

CHAPTER II

MARKETING PLAN

2.1 Market Size

Market size is required to comprehend and estimate the costs and profits that a firm may incur. It is done to determine whether or not to invest in the business and how the firm will expand.

The writer used a snowball sampling method to distribute a questionnaire to many persons to determine market size. The questionnaire comprises questions that span all marketing segments and is sent to people of all genders, ranging from 18 to 35. The author believes that people of all ages will like the product. However, because most individuals, according to the data, are between the ages of 17 and 30, the writer would focus on promoting the product to that group, with the aim that it will eventually reach all generations.

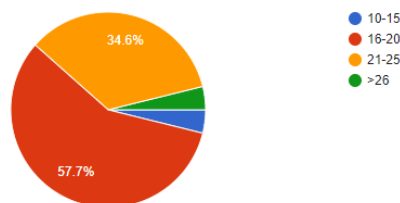


Figure 2.1 Responder Age

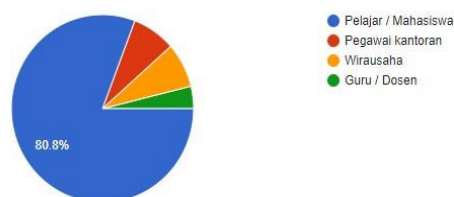


Figure 2.2 Responder Occupation

The behavioral segmentation shows that the purchasing habit of a large proportion of the responders spends Rp.1.000.000 – Rp.5.000.000 per month (53,8%) and also Rp.6.000.000 – Rp.10.000.000 per month (11,5%). In addition, that of the

responder shows that they would spend Rp.170.000 or below for one packaging (consist of one healthy brownie). Therefore, most likely, if the healthy brownie has a higher price than Rp.200.000, customers might not buy it.

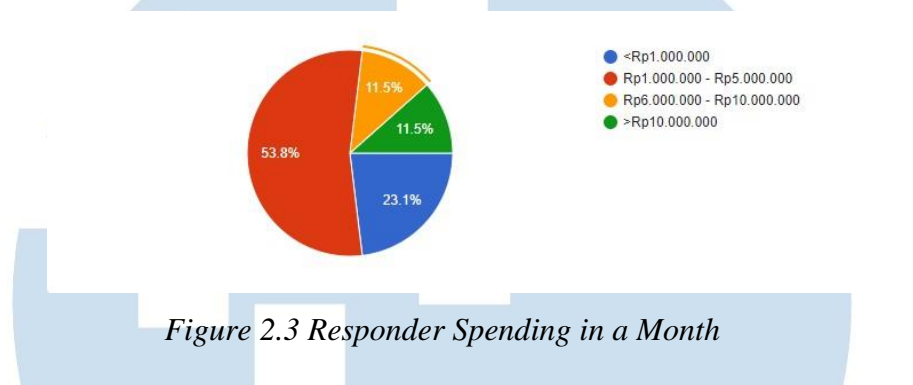


Figure 2.3 Responder Spending in a Month

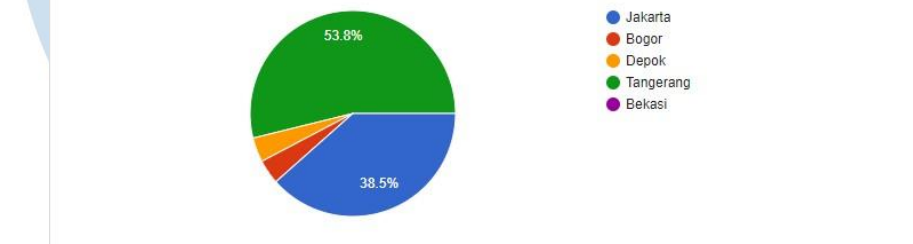


Figure 2.4 Responder Domicile

Large proportion of the responder (88,5%) pick yes for buy healthy brownie and only (11,5%) responder not interested to buy healthy brownie, it shows that 88,5% responder interested and want to try the product, it would be better to spread the product through direct sales first before spreading it through online platform such as Grab-food, Go-food, Traveloka-eats, and Shopee-food.

