

LINEN RENTAL LAUNDRY MARKETING PLAN WITH RFID TECHNOLOGY

Zulhamiadi M¹, Rhian Indradewa², Sukmo Hadi Nugroh³, Muhammad Dhafi Iskandar⁴

Universitas Esa Unggul, Bekasi, Indonesia

zulham.ndt@student.esaunggul.ac.id, rhian.indradewa@esaunggul.ac.id, sukmo.hadi@esaunggul.ac.id,
muhammad.dhafi@esaunggul.ac.id

ABSTRACT

Marketing activities are a company planning tool that has been made to meet company goals. One of the plans that the company uses is to use a marketing mix strategy in introducing its products. In our writing about the laundry industry business plan with the title LINEN RENTAL LAUNDRY WITH RFID TECHNOLOGY. RFID (Radio Frequency Identification) is a wave-based identification technology using a means called an RFID tag to retrieve remote data. RFID has a very important part which is the frequency tag and tag reader. The tag reader reads the signal emitted by the RF. The tag responds by reemitting data including a unique serial number. When determining the target market that is suitable for the type and scale of the business. PT Think Clean Laundry must understand customer needs, expectations, and preferences, and offer added value that can differentiate PT Think Clean Laundry from competitors. Build strong and professional branding. demonstrate the quality, speed, and reliability of the service, and use social media, using state-of-the-art, well-maintained, and environmentally friendly equipment. PT. Think Clean Laundry should choose washing machines, irons/steams, and materials that can produce clean, hygienic, and neat clothes or textiles, while saving operational costs and reducing environmental impact. With the determination of marketing or sales planning, the business will be declared runnable and can be seen more clearly. Marketing planning is an activity that must be carried out and planned carefully so that it can see whether a business can and should be run or not. With this marketing or sales planning, it is hoped that the company can predict the right marketing method, and be able to ensure the sustainability of the company due to maximum sales. In this study, it was found that marketing planning is needed to understand the company's potential, targets and needs, expectations and desires of customers. Therefore, marketing/sales planning is the spearhead of a business and determines whether a business can and should be run, maintained and predicts the sustainability of a business.

Keywords: Linen Rental Laundry with RFID

INTRODUCTION

According to (Kotler et al., 2017) Marketing is a social and managerial process. Where in it there are individuals and groups in getting what they need and want. The trick is to create, offer and exchange a product that has value with other parties. Marketing planning is the process of developing a plan that integrates marketing activities and company resources to achieve predetermined marketing objectives. According to (Kotler et al., 2016) marketing planning is the process of determining marketing objectives, target markets, and marketing strategies that will be used to achieve these objectives. Marketing planning is a continuous and dynamic process, while a marketing plan is a

documented and static document. Marketing planningf is a systematic and gradual process starting from environmental observation and situation analysis, marketing strategy formulation, strategy implementation plans and plans for control and evaluation systems (Ismail et al., 2022). Marketing activities are divided into three, namely short-term goals (0-2 years), medium-term goals (2-5 years) and long-term goals (above 5 years). In accordance with the Vision of PT Think Clean Laundry aims to become the leading innovative and technological laundry and linen rental provider in the industry by empowering reliable employees, optimizing premises, and connecting linen to create a clean, efficient, and high-quality environment.

Table 1. Marketing Goals and Objectives

Short-term Goals and Objectives		
No.	Destination	Target
1.	Analyze market trends, consumer needs, and competition to enhance new product opportunities.	Building a connected digital platform to make it easier for customers to track, order and manage their linen.

