

Quantitative & Qualitative Research

BRAND

YEAR TO DATE NOVEMBER 2024

Prepared by :



Prepared for :

BRAND

- 1. Research Objective**
 - 2. Research Design**
 - 3. Research Findings**
 - 4. Summary & Recommendation**
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RESEARCH OBJECTIVE



- To analyze CATEGORY A and assess BRAND performance in the market
- Analyze BRAND member behaviour based on data transaction
- To understand CATEGORY A consumption behavior and their perception on BRAND.

Quantitative



Methodology

Purchase Tracking
(POS Data Analysis)



Data Period

YTD November 2024 compare to LY in
performance



Scope

National Data Category :
CATEGORY A

Qualitative

Survey Method



Online Survey

Demography



Male (30%)
Female (70%)



Early Adult
(20 - 40 years old)

Category Sample

- 1. Loyalist - Users who purchase only BRAND, in the last 3 months.
- 2. New Users - Users who has not purchased in last 1 year and started to purchase in Month observation
- 3. Lapsed users - Users who purchased BRAND at least once in last 2 months but stopped purchasing in next month

Sample

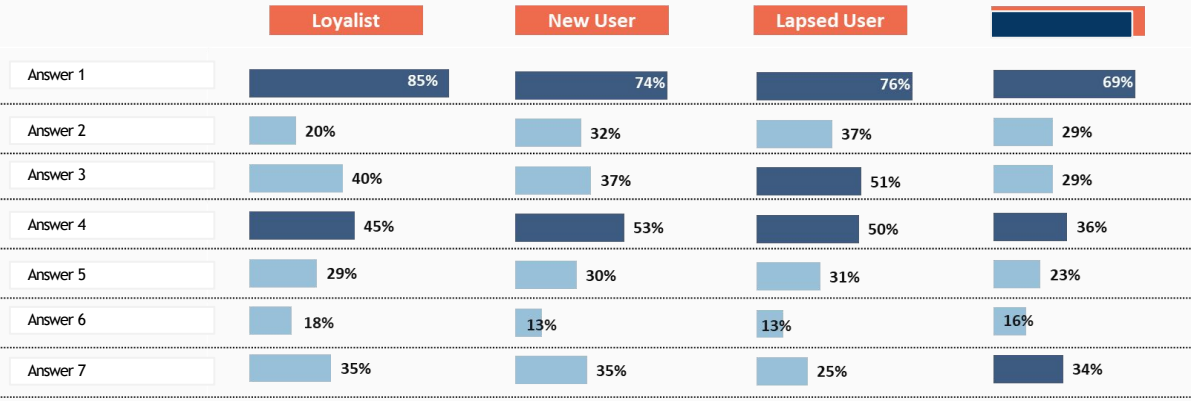
N = 450

Category Sample	Loyalist	New User		Lapsed User			
		Totally New	New from Competitor	Totally Lapsed	Lapsed to Competitor	Ever bought (Dual User Puck)	Never bought (Competitor Loyal)
Category 1	70	60		60			
Category 2			13		13		
Category 3			13		13		
Category 4			13		13		
Category 5			13		13		
Category 6			13		13		
Category 7						14	14
Category 8						14	14
Category 9						14	14
Category 10						14	14
Category 11						9	9
TOTAL		450					

Research Findings (Qualitative)

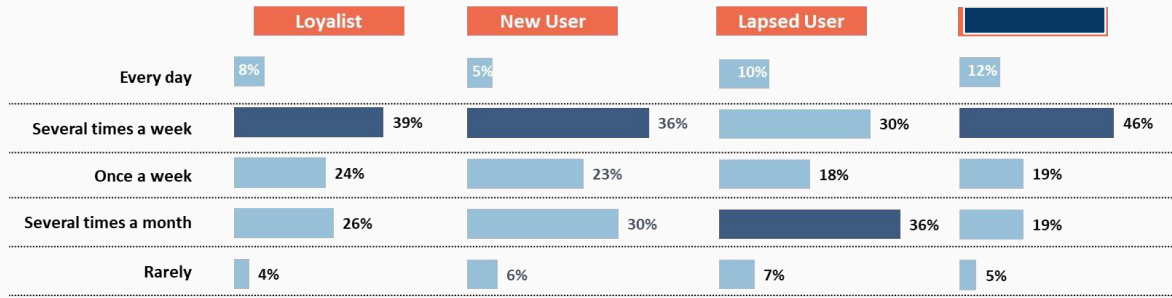


Usage of Sub Category 1



Generally, consumers use Sub Category 1 as a topping for Answer 4 or other Answer x, or as a Answer 7.

