the final step to achieve the Bachelor's Degree from Saxion University of Applied Science, Netherlands. The main requirement is to research a particular company. In this case it was Ratu Culinair BV located in Zoetermeer. The research required prior knowledge within the studies to create an advisory report for a company. In addition, a complete an online marketing strategy to improve their brand awareness and increase their selling product with the opportunity given.

Executive Summary

Ratu Culinair BV is a Dutch company located in Zoetermeer and operates in the condiment, sauce, and dressing industry. The company was established in 1987 by Sri Hartatiek. Ratu Culinair specializes in peanut sauce and Indonesian snacks. Ratu Culinair is a business-to-business company, where the company sold its products through intermediate parties, such as distributors and Toko. The company is attempting to develop its brand awareness through social media. To do so, the company created a specific target market that could be a possible customer for Ratu Culinair. The report was commissioned to analyze, “what is the most feasible online marketing strategy for Ratu Culinair BV to improve the brand awareness in their existing social media strategy and how to increase their business selling through a specific target market?”. This research suggests the online marketing strategies for Ratu Culinair BV to improve their brand awareness within the social media area, with their primary target group being the millennials generation.

In order to find the most feasible social media strategy for Ratu Culinair BV, the data, internal analysis, external analysis, books, journals, reports, and other documents are needed. The research draws attention to Ratu Culinair's 70% natural peanuts, good quality ingredients, and authentic taste. The company believes that it can compete with their competitor through Ratu Culinair BV's products. At the same time, their competitors are a step ahead in terms of marketing. Ratu Culinair's competitors started social media as their marketing platform a long time ago. The competitor promotes their products by focusing on what customers can do with their products or “recipe.”

Moreover, 96% of Dutch people are connected to the Internet, which will be profitable for promoting and marketing Ratu Culinair BV. In addition, competitors also use social media to generate their brand awareness. The outcome from this advisory report is that the company needs to focus on its existing social media strategy and extend on the new social media platform, especially Instagram. Social media is also a free tool that every company can use, which can be cost-effective for promotion and marketing. In addition, the researcher would recommend hiring someone who becomes internal marketing, which helps to promote the company's products in the right target market.

Acknowledgment

To complete this graduation assignment, the researcher is fully aware that this graduation assignment could not have been possible without the guidance, support, and assistance from many parties. At this moment, with the author's sincere appreciation, the writer would like to thank and express deep gratitude, particularly to the following:

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1 Introduction

The graduation assignment report delivers suggestions to develop the online marketing strategy for “Ratu Culinair BV” Company among the Netherlands customers. The features consist of analysing the internal, external, and consumer buying behavior. Analysing the different aspects is made to find solutions to improve the online marketing strategy, brand awareness, and brand recognition to give an impression if the target market increases the demand. The suggestions on this graduation assignment report will give Ratu Culinair BV an indication and advice of improving their selling product within the target market. This company’s target market is people in the millennials and gen Z generations. In the end, the writer will present the recommendation in the form of an online marketing plan that Ratu Culinair BV can implement. Ratu Culinair BV is a small food company that is located in Zoetermeer. The Company offers fourteen different products that are focusing on being bio-product and natural. The ingredients that they are providing are natural, organic, no preservatives, and gluten-free. Their most well-known products are peanut sauce, *emping*, and *keroepoek*.

1.1 Problem Description

Ratu Culinair BV wants to develop its brand awareness through social media and engage more customers among the millennials. Their new idea about developing their brand awareness through social media brings the company to a specific target market, leading to dominant users in social media by their generation. The company desires to create demand from customers within the Netherlands so that the wholesale distributor will buy Ratu Culinair products. Along with the technology development, the company is way too traditional to compete within today's digital marketing. In addition, to increase their brand awareness through social media, the company needs any suggestion strategies to do that.

1.2 Objective

To submit an advisory report to Mr. Riano, CEO of Ratu Culinair BV Zoetermeer. Suggestions are provided on which online marketing strategies Ratu Culinair BV could use to improve their brand awareness within the Netherlands market and how to execute them through approaching their customer. The writer would like to give a few suggestions for the company to maximize their social media platforms that have already existed and establish an Instagram account to approach the millennials’ market.

1.3 Central research question

As mentioned in the problem description and objective, the researcher identifies the questions that need to be analyzed. Therefore, an advisory report is needed to be done. Finding suitable recommendations to enhance the company's business is also crucial. Therefore, the advisory report needs to be done and find suitable recommendations for the company. Hence, the central question is, "what is the most feasible online marketing strategy for Ratu Culinair BV to improve the brand awareness in their existing social media strategy, and how to increase their business selling through a specific target market?". For a full version of the questions, see Appendix 1.

To answer the central research question, the following sub-questions are given:

- What is the current situation of the company?
- What is the current marketing strategy that the company is implementing?
- What are the online marketing strategies proven to be successful and effective in the food industry?
- How effective is the social media marketing strategy in the Netherlands?

2 Research Design and Methodology

To answer the central question and sub-questions, the following process has been done. The data that have been used are several sources such as books, theories, journals, and other supporting information mentioned later. Other than that, the competitor's existence and footprint are needed to compare Ratu Culinair with other competitors. Furthermore, in the last part of this advisory report, the writer will give the company recommendation based on the central question, also the track and result from the activities.

2.1 Sub questions

1. What is the current situation of the company?
2. What is the current marketing strategy that the company is implementing?
3. What are the online marketing strategies proven to be successful and effective in the food industry?
4. How effective is the online marketing strategy in the Netherlands?

2.2 Data gathering method

1. Sub-question: What is the current situation of the company?

The writer has been looked up to the company's current situation. Ratu Culinair has specific products to offer, such as peanut sauce. However, the company still need to improve their marketing strategy, especially digital marketing. This research part could be classified as evocative research. The aim of exploring Ratu Culinair BV's current business condition is to recognize its internal value, its financial situation, and its innovation concerning its product in today's tight market. By identifying the company's current business situation, an author could determine the problem, and this will simplify the author in choosing the most appropriate online marketing strategy. Information to answer this sub-question will be obtained from an internal document of the company provided by the CEO of Ratu Culinair BV directly. To be sure, the writer also conducted face-to-face interviews with Riano Hariman as the CEO of Ratu Culinair BV to get more reliable data. Moreover, the Website and other data resources such as Euromonitor International¹ are also needed to check the company's capabilities.

¹ Independent provider of strategic market research <https://www.euromonitor.com/>

2. Sub-question: What is the current marketing strategy that the company is implementing?

This section will be included in the internal analysis. The goal of investigating the current marketing strategy that Ratu Culinair BV has been using is to fully grasp how its marketing works, what the company has already taken steps, and which steps could be improved. From analyzing this part, the writer could make a new strategy for the company. As mentioned in the problem description, Ratu Culinair BV more likely relies on its current marketing strategy as a Business-to-Business company. Likewise, the company awaits the wholesale distributor to order their product. Moreover, the company consumes considerable time do marketing doing door-to-door for offering their products to the distributor. That is why this advisory report will give the most suitable marketing strategy for the company.

To get a better understanding of the marketing strategy, the author uses Kotler and Keller's Book². Additionally, the author will use an academic journal written by (Sl, 2016) about social media and its role in marketing and few other resources. the

3. Sub-question: What are the online marketing strategies proven to be successful and effective in the food industry?

The author would like to answer this sub-question by collecting and analyzing information about the market, including consumer behavior, and give some examples of the company that succeeds with marketing strategy. The research was conducted to get an insight into competitor's strategies which could be used as a benchmark for Ratu Culinair BV in creating the same marketing strategies. The data would be collected from journals and reports. The use of digital technology, especially the Internet by SME and Business-to-Business, is evenly known (Sparkes & Brychan, 2001). To answer this question, the writer uses a Website report from (Simsek, 2020). According to Simsek (2020), around 88% of customers doing online research before they buy a product or use a service, therefore, the company website or any digital platform reflects the company's reliability. Developing a "user-friendly" Website and boost their internet access can respond to the company to effectively their products in the market and reach an international area. Simsek (2020) stated that effective digital marketing strategies attract customers, including a perfect Website, gain followers on social media, use influencer marketing, online review, and keep the online engagement as high as possible.

² Kotler & Keller (2012). Marketing Management 14edt.

Below are some companies that succeed in digital marketing strategy:

- Starbucks with Unicorn Frappuccino

In 2018, Starbucks won the silver IPA³ effectiveness award for social media (Gilliland, 2020). Starbucks created an iconic trend drink called “Unicorn Frappuccino,” which increased the store sale by 3 percent in that quarter (Brainstation, 2019). From that idea, Starbucks realized how young people influence by it. Starbucks is continuously deliberating an “Instagrammable⁴” drink to success on a social media platform.

- Burger King with Chicken Fries

In 2014, Burger King brought back their famous menu, which had been removed in 2012. The idea was out of the box because some companies want innovation in their products instead of Burger King bringing back their old menu. However, that was not a bad idea, and Burger King reached a 44 percent impression in the first two weeks because of the social media campaign. At the same time, their competitor McDonald’s impression declines by almost 84% (Brainstation, 2019).

4. Sub-question: How effective is the social media marketing strategy in the Netherlands?

This sub-question is expected to give insights to the author regarding the effectiveness of online marketing strategy in the Netherlands. Also, social media is being used the most, which is fast-growing in the Netherlands. Thus, it could give the company considers to choose social media. Therefore, understanding this sub-question will help decide for the next movement, and it is a recommendation. To understand more, the author gathered the data by using an annual social media report from affix⁵ and coosto⁶ regarding the most use social media platform and the users in The Netherlands. In addition, the writer also used the document report from Statista.com.

In the Netherlands, a company prefers to do social media marketing to build its brand instead of attracting customers. In 2019, around 60 percent of the marketers said they would do more social media marketing, especially made a short video post in the future (Statista Research Department, 2020). In 2020, digital marketing reached over 2,43 billion euros, including mobile search and social media (Statista Research Department, 2020).

³ <https://ipa.co.uk/awards-events/effectiveness-awards/>

⁴ A place, product, or decoration that attracts attention worthy to be shared on social media

⁵ Online marketers and web developers <https://www.afx.nl/over-ons/>

⁶ Developer social media software <https://www.coosto.com/nl/over-ons/organisatie>

3 Theoretical Framework

As the topic of this advisory report is the online marketing strategy, the writer will be focusing on the online marketing strategy, social media marketing, online marketing plan, and brand awareness. In this theoretical framework part, the reader will find definitions and theories between the researcher, scientist, and expert. For example, the selection theory said that digital marketing has promising evolution and benefit if the company targets millennials (Chaffey & Smith, 2017). Wherein, this 4.0 era, customers are shifting to the digital market at a continuous pace, especially the young generation. 4.0 industry era is where the digital transformation happens, including manufacturer, value process, and something related to the industry, by fusion of technologies. (Williams & Page, 2011) the millennials generation were born into an electronic, technology, and wireless society. The millennials generation, a.k.a Gen Y will check their social media ten times or more in a day. This could be a way for the company to reach the millennials generation (Williams & Page, 2011).

3.1 Online Marketing Strategy

Chaffey & Smith (2017) explained that online marketing, also called digital marketing, is a strategy that enables a company to interact with its customers and potentially cost-effective. This method can help a company reach out to potential customers and increase sales through digital marketing (Chaffey & Smith, 2017). Bala & Verma (2018) stated that digital marketing gives value to the organization, including search engine optimization (SEO), content marketing, social media marketing, and many more benefits that develop continuously. Furthermore, the company should exploit the technologies to bring massive value to their organization (Baltes, 2016). Therefore, the company must be focusing on the "golden rule," which is understanding customer information (Kannan & Li, 2016), advancing culture development (Kingsnorth, 2019), and thus can create reliability and reliance from customers (Kannan & Li, 2016).

Additionally, (Baltes, 2016) said that digital marketing is inbound marketing and focuses on the content value that influences the customer regarding the company product and service (Hubspot, 2016) cited from (Baltes, 2016). However, online marketing is more complex than traditional marketing. Digital marketing makes the site connected with a search engine, customer, outsource partner, reviewer blogs, and much more (Bala & Verma, 2018). Moreover, in this 4.0 era, customers shifting to the digital market is increasing continuously, particularly

for a younger generation. (Chaffey & Smith, 2017) explain that if the company targeted the millennials generation, digital marketing has promising evolution and benefit. In addition, Simsek (2020) stated that effective digital marketing strategies attract customers, including a perfect Website, gain followers on social media, use influencer marketing, online review, and keep the online engagement as high as possible.