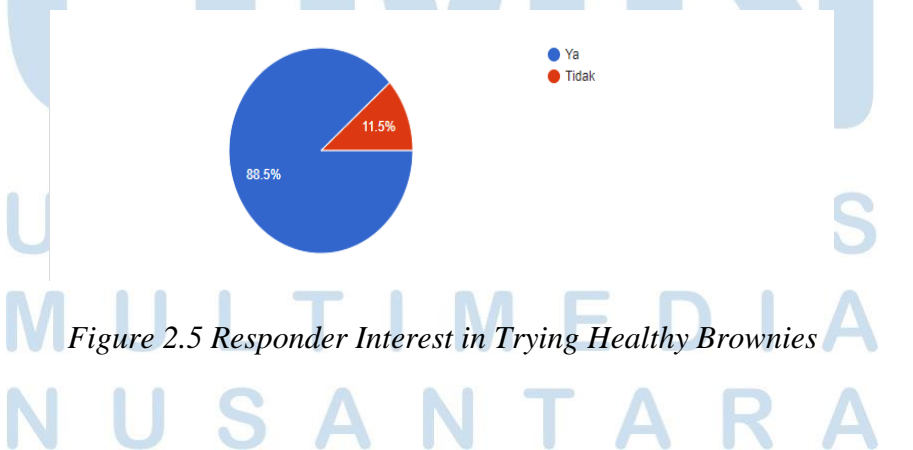


Figure 2.5 Responder Interest in Trying Healthy Brownies

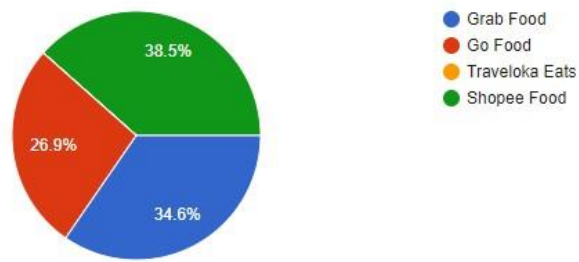


Figure 2.6 Responder E-commerce for Ordering Food

2.2 Competitor Analysis

There are several patisserie shops in Indonesia. Increased rivalry among similar businesses might result from the increased number of patisseries. To compete, each company must develop a unique concept that will draw more customers to its store.

Although few stores sell exclusively fresh pastries, Indonesians consume fresh pastries daily. In Indonesia, most bakeries sell fresh pies or pastries. Boldy Brownny provides healthy brownies, which are classified as fresh pastry. Due to the increasing demand for fresh pastry, rivals are separated into two categories. There are two types of competitors: direct and indirect.

2.2.1 Competitor

A. Direct Competitor



Figure 2.7 Amanda Brownies BSD

Direct competitors are businesses that sell the same or similar products. Boldy Brownny is a business that sells healthy brownies with different types of fillings, and the direct competitor of Boldy Brownny is a store that sells fresh pastry.

Table 2.1 Amanda Brownies

Direct Competitor	Amanda Brownies
Establishment	1999
Location	Pondok Jagung Kecamatan Serpong Utara Jl.Raya Serpong KM8 No.82 B, Pd. Jagung, Kota Tangerang Selatan, Banten 15326
Outlet	Pondok Jagung Kecamatan Serpong Utara Jl.Raya Serpong KM8 No.82 B, Pd. Jagung, Kota Tangerang Selatan, Banten 15326
Products	Pastry, Bakery, Cake
Segmentation	Middle up

From the table above, it can be seen that the product that they offer are fresh pastry which is original chocolate brownies.

(1) Establishment

Amanda Brownies was established in 1999, which makes Prima Rasa has been in the business for 22 years.

(2) Location

Amanda Brownies is located on Pondok Jagung, Kecamatan Serpong Utara Jl. Raya Serpong KM8 No.82 B, Pd. Jagung, Kota Tangerang Selatan, Banten 15326.

(3) Outlet

Amanda Brownies has 100 outlets across Indonesia and the outlet that writer chose is located on Pondok Jagung, Kecamatan Serpong Utara Jl. Raya Serpong KM8 No.82 B, Pd. Jagung, Kota Tangerang Selatan, Banten 15326.

(4) Product

Amanda Brownies offers brownies and cakes.

(5) Segmentation

Amanda Brownies target market is for middle up customers.

B. Indirect Competitor

Indirect competitor business that sells different product but have the same target. BreadTalk sells bread, cake, and pastry. BreadTalk also focuses to the customers that are in the middle to high income.