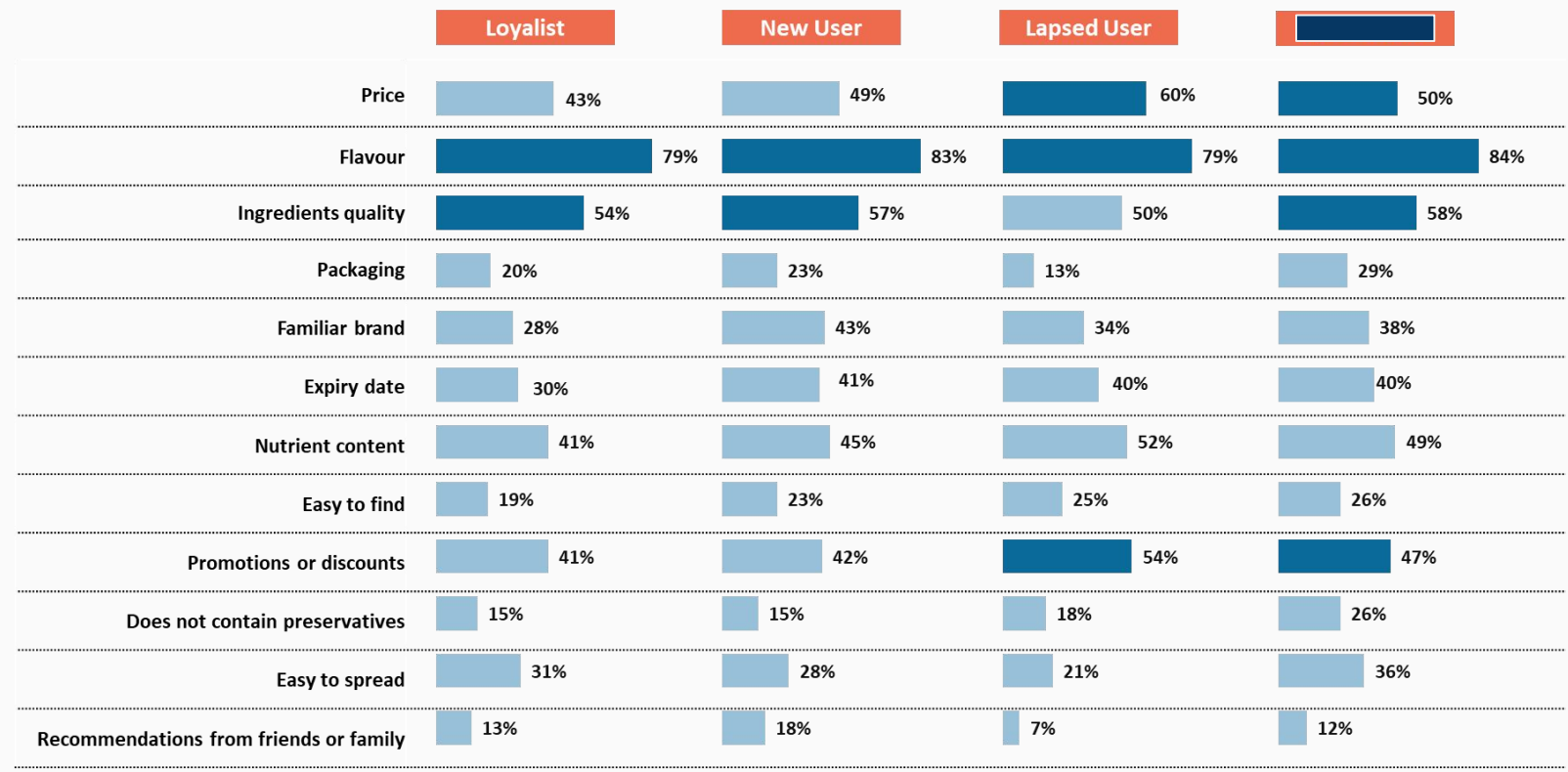
Frequency of Sub Category 2



This is also reflected by the frequency of Sub Category 2, as most consumers, excluding lapsed users, consume bread several times a week.