2.	Establish cooperation with Hospital and Hospitality relations in Jabodetabek (estimated 15 customers in a year).	Establish close partnerships with hospitals, hotels, and transportation companies to build a connected ecosystem, increase service availability, and support mutual growth.
3.	Building <i>brand awareness</i> , namely <i>Better Life, Better Environment</i> .	Continue to innovate laundry technology and processes to improve efficiency and reduce environmental impact.
4.	Maintain good relations with cooperation partners and strengthen the image of PT Think Clean Laundry.	Creating the best service for customers, so that customers always trust and loyal to PT Think Clean Laundry.
5.	Seek information on customer satisfaction with products and services.	Conduct <i>surveys</i> or <i>feedback</i> from customers to evaluate the level of satisfaction with products and services.
Medium-Term Goals and Objectives		
No.	Destination	Target
1.	Build cooperative partnerships and develop promotions.	Develop promotional activities to expand market share, through social media, brochures, broadcast messages to attract customers' attention.
2.	Expanded cooperation with Transportation, manufacturing, and industrial relations in Jabodetabek (estimated 25 customers in a year).	Opened Drop Points to bring <i>pick-up and delivery</i> areas closer to customers.
3.	Presenting laundry and linen rental services that make it easy for customers to manage their laundry needs efficiently.	Responsive to customer complaints and feedback.
4.	Enhance <i>customer relationships</i> with term-specific promos and referral programs.	Organized visits to prospective customers to introduce PT Think Clean Laundry and look for orders.
5.	Improve <i>customer experience</i> by improving service quality.	Developing the skills and motivation of our employees through training and development, creating a team committed to delivering high quality services.
Long-term Goals and Objectives		
No.	Destination	Target
1.	Increase partnership cooperation with new customers.	Organized promotional activities by expanding the distribution network or finding new distribution channels to reach the estimated target customers through social media, brochures, broadcast messages to attract the attention of 80% of customers in Jabodetabek and Bandung.
2.	Expanding cooperation with hospitality, transportation, manufacturing, and industrial relations in Jabodetabek and Bandung (estimated 50 customers a year).	Organized visits to potential customers such as Hospitals, Hospitality, Transportation, Aviation and Manufacturing.
3.	Maintain good relations with cooperation partners by giving awards and playing an active role in every event organized by customers (customer birthdays).	Responsive to customer needs and committed to providing a satisfying customer experience.
4.	Improve <i>customer experience</i> by innovating technology for services.	Provide laundry and linen rental services with high quality standards, through the use of modern equipment and standardized processes.

5.	Seek information on customer satisfaction with products and services.	Conduct <i>surveys</i> or <i>feedback</i> from customers to evaluate the level of satisfaction with products and services.
----	---	--

RESEARCH METHODS

Segmenting, Targeting and Positioning (STP)

The segmentation that PT Think Clean Laundry is aiming for is the non-home industry sector so that it will lead to washing or laundry linen with a large amount or scale.

Table 2. Market segmentation of PT. Think Clean Laundry

Aspects	Description				
Demographics	Hospital	Hotel	Industry/Fabrication	Transportation	Aviation
	HOSPITAL	2 Star Hotel	Industrial laboratory	Travel	Garuda
	Class A Hospital	3 Star Hotel	Manufacturing Industry	AKAP (Inter-Provincial City-to-City) Bus	Lion
	Class B Hospital	4 Star Hotel		Train	Citilink
	Class C Hospital			LRT & Railink	Pelita Air
	Linen, Laundry, and Housekeeping Division				
	Bekasi Regency, Jabodetabek, Majalengka and Bandung areas				
Psychographic	Provide good service and PRIMA (Professional, Neat, Innovative, Modern and Assertive)				
Social Behavior/Taste	There is an awareness of cleanliness, hygiene, the need for fast, timely laundry, and the need for linen washing services, have a budget and want to be bound by a contract.				

Targeting

PT Think Clean Laundry's target is the washing or industrial linen in large quantities and continuously, will be divided into 3 periods with different targets. In the short term, it will target industries, hospitals and hotels in Bekasi district and surrounding areas. The medium term will expand to the area, Bekasi City, Jakarta, Depok and Tangerang (Jabodetabek). And the long term will expand to industrial centers in West Java such as the MM 2100 industrial area, China Integrated Industrial Estate, Korean integrated industrial area, Purwakarta Industrial Estate, JIEP, JABABEKA, GIIC, Lippo Cikarang, Kujang-Cikampek, Surya Cipta, Bukit Indah, Sumedang and Bandung.

