

IMC Plan

Mie Ayam Meteor



Presented To:
Tseserennyam Sukhbatar

Presented By:
Abelia Cinkatari



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Business Description

Vission:

to become the no.1 local food icon in Bogor, known for legendary flavors by all generations.

Mission:

to serve delicious, affordable mie ayam that brings comfort, connection, and joy to every customer.

Get to know Us

Mie Ayam Meteor started with Pakde Suta, a man who believed that good food could change lives, starting with his own. Growing up, his family faced tough times. Money was tight, and every meal was precious. But no matter what, his mother always found a way to cook something warm, filling, and full of love. Her Mie Ayam was special, not just because of the taste but because of the memories it created. Inspired by those moments, Pakde Suta decided to turn his family's recipe into something bigger. He named it Mie Ayam Meteor because he wanted the flavors to be like a meteor—bold, fast, and unforgettable.

Buyer Persona

Mie Ayam Meteor Pakde Suta primarily targets families and students in Bogor who are looking for affordable yet tasty comfort food. These are people who value convenience, great taste, and a friendly atmosphere.

Loyal Customer (Young Professional)

	Motivation <ul style="list-style-type: none">• I need satisfying meal that fits my budget.	Competing Interest <ul style="list-style-type: none">• Home-Cooked Meals• Street Food Variety
	Trends <ul style="list-style-type: none">• Instagram & Tiktok food trends, his loves to watch food reels• Online review matter in GoJek (Online Food Order)• Convenience & Fast Service	Pain Points <ul style="list-style-type: none">• Limited budget• Busy work schedule• Needs family-friendly, looks for places where his wife and child can also eat comfortably
	Interests <ul style="list-style-type: none">• Work long shifts and value affordable, filling, and tasty meals.• Enjoys traditional Indonesian food, especially Mie Ayam and Bakso• Prefers quick service and places with a friendly.	Marketing Strategies <ul style="list-style-type: none">• WhatsApp promos & discounts• “Family Combo” menu deals• Loyalty rewards: digital points system• Community engagement: share posts about local events or testimonials from regular customers
	Aris Santoso 27 Male Factory worker Bogor, Indonesia Married One Child IDR 60 million/\$3700 Preferred Social Media: <ul style="list-style-type: none">• Facebook• WhatsApp	

Email Marketing

Loyal Customer (Young Professional)

Kabar dari Pakde Suta



NIKMATI LEDAKAN METEOR DI SETIAP GIGITAN!



PROMO KELUARGA EKSLUSIF

4 Mie ayam + 2 Es teh hanya Rp 50000!
Bonus: 2 Ekstra Bakso GRATIS!

Ajak keluarga kesayanganmu dan nikmati quality time
bersama keluargamu. Sampai jumpa di akhir pekan ini, Budi!



ORDER NOW



Jl. Merdeka no 134

Buyer Persona

New Customer (College Student/Food Vlogger)

	Motivation <ul style="list-style-type: none"> • “If the food looks good, I’ll post it!” 	Competing Interest <ul style="list-style-type: none"> • Warungs, Kaki lima (street food stalls) • Fast-food Chains & Franchises
	Trends <ul style="list-style-type: none"> • Instagram & Tiktok food trends, his loves to watch food reels • Spicy Food & Customization Trends 	Pain Points <ul style="list-style-type: none"> • Limited budget • Unfamiliar with the brand • Easily distracted by trends, new food spots • If a restaurant isn’t active on social media, she’s less likely to visit.
	Interests <ul style="list-style-type: none"> • loves trying new food places but within a budget-friendly range • viral food trends on Instagram Reels and Tiktok, aesthetic place • hanging out with friends at casual eateries • order food delivery 	Marketing Strategies <ul style="list-style-type: none"> • Viral challenges & Hashtags • First-time Customer Promo or student discount • Aesthetic food presentation: plating and packaging • Online Delivery Focus
	<p>Siti Rahma 21 Female <i>College Student, Food Vlogger</i> Jakarta, Indonesia</p> <p>Single No child IDR 36 million/\$2200</p> <p>Preferred Social Media:</p> <ul style="list-style-type: none"> • Instagram • TikTok 	

Email Marketing

Loyal Customer (Young Professional)



**BUY 2
get 1**



**SHOP
NOW**

Mie Ayam Jamur

💡 **Kabar Baik!** Anda sudah mendekati porsi **GRATIS** dalam program loyalitas kami!