- A perfect Website means the company needs to make sure that their Website is functional, qualified, and convenient. The customer expected to find the products/services with a price and hours of operation. To attract the customer, the company needs to show its product to the potential customer, for instance, the picture of the products or video. The company also needs to make their Website available for PC, laptop and mobile phone.
- Social media could be an excellent strategy if combine with digital marketing. Social media is similar to a Website, and customers can judge the company by looking at their social media, such as Facebook, Instagram, Pinterest, Twitter, and others. Considering that the number of social media users is growing each year, therefore some people might look at your social media instead of your Website. The company could do what they have been doing for the Website on social media. In social media, the organization can choose between paid and free advertising campaigns. Paid social media marketing can reach the company's target audience by age, gender, demographic, how many people the company can reach per day, and how much money the organization should pay per day (Simsek, 2020).
- To target a large audience, the company could use influencer marketing. An influencer is a third-party endorser who has persuasive power through social media, blogs, and tweets (Freberg, Graham, McGaughey, & Freberg, 2011). Simsek (2020) explains that most influencers have more than thousands of followers in their social media account.
- The following strategy takes advantage of online reviews because most customers need encouragement and build trustworthiness towards the products or services. The customers would trust to buy and use the products or services if most people said that the products or services are good, worth it, and others. To make the customers write or post the review, the company could offer them a discount, for example.

In order to make digital marketing effective, the company needs to be consistent, and it is the key.

3.2 Social Media Marketing

Social media is a part of people's daily lives. It is essential because social media can connect people worldwide, for those separated by distance or seek global opportunity. Social media are virtual platforms, for instance, Facebook, Linked In, Instagram, and Twitter (Alalwan, Rana, Dwivedi, & Algharabat, 2017). Hence, social media increasingly influence people's lives in any aspect, such as social life, economic life, perspectives, and much more (Alalwan, Rana, Dwivedi, & Algharabat, 2017). As stated by (Felix, Rauschnabel, & Hinsch, 2017), social media marketing has many goals, including improving brand awareness, make cost-efficient, increasing sales, and establishing two-way communication (Kaplan, 2010) cited from (Godey, Manthiou, & etc, 2016). In addition, social media marketing has the potential to reach the audience because it has an extensive network and is not focused on traditional marketing.

Additionally, (Stephen, 2016) stated that online word of mouth (WOM) and reviews are popular features in social media marketing. Thus, it can build customer trust and boost the firm's brand awareness or even product selling. However, social media marketing functions might differ depending on the company type and size, such as business-to-business, business-to-customer, and others.

Derived from the combined perspective of the mentioned authors, social media marketing is an activity in which a firm delivers a promotional message which uses the social media platform as a tool based on the need and behavior of the targeted audience. This theory is the basis for the author of this research to be the main point.

3.3 Online Marketing Plan

Building a plan ensures that the company is prepared for the future and what might happen (Hanlon, 2019). As explained by (Hanlon, 2019), company strategy, objective, and personal are the key to make a digital marketing plan. Moreover, (Gagno, 2016) developed the MAP program, in which the marketer's action plan based on the CRM (customer relationship management) to guide the creation of a marketing plan. Furthermore, (Chaffey & Smith, 2017)

introducing SOSTAC (Situation, Objective, Strategies, Tactics, Action, and Control) for online marketing planning. The SOSTAC principle stages are as follow in Figure 1 below:

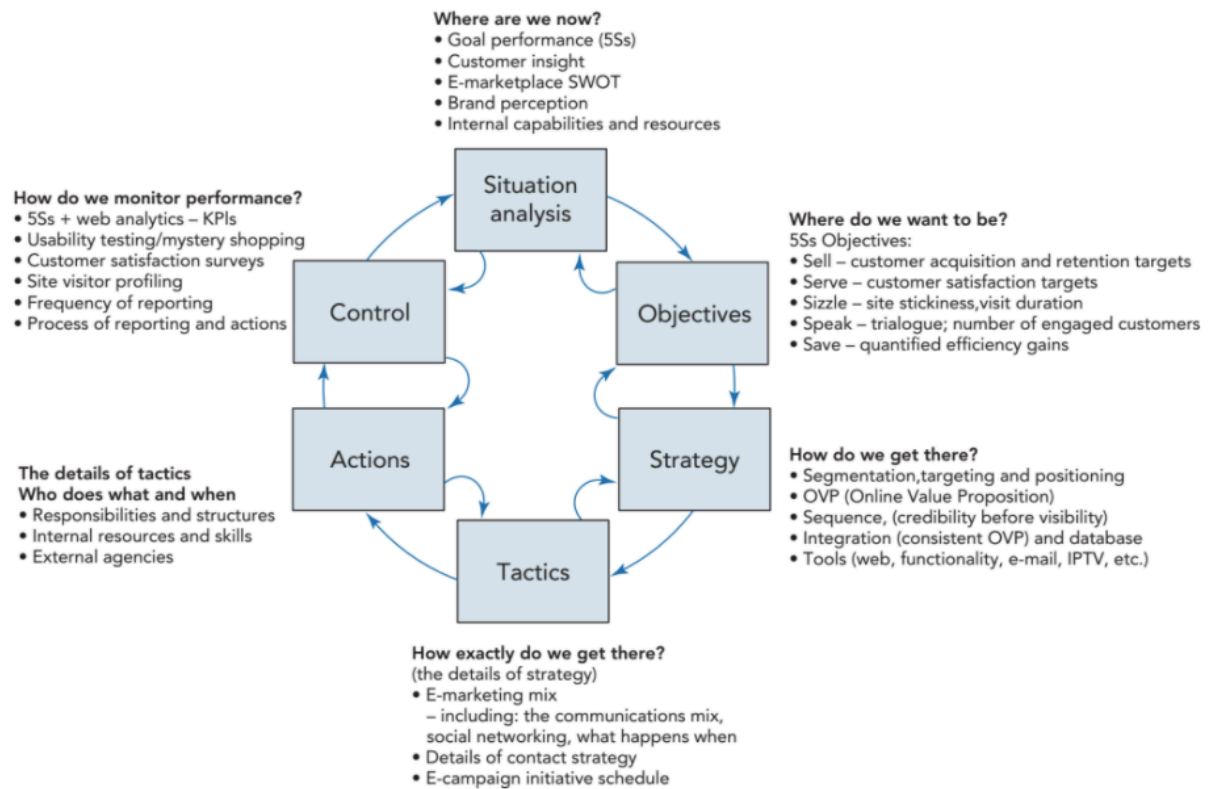


Figure 1 SOSTAC planning framework of PR Smith strategy PR Smith

Sources: (Chaffey & Smith, 2017) cited from www.sostac.org

Both perspectives have the same goal for the company, even though the step is a bit different. The MAP program by Gagnon is a specialist for the business-to-business company, while SOSTAC could be used for any type of company, B2B, B2C, and others. Otherwise, even the program could be used in different companies, and it might need support processes such as retailer and supplier (payment, logistic, and delivery (Jones, Wilikens, Morris, & Masera, 2000). The tactical plan makes the online marketing strategy survive (Tuten, 2021), and planning is crucial in every life project. Furthermore, planning could reduce stress and harmonize in the workplace if the company does the correct planning.

Moreover, the digital marketing plan could be a high opportunity for business growth (Chaffey & Smith, 2017). As Hanlon (2019) explained, strategy is something to make sure the company is prepared for the future. In addition, the company also needs to revise and review the planning

continuously and pay attention to the 3Ms budget, men/women, money, and minutes (Chaffey & Smith, 2017). As stated by Simsek (2020), plan once a year advertising marketing is not enough. A company needs to improve its Website regularly, post new social media content, make an event like a photo contest, and free products. Thus, it can make the engagement between customers and company closer and high. Thus, an online marketing plan is crucial for creating the best marketing strategy and opportunity.

3.4 Brand Awareness

Brand awareness is the capability of a customer to memorize the brand (Larry & John, 1992) and had the possibility of that brand being chosen (Keller) cite from (Seo & Park, 2018). Brand awareness is essential for the company, as it could indicate where the brand is trusted (Kotler) cited from (Cawsey & Rowley, 2016). Keller stated in her book that brand awareness consists of brand recall performance and brand recognition. The brand recall relates to the consumer's ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue (Keller, 1993). Moreover, brand recognition is about recognizing or ever hearing the brand name (Heding, Khudtzen, & Bjerre, 2020). Likewise, brand awareness is not about the brand name, and it could be packaging, value, color, and features (Rossiter) cited from (Romaniuk, Sharp, Paech, & Driesener, 2004).

To sum up, brand awareness is brand awareness, brand recall, and brand recognition. To put it simply, brand recognition is at the point of purchase, while brand recall is category need or before purchase (Percy & Rossiter, 1992). Marketing communication channels such as online advertising, television, and hand-phone help build brand awareness to reach out to the customer (Aaker) cited (Jumiati & Norazah , 2015). Additionally, brand awareness also contributes to making price fairness for customer perception, following perceived quality (Oh, 2000).

3.4.1 Brand Awareness Measurement

Brand awareness plays a crucial role in consumer decisions. It helps consumers reach their purchase intentions (Chia, 2017). There are several ways to measure brand awareness. As stated by (Laurent, Kapferer, & Rousel, 1995), there are three classical measurements of brand awareness, spontaneous awareness, top-of-mind awareness, and aided awareness. Beyond Laurent's theory, Chia's also provides more approaches to measure brand awareness: Tracking certain types of website traffic over time, social listening metrics, and conducting a brand

awareness survey. In the following explanation, the writer explained more about Chia's approach to understand the theory.

Conduct a survey

This survey can be conducted with people who follow Ratu Culinair BV social media platforms, direct consumers, and groups (vegan, vegetarian, and group age) by analyzing Ratu Culinair's social media platforms. The analysis could give the information that the strategy is working or not, also tell the possibility of potential customers. It will give the company results about brand recall and awareness. The survey could be done in a questionnaire, interview face-to-face, phone, and online survey on a website or social media platform (Chia, 2017). The survey result is expected to improve the brand awareness of Ratu Culinair BV and encourage the customers to recall the brand (Smith, 2018).

Social listening metrics

According to Amaresan, social listening is the monitoring of the brand's social media channels for customers feedback and direct mentions of the brand or discussion regarding specific keywords, topics, competitors, or industries, followed by an analysis to gain insight and act on those opportunities (Amaresan, 2018). Moreover, social media metrics include impression, reach, engagement (Keyhole.co, 2020), and volume of mention (Chia, 2017).

- **Impression**

An impression is the number of times a user has viewed a specific photo, video, or story on Instagram. It also shows how many people have repeated views from the same audience. They can also be used to determine if a user actually visited your profile to view it. However, when it comes to reach and impressions, the former is often confused with the latter.

Reach is simply the total number of times a specific profile has viewed a specific post or story. For example, in one of the social media platforms, Instagram, we can look at both reach and impression in Figure 2.

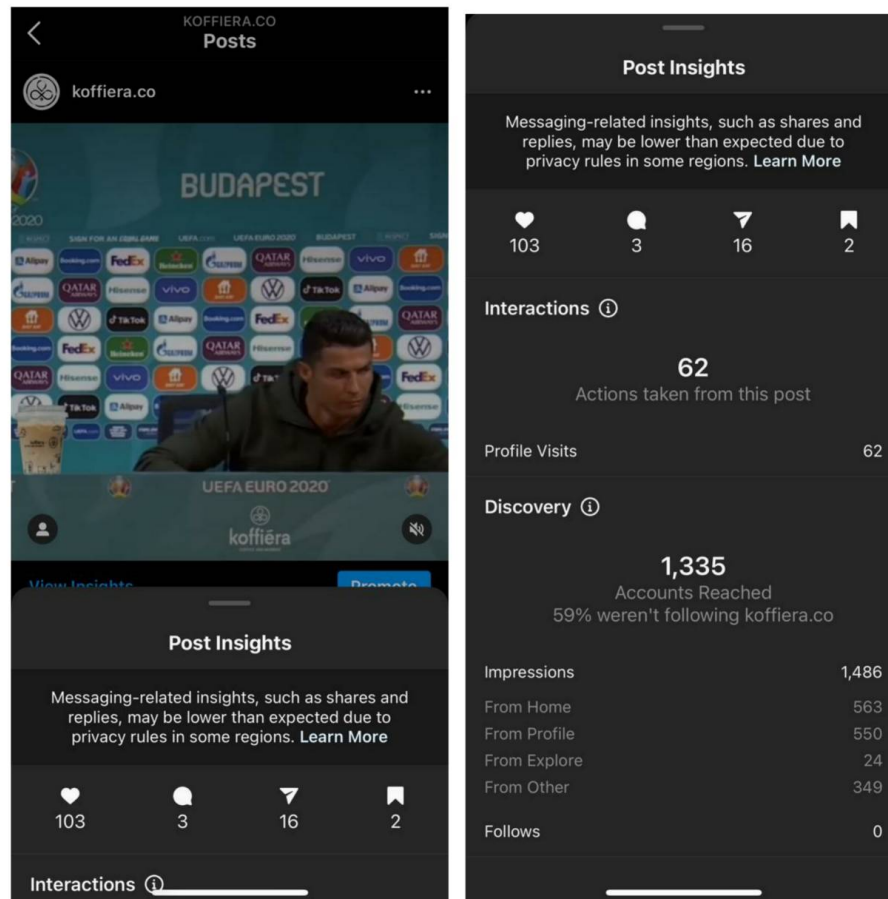


Figure 2 Koffiera.co Impression & Reach example one of a video posted from Instagram

Source: Koffiera.co Instagram post on 17th June <https://www.instagram.com/p/CQOYhpUBCxt/>

- Reach

The reach features available in most social media platforms could be seen as something significant to measure on an organization's social media. As mentioned above, Reach is the number of the individual or user who has viewed the content. From reach, the organization can make the follower engage with them and become the customer. Having a growing organic reach means the organization is growing the size of the audience, such as gaining a new follower. Therefore, maximizing the reach metric will help increase brand awareness. For example, by looking at the insight, the organization, especially marketers, can choose the right time to post, which has the most active audience, then gives a fresh post. Moreover, it can be seen from Figure 2, and it is reached 1,335 users because it is more to how many account and impression is how many times the user seen the post.