Figure 2.8 BreadTalk Summarecon Mall Serpong

Table 2.2 BreadTalk

Indirect Competitor	BreadTalk
Establishment	2000
Location	Bugis Junction, Bugis, Singapore
Outlet	Summarecon Mall Serpong 1, Gading Serpong Boulevard No.1 F, Pakulonan.Bar.Kec. Klp.Dua, Kabupaten Tangerang, Banten 15810
Product	Bread, cake, and pastry
Segmentation	Middle up

From the table above, it can be seen that the product that they offer are different types of pastry and bread products.

(1) Establishment

BreadTalk was founded in 2000 at Singapore, which has been in the business for 21 years.

(2) Location

BreadTalk is located at Bugis Junction, Bugis, Singapore

(3) Outlet

BreadTalk has outlet across the world, the writer chose the outlet located in Summarecon Mall Serpong 1, Gading Serpong Boulevard No.1 F, Pakulonan, Bar. Kec. Klp.Dua, Kabupaten Tangerang, Banten 15810.

(4) Products

BreadTalk offers bread, cake, and pastry.

(5) Segmentation

BreadTalk's target market is for middle up customers.



Figure 2.9 Tous Les Jours Summarecon Mall Serpong

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A

Table 2.3 Tous Les Jours

Indirect Competitor	Tous Les Jours
Establishment	1997
Location	Guri, South Korea
Outlet	Summarecon Mall Serpong, Gading Serpong Boulevard No.228, Pakulonon Bar., Kec. Klp Dua, Tangerang. Banten 15810
Product	Bread, cake, pastry, and drinks
Segmentation	Middle up

From the table above, it can be seen that the product that they offer are different types of pastry, bread products, and drinks.

(1) Establishment

Tous Les Jours was founded in 1997 in South Korea, which has been in the business for the 23 years.

(2) Location

Tous Les Jours is located Sumarecon Mall Serpong, Jl. Gading Serpong Boulevard No.228, Pakulonon Bar., Kec. Klp. Dua, Tangerang, Banten 15810.

(3) Outlet

Tous Les Jours has outlets across the world, however, the writer chose the outlet located in Sumarecon Mall Serpong, Jl. Gadng Serpong Boulevard, No.228, Pakulonon Bar., Kec.Klp. Dua, Tangerang, Banten 15810.

(4) Product

Tous Les Jours offers bread, pastry, cake, and drinks.

(5) Segmentation

Tous Les Jour's target market is for middle up customers.



Figure 2.10 BreadLife Summarecon Mall Serpong

Table 2.4 Breadlife

Indirect Competitor	BreadLife
Establishment	2014
Location	Summarecon Mall Serpong GF No.247, Boulevard Raya Gading Serpong, Kelapa Dua, Pakulonan Bar., Kec. Tangerang, Kabupaten Tangerang, Banten 15810
Outlet	Summarecon Mall Serpong GF No.247, Boulevard Raya Gading Serpong, Kelapa Dua, Pakulonan Bar., Kec. Tangerang, Kabupaten Tangerang, Banten 15810
Product	Bread, cake, and pastry
Segmentation	Middle up

From the table above, it can be seen that the product that they offer are different types of bread, pastry, and cake.

(1) Establishment

Breadlife was founded in 2014, which has been in the business for the 7 years.

(2) Location

Breadlife is located on Osaka, Japan.

(3) Outlet

Breadlife is located Sumarecon Mall Serpong, Jl. Boulevard Raya Gading Serpong No.247, Pakulonon Bar., Kec. Klp. Dua, Tangerang, Banten 15810.

(4) Product

Breadlife offers bread, pastry, and cake.

(5) Segmentation

Breadlife target market is for middle up customers.

2.2.2 SWOT

Comparing different parts of one's business with others, whether the other organization sells the same or different product as one's firm, competitor analysis allows an organization to examine their rival's strengths, weaknesses, opportunities, and dangers. A SWOT table is provided below to help you understand the writer's business.