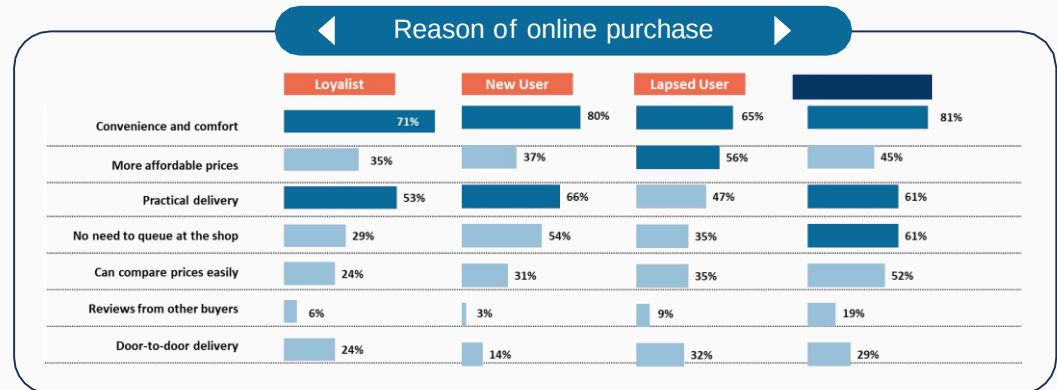
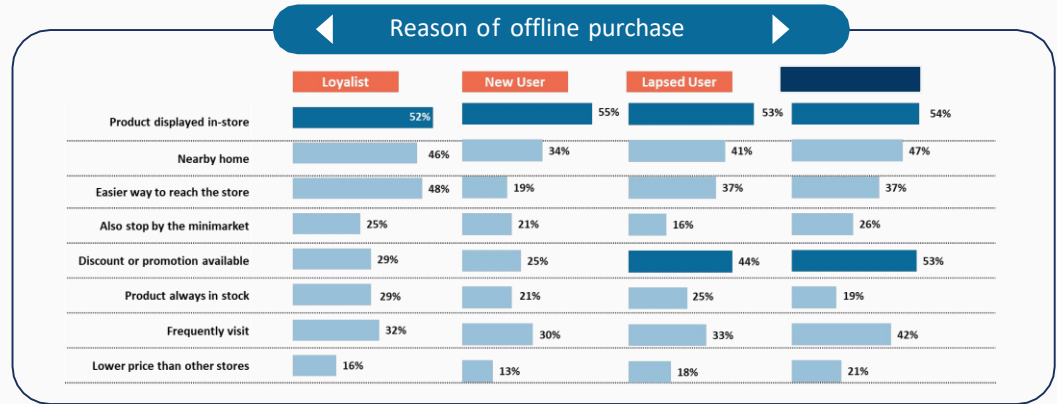
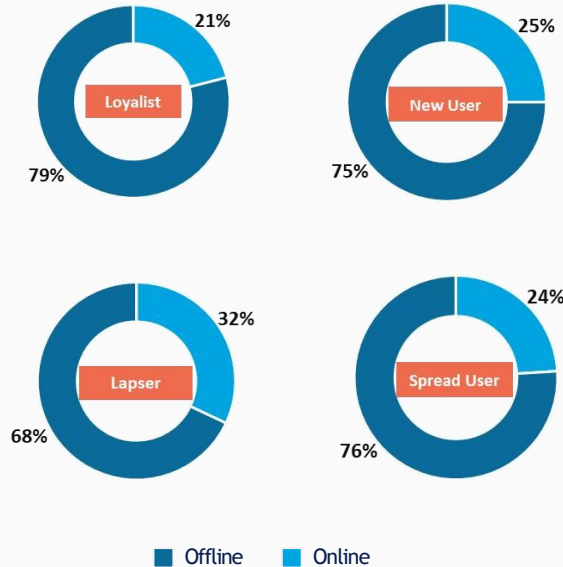
[TOPIC 2 - Qualitative]

Flavor and ingredient quality are the most important factors in choosing a Sub Category 1. Lapsed and Spread users also take price and promotions into account.



