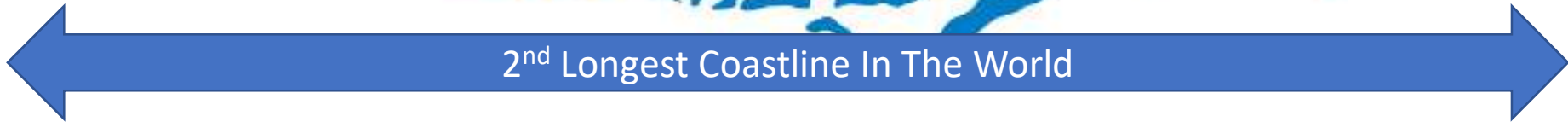




Marketing of Nata de Coco

Presented by Martin Jimi



About Indonesia Market

- Population: 267 Million
- GDP: US\$ 1,119
- Demographic: Age 15-54= 59%



kara®

About Kara:

- We are coconut specialist:
 - Nata de Coco
 - Coconut Cream
 - Coconut Powder
 - Desiccated Coconut
 - Coconut Cooking Oil
- Serve Local Market & Export Market

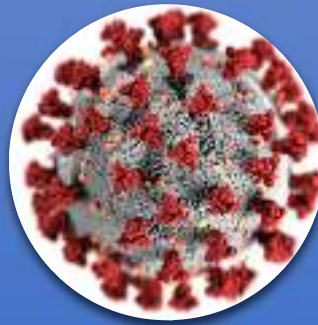




3 Stories Backgrounds



Hoax Nata De
Coco is Plastic



“Tsunami” of
Product Return
after due the
Covid Impact



Sales Fluctuation



MARKET DEVELOPMENT





Nata De Coco Market Development: *How to get more customers?*



AVIS Program:



Availability: How is easy for customer to get the product

Visibility: Easy to grab the product

Saleability: Marketing Program that make product fly off the shelves



karaTM



1 Sep. 2020 08.47.53
220 Jalan Raya Cijerah
Cijerah

kara





Product Sampling



ka



Mitra Juara Untuk Usaha



Berikan makanan

yang menyehatkan



Keluarga Sejahtera

Reseller Recruitment Program

Nata De Coco Kara

kara

Rp. 15.000

MENERIMA RESELE



kara





Nata De Coco Market Development: *How to create loyal customer ?*



Education Program:

- Create Sustainable User: New Potential User & Existing User
- Benefits to Health: it's a healthy food
- How to Start Nata de Coco Business :
 - Workshop for Small-Medium Enterprise
 - Standardized Production Process
 - How to start Nata de Coco Business



kara

GAPNI PROGRAM



Nata De Coco Market Development: *How to get more sustainable business ?*



Expand Product Category :

- Beverage: As main ingredient or complementary
- Food: Through Digital Marketing create more recipes for Nata de Coco
- Healthy & Dietary Product: Create more awareness to get new segments





kara®



Nata de Coco

Its everyday's life Product !