- Engagement

The organization should focus on engagement, which is a must-track metric for organization marketers on social media from explaining how Reach works. Engagement is when the followers are interacting with their content. Thus, it could indicate how much the company's brand resonates with the audience. Also, it could show if the strategy (post, video, carousel post) is working or the other way around. Engagement rate is a great metric to test the new method and the quality of an organization's social media. The engagement actions could be:

- Commenting posts
- Liking posts
- Saving posts
- Visiting profile
- Replying to stories (for example, Instagram stories)

Likewise, there is a method to calculate the overall engagement rates of an account. Nevertheless, the method would give you the average engagement rate.

- Every post uploaded to Instagram for the last 30 days
- Sum up all the likes and comments within 30 days (Engagement)
- Total engagement ÷ total post uploaded in the last 30 days
- Total in C's step ÷ total followers
- Total D's step x 100% (Average engagement rate)

However, for getting into the detail of knowing which post is appealing to the followers, the marketers could calculate from the recent post by:

$$\text{Engagement} : \frac{\text{\#of like + comments}}{\text{Followers Number}}$$

$$\text{Engagement Rate} : \text{Engagement} \times 100\%$$

For instance, from Figure 2, Koffiera. Co posted a video on Instagram on 17th with 103 likes, three comments, and 1,146 followers.

$$\frac{106+3}{1,146} = 0.0925 \times 100\% = 9.25\%$$

Hence, the organization could evaluate and improve the Instagram content strategy by calculating and checking the most engaging post, story, or video.

- Volume on mention and share voice

As a B2B (business-to-business) brand in a niche market, the most common way to track brand awareness measurement is the volume of mention, share voice, and engagement (Keyhole.co, 2020). The brand mentions the number of people who mention the brand in a comment or mention their brand in the caption and tag the company profile in their post. The volume of mention can show us there is any buzz in the market about their brand. Also, the volume of mention is earned media because people who mention the company's brand online will produce user-generated content. The shared voice is the total of people who mention their brand and the total number of possible social media users who notice what the organization has earned. The audience can talk if they know the brand, and the better the amount of volume mentioned, the better the organization's brand awareness.

Website monitoring

Website traffic also plays an essential role in online marketing. When the organization has more than one social media and links to each other, it could increase the brand recall. In addition, there are direct traffic and referrals in monitoring website (Chia, 2017). When the organization increases its direct traffic and referrals, it will be easier for them to go to Google's search results.

- Direct traffic

Direct traffic refers to the page visitors who have found and viewed the company's page by entering their Website on a search bar or from the link not tracked, such as promotion e-mail, dark social (all the social traffic that untraced), and many more. Direct traffic could be linked from the document, for example, when the visitors downloaded the service or product pricing and clicked on their Website through that document. Therefore, direct traffic can be counted as a mysterious and surprising metric. Nevertheless, some direct traffics might come from social media, SEO, referral, etc. Also, direct traffic can measure brand awareness and increase brand recall when the audience directly types the organization's Website on the search bar.

- Referrals

Referral traffic is when the visitors viewed to an organization's Website from the link on other websites. Targeting and relevance are essential for referral traffic. Sharing a company's links on other websites is irrelevant since it would not benefit the company. The company must know the customers' information, such as internet search, the customer food preference, or where the customers look for food recommendations. For instance, the customers ask about the best burger in The Netherlands on Yelp⁷, and from this information, the burger company could try to form a partnership with Yelp to put their brand in their blog. As referrals, traffic could tell us where their visitors come from, and if the visitors trust the recommendation, this could lead them to be the new customer for the company.

⁷ Yelp.com is a crowd-source local business review and social networking <https://www.yelp.com/about>

4 Internal Analysis

The internal analysis includes company analysis, such as current market strategy, product, financial situation, the innovation of the product, and others. The detailed analysis of the company will give a piece of thorough information about the competitive viability in the market. The analysis information can be used to develop company strategic planning and enhance the business.

4.1 Company Analysis & Organization Value

The first chapter will take a look at the current situation of Ratu Culinair BV. It is critical to understand the company's current strategy in the market before exploring any external factors. The analysis will include the product, financial situation of the last three years, and their innovation regarding the product and the marketing.

Ratu Culinair is a brand that develops authentic peanut sauce from Indonesia that is made from almost 70% of natural peanut. The value of this brand is in its product, as stated by Riano Hariman, the CEO of Ratu Culinair BV. All product has an authentic taste, gluten-free, vegetarian and vegan safe, and homemade that the competitors of Ratu Culinair either have one or not. Therefore, Ratu Culinair brings all the needs for the consumer so that they can enjoy Ratu Culinair's product without any hesitation (Hariman, 2021). Thus, how Ratu Culinair valued itself to its competitors.

Besides, Ratu Culinair also wants to deliver quality, authentic taste, and business-to-business relationships by building customer demand. The quality is delivered through its product with a high-quality ingredient, stringent quality requirement, and traditionally processed. Furthermore, to ensure the relationship and customer relationship, Ratu Culinair will provide a direct link in which the customer can reach them directly through its *Facebook Messenger*, e-mail address, or call (Hariman, 2021).

Therefore, the value proposition of Ratu Culinair is in its product itself. This brand believes they are capable of competing with its competitors through the product.

4.1.1 Assortment Product

Ratu Culinair BV sells instant peanut sauce and several Indonesian snacks, with most of the products, are Indonesian peanut sauce. This because the CEO wants to introduce traditional Indonesian food in an instant form. Their product has authentic taste and is homemade, so people that want to try traditional Indonesian food would have the best taste, the same taste as if they tried it in Indonesia. Ratu Culinair's product helps Indonesian expatriates in the Netherlands to fulfill their cravings for Indonesian cuisine. Ratu Culinair BV has a product in the line that consists of 14 main products, and each product has a different size. Table 1 presents the consumer prices of the current product line.

Table 1 shows 14 main products from Ratu Culinair with a range of weight and price

Product	Price (€)	Weight
Gado-gado saus	1,64 – 28,88	200gr – 9,5kg
Sate saus	1,64 - 28,88	200gr - 5kg
Petjel saus	1,91 – 37,10	200gr – 5kg
Lotek saus	1,91 – 37,10	200gr – 5kg
Thaise Pindasaus	2,95	400gr
Karedok saus	3,13	400gr
Asinan saus	3,13	400gr
Emping Blado	1,81	150gr
Krupuk Gendar	1,88	100gr
Krupuk Opak	1,23	120gr
Tempeh gurih	2,00	125gr
Emping Naturel	1,58 - 2,32	100 – 180 gr
Sambal goreng kentang	1,76 – 7,00	185gr – 1kg
Katjang Ratu	2,11 – 7,20	250gr – 1kg
Gebakken Knoflook	1,50	100gr

source: Ratu Culinair Prijslijst

On the other hand, Table 2 will show the best seller products from Ratu Culinair BV. Likewise, the company categorized the products as bestseller products by looking at how fast the products

are moving, whether it is slow or fast, the demand low or high, and the monthly sales report (see Appendix 2).

Table 2 shows four bestseller products from Ratu Culinair

Product	Price (€)	Weight
Gado-Gado saus	2,58	400gr
Sate saus	2,58	400gr
Petjel saus	3,13	400gr
Emping Blado	1,81	150gr

(source: Ratu Culinair annual selling)

Here is one of the Ratu Culinair BV products, and it is called *sate saus* or *sate sauce* (see Figure 3). As mentioned in the table above, *sate saus* is the best-selling product and fast-moving product from Ratu Culinair. Ratu Culinair is innovative when it comes to its products. They made *sate sauce* with mild spicy, extra spicy, and sugar-free so that people can choose based on preference (see Figure 4).



Figure 3 The product of Ratu Culinair BV "satesaus"

Source: Ratu Culinair BV website <https://www.ratuculinair.nl/en/home.html>



Figure 4 types of Ratu Culinaire products, spicy, mild, and sugar-free

Source: Ratu Culinaire BV website <https://www.ratuculinaire.nl/en/home.html>

Sate sauce is typically cooked with chicken (see Figure 5). However, in the Netherlands, peanut sauce has been mixed with Dutch cuisine, fries, and peanut sauce "Patatje Pinda" (see Figure 6).



Figure 5 satay sauce served with a chicken skewer

Source: Ratu Culinaire BV website <https://www.ratuculinaire.nl/en/home.html>



Figure 6 French Fries with Satay Sauce "Patatje Pinda"

source: Gastro Obscure "Patatje Oorlog" (Huang, 2021) <https://www.atlasobscura.com/foods/patatje-oorlog-dutch-war-fries>

In Europe, peanut sauce is often called sate sauce. However, not all peanut sauce is sate sauce. That is why Ratu Culinair produces several peanut sauces with different flavors/tastes (see Figure 7).



Figure 7 Ratu Culinair peanut sauce products

source: (Wardani, 2021)

4.2 Ratu Culinair BV current marketing strategy

To analyze the marketing strategy: value proposition, target market, marketing mix 4Ps (price, product, place, promotion), and distribution strategy, the interview was held with Mr. Riano Hariman, the CEO of Ratu Culinair BV. Based on the internal analysis, it turned out that Ratu Culinair is not a Business-to-Customer company. Therefore, the company comes up with a new strategy to directly communicate with customers through social media promotion.

4.2.1 Value Proposition

The value proposition of Ratu Culinair is that the company's products are made from the best quality ingredients without adding unnecessary things, like, preservatives, colorant, and animal origin. All the products are gluten-free so that people with gluten intolerance can consume them. On the other hand, their products are suitable for vegetarians and vegans because they only use natural ingredients. As their authentic taste, the company makes sure that their products taste the same as the original products. For instance, *Petjel* and *Gado-Gado saus* is made by an Indonesian chef, *Thaise saus* made by a Thai chef, and Suriname *saus* made by a Surinamese chef. The chef explicitly makes the peanut sauce from each country in Asia. Hence, the taste will be the same as their original taste. Besides all of that, the company has supported the environment, using green electricity, supporting the WWF (World Wildlife Fund), and using free-chemical ingredients in the products are also included (Hariman, 2021). In addition, Ratu Culinair passes the quality control for the food safety system from FSSC⁸ (see Appendix 3).

As mentioned above, Ratu Culinair supports the environment, which is a small step to be a different company from the competitors and minimize the organization's footprint. Likewise, choosing a product that gives attention to their business footprint also supports the environment. As stated by the (dictionary.cambridge.org, n.d.), the environmental footprint is the environmental effect caused by community, organization, and activity. Therefore, the industry needs to work on zero environmental footprints. Buying Ratu Culinair products means supporting the company to achieve zero environmental footprints. As a B2B company, Ratu Culinair can save their client from any protest, such as boycott the brand that testing on animals

⁸ FFSC stands for Food Safety System Certification

or containing animals and causing environmental damage that could create a negative brand image.

4.2.2 Targeting Market for Brand Awareness

According to the CEO, Mr. Riano Hariman, in the interview, it can be concluded that Ratu Culinair's target market is a niche market.

Why Ratu Culinair's target market is a niche market?

Ratu Culinair products have good quality ingredients, which can lead to high prices. For example, their peanuts are imported from America, considered the best quality peanuts in the world. Ratu Culinair never uses peanut paste or mixes the peanut paste to make their delicious peanut sauce. Figure 8 shows the fried peanuts that are being used in their peanut sauce.



Figure 8 Before (left) and After (right) fried peanut

Other than the peanuts that were imported from the best peanuts producer, the other ingredients such as *emping*⁹, Ratu Culinair imported from Indonesia, were initially *emping* come from. Ratu Culinair is still using their homemade recipe until today to maintain the authenticity of the taste. Additionally, almost 70% of the production and packaging processes are done by human labor. As mentioned in 4.1.1 table 1 about the assortment of products, their prices are ranging from €1,23 to €37,10. Therefore, the price range of Ratu Culinair products is considered as expensive compared with their competitors.

⁹ Emping is Indonesian chips made from Melinjo/Belinjo (Gnetum Gnomon) seeds.

However, suppose we got into the details of their target customer, which millennials generation to boost the brand awareness. In that case, Ratu Culinair has a specific target customer after discussing the goals with the writer. It also came because the organization wants to create demand through social media. The company focuses on the Netherlands area, where Ratu Culinair wants to build its brand image within the national range. As well as improving the marketing strategy, Ratu Culinair has decided to target millennials as the primary target and Gen Z as a sub-main target.