🔔 Promo Eksklusif untuk Anda:

- ✓ "Beli 2 Porsi Mie Ayam, GRATIS 1 Porsi"
- ✓ BONUS: Tambahan Bakso atau Pangsit GRATIS untuk pelanggan setia!

📌 **CARA KLAIM:**
KUNJUNGI MIE AYAM METEOR
TUNJUKKAN EMAIL INI KEPADA KASIR
NIKMATI HADIAH SPESIAL ANDA!





Social Media Campaign Strategy

Our Strategy

The roadmap to achieving our goals

At Mie Ayam Meteor Pakde Suta, we believe every bowl of mie ayam should feel like a warm hug. That's why we love giving something back to our loyal customers, through special promos and nostalgic content that reminds them of the good old days. For our new friends (especially Gen Z!), we're showing up where they are with fun Reels, behind-the-scenes peeks, and super easy ways to order. Our content tells real stories of laughter at the dinner table, of the smell of mie ayam wafting through the air, and of moments shared over comfort food. More than just selling bowls, we want to build a connection, making sure Mie Ayam Meteor always feels like home.

Product - High quality products

- Mie ayam jamur
- Mie ayam jamur special
- Bakso (Meatball)
- Dumplings
- Drinks

Price - discounts, bundles

- Price range IDR 10,000-20,000
- Students Discounts
- Referral Discounts
- Family Packages

Promotion - print & broadcast ads, social media, email

- Distribute flyers and posters in local spots (schools, markets, parks)
- Share fun relatable storytelling
- Focus on humor-driven content on Facebook, and Instagram for aesthetic post

Place - physical stores, website, online marketplace

- Physical store at Jl. Merdeka no 139L
- Partnering with online delivery platform such as ShopeeFood, GoJek, and GrabFood.

Social Media Assets

Carousel Facebook



CAPTION

Siapa sangka dari sebuah dapur kecil, kini Mie Ayam Meteor jadi tempat favorit pecinta mie ayam di Bogor? Yuk, kenali kisahnya!

📌 Swipe untuk tahu sejarah & kejutan spesial buat kamu!

📌 Lokasi: Jl. Merdeka No. 139H

📌 Cek menu & promo → [disini](#)

#MieAyamMeteor #SejarahMeteor #TerimaKasihPelanggan

Social Media Assets

Carousel Instagram



CAPTION

Ajak Keluarga Makan Hari Ini! 🍲🚀

📍 Mie Ayam Meteor Pakde Suta – Bogor

🎫 Gunakan Kode Promo: METEORNEW (Diskon 15% untuk 4 orang atau lebih!)

🖱️ Klaim promo sekarang! → [Masukkan Link Landing Page]

#MieAyamMeteor #MakanBersama #PromoHemat

Social Media Assets

Youtube Shorts

The Content

This video takes you behind the scenes of how our mie ayam is made. Shot in a way that feels clean, polished, and kinda fancy.

CAPTION

Siapa yang langsung ngiler liat video ini? 😋



Mie fresh, kuah gurih, topping melimpah... bikin perut keroncongan seketika! 🍲🔥

📍 Lagi laper?

Langsung mampir ke Mie Ayam Meteor!

💬 Tag teman makan kamu & ajak serbu bareng!

#MieAyamMeteor

#NgilerBareng

#MieAyamTerenak

#MeledakDiMulut



Social Media Assets

Instagram Reels

The Content

This video offers a glimpse into the customer's daily life. It tells the story of hard work, community, and the little joys that come from serving something truly comforting.

CAPTION

Siapa yang langsung ngiler liat video ini? 🤤



Mie fresh, kuah gurih, topping melimpah... bikin perut keroncongan seketika! 🍲🔥

📍 Lagi laper?

Langsung mampir ke Mie Ayam Meteor!

💬 Tag teman makan kamu & ajak serbu bareng!

#MieAyamMeteor

#NgilerBareng

#MieAyamTerenak

#MeledakDiMulut



Social Media Assets

Facebook Reels

The Content

This video brings out the fun of Mie Ayam Meteor. With a humorous, everyday tone, it's made for Facebook users in Indonesia who just want to kick back and enjoy a good laugh.

CAPTION

🌟 "Mie Ayam Seenak Ini, Gimana Nggak Kecanduan?! 🤤🍜" 🌟

🔥 Mie fresh, kuah gurih, dan topping melimpah! Dari suapan pertama, dijamin langsung jatuh cinta! 🍷

🚀 Makan di tempat? Bisa!

🏠 Takeaway? Gampang!