[TOPIC 3 - Qualitative]

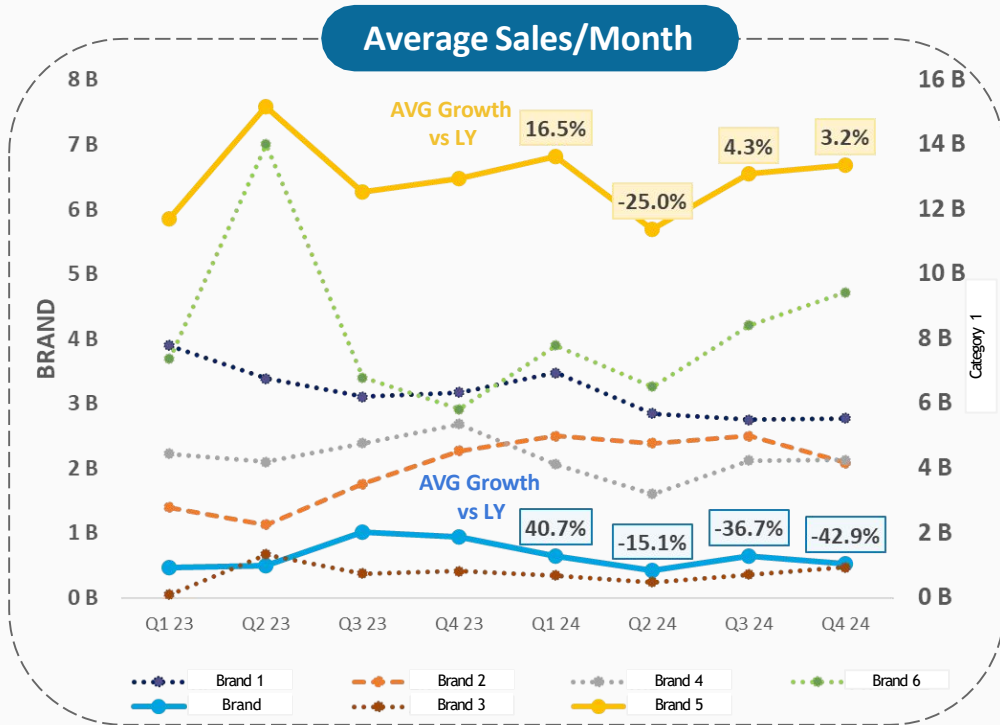
Most consumers prefer to purchase Sub Category 1 in-store because they see the product displayed at the store. Promotions and discounts also influence their decision. This indicates that the availability of the product in-store helps increase brand awareness for Sub Category 1.



Research Findings (Quantitative)



[Topic 1 – Quantitative]



*Data Sales Member

Brand	Sales (B)	Growth	Contribution to Category Disgrowth	Market Share (%)	Gap Market Share VS LY (%)	Rank (VS LY)
CHEESE (CATEGORY)	141.0	-2.3%	100%	100%	-	-
Brand 6	43.5	-9.9%	143.6%	30.9%	-2.6%	1 -
Brand 1	32.8	-12.6%	141.9%	23.2%	-2.7%	2 -
Brand 2	26.3	55.3%	-280.6%	18.7%	6.9%	3 +1
Brand 4	21.6	-15.4%	118.0%	15.3%	-2.4%	3 -1
Brand 5	6.8	81.9%	-92.1%	4.8%	2.2%	5 +2
Brand	6.2	-25.0%	62.1%	4.4%	-1.3%	6 -1
Brand 3	3.7	-5.9%	7.1%	2.7%	-0.1%	7 -1

Member Sales Contribution to Retail	
Brand	CATEGORY
66.0%	63.6%

[Topic 2 – Quantitative]

SUMATERA			
Brand	Growth	Share	Contr. to Nat.
Brand 6	-11.29%	33.42%	16.68%
Brand 1	-2.32%	23.63%	15.67%
Brand 2	67.47%	19.53%	16.12%
Brand 4	-19.34%	16.05%	16.13%
Brand 5	66.18%	4.72%	15.03%
Brand 3	-14.37%	2.64%	15.22%
Brand	-	-	-
TOTAL	0.65%	100.00%	15.40%

