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Marketing Plan For Recycled Paper Hub Business Project

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Abstract: Businesses that run in recycling industries are one of the trends that are now in demand by many parties and supported by both national and international governments, but in the practice of these business activities there are many components that must be considered, especially if an entity is in the business to business sector. PT Recycled Paper Hub came as an competitive alternative that offers products in the form of recycled paper materials with low impurity levels which will later be used by companies to be processed again into many forms including packaging. By analyzing and implementing a marketing mix approach in accordance with the vision and mission, analysis data obtained from research on internal and external strengths that are quantitative and qualitative, the data obtained reflects business activities in order to achieve business excellence. In this study, the marketing mix carried by PT Recycled Paper Hub is Direct Marketing NICE.

Keyword: Recycled Paper, Marketing Plan, NICE, Business to Business.

INTRODUCTION

Indonesia positioned as the 6th ranked paper producer and 9th ranked pulp industry in the world. In 2015, the contribution of the paper and paper goods industry, printing and reproduction of recording media in the formation of GDP was able to reach Rp. 87.7 trillion. Furthermore, the national pulp and paper industry contributed to the country's foreign exchange of USD 1.73 billion and USD 3.57 billion respectively and absorbed direct labor of around 260 thousand people and as many as 1.1 million for indirect labor. The paper and paper goods industry contracted by 2.89% to IDR 78.06 trillion in 2021.

In terms of exports, the export volume of paper and paper goods fell 5.53% to 11.79 million tons in 2021 compared to the previous year. Indonesia's largest paper industry exports are in the form of pulp with a volume of 6.32 million tons and a total value of 3.28 billion dollars. Followed by tissue paper with a volume of 714.68 thousand tons worth 839.14 million dollars (Kusnandar, 2022). Supported by the National Ministry of Industry, KEMENPERIN, which is continuously developing the pulp and paper industry to be more productive and innovative, so that it can compete both domestically and globally. With the

availability of domestic raw materials, the pulp and paper industry has great business potential to make a significant contribution to the national economy (KEMENPERIN, 2022).

For a new company with a still very large market potential, PT. Recycled Paper Hub needs to carry out various strategies, both in the Financial, Human Resources, Operational, Risk Management and of course Marketing sections. With a marketing plan, an organization can combine product decisions, pricing, distribution and promotion to create an attractive offer for customers. The marketing plan is also related to the implementation, control and improvement of these decisions (Ferrell dan Hartline, 2011) PT. Recycled Paper Hub (RPH) emerges as one of the best partners for waste paper suppliers, offering a range of benefits. Starting from competitive prices, our products and services have high and reliable quality standards, and a team ready to provide full support at every stage of operations.

To create a customer-centric integrated environment, PT. Recycled Paper Hub chooses to use the NICE approach, as Jony Oktavian Haryanto (2007) states in his book that the approach that can be used for B2B marketing is NICE (Networking, Interaction, Common Interest and Experience). Research by Wiladiyah (2023) found that the application of segmentation to identify different groups, targeting which ones to focus on and positioning the company to be superior to competitors is very important to increase the company's revenue, previous findings are supported by Setiyawati's research (2021), which states that choosing the right strategy will take the company further, with revenue that continues to increase every year. Therefore, segmentation, targeting, and positioning must be accurate and clear. This research also uses the NICE as its marketing mix strategy and believes that Networking is the most important component of its approach. In addition, findings of research by Dwilianingsih (2022) states that service quality can directly affect customer loyalty, where positive service quality can open up opportunities for repeat purchases in the future. In the context of the business activities carried out by PT. Recycled Paper Hub, all components in the marketing mix will be absolute indicators, in accordance with the company's vision and mission. PT. Recycled Paper Hub believes that there must be a close relationship between the PT. RPH team itself and business partners so that they will continue to entrust their raw material needs to PT. Recycled Paper Hub.



Picture 1. Marketing Plan Framework

METHOD

The methods used in this research are mixed methods, combining qualitative and quantitative methods. These two methods are combined to gain new insights in the form of

strategic decisions, goals and objectives, STP (segmentation, targeting and positioning), and the marketing mix that PT. Recycled Paper Hub has formulated. In previous research, Hannak (2024) stated that mixed methods research can produce a more comprehensive understanding of a company's potential. Based on research by Andayani (2020), understanding market conditions, including internal and external factors, is very important. The application of mixed methods explains from the Qualitative Aspect, which is that the research data is obtained from the results of internal discussions/Focus Group Discussions, while the Quantitative Aspect is obtained from existing market data (secondary), as well as data from projections of internal and external production capabilities.