Although, as Business-to-Business company, Ratu Culinair does not have a specific target for their partner, as long as the second party is still within The Netherlands and helps the company to increase their sales, Ratu Culinair would ask them to be a partner.

4.2.3 Marketing Mix 4Ps: Product, Price, Promotion, & Place

This part includes of marketing mix of Ratu Culinair BV as a B2B company. First, the information consists of a product description, including product selection. In addition, the promotion description includes the current promotion strategy and old promotion strategy. Next, place information where the second partner can reach out to the product as a B2B company—also, the place information where the customers can buy Ratu Culinair products. Lastly, the price of the products includes how many times the company changes the price.

4.2.3.1 Product

Looking at the Ratu Culinair products, it has many varieties of Indonesian dishes and Asian dishes. In addition, the size of the products also comes with many options (check out Figure 10), which is best for the customer's preference and needs. The packaging design is also unique, especially the peanut sauce packaging. It comes with a different color for each sauce, for instance, *Gado-Gado saus* with yellow packaging color, *Petjel saus* with green packaging color, *Thaise saus* with pink packaging color, and others as shown in Figure 7. Figure 9 shows the detail of the packaging of the product.



Figure 9 Thaise pindasaus packaging detail

Source: Ratu Culinaire BV website <https://www.ratuculinaire.nl/en/home.html>

Most Ratu Culinaire products are traditional Indonesian foods and the essential peanut sauces suitable for Indonesian foods, such as *Petjel*, *Karedok*, and *Asinan*. Therefore, people can try Indonesian foods without having to visit Indonesia. Also, because it is only made of peanuts and spices, vegetarians can eat Ratu Culinaire peanut sauce. It is also suitable for people with gluten tolerance because the products are gluten-free, which the ingredients do not contain flour, food starch, and wheat. Thus, the strength of Ratu Culinaire BV products is compared to all competitors. Ratu Culinaire products also become innovative as a dipping sauce, seasoning sauce for salad, and filling sauce.

As mentioned in the 4.1 product assortment in Table 2, Ratu Culinaire products are listed, which are just the primary products, while Appendix 4 will show the product's details.

4.2.3.2 Price

As a B2B company, the price from the factory and the client will be different. The customers will get a final price from the client, which is higher than the factory price. However, Ratu Culinaire has a regulation regarding their price policy for the client. (Hariman, 2021) has explained that the client or business buyer can only sell their products with approximately 10 % percent from the original price. So, the policy can be beneficial for both parties.

It shown in Table 2 about the price range of Ratu Culinaire products, including the size and the type of the products. The factory and the market could have different prices. For example, the

factory price for 200gr sate sauce is €1,64. However, if we check at an online shop that sells Ratu Culinair products, the 200gr sate sauce will be €2,60 -€2,70 (see Figure 10). Look at Appendix 4 for the exact price.

Figure 10 satay sauce price in an online shop



source: <https://www.tokogembira.nl/nl/ambachtelijke-satesaus-200-gram.html>

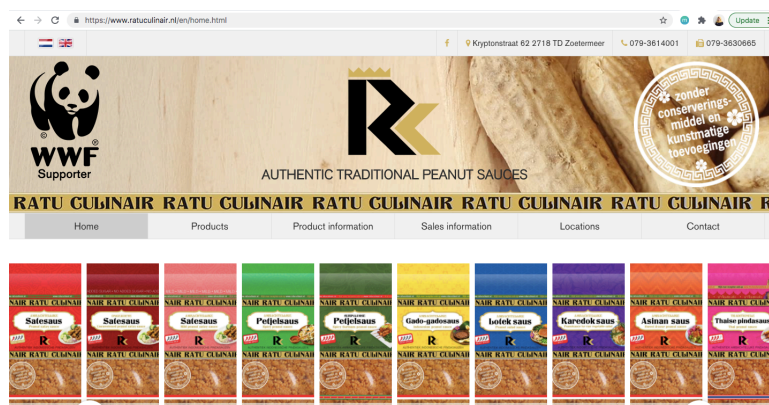
4.2.3.3 Promotion

Promotion includes all of the available strategies for the marketers to create a detailed marketing communication and plan. Solomon et al. (2009) cite (Friesner, 2016) explain that promotion is all the activities that marketers undertake to inform their products to customers and encourage the potential customer to become a consumer and buy the products. There are common promotion elements: direct marketing, public relation, advertising, personal selling, sales, online communication, and sales promotion.

When it comes to promotion as a B2B company, Ratu Culinair prefers to doing direct marketing by visiting and offering the products to the business buyers, such as Toko¹⁰, supermarkets, restaurants, and others. However, the marketers are no longer doing this kind of promotion due to the absence of an internal marketer. Therefore, as the time goes by, Ratu Culinair relies on the mouth-to-mouth promotion strategy more than pushing their direct marketing strategy to get more business buyers. Moreover, the company has hired an external marketer, that is taking charge of Ratu Culinair's social media. The company decided to create an official account on various social media platforms because those platforms could bring many advantages for their promotional development, ranging from a traditional promotion to online promotion, which led to increased brand awareness.

¹⁰ Toko is a shop in The Netherlands that primary sells Asian food products.

Ratu Culinair BV created and focused on its Facebook page since 2017. For almost four years, the company is building its brand awareness and creating demand through the social media platform. This is because the company believes that constructing demand and building brand awareness through social media is more cost-effective than visiting the business buyers. The more the company focus and push their social media platforms, the wider their audiences. With the right content and consistent, the audience could be attracted by the products and build their desire to buy. Therefore, the company has been focusing on its Facebook page and Website to build brand awareness (see Figure 11).



Source: <https://www.ratuculinair.nl/en/home.html>

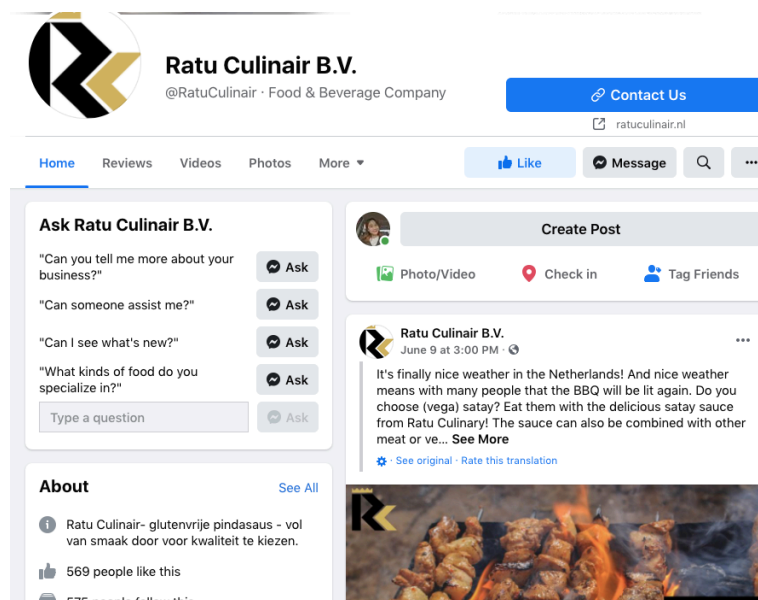


Figure 11 website and Facebook page of Ratu Culinair

Source: <https://www.facebook.com/RatuCulinair/>

Other than that, the company also makes a sample product in public or known as the demo. It is practical and boosts their sales. Figure 12 explains Ratu Culinair's demo for their new product "Thaisesaus"¹¹.



Figure 12 Launch demo "Thaise saus" at Wah Nam Hong

source: Ratu Culinair's album

As the writer is learning about digital marketing, the researcher gave a company a suggestion based on the data and report. The data gave the writer and company insight regarding social media is being used the most, which is fast-growing in the Netherlands. As mentioned by affix¹², the fastest growing social media in The Netherlands is Instagram¹³ (see Figure 13). In addition, the company is currently working on expanding to other social media platforms. From 2019 till 2021, Instagram has increased new users by over 14% (Degenaaars, 2020).

	2019	2020	+/- (#)	+/- (%)
	11,9 miljoen	12,1 miljoen	+220.000	+2%
	10,1 miljoen	10,4 miljoen	+230.000	+2%
	8,7 miljoen	9,1 miljoen	+430.000	+5%
	4,9 miljoen	5,6 miljoen	+710.000	+14%

¹¹ Thai *sau*s is the peanut sauce that come from Thailand with Thailand recipe

¹² Online marketers and web developers <https://www.afx.nl/over-ons/>

¹³ A social media that taking photos and tweaking to communicate with other users.

	4,6 miljoen	4,7 miljoen	+70.000	+2%
	3,5 miljoen	3,5 miljoen	+45.000	+1%
	2,5 miljoen	2,8 miljoen	+310.000	+13%
	2,4 miljoen	2,7 miljoen	+310.000	+13%
	-	0,7 miljoen	-	-

Figure 13 Social media users in The Netherlands from 2019-2020

Source: Affix report <https://www.afx.nl/belangrijkste-cijfers-social-media-gebruik-2020/>

Based on the discussion above, the writer gives Ratu Culinair a suggestion to create an Instagram account to implement online marketing. As described in the theoretical framework about brand awareness measurement. Ratu Culinair must keep track of their Impression, Reach, and Engagement on their Instagram account. Figure 14 show Ratu Culinair Impression and Reach on one of their posts.

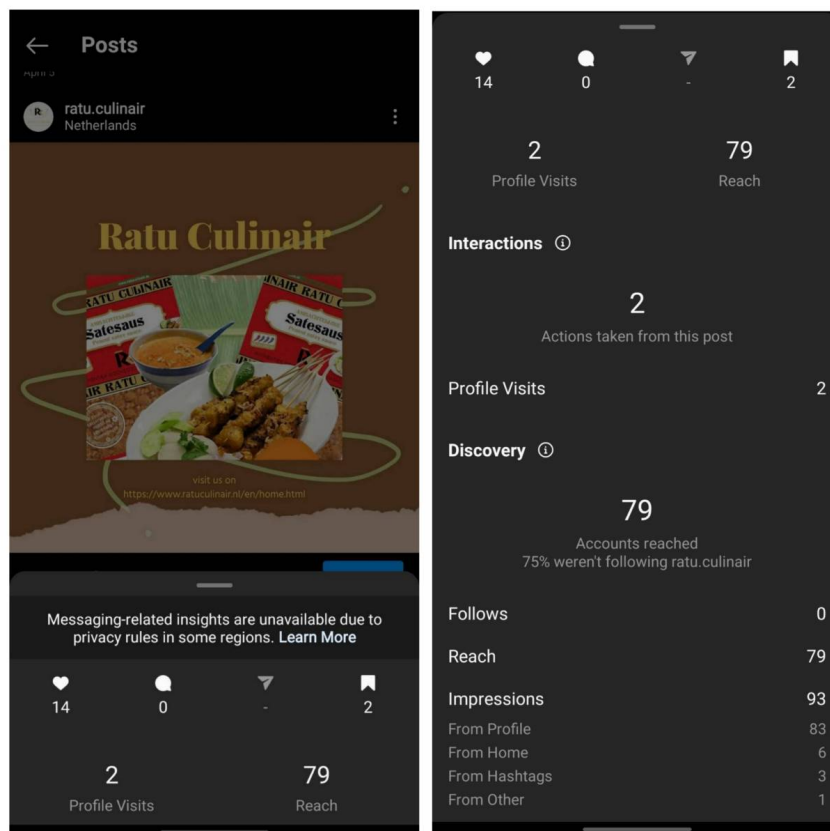


Figure 14 Reach and Impression of Ratu Culinair Instagram for just one post

Source: Ratu Culinair Instagram <https://www.instagram.com/ratu.culinair/>

From Figure 14, the company is able to calculate Ratu Culinair’s engagement and engagement rate. On April 5th, 2021, Ratu Culinair posted a photo on Instagram with 21likes, zero comments, and 70 followers.

$$\frac{21}{70} = 0.30 \times 100\% = 30\%$$

Along with the new social media marketing, which is Instagram, it shows that half of Instagram users are dominated by 25-35 years old, which is the target market of Ratu Culinair. As explained in the introduction part, the company focuses on the millennials generation, which 25-40 years old, they were born between 1981-1996 ((Dimock, 2019). Therefore, Instagram would be social media platform that fits Ratu Culinair's target. Figure 15 below shows that most the Dutch people use Instagram at is the age of 25-35.