Positioning

To identify the market position of PT Think Clean Laundry positioning as a company that provides a guarantee that linen will not be lost and damaged by using RFID (Radio Frequency Identifications) facilities. And choose a location that

is close to the Industrial / Factory area in Bekasi Regency. Apart from that PT Think Clean Laundry also provides a Drop Point so that it is easier to deliver and deliver linen that is laundered, using sophisticated and high-quality machines so as to provide clean results, and a long-lasting fragrance. The price that will be offered is competitive and can help solve problems from customers. PT Think Clean Laundry, in introducing its company in addition to using social media also uses direct media such as uniforms for the office in green color so that it is more impressed *green* which describes clean and fresh, for the field using white uniforms so that it seems cleaner and hygienic. Although PT Think Clean Laundry is a newcomer to the laundry industry, but currently PT Think Celan Laundry is already in Quadrant I (Progressive) position. Quadrant I is the best position because the company is in a strong and opportunity position in the market. When viewed from the marketing side, PT Think Clean Laundry is in a position below PT Obsesimen and above PT Clean Up.

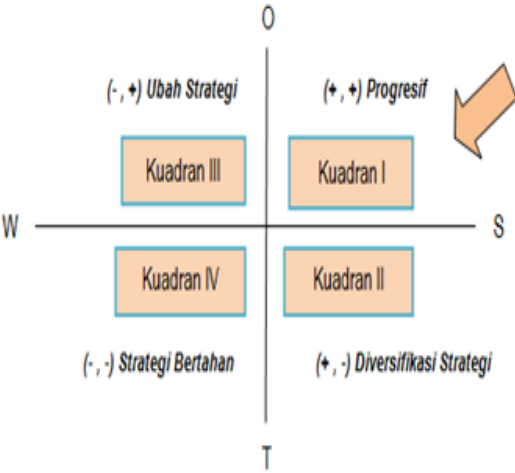


Figure 1. Quadrant Position
Source: 2024 Writing Team

To introduce and expand the marketing of PT Think Clean Laundry will do maximum *branding* starting from the company logo, employee

uniforms, cars or transportation used to *pick-up* linen from customers so that it is easily recognized and remembered. *Positioning statement* as follows:

Table 3. Positioning Statement

Tag Line	<i>Think Clean Laundry Better Life Better Environment</i>
Target Segment	Hospitals, Hospitality, Large-scale laboratories, Industry/fabrication, Transportation and Aviation companies
Brand Name	PT. Think Clean Laundry
Point of Differentiation	1. Using RFID Technology 2. <i>Pick-up and delivery</i> service 3. Linen Rental Service
Reason to Believe	Become a safe, reliable and environmentally friendly laundry center

Marketing Mix

PT Think Clean Laundry is a service company with an industrial or *Business to Business* (B2B) market segment, so the 7P marketing tactics will be poured with NICE marketing tactics, namely *Networking* (Business Relationships), *Interaction* (Promotion), *Common Interest* (Customer Needs), and *Experience* (Customer *Experience*). PT Think Clean Laundry will carry out its operations to achieve sales growth from year to year requires effective and appropriate marketing tactics. Prefer B2B because it will quickly get customers in a fast time because the owners already have relationships or relationships or acquaintances in hospitals, hotels, industry/manufacturing, transportation and aviation

and large-scale laboratories. This is what really monitors and makes it easier to get customers in a fast time and a large amount of linen rental and laundry services.

NICE for B2B

The implementation of NICE marketing tactics focuses on building good relationships with customers based on the *Networking* strategy (Business Relationships), which is a marketing strategy that builds marketing networks with customers, for example creating a customer data base to make it easier for companies to follow-up customers who have become customers to come

back again who are expected to become loyal and loyal customers. *Interaction* (Promotion), namely conducting product promotion activities to customers using promotional tools that are able to influence customers to shop and become loyal, as well as promoting product brands so that customers know and recognize. *Common Interest* (Customer Needs), namely by finding out what customers need, such as by conducting surveys. *Experience* (Customer Experience), namely offering services to customers that make them trust and interested, such as making good *packaging*, quality linen materials, and clean and fragrant washing results.

