
Market share targeting in the food industry: repositioning the product of local indigenous culinary for the Indonesian youths

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Abstract

This paper discusses about a culinary of Indonesian local indigenous food of South Sulawesi, that is called NasiBaper. The objective was originally intended to describe about marketing theory and strategy in order to decide a best way to enter in the food industry and repositioning a new culinary product for market share. From a set of experimental data, this paper, at first, applied the cost analysis to know the optimum scale of production and pricing decision for profit maximization of this business tried out. This paper aims to explain about the marketing strategy for the beginner as the pioneer for entering to the food industry. Following the perfect competition of market price was considered to be the best choice strategy to gain market share but it was not good for getting profit maximization at a certain optimum economic scale.