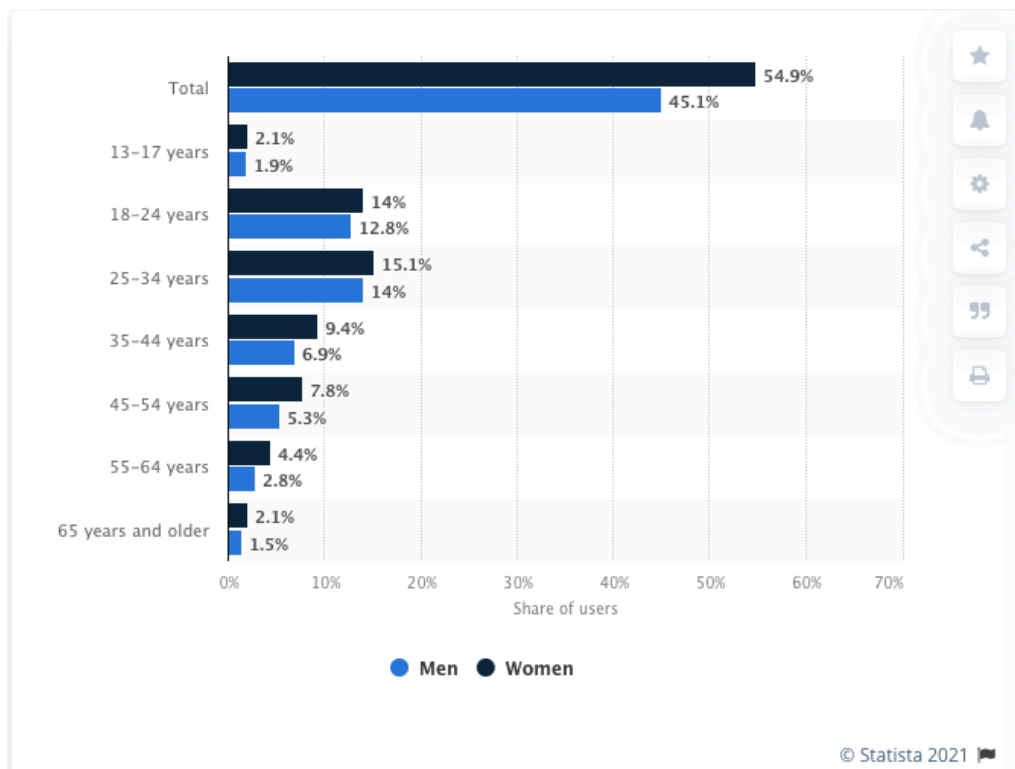


Figure 15 The total percentage of people using Instagram based on the groupage

source: <https://www.statista.com/statistics/946096/instagram-user-distribution-in-the-netherlands-by-age-group-and-gender/>

4.2.3.4 Place

Ratu Culinair BV is located in Kryptonstraat, Zoetermeer. For the business buyers, the product's availability will be located at the factory, which is in Kryptonstraat. The company will directly distribute the products to the client from the factory to the client's location. As Kotler and Armstrong (2010) cite from (Friesner, 2016), the place is where the company

activities happen and make the products available to the target consumer: business buyer and customer. Therefore, because Ratu Culinair is a B2B company, the product availability for the consumer is in the client location. For example, it could be *Toko* and Supermarket. Ratu Culinair is still in progress to distribute their products in every city in the Netherlands. In addition, Ratu Culinair also has an intermediary partner known as a distributor. The business buyer also can buy the product from the distributor. Appendix 5 will show the list of Ratu Culinair clients and distributors.

4.3 Company Market Position

As for the market position of Ratu Culinair, Ratu Culinair is a small medium enterprise (SME) in the condiments, sauce, and dressing industry in The Netherlands. The Netherlands condiment, sauce, and dressing market are pretty competitive because over 38 companies are active within the industry. However, the market more competitive because of the imported product. The Dutch condiment industry is reached EUR804,7 million value growth in market size (Euromonitor International, 2020). At the same time, Ratu Culinair has reached a turnover of EUR1,452,823.77 in 2020. Ratu Culinair focuses mainly on the masses' order (business buyers) with a mid-range price. The business buyer does not focus on the price, as long as the factory could save them from increasing their revenue. The unique and innovative product also the packaging is appreciated in the domestic. Hence, the CEO expresses that because the company has Asian culture, which makes the sauce even better. Indeed, the company offers many sauces in different tastes, as shown in Figure 7, to differentiate its brand from the competitor.

5 External Analysis

In this chapter, an external analysis of the consumer behavior, competitor, and online marketing situation in the condiment industry is described. By analyzing the competitor and consumer buying behavior, Ratu Culinair will know the opportunities to take. The external analysis pushed the company to grow. In addition, data from Euromonitor and Europages¹⁴ as an overall view of the condiment market within the Netherlands will be given.

5.1 Consumer Buying Behavior

This part includes a description of the consumer buying behavior of Dutch consumers towards sauce, condiments, and dressing products. As stated in the Euromonitor International (2020), the demand for sauce, condiments, and dressing were dramatically increased in 2020. Thus, because of the COVID-19¹⁵ effect and the lockdown¹⁶ regulation from the Dutch government, people prefer at-home consumption. Also, many people stockpiled essentials, including sauce, condiments, and dressing products. Compare to the foodservice, the condiment industry rose sharply, while foodservice fell dramatically. Hence, the foodservice and restaurant are not allowed to open because of the lockdown regulation. Other than that, the healthy trend in the Netherlands is rising to align with organic products, including natural ingredients, less sugar, and salt. (Future marketing insights, 2021) explained that modern European consumers become more observant of the product's ingredients, especially preservatives, because of the negative impact that could harm their bodies. The harmful effect of consuming many preservatives may have side effects headache, allergies, asthma, or even cancer (Sharma, 2015). It can be considered that Ratu Culinair is a perfect product for this trend rather than a competitor product. Since Ratu Culinair is a dry sauce, durable, gluten-free, with many flavors, and many products options, such as sugar-free and spicy levels, it can be the perfect option for customers.

Due to the COVID-19 outbreak, packaged food in the Netherlands remaining increase even before the COVID-19 outbreak. The customers were selecting the products either it is reasonable price or quality. The Dutch consumer more prefers mid-priced brands. Therefore, the condiment, sauce, dressing growth, and sharing of private labels are expected to continue

¹⁴ Europages is B2B sourcing platform within the EU and UK <https://www.europages.co.uk/>

¹⁵ COVID-19 (Coronavirus Disease of 2019) is the current global pandemic that caused by SARS-CoV-2

¹⁶ Lockdown is an emergency situation to prevents people from move around the city, freely entry and leave a given area.

growing. Also, the significant change in consumer buying behavior patterns because of the COVID-19 outbreak considerably impacted the market's future. As shown in the FMCG index, sauces, dressing, and condiments are constantly increase than FMCG industries including, beauty car, soft drink, and home care (Euromonitor International, 2020) (see Figure 15). This means that the demand and consumer of condiments, sauce, and dressing are boosted every year.

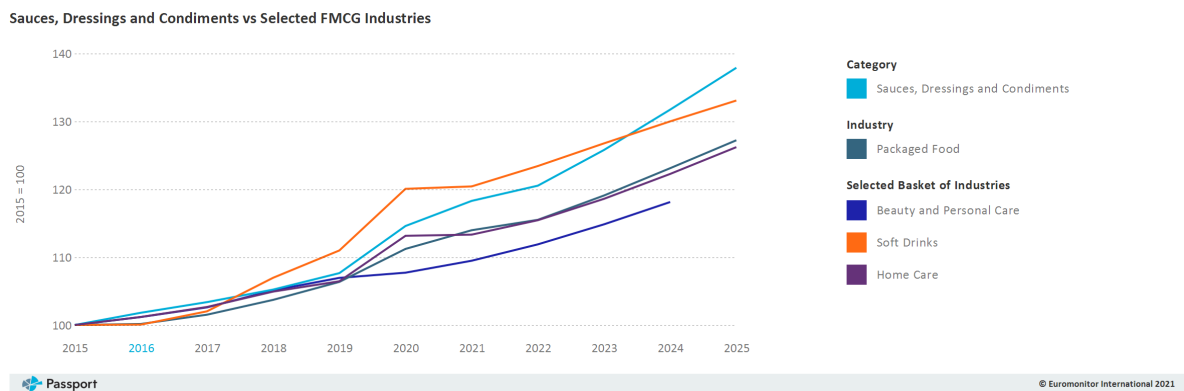


Figure 16 Condiments, sauce and dressing vs selected FMCG industries

source: Condiments, sauces, and dressing in The Netherlands report
<https://www.portal.euromonitor.com/portal/Analysis/Tab>

5.2 Competitor

Ratu Culinair BV is included as a national company in SME (small-medium enterprise) size. In addition, Ratu Culinair BV is a producer of condiments, sauce, and dressing within the food industry. As stated in 4.4 about company marketing position, there are 38 companies that actives in the condiment, sauce, spices, extract, and dressing industry. Moreover, from 38 companies that actives within the condiment and sauce industry, five companies focus on sauces and dressing, which visible competitor for Ratu Culinair BV (Europages, n.d.). Mr. Hariman, as CEO of Ratu Culinair, explains that their big competitors are, Asli which is a brand from Columbus Concept, and Karang Sari, which is a company based in Indonesia. Mr. Hariman thinks that those are Ratu Culinair's competitors because they sell their product at the same place as Ratu Culinair. Also, they produce the same product, which is peanut sauce and the exact size of Ratu Culinair company. However, the company realized that there is competitor myopia¹⁷ that could impact Ratu Culinair's selling. This market offers substitute

¹⁷ myopia competitor is when other companies blinds a company by using their substitute product or service.

products, such as spices, flavored chicken, dressing (ketchup, mayonnaise, barbeque sauce, and others). For example, the customer will prefer flavored chicken because it is easier to cook.

The leading players in the Netherlands in the condiment, sauce, and dressing industry, are Unilever Nederland BV and Heinz BV. HJ these two companies switching between the central position and are closely competitive tied to each other. On the third spot, Albert Heijn BV offers its products through the company's brand of AH. Besides, there are more prominent competitor brands for Ratu Culinair to face, such as AH, Heinz, Conimex, Wijko, Jumbo, Remia, etc. These are the critical player within peanut sauce products. The information from the chapter is extracted from a report related to the condiment, sauce, and dressing industry in the Netherlands retrieved from Euromonitor through the use of NBO ¹⁸ company shares in a % retail value RSP ¹⁹ (Euromonitor International, 2020). The information will be shown in table 3.

Table 3 Retail Value RSP of brand share sauce, dressing, and condiment in 2021

Brand	2021 Retail Value RSP
AH (Albert Heijn BV)	11.1%
Heinz (Heinz BV, HJ)	5.5%
Conimex (Unilever Nederland BV)	3.1%
Wijko (Heinz BV, HJ)	1.2%
Remia (Remia CV)	3.2%
Jumbo (Jumbo Supermarketen BV)	4.9%

Source: Euromonitor, sauces, dressings, and condiments <https://www-portal-euromonitor-com.saxion.idm.oclc.org/portal/Analysis/Tab>

5.3 Online marketing situation

The Netherlands' online marketing situation is quite impressive. The internet users in the Netherlands reach 96% in 2020 (ecommercenews.eu, 2021), which can lead to the company's opportunity to do digital marketing for their brand. The big brands such as Albert Heijn, Conimex, Wijko, Heinz, and others use Websites and social media such as Facebook, Instagram, and even Pinterest to promote their products. For example, Heinz and Conimex are

¹⁸ NBO is national brand owner

¹⁹ RSP is retail selling price

trying to attract social media users to buy their products and build their brands. Figures 17 and 18 showing the Instagram of Heinz and Conimex.

