

# Graduation Assignment

## Marketing Audit Plan for CV Karunia Catering



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## Executive Summary

Karunia Catering is a high-class catering company in Yogyakarta, Indonesia. Their products are food and beverages, and decoration service. Since 1970, they provide lots of choices of food and beverages, including Traditional Indonesian, Modern Indonesian, European, Continental, Chinese, Middle East, and Mediterranean food, with an affordable price for their target market. Currently, they are facing a decreasing number of sales, even though their financial overview remains positive.

The aim of this report is to identify the possible strategies to solve the problem, which is loss of sales. Along with this report, the researcher will propose a new marketing strategy and some improvements for current strategies. The information related will be gathered by analysing the current business performances to define how the company works using 7Ps, the competitor analysis using 4Ps, competitive analysis, Macro analysis, and SWOT that might be relevant to the problem. The Audit Plan chapter will explain the strategic formulation to solve the problem.

The conclusion and recommendation chapter will present the strategy proposed, which is to reach wider market possibilities by upgrading their marketing strategies, which can be achieved by updating their website by adding English option and testimonials, Facebook by deleting other Facebook account that are not up-to-date, continue the magazine and newspaper advertising, and also add new marketing instruments such as TV commercials, join or open promotional booth in wedding exhibition, creating after-sales relation, and gain a partnership with wedding organizer, exhibition hall or hotels. There will be a budget allocation to inform the company how much the plan will cost. If the company apply every recommendation the researcher proposed, the total cost will be IDR 18,378,000 (€ 1,169.10), however the cheapest instrument is Newspaper advertising line which is IDR 635,000 (€ 40.39) for 30 days, and the most expensive instrument is 30 seconds TV advertising in local TV channel for IDR 7,347,000 (€ 467.37).

The last but not least, in this research, there will be a lot of numerical data using Indonesian Rupiahs (IDR) where according to XE Currency Converter, 1 Euro is 15,711.88 IDR. The researcher will put brackets for Euro amount information.