1. Introduction

1.1. Problem Description

Indonesia is a country that strongly holds their beliefs and cultures, especially when it comes to marriage. The wedding is an important life event that the family will get involved in based on their culture (Global Indonesian Voices, 2013). Long before the due date, the groom and bride, with their family, will strictly consider the most suitable wedding needs such as the venue, committee, decoration, souvenirs, family outfit, catering, etc. Catering is one of the most important parts of the event because serving food and beverages is one of the ways to thank the visitors for attending. There is an anonymous belief that said every person who attends a party, has to enjoy every food because food will only last for a few hours, while marriages will last forever (Vidyadhana, 2017). The demand of catering company is rising over the years. It indicated by a lot of people wanting to use a catering service to manage their exclusive and unforgettable parties, such as birthday, graduation, wedding, and the other celebrations (Supriyadi, 2013).

Karunia Catering is a catering company which targets middle-to-upper income class customers. It offers food and beverages with various packages such as buffet, food booth, rice box and decorations with a high price and quality services. However, their direct competitors are offering a larger variety of products and services, such as wedding organizer, convention hall with garden, etc. The market competition is rising and causes Karunia Catering who currently focuses itself on providing the best products and services to lose number of sales (Wisnu, 2017).

Based on the problem they face, the company is required to improve in order to maintain its position in the market. Evaluation and improvements for their marketing must be considered since it is one of the crucial elements that determine the connection between consumer and the company, and in return, the number of sales. The researcher will conduct an audit to identify which marketing elements need to be evaluated in order to compete in the market.

1.2. Objective

The objective of this research is to deliver a marketing audit plan to Mr. Krisniantara Wisnu as the commissioner of CV Karunia Katering by the time of September 2017. This report will

contain the information regarding company's current marketing mix, competitor's marketing mix, analysis, conclusion, and marketing recommendation, in order to help improve the company's number sales.

1.3. Central Research Question

What marketing improvement can CV Karunia Katering apply, in order to resolve their current uncompetitive marketing performance and improve number of sales?

1.4. Sub-Questions

Sub-questions are the questions to help the researcher to gather information needed to answer the central research question (Bouten, 2012). Below are 6 sub-questions, followed by sub-sub-questions for the researcher to apply in this research,

No	Sub-questions	No	Sub-sub-questions
1.	What is Karunia Catering's current business performances?	1.1.	What are their vision, mission, and objective?
		1.2.	What is the organisational structure, function, and activities of the company?
		1.3.	What is the sales record in the past 2 years?
		1.4.	What is the financial position of the company?
		1.5.	What is their employee turnover in the past 2 years?
		1.6.	What is their employee development or training program?
		1.7.	What is their customer retention rate in the past 2 years?
		1.8	What is their customer relationship strategy?
2.	What is Karunia Catering's marketing mix?	2.1.	What Products and services do Karunia Catering offer?
		2.2	What is their current promotion strategy?
		2.3.	What is the Place of Karunia catering?
		2.4.	What is their current pricing strategy?
		2.5.	What is their current human resource policy?
		2.6.	How is their current sales process?
		2.7.	How are their products and services physical evidence?

3.	What is the marketing mix of competitor 1 (Vidi Catering)?	3.1.	What Products and services do Vidi Catering offer?
		3.2	What is their current promotion strategy?
		3.3.	What is the Place of Vidi catering?
		3.4.	What is their current pricing strategy?
		3.5.	What is their current human resource policy?
		3.6.	How is their current sales process?
		3.7.	How are their products and services physical evidence?
4.	What is the marketing mix of competitor 2 (Salsa Catering)?	4.1.	What Products and services do Kapulaga Catering offer?
		4.2.	How is their current promotion strategy?
		4.3.	What is the place of Kapulaga Catering?
		4.4.	What is their current pricing strategy?
		4.5.	What is their current human resource policy?
		4.6.	How is their current sales process?
		4.7.	How are their products and services physical evidence?
5.	What is the marketing mix of competitor 3 (Maheswari Catering)?	5.1.	What Products and services do Al Buruuj Catering offer?
		5.2.	How is their current promotion strategy?
		5.3.	What is the place of Kapulaga Catering?
		5.4.	What is their current pricing strategy?
		5.5.	What is their current human resource policy?
		5.6.	How is their current sales process?
		5.7.	How are their products and services physical evidence?
6.	Which marketing elements Karunia catering has to improve? And how?	6.1.	How does the analysis of Karunia's marketing mix compare to its competitors?
		6.1.	Are their marketing resource allocated optimally?
		6.2.	Which marketing elements are needed to be revised or evaluated?
		6.3.	How to revise or evaluate those elements?
		6.5.	Is the plan offering benefit to the customer?

		6.6.	Are they providing value to sales?
		6.7.	What are the financial consequences of the plan?

1.5. Data Gathering Method

The Data Gathering Method indicates why and how the researcher gathers the data needed for this research (Bouten, 2012). Below the researcher will explain each sub-question about the method that will apply in this research,

- Sub-question 1: What is Karunia Catering's current business performances?

  This section is categorized as descriptive research. The aim of this sub-question is to analyse the problem they face by understanding the current conditions of the company. The researcher will use the Balanced Scorecard model to perform this research. The expected results of this sub-question are the financial performance of the company, the organisation structure, as well as the employees' competence, and the development of the company's business. Those data are essentially needed to analyse the core problem that caused the loss of sales. The data collection will be gathered through an interview with Mr. Wisnu or the representatives of the company through email and voice call by chat provider (Whatsapp), desk research will also be conducted for theoretical information of the Balanced Scorecard. The researcher will use Strategic Management book by Fred R, David, and online desk research from the company's website.

- Sub-question 2: What is Karunia Catering's marketing mix?

  This section is categorized as descriptive research. The researcher will gain an in-depth understanding of every marketing mix elements of the company. This information is very important because the main idea of the research is to evaluate the current marketing mix; The researcher needs the information clearly and in detail. To gather this information, the researcher will do both an interview and desk research. An interview will be done with the representatives of Karunia catering through email and voice call by chat provider (Whatsapp), and for desk research, the researcher will take data from company's website.

- Sub-questions 3, 4, and 5: What is the marketing mix of competitors?

After discussing Karunia's marketing mix in the previous sub-question, these sub questions will also discuss the marketing mix of 3 direct competitors. A direct competitor is a competitor who offers the same products and services, same target market, price point, etc. (Oman, 2015). The researcher decide three competitors to analyse, which are Vidi catering, Salsa catering, and Maheswari catering. The researcher will get the contact of each company through their websites and will conduct a semi-structured interview by email and voice call by chat provider (Whatsapp). This information is essential to support the central research question since the main problem of this research is Karunia catering losing sales because of its competitors. The competitors' information will be used as comparisons in strategic analysis.

- Sub-question 6: Which marketing elements Karunia catering has to improve?

  The last sub-question is expected to give a clear and definitive answer to the central research question. Explorative research with desk research method is the idea of this sub-question. The researcher will determine which elements from Karunia and the competitors are deemed profitable, and the researcher will decide the new strategy Karunia need to apply to gain sales.

1.6. Project Constraints

a. Time

The research needs to be completed no longer than 15 weeks.

b. Data Collections

- The time difference between Indonesia and The Netherlands causes difficulties in making an interview appointment.
- Limited access to government websites.
- Limited information of the respondents.

c. Budget Terms

The accuracy of budget information, since not all aspects will give an accurate budget value.