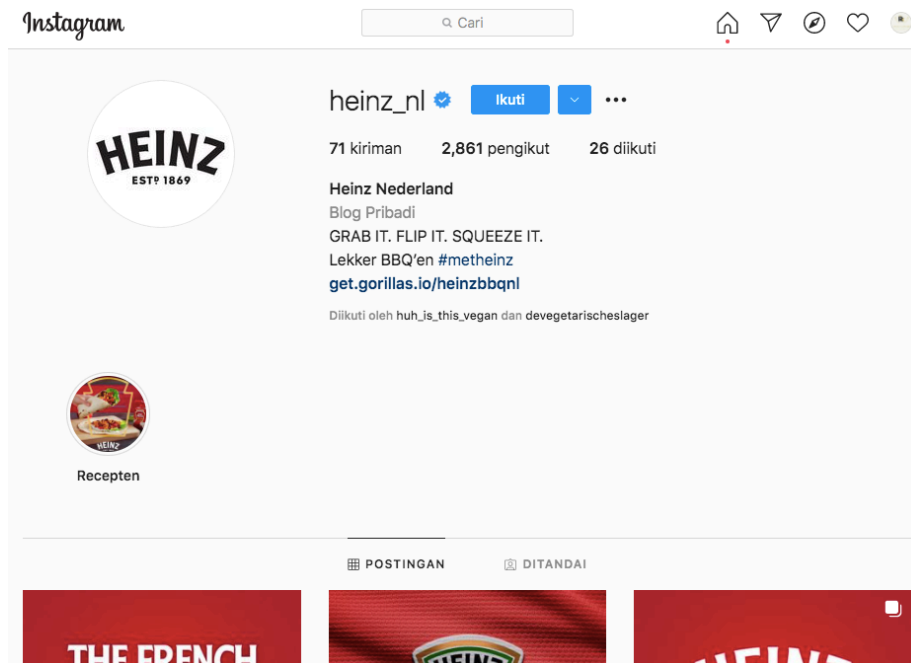


Figure 17 Heinz BV, HJ Instagram

source: https://www.instagram.com/heinz_nl/

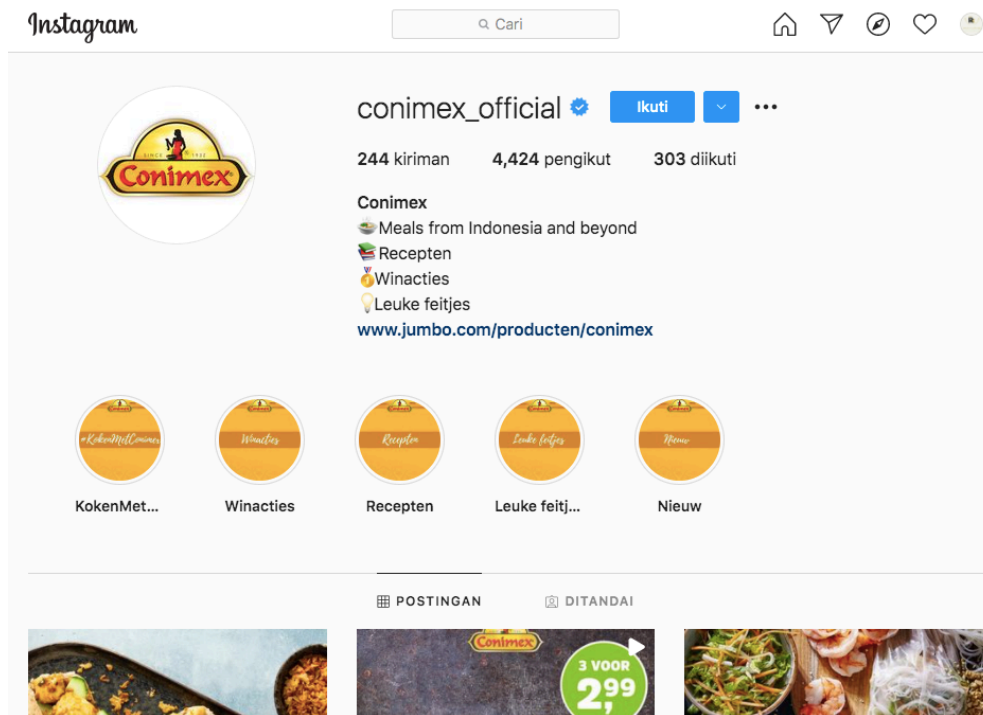


Figure 18 Conimex Instagram home page

source: https://www.instagram.com/conimex_official/

In addition, online marketing in the Dutch market reached \$2,615.3 million in 2019 and reportedly had a compound annual growth rate (CAGR) of 11.7% from 2015 till 2019 (marketresearchreport.com, 2020).

6 Conclusion

Regarding the central question, “what is the most feasible online marketing strategy for Ratu Culinair BV to improve the brand awareness in their existing social media strategy, and how to increase their business selling through a specific target market?”. The researcher concludes that to improve Ratu Culinair’s brand awareness and reach the target market, millennials, the company should improve their current digital marketing strategy, which Facebook and Website, also expand into another social media platform, like Instagram. From the internal analysis, the company can compete within today’s market, as the value of their products is aligning with consumer behavior. The writer does believe that if Ratu Culinair in the future will grow bigger and through social media, the company could expand their product to other European countries. In addition, the research would recommend hiring someone who becomes internal marketing, which helps to promote the company's products in the right target market.

What is the most feasible online marketing strategy for Ratu Culinair BV to improve brand awareness?

First, as we live in a digital era where social media becomes part of our lives, it would be profitable for Ratu Culinair. As mentioned above, 96% of Dutch people are connected to the Internet, which can consider improving the existing social media or expanding to another social media. Besides, social media is also a free tool that every company can use, which can be cost-effective for promotion and marketing.

Therefore, to give a clear recommendation regarding the most feasible online marketing strategy, the researcher advises improving the current social media platform and expanding to another social media platform such as Instagram. Social media itself can help the company to define the specific target market. It is also shown in internal analysis that Instagram is the most growing social media platform among other social media. Also, half of Instagram users are millennials generations. On the other hand, the company is currently working on its Website and Facebook page. Nevertheless, Facebook and Instagram are connected because it is own by one company. Therefore, Facebook and Instagram can boost each other.

7 Recommendations

In order to give suitable recommendations regarding strategy to improve the brand awareness, therefore, the writer overcome with the following step-by-step strategy:

7.1 Step-by-step plan to improve brand awareness through Instagram

The following chapter includes the steps to be taken and the aspects to be paying attention to when expanding and improving online marketing strategy. The researcher uses SOSTAC (Situation, Objective, Strategies, Tactics, Action, and Control) (Chaffey & Smith, 2017). The situation step has been done in the internal and external analysis. Therefore, the writer will follow the next steps which goals, strategies, and actions. These steps include:

Step 1: Select relevant social media marketing goals

Step 2: Select the right social media platform(s) for the audience

Step 3: Analyzing how the competitor approach the social media

Step 4: Overview of the online strategies

Step 5: Plan the contents

Step 1: Select relevant social media marketing goals

In this part, the company should tell what they want to achieve through social media. By deciding the goals, Ratu Culinair BV would be able to plan its strategies. In the report, Ratu Culinair BV wants to improve its brand awareness through social media, although it relies on the external marketer for the online marketing strategy. Besides that, the company set a new specific target, 25-35 years old, the most social media users. Thus, Ratu Culinair has a specific target market. In addition, the company hopes that social media could expand its market among the Netherlands or even European countries. As the company defines its target market as a niche market, Ratu Culinair expects social media to reach the niche market. The company is still trying to enter the niche market, especially in the vegetarians and bio market.

Step 2: Select the right social media platform(s) for the audience

As the writer suggests, the suitable social media platform is Instagram, considering their target customers' age. Likewise, mention in the introduction and early recommendation paragraph that Instagram is the most growing social media, and the most users are people between 25-35 years old. Nevertheless, on the other hand, Instagram has so many features that help the

company promotion. For instance, share, save, shop, reach, engagement, klick, and even promote features by Instagram and others.

Hence, as Instagram is a visual medium, the researcher recommends Ratu Culinair to represent itself as a sustainable brand showing how the products are made and representing the ingredients used and the products in a visually pleasing way to get consumers interested. Next to this, the advisor recommends Ratu Culinair BV to use Instagram stories for advertising with, for example, a short video.

Step 3: Analyzing how the competitor approach the social media

In chapter 5, the writer wrote down the Ratu Culinair competitor, from the big companies to the actual company with the tight competition with Ratu Culinair. Those competitors are manufacturer companies, which most of them build social media marketing to attract the customer to know and buy their products. After analyzing the pattern, the theme, the trick from the competitor, the company will have some ideas on how to approach their target market. Figure 19 will show how big brand like Conimex attracts their audience by using the Instagram platform.

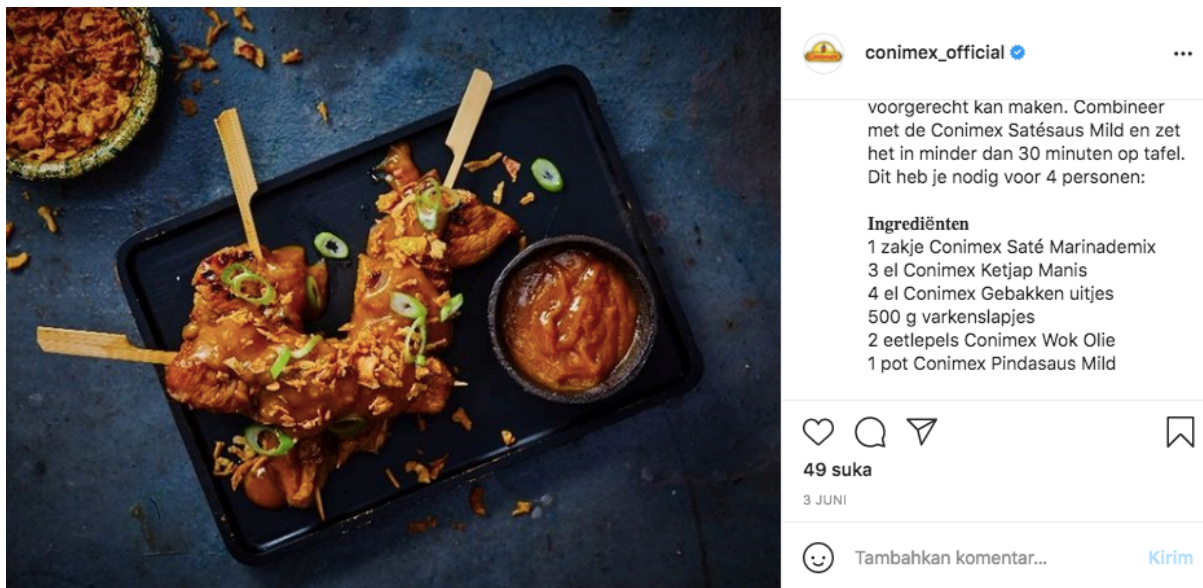


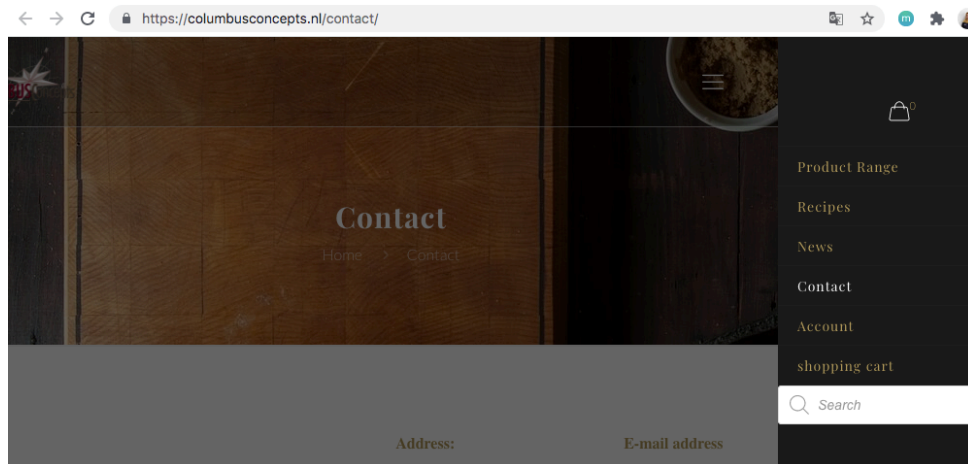
Figure 19Figure 20 Instagram post of Conimex about satay recipe

sources: <https://www.instagram.com/p/CPqVR4xLFQD/>

Most of the pictures that Conimex posted on Instagram are about the recipe. In this case, the company showing the audience that their product can be mix with any food. Instead of promoting their product with the picture of their product, the company decides to promote their

product function. On the other hand, as stated by Mr. Hariman, as the CEO of Ratu Culinair about their true competitor, "Asli" they are in the same size company, made Indonesian peanut sauce, and it is a brand name from food manufacturer "Columbus Concepts." Columbus Concepts only has one social media platform, and it is a website. However, the company only approaches their customer with recipes and online purchases through its Website. Figure 20 will show the Columbus Concepts website.

Figure 20 "Recipe" feature in Columbus Concepts Website



source: <https://columbusconcepts.nl/recepten/>

Step 4: Overview of the online strategies

In order to give a clear recommendation regarding the social media marketing strategies in Instagram that can apply to Ratu Culinair BV, the following table 4 will show the advantage and disadvantages of the strategies that can be applied in Instagram:

Table 4 Advantages and Disadvantages of Social Media Marketing that can be applied in Instagram

Strategies	Advantages	Disadvantages
<p>Endorse: this can be done by influencers or people with a bunch of followers</p>	<ul style="list-style-type: none"> • Easy to apply because the company just needs to pay and choose between their contract, whether it is only a post or story. • Have mass audiences • The company does not need to think about its content, and we only explain what the goal(s) is • Some of the influencers just take the products and do not want to be paid 	<ul style="list-style-type: none"> • It could be paid promotion depends on the influencers • The audiences will be varied, and it would not reach the company group target
<p>Brand Advocate: it can be reviewed. It could be an organization or person.</p> <p>For example: tourist ask about the best peanut sauce, "<i>pinda saus</i>"²⁰in The Netherlands on Yelp, from this information, Ratu Culinair BV could try to form a partnership with Yelp to put their brand in their blog. As referrals, traffic could tell us where their visitors come from, and if the visitors trust the recommendation, this could lead them to be the new customer for Ratu Culinair.</p>	<ul style="list-style-type: none"> • Give the company's products good impression within the audiences • Can build customer trust with the company's products • Have mass followers • Some brand advocates do not want to be paid because it is their job to review, especially when they want to review. So, they instead to buy or just ask the products. 	<ul style="list-style-type: none"> • It could be paid promotion if the company wants the reviewer to give a good impression • It could be bad for the company if the reviewer said the products do not taste good.