Networking (Business Relationship)

Networking developed by marketing management is a network of product and service distribution channels to PT Think Clean Laundry customers such as *pick-up* services to existing and new customers. PT Think Clean Laundry participates in exhibitions related to laundry services (*Expo Clean and Expo Laundry*) and visits potential customers to introduce PT Think Clean Laundry and the services offered. PT. Think Clean Laundry also participates in community associations of organizations in the laundry industry such as the Indonesian Laundry Association (ASLI), this is done to increase and expand the customer network.

Interaction (Promotion)

The promotion applied by PT Think Clean Laundry uses *Integrated Marketing Communication* (IMC). According to *The American Association of Advertising Agency*, IMC or *Integrated Marketing Communication* is a marketing communication that is carried out in an integrated manner. The concept of IMC promotion is a communication concept that is planned, integrated and can be applied in various forms of marketing communication to provide maximum understanding and impact through the consistency of communication messages to customers or other parties relevant to the goods or services offered. Apart from IMC, promotions can also be done with social media and are very powerful (Adiyono et al., 2021). Promotion is carried out by introducing quality linen washing rental services using RFID technology, so that there is no loss of linen. Based on interviews and surveys that we conducted with potential customers and laundry business actors, they informed us that there were complaints about the loss of linen. After customers report the loss of their linen as evidenced by documentation when picking up dirty linen and returning clean linen the amount is different and reduced, so the entrepreneur or laundry business must be prepared to prepare the cost of replacing the lost linen.

Common Interest (Customer Needs)

PT Think Clean Laundry conducted a survey to customers and potential customers, to find out what they need and what they expect from industrial laundry, so that PT Think Clean Laundry gets information and input to develop an industrial laundry business that is expected by customers and is also related to the environment and health. A number of previous studies provide insights into marketing strategies in various industries, including the healthcare sector (Hannak et al., 2024)

Experience (Customer Experience)

PT Think Clean Laundry offers services to customers that make them trust and interested, such as making good *packaging*, quality linen materials, and clean and fragrant washing results. PT Think Clean Laundry invites customers and potential customers to come to the factory location so that they can see the activities of PT Think Clean Laundry firsthand. It also provides video recordings and photos to customers and prospective customers who cannot be present directly when invited so that they can also see or watch the activities and operational processes of the factory starting from receiving dirty linen to *packaging* clean linen that is ready to be delivered. These activities will provide information and experience to customers and prospective customers and are expected to make customers trust and believe so that they can become loyal and loyal customers (Wiladiyah et al., 2023).

Sales

Sales team are personnel who carry out activities to offer laundry and linen rental services to customers, both to hospitals, hotels, transportation, aviation, industry / factories and other potential customers in order to achieve the targets set by the Company. And in the sales team of PT Think Clean Laundry shares 2 (two) divisions, namely digital sales (*digital Marketing*) and Canvas sales (*Canvassing Marketing*). With the division of the sales team, sales will be more effective, and can strengthen strategies and increase sales results. (Setiyawati et al., 2021). The marketing strategy is aimed at markets and consumers which is part of the business strategy, namely the canvas sales team can meet directly with customers while the digital sales team only sells through social media platforms (Phing et al., 2023) The purpose of the sales team, apart from selling, must also be able to fulfill the wants and needs of customers so that they are satisfied and become loyal (Harjon & Nugroho, 2024).

The digital sales team conducts promotional activities using online media such as

via website, instagram, youtube, email, linkedIn and social media. They manage digital marketing strategies, including social media, SEO (Search Engine Optimization), and SEM (Search Engine Marketing). While the Sales Canvas conducts activities directly meeting with potential customers by conducting visits to provide information, introducing PT Thick Clean Laundry to offer linen rental and laundry services in order to get customers. Sales Canvas activities are assisted by using flyer media, brochures and making banners. To make it easier to reach potential customers, canvas sales activities use operational car transportation that has been prepared by the company.