Marketing Objectives

The goals and objectives are divided into three phases, namely short-term, medium-term, and long-term. These three phases are divided into objectives and targets that PT. Recycled Paper Hub implements to achieve business growth and competitive advantage over competitors.

Table 1. Marketing Goals and Objectives.

	Goals	Objectives
Short Term (Y1-Y2)	Introducing PT. Recycled Paper Hub and establishing initial partnerships with at least 3 companies. Conduct Direct Marketing to 10 potential customers in the nearest area through direct product offerings.	Direct marketing activities involving product offerings and partnerships with potential customers across the entire Java region. Implement sales promotions for products through discount programs, consistent delivery schedules, and product quality, along with other sales strategies to attract potential customers and establish partnerships.
Mid Term (Y3-Y5)	Increase market share by 20% - 25% and explore new business opportunities in the general market. Conduct Direct Marketing to 30 potential customers within the nearest area through direct product offerings.	Reach out to potential customers across Java through direct product offerings and partnerships. Participate in tender programs organized by potential customers.
Long Term (>Y5)	Significantly increase market share by more than 25% and explore new business opportunities in the general market. Conduct Direct Marketing to 50 potential customers within the nearest area through direct product offerings.	Reach out to potential customers across Java and beyond through direct product offerings and partnerships. Participate in tender programs organized by potential customers.

Segmenting, Targeting dan Positioning

Segmentation begins with the identification of potential customers/buyers who will collaborate with PT. Recycled Paper Hub, which operates in the recycled paper industry. The breakdown of STP is as follows:

Table 2 Market Segmentation

Market Segmentation	
Geography	Java (primary) Outside of Java (Future)
Type of Industries	Pulp and Paper Processing Industry Paper Packaging Industry
Production Volume	Business to Business Medium Volume Large Volume

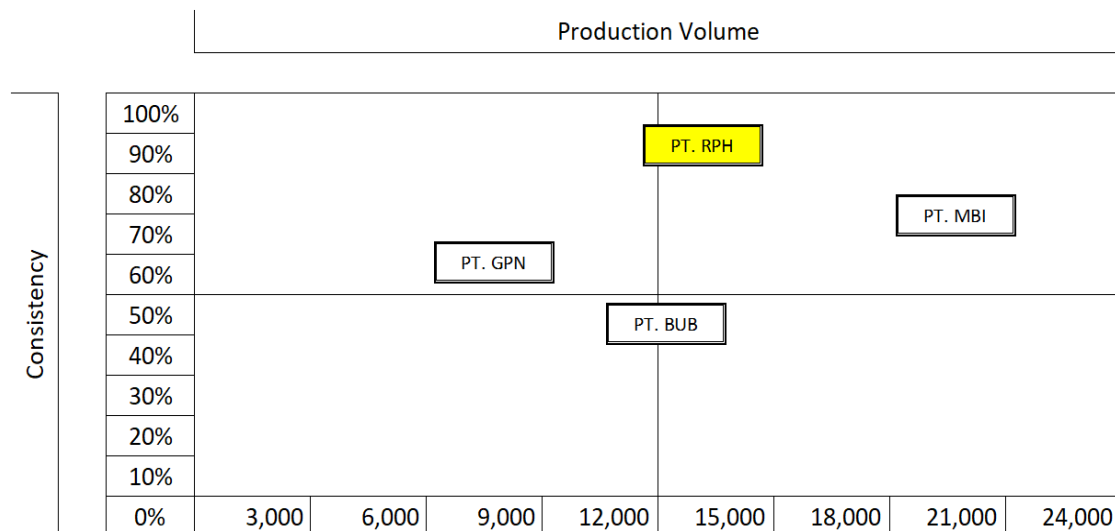
Based on the explanation of market segmentation that has been previously presented, PT. Recycled Paper Hub's market targeting is as follows:

Table 3 Market Targeting

Targeting	
Group 1	Pulp and Paper Processing Industry
Group 2	Paper Packaging Industry

After both Segmentation and Targeting have been established, in order to reach potential buyers/potential customers, the next step is to form product positioning to attract potential customers and meet their needs. PT. Recycled Paper Hub has two main points in its business operations, namely:

1. **High production volume:** In view of the ever-increasing demand without any decline, PT. RPH guarantees to meet the demand of potential customers/potential buyers so that they can cooperate in meeting their recycled paper needs with high volume and fast fulfilment.
2. **High consistency in meeting customer demand:** In this competitive market, while it is often seen that other industries can meet the quantity of orders, there is also the possibility of decreased impurities and decreased volume when demand is high. PT. RPH guarantees that the impurities and quantity will always be in accordance with the expectations and orders of potential customers