📍 Lagi laper? Langsung gas ke Mie Ayam Meteor!

💬 Tag temen makan kamu & ayo serbu!

#MieAyamMeteor

#MakanMieGakPakeRibet

#MeledakDiMulut

#AutoKetagihan





Event Management

Event Proposal

To expand its reach and strengthen brand awareness, the company is hosting a historical event of making the biggest bowl of Mie Ayam (Chicken Noodle) in Indonesia. The Event is will be held in the central city of Bogor.



Our Strategy

Social Media Promotion

- *Countdown teaser (3 weeks before)*
- *Live Streaming on Instagram, Facebook, and Tiktok*
- *Contests (Run a photo event contest for those who share the most creative event photo on stories)*
- *Viral Challenge #MieAyamMeteorRekor*

Local Media and Influencers

- *Send invites to food bloggers, local newspapers, and TV stations.*
- *Invite influencers to attend and create content about the event. (Chef Arnold from Masterchef judges)*



Event Outline

Title: Rekor Mie Ayam Terbesar di Indonesia!

We're bringing something big (literally) to Bogor! Mie Ayam Meteor Pakde Suta is making to break a record by making the biggest bowl of Mie Ayam in Indonesia. This event is to celebrate and make unforgettable memories within the community. There'll be live music, fun games, free samples, exclusive promos and plenty chances to win prizes and connect with the brand.



PROPOSED DATE

Location: Sempur, Bogor
Date: Saturday, June 14, 2025
Time: 14:00 AM – 19:00 PM



EXPECTED ATTENDEES

Estimated 500-1,000+ attendees.

Objectives

We hope to create buzz around our brand by doing something no one's done before. We want more people try ur delicious Mie Ayam with free samples and special offers. By this event, we could tell our story and build stronger connection with new and loyal customers.



Budget Proposal

Capital Requirements

It's all about celebrating great food, creating memorable moments, and connecting with our customers in a fun, relaxed way. The budget will cover everything from the venue and ingredients to entertainment, marketing, and staff, ensuring it's an event to remember!

Item	Estimated Cost (IDR)
Ingredients for Giant Mie Ayam	5,000,000
Giant Bowl Production	3,000,000
Venue Permits & Rentals	2,000,000
Marketing (ads, influencers)	3,000,000
Staff & Logistics	2,000,000
Total Budget	15,000,000+



Deliverables

Supplies Needed

- Giant bowl & cooking utensils
- Ingredients for Mie Ayam
- Tables, chairs, and serving stations
- Event banners & branding materials

Permission Required

- Venue Permit (from local authorities)
- Health & Safety Approval
- Record Verification (Coordinate with Indonesian records organizations)

Employees & Roles

- Head Chef & Team – Cooking the giant Mie Ayam
- Photographer/Videographer – Capturing moments for social media
- Host/MC – Engaging the crowd and hyping up the record attempt
- Check-in Booth Staff – Managing attendees and distributing promo vouchers
- Social Media Team – Handling live coverage and attendee engagement

Flyer Proposed





Website

Website Proposed

mieayammeteor.com



Menu

Promo

Contact

Outlet



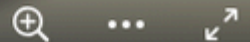
Mie Ayam Jamur

Rasa seperti Meteor jatuh!

[PESAN SEKARANG](#)



< 1 / 5 >



Website Overview

The Mie Ayam Meteor Pakde Suta website is a fun and easy-to-use space where people can explore our menu, check out our latest promotions, and learn more about our story. We highlight mouth-watering product photos to grab attention and help visitors feel excited to try our food. Plus, we include clear CTA (Call to Action) buttons to make it simple for anyone to place an order right from the site.



Page 21

Signages



Overview

In this section, we highlight how we use clear and eye-catching signages to guide and engage customers. From directional signs to fun, informative ones about our story and promos, each design reflects our brand colors and vibe. These signages help people feel welcomed, make it easier to order, and add to the overall experience, whether they're visiting our regular stall or joining special events like our giant mie ayam celebration.



This **welcome sign** is used to make it easier for customers to know the store's opening schedule.



Directional Signages

Toilet, Online Order, and Condiments Signs



Informational Signages

No smoking area, Promos, and Restriction Signs



Attraction Signages



Street Billboard

Street Billboard, School, and Marketplace





Inbound Strategies

Marketing Plan



Overview

In this section, we'll tell you about our inbound marketing plan—a step-by-step sales funnel designed to attract, engage, and keep our loyal customers coming back for more. Each stage is built to guide customers naturally from discovering Mie Ayam Meteor, to making a purchase, and eventually becoming strong brand supporters. We focus on tools that feel familiar and personal to our audience, while staying true to our warm and humble brand personality.