Sales Team Duties and Responsibilities

1. Develop and implement sales strategies to achieve revenue targets and market growth.
2. Plan and monitor sales activities to ensure achievement of goals.
3. Oversee the performance of the sales team and provide feedback and support to achieve targets.
4. Identify and pursue new business opportunities,

- including potential customer leads and new markets.
5. Manage the process of negotiating and closing sales deals with clients.
6. Manage relationships with key clients and ensure customer satisfaction through quality service.
7. Handle customer issues or complaints to ensure prompt and satisfactory resolution.
8. Develop and execute marketing plans to promote RFID laundry products and services.
9. Design and manage marketing campaigns, including advertising, promotions and other marketing activities.
10. Manage the company's brand image and ensure consistency of messages across all marketing channels.

a. Sales Activity

PT Think Clean Laundry will carry out activities to achieve predetermined targets, the activities are as follows;

Table 4. Activities and Activities to Achieve Targets

Period	Activities	Activities	Marketing tools
Year 0 to year 2	<ol style="list-style-type: none"> 1. Introducing the Company and 2. Creating a <i>brand image</i> 3. Promotion and establishing good relations with the environment and potential customers 	<ol style="list-style-type: none"> 1. Determine sales targets 2. Making banners, plyers and brochures 3. Create social media accounts 4. Conducting brochure distribution 5. Conduct visits to hospitals and hotels 	Website, Instagram, Youtube, Email, Flyer, Banner, Brochure
Year 2 to year 5	<ol style="list-style-type: none"> 1. Expand promotion to hospitals and hotels in other cities. 2. Establish good relationships with existing customers and ask for referrals 	<ol style="list-style-type: none"> 1. Make visits to potential new customers in new areas 2. Review social media, and see <i>trending topics</i> 3. Expanding the market 	Website, Instagram, Youtube, Email, Flyer, Banner, Brochure, Survey to customers
Year >5 and above	<ol style="list-style-type: none"> 1. Seeking new customers in new areas 2. Opening new markets in industry / manufacturing in West Java's industrial estates 	<ol style="list-style-type: none"> 1. Increase sales target 2. Increase sales/marketing team 3. Increase transportation fleet for linen <i>pick-up</i> to customers 4. Open branches/representatives in other cities 	Website, Instagram, Youtube, Email, Flyer, Banners, Brochures, Operational vehicles and FGDs by inviting hospitals, hotels, transportation and industries/factories.

b. Sales Team/Personnel

In order for PT Think Clean Laundry's business

to grow quickly and progress, a sales team is needed with the following team formation:



Figure 2. Sales Team Structure

c. Sales Budget

Table 5. Sales Budget

SALES BUDGET	Tahun 0	Tahun 1	Tahun 2	Tahun 3	Tahun 4	Tahun 5
Sales Digital / Digital Marketing						
Website creation and subscription	Rp -	Rp 7.500.000	Rp 8.062.500	Rp 8.668.000	Rp 9.318.000	Rp 10.000.000
Instagram Ads	Rp -	Rp 7.000.000	Rp 7.700.000	Rp 8.470.000	Rp 9.317.000	Rp 10.250.000
Youtube Ads	Rp -	Rp 35.000.000	Rp 35.000.000	Rp 35.000.000	Rp 35.000.000	Rp 35.000.000
SEM (Search Engine Marketing) Google	Rp -	Rp -	Rp -	Rp 6.000.000	Rp 6.600.000	Rp 7.260.000
TOTAL Sales Digital	Rp -	Rp 49.500.000	Rp 50.762.500	Rp 58.138.000	Rp 60.235.000	Rp 62.510.000
Sales Canvassing						
Flayer	Rp 3.000.000	Rp 3.000.000	Rp 3.450.000	Rp 3.967.000	Rp 4.365.000	Rp 4.800.000
Banners	Rp 5.000.000	Rp 13.000.000	Rp 15.000.000	Rp 17.515.000	Rp 21.292.000	Rp 24.500.000
Brochure	Rp 3.000.000	Rp 7.500.000	Rp 8.250.000	Rp 9.075.000	Rp 9.982.500	Rp 10.882.000
Sales Team Commision	Rp -	Rp 15.000.000	Rp 20.000.000	Rp 30.000.000	Rp 40.000.000	Rp 50.000.000
Contract Commision / Admin	Rp -	Rp 10.000.000	Rp 15.000.000	Rp 20.000.000	Rp 25.000.000	Rp 35.000.000
Webinars	Rp -	Rp 10.000.000	Rp 12.000.000	Rp 14.000.000	Rp 17.280.000	Rp 20.735.000
Visit Customer	Rp 7.000.000	Rp 13.000.000	Rp 20.000.000	Rp 23.200.000	Rp 26.620.000	Rp 29.282.000
Events / Sponsors	Rp -	Rp -	Rp 40.000.000	Rp -	Rp 50.000.000	Rp -
TOTAL Sales Canvassing	Rp 18.000.000	Rp 71.500.000	Rp 133.700.000	Rp 117.757.000	Rp 194.539.500	Rp 175.199.000
Total	Rp 18.000.000	Rp 121.000.000	Rp 184.462.500	Rp 175.895.000	Rp 254.774.500	Rp 237.709.000

Source: 2024 Writing Team

Revenue Stream Projection

a. Scenario

Table 6. 5 (five) year Scenario Table

Scenario				5%			5%			10%			15%		
Description	1st Year			2nd Year			3rd Year			4th Year			5th Year		
	Price	Total (Kg)	Total Year 1	Price	Total (Kg)	Total 2nd Year	Price	Total (Kg)	Total 3rd Year	Price	Total (Kg)	Total 4th Year	Price	Total(Kg)	Total 5th Year
Linen Rental	11.000	297.000	3.267.000.000	11.000	374.220	4.116.420.000	12.000	392.931	4.715.172.000	12.000	432.224	5.186.689.200	13.000	497.058	6.461.750.295
Laundry services	8.000	90.000	720.000.000	8.000	113.400	907.200.000	8.500	119.070	1.012.095.000	8.500	130.977	1.113.304.500	9.000	150.624	1.355.611.950
Linen Thrift	-	-	-	-	-	-	10.000	919	9.190.000	10.000	1.010	10.100.000	10.000	1.162	11.620.000
Total		387.000	3.987.000.000		487.620	5.023.620.000		512.920	5.736.457.000		564.211	6.310.093.700		648.843	7.828.982.245

Think Clean Laundry's in-sale package

1. Linen + Laundry Rental Package IDR 11,000/Kg
2. Laundry Service Package Rp. 9,000/Kg
3. Linen + Laundry Rental Contract Package IDR 10,000/Kg
4. Laundry Service Contract Package IDR 8,500/Kg
5. Laundry Service Contract Package above 2 years Rp. 8,000/Kg

b. 5-year projection**Table 7. 5 (five) year projection**

Projection for 5 Years		5%	5%	10%	15%
MONTH	1st Year (Kg)	2nd Year (Kg)	3rd Year (Kg)	4th Year (Kg)	5th Year (Kg)
January		40.635	42.743	47.018	54.070
February		40.635	42.743	47.018	54.070
March	38.700	40.635	42.743	47.018	54.070
April	38.700	40.635	42.743	47.018	54.070
May	38.700	40.635	42.743	47.018	54.070
June	38.700	40.635	42.743	47.018	54.070
July	38.700	40.635	42.743	47.018	54.070
August	38.700	40.635	42.743	47.018	54.070
September	38.700	40.635	42.743	47.018	54.070
October	38.700	40.635	42.743	47.018	54.070
November	38.700	40.635	42.743	47.018	54.070
December	38.700	40.635	42.743	47.018	54.070
Total	387.000	487.620	512.920	564.211	648.843