²⁰ Pinda saus is The Dutch language for peanut sauce

<p>Collaboration: the collaboration can be done with an influencer, brand advocate, celebrity, chef, or someone famous</p>	<ul style="list-style-type: none"> • The sell will increase through this strategy because: • Their mass follower/fangirl will always remain curious about their role model eats, wear, etc. So, they will definitely, buy the product. • It is a long-term contract and effect • Have many followers 	<ul style="list-style-type: none"> • Time-consuming, because the partner could be want to change ingredients or packaging • It could be effect the prices • Moreover, the company may not get the entire profit depending on the agreement between the two parties.
<p>Instagram Promotion</p>	<ul style="list-style-type: none"> • The Instagram promotion can reach the company target by groupage and demography. • Flexible contract • Each day (minimum) can reach 1,000 users within the area • Boost the brand awareness 	<ul style="list-style-type: none"> • It is paid promotion
<p>The essential Instagram: this strategy will be done by the company, with maximizing Instagram free features</p>	<ul style="list-style-type: none"> • It is free • Can reach the specific target • Flexible with the content and time • Long-term benefit 	<ul style="list-style-type: none"> • The company needs marketing team • Time-consuming and no instant result

At this rate, the writer will suggest the company focus on the basic Instagram strategy because it is free, as the company does not have internal marketing. Therefore, the company just needs to maximize the Instagram features, such as using a hashtag in every post, using the location, shopping feature, comment, reach, engagement, etc.

Step 5: Plan the contents

The fifth step is when the company needs to plan their contents, video or picture, the caption, hashtag, how many times per week to upload, and how to engage with the audience whether by comments, reply, quiz, etc. This step will help the organization to keep on track and

consistently build its brand awareness. Therefore, the advisor comes up with a few contents for Ratu Culinair BV in Appendix 6. The contents of each post can give the company ideas and evaluation at the same time. Moreover, each post that the company upload can show us if the audience likes the content. For instance, today's post cannot reach people as many as yesterday's post, how many people will be Ratu Culinair's potential customers, or if the content boosts their brand awareness.

To do so, the researcher would advise the company to have internal marketing. Why?

- The company will have someone that only focuses on their marketing, including reaching the right target market.
- Internal marketing knows what precisely the company needs for the promotion. Therefore, internal marketing could increase brand awareness or even increasing sales.

7.2 The result and track

While making the recommendation, the researcher also gets into action by making an Instagram account for Ratu Culinair BV. Moreover, the writer mentioned that the company has external marketing, which currently responsible for their existing social media, Facebook, and Website. Therefore, both company and the researcher would know if the suggestion workout or the other way around. Nevertheless, the researcher started to make the Instagram account in April 2021 until the end of June 2021. Since the beginning, the researcher offered some ideas about the theme in the company Instagram, like an educational post, recipe video or post, the products itself, and the company history. Figure 21 will show current Ratu Culinair BV's Instagram. In addition, the researcher also put the company Website and Facebook page on Instagram below in Figure 21 as "linktr.ee."

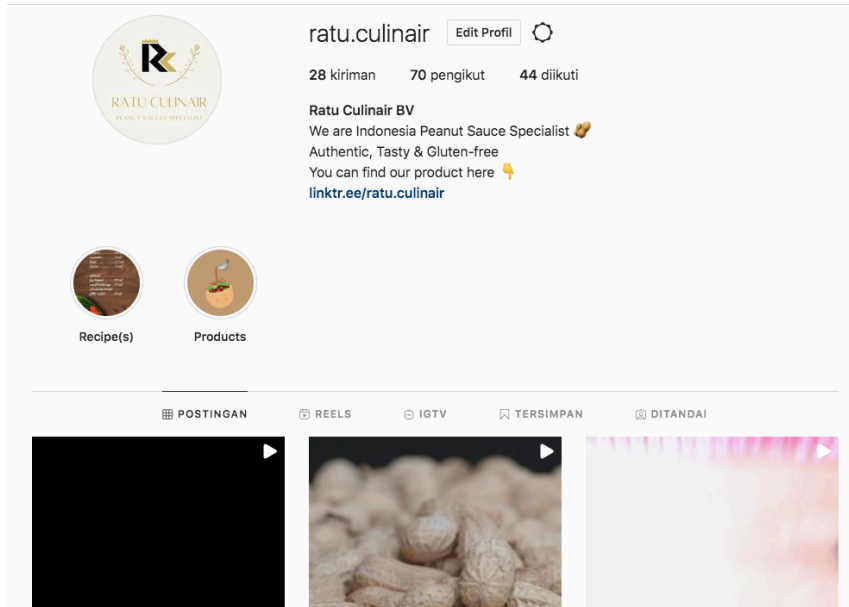


Figure 21 Ratu Culinair Instagram profile

Source: <https://www.instagram.com/ratu.culinair/>

Ratu Culinair got a pretty impressive result as a first-time debut on Instagram. Figure 22 shows the result from one of Ratu Culinair Instagram posts on April, 5th 2021. The brand awareness measurement part regarding reach, engagement, engagement rate, impression, and others is explained. Likewise, Figure 23 shows how each social media can boost one another (look at the Website taps).

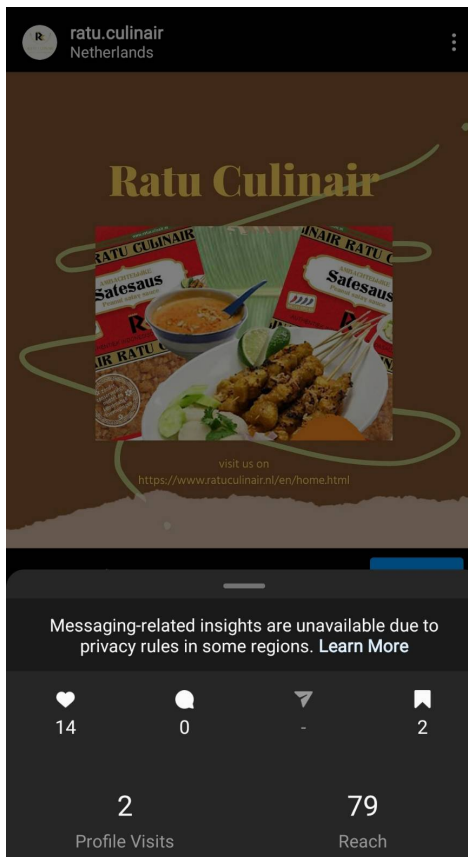


Figure 22 Ratu Culinair Instagram post on April 5th, 2021



Figure 23 website taps feature on Instagram insight

source: <https://www.instagram.com/ratu.culinair/>

In Figure 22, Ratu Culinair reached 79 users in one post, and this means the company was gaining 79 value and awareness from the users. In addition, the company got two people were saving the post and visit the company’s profile. The profile visit and save could be count as a possible customer because they were curious and interested. Meanwhile, Figure 23 shows the website taps feature on Instagram that is related to figure 21. The researcher linked the company’s Website and Facebook on Instagram, and it shows that in the last 30 days, May 3rd – June 1st, 2021, 44 people were tapping the link. From this point, it can conclude that all social media could be helpful for one another and the opportunity to gain the awareness bigger.

7.3 Budget Allocation

Instagram Strategies	Descriptions	Cost
Endorse (The cost is depending on:) - the service such as photo/video post and story - time duration the influencer will keep the post or how many times - how many followers they have	Instagram story 24 hours	20-50 Eur
	Instagram post video & photo	50-200 Eur
Brand Advocate	1 share post	10% of referrals fee
Collaboration	How many followers and monthly partnership	10 Eur / 1000 followers
Instagram Promotion Features	Depending on duration the company subscribe	25 Eur / week
The Essential Instagram	Instagram features, and rely on company's ideas	Free

Note:

The Essential Instagram features might be free if the company willing to train their existing employee. Otherwise, the company need to pay for a new part-time/full-time employee.

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9 Appendices

Appendix 1

1. What is the current situation of the company?			
Number	Sub-sub question	Data Collection	Outcome
1.	What products does the company have?	Company website and direct communication with the company (interview with the CEO)	What products Ratu Culinair Bv offers.
2.	What is Ratu Culinair's market position?	Online sources (euromonitor, etc.) and direct communication with Ratu Culinair BV (interview with CEO)	What the market position of Ratu Culinair Bv is.
3.	What is the financial situation of Ratu Culinair BV?	Direct communication with the Company (interview with CEO and ask financial report from the company)	What the financial situation of Ratu Culinair BV is.
4.	How innovative is Ratu Culinair BV?	Online sources and direct communication with the company	To what extent you can call Ratu Culinair BV innovative.

2. What is the current marketing strategy that the company is implementing?			
Number	Sub-sub question	Data Collection	Outcome
1.	What are Ratu Culinair's current marketing strategy and marketing mix?	Direct communication with the company (interview with CEO and their external marketing)	What the current marketing mix and strategy of Ratu Culinair BV are.
2.	How the traffic on the company's Website and other social media?	Direct communication with the company and google analytic (discussion with the external marketing)	How the analytic of the Ratu Culinair BV social media platform.

3. What are the online marketing strategies proven to be successful and effective in the food industry?			
Number	Sub-sub question	Data Collection	Outcome
1.	What is the consumer buying behavior regarding food products?	Online source and data banks (research such as google scholar, science direct, euromonitor, etc.)	Consumer buying behavior regarding food products.
2.	What is influencing factors on buying behavior regarding food products?	Online source, data banks (research such as google scholar, science direct, euromonitor, etc.), and survey	The influencing factor on consumer buying behavior regarding food product.
3.	How do competitors maintain their strong online branding through social media?	Online resource (competitor social media and Website)	The steps how the competitor maintain their brand through social media.

4. Sub-question: How effective is the social media marketing strategy in the Netherlands?			
Number	Sub-sub question	Data Collection	Outcome
1.	What are the top social media that use in The Netherlands?	Online resources, books, and journals. (research such as google scholar, science direct, euromonitor, etc.)	The top social media platform in the Netherlands.
2.	Which distribution channels (e-commerce) are used in The Netherlands?	Online sources and data bank (research such as google scholar, science direct, euromonitor, etc.)	Distribution channel / e-channel for food in the Netherlands.

Appendix 2

Omzetlijst artikelen

Ratu Culinair - online

Periode: 01-02-2021 t/m 30-06-2021

Laag btw			
artikelcode	omschrijving	aantal verkocht	omzet
15140	Sate Saus Mild 400g/20	17,00	782,76
15160	Pindasaus zonder suiker 400g/20	97,50	4.724,50
15230	Sate Saus 5kg/2	378,00	19.526,93
15495	Sate Saus Emmer 9,5kg	93,00	4.914,00
16120	Karedok Saus 400g/20	67,50	3.699,23
17120	Surinaamse Petjel 400g/20	428,00	23.202,59
17250	Surinaamse Petjel 9,5kg emmer	1,00	70,50
18120	Thaise Pindasaus 400g/20	105,00	5.471,66
18230	Sodiro Pindasaus 5kg/2	18,00	1.216,80
18250	Thaise Pindasaus 2 x 5 KG	10,00	699,70
19120	Asinan Saus 400g/20	76,50	4.159,04
21110	Emping Blado 150g/30	1.618,50	76.012,72
23305	Lucullus Gado-gado Saus 400g/8	20,00	316,80
23350	Lucullus Petjel Saus 400g/8	20,00	380,80
23404	Lucullus Sate Saus 400g/8	20,00	316,80
31620	Tempe Gurih Ratu 125g/32	261,50	14.639,00
31630	Oma Déé Gebakken Tempe Losse kg	41,10	402,78
36110	Emping Ratu Naturel 100g/25	77,00	2.768,56
36120	Emping Ratu Naturel 180g/16	116,50	4.080,98
38110	Kroepoek Opak Ratu 120g/24	293,50	8.122,11
39110	Kroepoek Gendar Ratu 100g/16	260,00	7.022,36
42120	Gebakken Knoflook 100g/30	5,00	177,75
42160	Van Geest knoflook 1kg	10,00	120,28
42180	Jomical gebakken Knoflook 500g/20	10,00	1.500,00
44010	Sambal Goreng Kentang Ratu 1kg/5	49,00	1.630,96
44020	Sambal Goreng Kentang Ratu 185g/20	488,50	15.049,49
51110	Katjang Bawang Ratu 250g/20	87,00	3.103,24
51130	Katjang Bawang Ratu 500g/12	43,00	1.726,86
100100	UM Lange Kroepoek 3 bladen/24	23,00	422,06
100200	UM Borrel 80g/24	102,00	1.844,13
100210	UM Gebakken Borrel Kupuk los 1kg	42,50	229,50
100230	UM Borrel Pedis 80g/24	48,00	895,75
100250	UM Kroepoek Kampung 70g/20	3,00	57,60
100700	UM Palembang Wit 65g/15	37,50	703,39
100730	UM Palembang Kleur 65g/15	32,50	614,58
101500	UM Emping Manis Hot 70g/30	13,00	575,90
121517	5010706 Ratu Culinair & Marqt GadoSaus Niet Biologisch 180g x 17	48,00	1.150,56
141515	5010708 Ratu Culinair & Marqt Petjel Saus Niet Biologisch 180g x 17	100,00	2.147,10
143230	Topking Petjel Saus Zonder Azijn 10.0 kg	60,00	3.556,80
151514	5010707 Ratu Culinair & Marqt Sate Saus Niet Biologisch 180g x 17	120,00	2.590,80
200100	UM Rempejeh 100g/30	2,00	51,50
200200	UM Rempejeh 250g/28	74,00	3.808,17
200300	UM Cashew Rempejeh 200g/16	8,00	358,00
400300	Fritesticks per kg	48,00	240,00
	subtotaal		617.314,19
	totaal generaal		€ 618.120,34





CERTIFICATE

The Food Safety Management System of

Ratu Culinair B.V.

at

Kryptonstraat 62, 2718 TD Zoetermeer, Netherlands

has been assessed and determined to comply with the requirements of

**Food Safety System Certification 22000
FSSC 22000**

Certification scheme for food safety management systems consisting of the following elements:
ISO 22000: 2018, ISO/TS 22002-1: 2009) and Additional FSSC 22000 requirements (version 5).