BATAM			
Brand	Growth	Share	Contr. to Nat.
Brand 6	-5.20%	34.52%	0.68%
Brand 1	-7.53%	30.82%	0.81%
Brand 2	26.65%	15.36%	0.50%
Brand 4	-0.40%	12.13%	0.48%
Brand 5	35.52%	3.89%	0.49%
Brand 3	-20.52%	3.27%	0.75%
Brand	-	-	-
TOTAL	-1.03%	100.00%	0.61%

BANTEN			
Brand	Growth	Share	Contr. to Nat.
Brand 6	-15.14%	32.58%	2.97%
Brand 1	-22.18%	21.55%	2.61%
Brand 2	41.49%	18.41%	2.78%
Brand 4	-20.01%	15.72%	2.89%
Brand 5	80.94%	4.89%	2.84%
Brand 3	-9.51%	2.20%	2.32%
Brand	-39.21%	4.64%	2.96%
TOTAL	-10.34%	100.00%	2.81%

WEST JAVA			
Brand	Growth	Share	Contr. to Nat.
Brand 6	1.59%	32.01%	17.42%
Brand 1	-11.73%	23.02%	16.66%
Brand 2	58.76%	17.33%	15.61%
Brand 4	-9.39%	12.97%	14.22%
Brand	-26.32%	7.08%	26.99%
Brand 5	86.84%	5.20%	18.04%
Brand 3	-6.21%	2.38%	14.98%
TOTAL	2.29%	100.00%	16.80%

KALIMANTAN			
Brand	Growth	Share	Contr. to Nat.
Brand 6	-7.63%	30.81%	5.24%
Brand 4	-5.82%	21.06%	7.21%
Brand 1	0.55%	20.60%	4.66%
Brand 2	69.73%	20.45%	5.75%
Brand 5	107.74%	4.71%	5.11%
Brand 3	-0.64%	2.33%	4.58%
Brand	252.66%	0.04%	0.04%
TOTAL	7.67%	100.00%	5.25%

SULAWESI			
Brand	Growth	Share	Contr. to Nat.
Brand 6	-17.90%	30.06%	6.74%
Brand 4	-16.69%	23.75%	10.73%
Brand 2	96.95%	20.66%	7.67%
Brand 1	0.00%	18.58%	5.54%
Brand 5	80.84%	5.22%	7.47%
Brand 3	-4.10%	1.73%	4.47%
Brand	-	-	-
TOTAL	1.13%	100.00%	6.92%

JABODETABEK			
Brand	Growth	Share	Contr. to Nat.
Brand 6	-4.45%	28.78%	27.33%
Brand 1	-16.15%	25.60%	32.29%
Brand 2	46.45%	17.94%	28.18%
Brand 4	-13.52%	13.41%	25.64%
Brand	-27.79%	6.58%	43.74%
Brand 5	115.26%	4.48%	27.09%
Brand 3	4.72%	3.21%	35.19%
TOTAL	2.60%	100.00%	29.30%

CENTRAL JAVA			
Brand	Growth	Share	Contr. to Nat.
Brand 6	-13.21%	32.06%	10.05%
Brand 1	-18.05%	22.61%	9.42%
Brand 2	45.89%	19.04%	9.87%
Brand 4	-14.04%	14.37%	9.07%
Brand 5	56.94%	5.10%	10.19%
Brand	-36.66%	4.34%	9.52%
Brand 3	-20.80%	2.47%	8.92%
TOTAL	7.00%	100.00%	9.67%

BALI NUSRA			
Brand	Growth	Share	Contr. to Nat.
Brand 6	-12.16%	31.25%	4.88%
Brand 1	-9.07%	23.00%	4.77%
Brand 4	-11.96%	17.25%	5.42%
Brand 2	59.52%	15.33%	3.96%
Brand	-	6.02%	6.58%
Brand 5	95.56%	4.38%	4.36%
Brand 3	15.40%	2.77%	4.99%
TOTAL	5.58%	100.00%	4.82%

