ABSTRACT

Throughout Indonesia, Es Teler 77 is an established brand name for fast-food restaurant with traditional menu options. Upon pioneering the franchise system in the expansion of the business, it has been widely recognized by the community with the presence of around 200 outlets. Furthermore, Es Teler 77 has been in the industry for quite some time and the society is commonly aware of its existence.

Competition in the fast-food restaurant is getting intense nowadays. Many similar fast-food restaurants have been setting up branches using the franchise system to expand its business. These restaurants offer variety of menus and try to provide better services to the customers. Therefore, Es Teler 77 must respond to the issue accordingly.

Being able to identify the customers' profile and to understand them in the customers' perspectives are challenges that need immediate response from Es Teler 77 at this stage. In addition, the presence of precisely formulated strategy to deal with the challenges is essential. After meticulously doing survey and analysis, we evaluate the findings which reveal that Es Teler 77 needs to implement a growth strategy in its existing markets. The strategy is aimed at improving its overall performance by maximizing sales volume, increasing customer’s satisfaction as well as increasing product usage.

Keywords: Market, Market Penetration, Growth Strategy, Fast-food, Restaurant
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