Picture 2 Comparison Graph of Consistency and Production Volume

RESULTS AND DISCUSSION

Marketing Mix

The B2B (Business to Business) marketing mix that can be implemented to create an integrated customer-centric environment is the application of NICE (Networking, Interaction, Common Interest and Experience). The components that can be designed are as follows:

Networking (Community Engagement)

PT. RPH's promotional activities towards potential customers are divided into two, namely through active promotional activities and supplier recommendations. Active promotional activities include direct marketing and participation in events/EXPOs, where products can be directly offered to potential customers. Supplier recommendations, on the other hand, are a way to disseminate product information through suppliers or companies that cooperate with PT. RPH. Joining business forums or local communities, participating in listening and becoming the main choice in solving business problems such as the need for

recycled paper, this can also create a business environment that is rooted and allows for collaboration, either in the form of products that have been offered or further.

Interaction

By assigning a dedicated team or personnel to each partner segment, PT. Recycled Paper Hub can provide personalized service tailored to their specific needs, whether it concerns quantity or delivery arrangements. Customers can easily order recycled paper products from PT. Recycled Paper Hub. All HR components work together to deliver the best possible service and products to clients, supported by a positive work environment that fosters intimate and satisfying experiences for PT. Recycled Paper Hub's customers..

Common Interest

Two key advantages that set PT. Recycled Paper Hub's recycled paper apart are its impurity levels and quantity, two crucial factors in the competitive recycled paper industry. Despite the high demand and intense competition, PT. Recycled Paper Hub is confident in its ability to meet customer expectations and trust. The company provides exceptional service, with a dedicated call center and personnel ready to assist potential and existing partners in fulfilling their business needs.

Strategically located in Batang, Central Java, PT. RPH aims to optimize the delivery and distribution of recycled waste paper to its customers in the paper packaging industry, primarily located in West Java and East Java. The recycled paper products offered by PT. Recycled Paper Hub are priced at Rp. 3,650 per kilogram, with a minimum order quantity for companies requiring recycled paper products. This price is considered competitive compared to competitors.

Experience

PT. Recycled Paper Hub values the connections it has built with all stakeholders, believing that partner growth is also company growth. Therefore, it is essential for PT. Recycled Paper Hub to actively listen to the needs of existing and potential business partners. Providing excellent service to companies that collaborate with PT. RPH and sharing information that can attract the interest of potential customers fosters a closer relationship between the two parties, leading to the formation of positive emotional bonds.

Sales

PT. Recycled Paper Hub implements a multi-stage planning process divided into two periods within a year to boost sales. The details are as follows:

Table 4 Sales Activity PT. Recycled Paper Hub

Months	Activity	
1 st to 6 th month	Digital Promotional Activities	Disseminating information about PT. RPH and providing promotions to newly partnered companies through email and other digital portals.
	Direct Promotional Activities	Participate in forums/tenders organized by potential customers to increase PT. RPH Visibility Providing bonuses or discounts for orders within an certain quantity
7 th to 12 th month	Digital Promotional Activities	Increasing the traffic information accessibility through a user-friendly website accessible to customers and potential suppliers, along with offering exclusive deals through digital promotions.
	Direct Promotional Activities	Establishing partnerships within industry to secure collaboration contracts Establishing partnerships with suppliers to secure recommendations and ensure a reliable supply chain Offers special discount programs for companies partnering with PT.RPH

In line with the company's short and long-term goals and objectives, as discussed earlier, PT. RPH has dedicated Sales and Marketing teams to carry out activities to achieve these goals..

Table 5 Sales Effectiveness Drivers PT. Recycled Paper Hub

Sales Effectiveness Drivers		
Sales Effectiveness Drivers	Sales Force Structure and Roles	Focused Marketing Region : Java Target Companies: Paper Packaging and Raw Processing Industry Sales Team led by a experienced manager/leader with extensive experience and strong educational background
	Sales People	Recruiting sales personnel located near PT. RPH warehouse Providing training to sales personnel Building relationships and fostering a positive work culture
	Activities	Establishing targets aligned with company objectives Implementing a report, activity and sales monitoring system Providing incentives or bonuses for exceeding targets Ensuring coordination between marketing and sales teams Maintaining a positive and supportive work culture

Proyeksi Revenue Stream

The revenue stream projection for PT. Recycled Paper Hub is derived from the sale of recycled paper to both new and existing customers. This projection is made over a five-year period with gradual growth. The following is a breakdown of the company's revenue stream projection:

Tabel 6 Revenue Stream Projection of PT. Recycled Paper Hub

Scenario	Options		1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
Realistic	Stable demand for products	Production Volume (In tonnes)	13,800	13,800	17,280	17,280	27,600
	Variations in raw material prices	Sales Volume (In tonnes)	12,420	13,110	17,280	18,108	28,842
		Price / KG	IDR 3,650	IDR 3,650	IDR 3,650	IDR 3,650	IDR 3,650
	Moderate labor costs	Estimated Revenue Amount	IDR 45,333,000	IDR 47,851,500	IDR 63,072,000	IDR 66,094,200	IDR 105,273,300,000
	Product prices tend to be stable	Income Growth	-	5.6%	31.8%	4.8%	59.3%

Notes:

Year 1 sales: 90% of production volume.

Year 2 sales: 95% of production volume.

Year 3 sales: 100% of production volume.

Year 4 sales: 100% of production + 40% of Year 1-2 inventory.

Year 5 sales: 100% of production + 60% of Year 1-2 inventory.

Marketing Expenses

Marketing activities that will be carried out by PT. Recycled Paper Hub focus on Direct Marketing activities, and are divided into three things, namely Profiling and other needs exclusively only in the first year, aiming to create a company logo and information portal along with its distribution system. Expo activities which aim to find potential partners and disseminate information in the form of products and business activities of PT Recycled Paper

Hub, and Direct Marketing activities themselves to establish a positive relationship between the company and partners or potential partners.

Tabel 7 PT. Recycled Paper Hub Marketing Expenses Projection

Years	1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
Allowed Expenses	Rp 500.000.000,00	Rp 500.000.000,00	Rp 500.000.000,00	Rp 500.000.000,00	Rp 500.000.000,00
Profiling and other needs	Rp 50.000.000,00	-	-	-	-
Expo	Rp 150.000.000,00	Rp 100.000.000,00	Rp 50.000.000,00	Rp 50.000.000,00	Rp 50.000.000,00
Direct Marketing	Rp 300.000.000,00	Rp 400.000.000,00	Rp 450.000.000,00	Rp 450.000.000,00	Rp 450.000.000,00

The following table outlines PT. Recycled Paper Hub's projected direct marketing expenses over a five-year period:

Table 8 PT. Recycled Paper Hub Direct Marketing Expense Plan

Years	1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
Hospitality	Rp 200.000.000,00	Rp 250.000.000,00	Rp 300.000.000,00	Rp 300.000.000,00	Rp 300.000.000,00
Workshop	Rp 50.000.000,00	Rp 50.000.000,00	Rp 50.000.000,00	Rp 50.000.000,00	Rp 50.000.000,00
Hampers-gift	Rp 50.000.000,00	Rp 100.000.000,00	Rp 100.000.000,00	Rp 100.000.000,00	Rp 100.000.000,00

CONCLUSION

In the dynamic and lucrative recycled paper industry, PT. Recycled Paper Hub recognizes the crucial role of a robust marketing strategy to stay ahead of the curve. Without a well-defined approach to promotional efforts, companies face significant challenges in maintaining market share and ensuring survival. PT. Recycled Paper Hub's direct marketing strategy is anchored in a deep understanding of customer needs and market dynamics. By meticulously analyzing and interpreting data, the company has crafted a plan that prioritizes direct engagement with partners and potential partners. This approach is complemented by a range of initiatives aimed at fostering a mutually beneficial ecosystem for both buyer partners and recycled paper supplier partners. Maintaining unwavering trust through consistent quality, reliable quantities, and competitive pricing is paramount. However, PT. Recycled Paper Hub goes beyond these fundamentals by actively cultivating relationships with all stakeholders, ensuring responsiveness, and demonstrating a commitment to driving industry growth. This holistic approach is firmly rooted in the belief that positive customer experiences are the cornerstone of sustainable success. In the competitive realm of Business-to-Business (B2B) operations, PT. Recycled Paper Hub recognizes the power of the NICE approach to marketing. This framework, encompassing Networking, Interaction, Common Interest, and Experience, aligns seamlessly with the company's strategic vision and serves as the cornerstone of its marketing initiatives. The company's marketing strategy is inextricably linked to its financial objectives. The projected revenue growth over the five-year period underscores the company's potential for expansion and its ability to not only compete but also surpass its rivals. To fully realize this potential, PT. Recycled Paper Hub's marketing program must effectively attract new partners, nurture existing relationships, and empower its team to achieve sales targets and maximize profitability.

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