This certificate is applicable for the scope of:

Production of peanut sauces, site dishes and snacks, packed in plastic bag and buckets.

Food Chain Subcategory CIV

Certificate number:	C865820FSSC 22000-01.2020
Registration number:	CU 865820
Certification decision date:	03/11/2020
Initial certification date:	30/09/2019
Certificate issue date:	05/11/2020
Valid until:	29/09/2022

**Suly Tauta Escobar,
Certifier**

Authorised by, on behalf of Control Union Certifications B.V.



Issue by: Control Union Certifications B.V. P.O. Box 161, 8000 AD, Zwolle, The Netherlands.
Tel: +31 0384260100 <http://www.controlunion.com>

This certificate remains the property of Control Union Certifications B.V.
Validity of this certificate can be verified in the FSSC 22000 database of Certified Organizations available on www.fssc22000.com

Appendix 4



Ratu Culinaire B.V
 Kryptonstraat 62
 2718 TD Zoetermeer
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 Email: info@ratuculinaire.nl
 Web: ratuculinaire.nl

IBAN: NL78RABO0160125863
 BIC: RABONL2U
 KvK: 27078056
 BTW: NL807997912.B01

Artikel.nr:	Product Naam:	Gewicht:	Prijs/Zak	Doos/Inhoud	Prijs/Doos
				Aantal Zakjes	
12110	Gado Gado Saus	200 gr	€ 1,64	30	€ 49,20
12120	Gado Gado Saus	400 gr	€ 2,58	20	€ 51,60
12140	Gado Gado Saus Mild	400 gr	€ 2,58	20	€ 51,60
12230	Gado Gado Saus	5 kg	€ 28,88	2	€ 57,76
12495	Gado Gado Saus Emmer	9,5 kg		1	€ 54,60
15110	Sate Saus	200 gr	€ 1,64	30	€ 49,20
15120	Sate Saus	400 gr	€ 2,58	20	€ 51,60
15230	Sate Saus	5 kg	€ 28,88	2	€ 57,76
15140	Sate Saus Mild	400 gr	€ 2,58	20	€ 51,60
12400	Sate Saus Emmer	4 kg	€ 22,40	1	€ 22,40
15495	Sate Saus Emmer	9,5 kg		1	€ 54,60
15160	Sate Zonder Suiker	400 gr	€ 2,75	20	€ 55,00
14110	Petjel Saus	200 gr	€ 1,91	30	€ 57,30
14120	Petjel Saus	400 gr	€ 3,13	20	€ 62,60
14230	Petjel Saus	5 kg	€ 37,10	2	€ 74,20
14495	Petjel Saus	9,5 kg		1	€ 70,50
17120	Petjel Surinaam Saus	400 gr	€ 3,13	20	€ 62,60
13110	Lotek Saus	200 gr	€ 1,91	30	€ 57,30
13120	Lotek Saus	400 gr	€ 3,13	20	€ 62,60
13230	Lotek Saus	5 kg	€ 37,10	2	€ 74,20
18120	Thaise Pindasaus	400 gr	€ 2,95	20	€ 59,00
16120	Karedok Saus	400 gr	€ 3,13	20	€ 62,60
19120	Asinan Saus	400 gr	€ 3,13	20	€ 62,60
21110	Emping Blado	150 gr	€ 1,81	30	€ 54,30
39110	Krupuk Gendar	100 gr	€ 1,88	16	€ 30,08
38110	Krupuk Opak	120 gr	€ 1,23	24	€ 29,52
31620	Tempe Gurih	125 gr	€ 2,00	32	€ 64,00
36110	Emping Naturel	100 gr	€ 1,58	25	€ 39,50
36120	Emping Naturel	180 gr	€ 2,32	16	€ 37,12
44020	Sambal Goreng Kentang	185 gr	€ 1,76	20	€ 35,20
44010	Sambal Goreng Kentang	1 kg	€ 7,00	5	€ 35,00
51110	Katjang Ratu	250 gr	€ 2,11	20	€ 42,20
51130	Katjang Ratu	500 gr	€ 3,90	12	€ 46,80
51120	Katjang Ratu	1 kg	€ 7,20	5	€ 36,00
42120	Gebakken Knoflook	100 gr	€ 1,50	30	€ 45,00

Ratu Culinaire Prijslijst 01-07-2020 (excl. BTW 9%)
 Prijswijzigingen voorbehouden.

Appendix 5

Omzetlijst klanten

Ratu

Periode: 01-02-2021 t/m 30-06-2021

Relatiecode	Naam	Plaats
259319	Toko Si-Pentje	Den Haag
259707	Toko Batavia	Den Haag
261439	Favorinco-Impex	Delft
263601	Golfbaan Delfland	Schipluiden
266595	Topking Fingerfood B.V.	Schiedam
267895	Oma Dee Vof	De Lier
271228	Jomical Food Asian Foodservice	Zoetermeer
271236	Rams Rotishop	Zoetermeer
271251	Toko Wardi	Zoetermeer
271252	Narain	Zoetermeer
271809	Tiga Rasa	Zoetermeer
271852	Udang Mas	Zoetermeer
272357	Groothandel Suri-bazaar B.V.	Zoetermeer
274116	Kivits	Zoetermeer
280118	Toko Ina	Gouda
290714	Dijkshoorn Poelier B.V.	Capelle aan den IJssel
292375	Depot Mahkota	Krimpen aan den IJssel
301131	Sate Lounge Markthal	Rotterdam
301189	Wah Nam Hong Markthal BV	Rotterdam
301446	Wah Nam Hong Rotterdam	Rotterdam
304486	South American Food Express B.V.	Rotterdam
305410	Warung Antje	Rotterdam
308543	Heezen BV	Rotterdam
325103	Zoet of Zout	Stellendam
331113	Mulia	Dordrecht
343902	Tai Pan	Nieuwegein
351101	Toko Centraal	Nieuwegein
351102	Charlie Chiu's Restaurant	Utrecht
362104	C&Q Eten&Drinken	Breukelen
370510	Amboina	Soesterberg
390306	Tisani BV	Driel
394110	Brasserie Rodestein	Doorn
405147	Dumas Food Group BV	Ochten
441176	Sarah McCarthy	Bristol
462404	Toko Aroy	Bergen op Zoom
502569	Asiana Tilburg v.o.f	Tilburg
504214	Toko Asia Zhou	Tilburg
514427	Toko Waalwijk VOF	Waalwijk
521157	Sang Lee Super BV	's-Hertogenbosch
530105	NL Food	's-Gravendeel
530111	Food Brokers B.V.	Veghel
546540	Udea B.V.	Veghel
561128	Passie Voor Nasi	Eindhoven
561210	Amazing Sang Lee	Eindhoven
561246	Vietnamama	Eindhoven
591110	Vain's Bali Dining Cafe	Venlo
633118	Toko Rinus	Nijmegen
790203	Toko Rasa Sayang	Hoogeveen
825875	Slagerij Paalvast	Den Haag
971156	Grand Cafe Groningen	Groningen
973117	Onze Toko	Groningen
1072163	Crisp	Amsterdam
2928027	Midtown	Plouzane
7213523	Asian Delish	Dettenhausen
8932105	Sin Jah Pan Asian Cuisine	Leeuwarden
33127310	Toko Yobeli vof	Huizen
*****	Toko Indonesia	Letchworth Garden City, Hertfordshire
*****	Van der Lem BV	Uitgeest
*****	POPINDO LTD	Stanmore
*****	Fam. Schipper	Henan

Appendix 6

Proposal Content Post for Instagram						
Posting Date		Thema	Caption	Body content	Visual	Story
Month	Date					
April	25th	Bestseller product Story	"Satay sauce"	3 stories: 1 "bestseller" 2 "satay sauce" 3 "pouring saus"		
	26th	History of peanut sauce	You need to try our product now, before you regret it! #vegan #healthyfood #pindasausce #peanutsausce #veganfood #dietfod #foodies #vegan #healthyfood #pindasausce #peanutsausce #veganfood #pindasaus #satesaus #ratuculinair #diet #animalsupport #healthylife #indonesianfood #glutenfree #Glutenvrij	1st post: (gambar) peanut sauce) peanut sauce is an Indonesian sauce made from ground roasted / fried peanut. 2nd post: (gambar) pecel dan satay) peanut sauce is used to adding flavor to grilled meat such as "Satay", poured over vegetables like "gado-gado/pepel" or as a dipping sauce. 3rd: (gambar) salad with peanut sauce) Besides being used in Dutch-Indonesian dishes. The Netherlands adopted peanut sauce in modern way. A popular combination is French Fries "Friet" with mayonnaise and peanut sauce.		
	27th	King's day	Happy #kingsday! We hope you still find a way to enjoy the day! #vegan #healthyfood #pindasausce #peanutsausce #veganfood #dietfod #foodies #vegan #healthyfood #pindasausce #peanutsausce #veganfood #pindasaus #satesaus #ratuculinair #diet #animalsupport #healthylife #indonesianfood #glutenfree #Glutenvrij #kingsday2021 #orange #kitals	Product and The King in one frame		
	28th	reaction of the respondents	Story: do you want to try our products?	Story: do you want to try our product? Instagram feature "scaling"		
	29th	Snack with peanut sauce	Best snack combination for spending time with friends! #vegan #healthyfood #pindasausce #peanutsausce #veganfood #dietfod #foodies #vegan #healthyfood #pindasausce #peanutsausce #veganfood #pindasaus #satesaus #ratuculinair #diet #animalsupport #healthylife #indonesianfood #glutenfree #Glutenvrij #fries #patat #friet #onion #frenchfries	French Fries + Peanut Sauce = 100!		
	30th	partner location	Our partner location! Comment below where you live, we will make sure our product is available in your area! #vegan #healthyfood #pindasausce #peanutsausce #veganfood #dietfod #foodies #vegan #healthyfood #pindasausce #peanutsausce #veganfood #pindasaus #satesaus #ratuculinair #diet #animalsupport #healthylife #indonesianfood #glutenfree #Glutenvrij #supermarket #tokosasia	Our partner map location		
	5th	Liberation Day	Happy 76th Liberation Day! #netherlands #bevrijdingsdag #bevrijdingsdag2021 #5mei #dutch #WW2 #vegan #healthyfood #pindasausce #peanutsausce #veganfood #dietfod #foodies #vegan #healthyfood #pindasausce #peanutsausce #veganfood #pindasaus #satesaus #ratuculinair #diet #animalsupport #healthylife #indonesianfood #glutenfree #Glutenvrij			
	3rd	Game quiz	Can you spot and circle our products name	random word game : Pepele gado-gado Karedok tempeh satay		
	4th	salad gado-gado saus	Healthy lunch with Ratu Culinair! Enjoy everyone! #vegan #healthyfood #pindasausce #peanutsausce #veganfood #dietfod #foodies #vegan #healthyfood #pindasausce #peanutsausce #veganfood #pindasaus #satesaus #ratuculinair #diet #animalsupport #healthylife #indonesianfood #glutenfree #Glutenvrij #lunchidea #saladrecipe	reels or video how to make salad with gado-gado saus		
	6th	Webshop	Don't worry! you can order our products from the following webshop partners. Just sit down on your cozy couch and wait for our product to be with you. #vegan #healthyfood #pindasausce #peanutsausce #veganfood #dietfod #foodies #vegan #healthyfood #pindasausce #peanutsausce #veganfood #pindasaus #satesaus #ratuculinair #diet #animalsupport #healthylife #indonesianfood #glutenfree #Glutenvrij #supermarket #tokosasia			
7th	company history	Ratu Culinair BV #history! #vegan #healthyfood #pindasausce #peanutsausce #veganfood #dietfod #foodies #vegan #healthyfood #pindasausce #peanutsausce #veganfood #pindasaus #satesaus #ratuculinair #diet #animalsupport #healthylife #indonesianfood #glutenfree #Glutenvrij	multi post about the company: photos of the founder and current CEO also photos of the factory			
10th	product promotion	do you know why our product is tasty?	2 slide of stories : 1 why? 2 answer : because its homemade with family recipe			
12th	story about our product	which one is your favorite product from Ratu Culinair?	using question feature from Instagram			

