

TABLE OF CONTENT

LETTER OF APPROVAL	i
PLAGIARISM-FREE STATEMENT	ii
ABSTRACT	iii
PREFACE	iv
TABLE OF CONTENT	v
LIST OF TABLES	ix
LIST OF APPENDIXES	x
EXECUTIVE SUMMARY	xii
CHAPTER I INTRODUCTION	1
CHAPTER II METHODOLOGY	4
2.1 Problem Description	4
2.1.1 Current situation	4
2.1.2 Desired situation	4
2.2 Research Objective	5
2.3 Research Questions	5
2.3.1 Main research question	6
2.3.2 Sub-questions	6
2.4 Research Methodology	7
2.4.1 Primary research	8
2.4.2 Secondary research	10
2.4.3 Question-centric approach to research methodology	10
2.5 Research Scope and Limitations	11
2.6 Research Constraints	11
2.7 Research Deviation	11
CHAPTER III THEORETICAL BACKGROUND	13

3.1 Understanding Marketing Communication, Emotional Engagement, and Customer Journey	13
3.2 Consumer Behavior	16
3.3 Brand Awareness	17
3.4 The Significance of Competitor Analysis	21
CHAPTER IV RESEARCH ANALYSIS	24
4.1 Internal Analysis	24
4.1.1 Business model overview	24
4.1.2 Product and sales analysis	25
4.1.3 Marketing strategy overview and challenges	25
4.2 Contextual Analysis	27
4.2.1 Demographic analysis	27
4.2.2 Economic analysis	28
4.2.3 Sociocultural analysis	29
4.2.4 Technological analysis	31
4.3.5 Ecological analysis	31
4.3.6 Political and legal analysis	32
4.3 Market Trend Analysis	33
4.3.1 Social media trend	33
4.3.2 Online shopping behavior	34
4.3.3 Keywords trend	35
4.4 Customer Analysis	36
4.4.1 Customer segments	36
4.5 Competitor Analysis	37
4.5.1 Introduction of competitors	37
4.5.2 Competitor marketing mix analysis	41
4.5.3 Competitor digital communication strategy	41
CHAPTER V RESULT AND CONCLUSION	42
5.1 Primary Research Result	42
5.1.1 Consumer behavior insights:	42
5.1.2 Existing customers (people who have tried Kutus Kutus)	42

5.1.3 Potential new customers (people who have not tried or used the product)	43
5.2 Secondary Research Result	44
5.2.1 Contextual analysis result	44
5.2.2 Market trend analysis result	44
5.2.3 Customer analysis result	45
5.2.4 Competitor analysis result	45
CHAPTER VI RECOMMENDATION AND PROFESSIONAL PRODUCT	48
6.1 Target Market	48
6.2 Communication Message	49
6.3 Communication Mix	51
6.3.1 Advertising	51
6.3.2 Personal selling	52
6.3.3 Sales promotions	52
6.3.4 Public relations	52
6.3.5 Internet marketing	53
6.4 Media Channel	53
6.4.1 Types of media platforms	53
6.4.2 Objectives for each platform	55
6.4.3 Timeline for strategy implementation	56
CHAPTER 7 IMPACT TO OTHER BUSINESS DOMAIN	58
7.1 Financial Management	58
7.1.1 Budget allocation for marketing strategy	58
7.1.2 Cash flow projection	59
7.1.3 NPV calculation	60
7.2 Human Resource	61
7.3 Supply Chain	61
7.4 Technology and Information	61
7.5 Sustainability	62
BIBLIOGRAPHY	63
APPENDIXES	66
	vii