Target Market

Our Market

We're focusing on low to middle-income workers and students in Bogor who crave tasty, affordable comfort food. They value convenience, quick service, and a friendly local vibe—which is exactly what we offer.

1. Low to Middle-Income Workers

- Profile: Office employees, factory workers, and professionals
- Needs: Quick, filling, and affordable meals during work breaks or after hours
- Value Proposition: Convenient, tasty meals with delivery or easy pick-up options



Sales Funnel

Low to Middle-Income Workers



Going and Growing

In this final section, map out our future plans for the business. Dream big! These plans could include expansion projects, new product offerings, and major partnerships. Discuss how much impact we want to bring to the industry. This enables potential investors also to be optimistic about the business.

Google Reviews

We encourage customers to leave a 5-star reviews on Google. We also give incentivize with a small gift or promo code on their next visit.

Suka Mie Ayamnya?

Tinggalkan Ulasan di Google
& Dapatkan Hadiah Spesial!

SCAN



Phone

085-101-75-9375



Email

mieayammeteor@gmail.com

Referral Programs

Plan

- Launch a “Refer a Friend” campaign: both referrer and referee get a discount.
- Promo cards and digital codes distributed through social media and the store.
- Implementation: Staff training to explain referral benefits at checkout.
- Measurement: Track referred orders through unique codes.



REFER A FRIEND

BRING A FRIEND, GET 10% OFF FOR BOTH!


MIE AYAM METEOR
PAKDE SUTA

REFER YOUR FRIEND TO ENJOY DELICIOUS MIE AYAM & SAVE TOGETHER!

Partnering with Delivery Platforms

ShopeeFood, GrabFood, and GoJek



Register Mie Ayam Meteor Pakde Suta on food delivery platforms such as GrabFood and ShopeeFood.

- Use Facebook and Instagram ads on social media to promote delivery services.
- Introduce limited-time free delivery offers to encourage first-time customers.

Facebook Group

Plan

- Create a private Facebook group: “Keluarga Meteor”.
- Share exclusive updates, behind-the-scenes, and early access to promos.
- Reward top group members monthly with surprise gifts.
- Measurement: Member growth & engagement metrics (comments, shares, likes).

**BERGABUNG DENGAN
KOMUNITAS**

**MIE AYAM
METEOR
PAKDE SUTA**

Gabung dengan grup Facebook eksklusif kami untuk mendapatkan berita terbaru dan banyak lagi!



Newsletters



Overview

- Monthly email newsletter: “Kabar dari Pakde”

Include:

- Highlighted customer reviews
- Promo sneak peeks
- Birthday shoutouts or Meteor Fan of the Month
- Include shareable content to drive word-of-mouth.



Weekly Email Marketing to loyal and new customers.

SUBSCRIBE

ENTER YOUR EMAIL

SUBMIT



Newsletters

Kabar baik dari pakde

DARI PAKDE, UNTUK KAMU YANG SETIA!

Hai Sobat Meteor!

Kami ingin mengucapkan terima kasih banyak karena kamu sudah jadi bagian dari keluarga besar Mie Ayam Meteor Pakde Suta! ❤️ Karena kamu spesial, kami siapkan kabar baik dan promo menarik khusus buat kamu.



PROMO SPESIAL MINGGU INI:

🎉 Diskon 15% untuk Pembelian via GoFood!

Kode: METEORSETIA15

Berlaku sampai: 14 April 2025



085-101-75-9375

Kunjungi!



Kabar Hari Ini

Mie ayam adalah hidangan khas Indonesia yang berasal dari China, dengan mie kenyal dan ayam bumbu gurih. Makanan ini kini jadi favorit di Indonesia, terutama sebagai pilihan makan siang cepat dan enak!

Conclusion

The overall goal of the IMC Plan for Mie Ayam Meteor Pakde Suta is to increase brand awareness, strengthen customer loyalty, and boost sales by creating memorable, culturally relevant, and engaging marketing efforts. Each Creative Brief—from launching engaging teaser campaigns, creating referral programs, leveraging Google Reviews, to hosting a record-breaking culinary event—has been strategically developed to connect with both new and loyal customers in meaningful ways.



Contact us for further inquiries



Jl. Merdeka no. 139L,
Bogor, Indonesia
+62 851 019 5375