c. 5-Year Sales Budget (IDR)**Table 8. Sales Budget**

SALES BUDGET	0 Year	1st Year	2nd Year	3rd Year	4th Year	5th Year
Digital Marketing	Rp -	Rp 49.500.000	Rp 50.762.500	Rp 58.138.000	Rp 60.235.000	Rp 62.510.000
Sales Canvassing	Rp 18.000.000	Rp 71.500.000	Rp 133.700.000	Rp 117.757.000	Rp 194.539.500	Rp 175.199.000
Total	Rp 18.000.000	Rp 121.000.000	Rp 184.462.500	Rp 8.470.000	Rp 9.317.000	Rp 10.250.000

RESULTS AND DISCUSSIONS

In running the business of Linen Rental Laundry with RFID Technology with the company name PT. Think Clean Laundry. By using RFID, the company guarantees that all dirty linen and clean linen taken and delivered will not be lost because the amount is correct. In addition to guaranteeing precise and accurate calculation results, PT Think Clean Laundry also guarantees speed and speed in counting linen. And provide proof that the laundry results are clean and hygienic.

And in terms of business income Laundry industry is very promising, and with the capital spent BEP (Break Even Point) can be obtained in the first year and Payback Period can be obtained in year 3 (29 months). So this business is very promising with quadrant I (progressive), quadrant one which shows the company in a growing and developing position,

thus this industrial laundry business is feasible to run and develop.

CONCLUSION

If you look at the data in the scenario table for the next 5 (five) years, with the production of laundry, both linen rental and laundry services in every year there is a significant increase. In the first year with a production of 387,000 Kg per year or 38,700 Kg per month or as much as 1,290 kg per day, this laundry industry business is very promising. And continued to the second year increased by 5% to 487,620 kg per year, the third year increased by 5% to 512,920 kg per year, the fourth year increased by 10% to 564,211 kg per year and the fifth year increased by 15% to 648,843 kg per year. Thus, this laundry industry business.

REFERENCES

- Adiyono, N. G., Syah, T., & Anindita, R. (2021). *Digital Marketing Strategies To Increase Online Business Sales Through Social Media*. 1(2), 32–37.
- Hannak, N., Kustiawan, U., Indradewa, R., & Iskandar, M. D. (2024). *Strategic marketing plan in achieving marketing values and objectives at Mitha Pre-Marriage Healthcare and Aesthetic Clinic*. 11(97), 815–824.
- Harjon, A., & Nugroho, S. (2024). *Pengaruh Green Marketing dan Service Quality Terhadap Customer ' s Perceived Satisfaction yang Dimediasi Oleh Brand Image*. 17(1), 75–87.
- Ismail, S., Setyorini, T. A., & Arochmawati, I. W. (2022). Marketing Plan, Operational Plan, and Human Capital Plan as Efforts to Achieve the Short-Term Strategy of PT Bestindo Jaya Indonesia. *International Journal of Research and Review*, 9(6), 394–405.
- Kotler, P., Armstrong, G., Gay, M. G. M., & Cantú, R. G.-C. (2017). *Fundamentos de marketing*.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). *Marketing Management 3rd edn PDF eBook*. Pearson Higher Ed.
- Phing, L., Syah, T., Iskandar, M. D., & Hamdi, E. (2023). *Marketing Planning Analysis Digital Bank For Kids (Dex Junior)*. 4(4), 3381–3387.
- Setiyawati, E., Indradewa, R., Syah, T., & Fajarwati, D. (2021). *Marketing Plan for Business Startups " Jamu Partnership " in Indonesia*. September. <https://doi.org/10.52403/ijrr.20210876>
- Wiladiyah, L., Syah, T., Suwanto, & Indradewa, R. (2023). *MARKETING STRATEGY AS AN ALTERNATIVE TO INCREASE THE*. 5(10).