Table 2.5 Competitor Analysis

Factors	Boldy Brownny	BreadTalk	Tous Les Jours	Amanda Brownies
Location	Scientia Square Park Ruko G4 No. 4 Gading Serpong, Kelapa Dua, Tangerang, Banten, 15810	Summarecon Mall Serpong 1, Gading Serpong Boulevard No.1 F, Pakulonon.Bar.Kec. Klp.Dua, Kabupaten Tangerang, Banten 15810	Summarecon Mall Serpong, Gading Serpong Boulevard No.228, Pakulonon Bar., Kec. Klp Dua, Tangerang. Banten 15810	Pondok Jagung Kecamatan Serpong Utara Jl.Raya Serpong KM8 No.82 B, Pd. Jagung, Kota Tangerang Selatan, Banten 15326
Core Product	Brownies	Bread and cake	Bread and cake	Brownies and cake
Customer	General	General	General	General
Service	In-store	In-store and delivery	In-store and delivery	In-store and delivery

Distribution	In-store	In-store and delivery	In-store and delivery	In store and delivery
Marketing	Instagram and Facebook	Instagram	Instagram	Instagram and Facebook

Table 2.6 SWOT Analysis

Swot analysis	Boldy Browny	BreadTalk	Tous Les Jours	Amanda Brownies
Strength	- New product innovation - Good quality ingredients	- Multinational company - Strong brand image	- Multinational company - Strong brand image	- Brand image in Indonesia - The producers are an experience in pastry
Weakness	- Low brand awareness - Low labor	Intense competitors in pastry industries	Intense competitors in pastry industries	Intense competitors in pastry industries
Opportunity	- Few competitors for home production - Expand the market	- Market expansion - The product is easy to find	- Market expansion - The product is easy to find	- Market expansion - The product is easy to find
Threat	People easy to imitate the product	Health concern diabetes (more sugar intake)	Health concern diabetes (more sugar intake)	People easy to imitate the product

2.3 Sales Goal

Boldy Browny expects to reach 10 customers a day in store selling all 3 types of flavors. The writer also expects to see growth between 5% up to 15% from the first month to the fourth month, predicting to receive average revenue

Table 2. 7 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	100	105	110	115
Customer Base	10	12	13	15

Growth	-	5%	10%	15%
Average Revenue	Rp.17.000.000	Rp.17.850.000	Rp.18.700.000	Rp.19.550.000
Marketing Expenses	Rp.1.000.000	Rp.1.000.000	Rp.1.000.000	Rp.1.000.000
Customer Acquisition Cost	-	-	-	-

2.4 Marketing Strategy

2.4.1 Product Characteristics

Boldy Brownny is a pastry using whey protein chocolate powder filling, chocolate banana filling, and Greek yogurt filling, then topped with almond nuts and chocolate chips. Boldy Brownny will open a store at Scientia Square Park and is available for takeaway. The packaging uses a box and paper bag. The service from Boldy Brownny focuses on customers eating healthy food. The product is promoted to attract healthy people and everyone to eat healthy food. The owner have marketing strategy promotions by advertising on social media, giving promotions like discount coupon, and collaborate content with food vlogger

2.4.2 Distribution

The distribution method that Boldy Brownny will be using is selective distribution. The owner would choose where the product will be distributed and have an excellent strategic location near offices, campuses, schools, gyms, and housings. The product will be distributed mainly in the store. However, the customers can order them for takeaways or delivery through Grab-food, Go-food, Shopee-food, and Traveloka-eats only. The product can only be delivered locally, such as Gading Serpong, Alam Sutera, BSD, and Lippo Karawaci, as the organization also focuses on the temperature of the product. The in-store customers will receive the products on the box with topping on the brownies. The takeaways and the delivery packaging will use boxes and paper bags according to the number of brownies the customers bought. Boldy Brownny accepts payment in E-commerce and Card.

2.4.3 Promotion

The product will be promoted primarily through social media, such as Instagram and Facebook. Given that most responders are teens who utilize social media regularly. Which may be used for up to 1 hour every day on average. E-Brochures will also market the goods to attract buyers from various generations. For every Rp 150.000 spent, a 10% discount coupon will be granted on the following transaction.

2.4.4 Pricing

Boldy Brownny use skimming strategy for the products, the strategy from Boldy Brownny is giving sample food to people who wanted to try, because people will definitely buy if the product is good. Boldy Brownny product starts from Rp.150.000 up to Rp.170.000. The classic original chocolate brownie would cost Rp.150.000, the Greek yogurt brownie would cost Rp.160.000, and the chocolate banana brownie would cost Rp.170.000. All the brownies will also be served with different toppings, and customers can request the toppings.

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