OUTSIDE JAVA			
Brand	Growth	Share	Contr. to Nat.
Brand 6	-12.16%	32.00%	34.22%
Brand 1	-2.75%	22.13%	31.45%
Brand 2	71.84%	19.22%	34.01%
Brand 4	-15.27%	18.57%	39.98%
Brand 5	78.09%	4.76%	32.46%
Brand 3	-7.12%	2.43%	30.01%
Brand	4537.26%	0.88%	6.62%
TOTAL	2.48%	100.00%	33.01%

EAST JAVA			
Brand	Growth	Share	Contr. to Nat.
Brand 6	-28.60%	29.43%	8.01%
Brand 2	40.16%	21.19%	9.55%
Brand 1	-23.40%	20.93%	7.57%
Brand 4	-28.85%	14.98%	8.21%
Brand 5	45.73%	5.40%	9.38%
Brand	-37.29%	5.34%	10.17%
Brand 3	-18.81%	2.73%	8.59%
TOTAL	-16.87%	100.00%	8.40%

JAVA			
Brand	Growth	Share	Contr. to Nat.
Brand 6	-8.70%	30.31%	65.78%
Brand 1	-16.52%	23.76%	68.55%
Brand 2	47.90%	18.37%	65.99%
Brand 4	-15.51%	17.73%	60.02%
Brand	-29.96%	6.15%	93.38%
Brand 5	83.83%	4.88%	67.54%
Brand 3	-5.38%	2.79%	69.99%
TOTAL	-4.51%	100.00%	66.99%

[Topic 3 – Quantitative]

The decline in sales for BRAND is primarily due to a reduction in the number of members. This indicates that BRAND performance is very dependent on the number of members, rather than on sales per member or basket size.

Sales (BIDR)

	CAT		Brand & Competitor					
Value	141.0	9.5	6.2	43.5	32.8	26.3	21.6	3.8
Growth	-2.3%	14.6%	-25.0%	-9.9%	-12.6%	55.3%	-15.4%	-5.9%
Impact to Sales Growth	100%	100%	100%	100%	100%	100%	100%	100%

Member (#Member)

	CAT		Brand & Competitor					
Total Member (K)	3605.6	301.1	159.8	1746.7	1176.4	1032.2	847.9	110.4
Growth	8.5%	37.8%	-26.9%	5.3%	-9.6%	33.2%	-9.9%	-6.9%
Impact to Sales Growth	-370%	259%	108%	-54%	76%	60%	64%	116%

Sales per member (KIDR)

	CAT		Brand & Competitor					
Value	39.1	31.6	38.9	24.9	27.8	25.5	25.5	34.2
Growth	-10.0%	-16.8%	2.6%	-14.5%	-3.3%	16.5%	-6.1%	1.0%
Impact to Sales Growth	470%	-159%	-8%	154%	24%	40%	36%	-16%

Trx per Member

	CAT		Brand & Competitor					
Value	2.2	1.4	1.3	1.7	1.5	1.6	1.5	1.3
Growth	-6.6%	6.7%	0.9%	-2.9%	-5.1%	10.9%	-5.1%	5.7%
Impact to Sales Growth	311%	63%	-3%	30%	37%	26%	30%	-90%

Basket Size (KIDR)

	CAT		Brand & Competitor					
Value	17.6	22.8	29.8	15.0	18.3	16.4	16.6	27.3
Growth	-3.6%	-22.1%	1.7%	-12.0%	1.9%	5.1%	-1.0%	-4.5%
Impact to Sales Growth	159%	-222%	-5%	124%	-13%	14%	6%	74%

Range Basket Size	% Transaction
> 15.000	17.76%
15.000 – 18.000	69.19%
< 18.000	13.05%

Winning the Market with our Data Solution



**Data
Subscription**



**Quantitative
Report**



**Qualitative
Report**



**Predictive
Analysis**



About Global Loyalty Indonesia

PT Global Loyalty Indonesia is a subsidiary of PT Sumber Alfaria Trijaya, Tbk (Alfamart). We are engaged in managing all transaction data of Alfamart consumer.



Managing members transaction data



More than 25 million members with 67% active members



Daily transaction more than 2.5 million transactions



With more than 60% sales member contribution to retail



Consumer detail profiling (gender, age, location, etc.)



Consumer behavior (spending, trend, etc.)

Contact us to find out more

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