

CHAPTER II

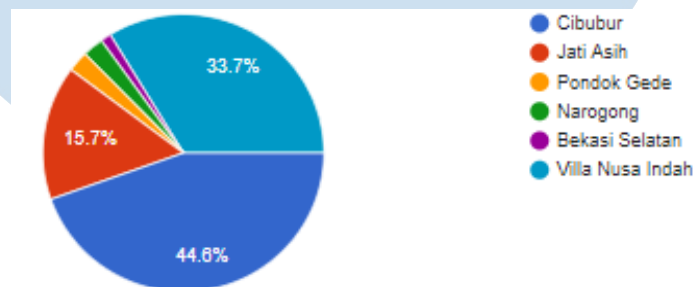
MARKETING PLAN

1.1 Market Size

Pastrybar.co already did a survey for the potential buyers, the survey divided into four types of market segmentation to achieve Pastrybar.co target, here is the results of the survey:

1. Geographic Segmentation

Based on Figures 2.1 Pastrybar.co audiences are mostly from Cibubur area and then continue with Villa Nusa Indah area. However, if there's a customer want to buy from Jati Asih, Narogong, Pondok Gede, and Bekasi Selatan Pastrybar.co will be ready to deliver the product to that area.



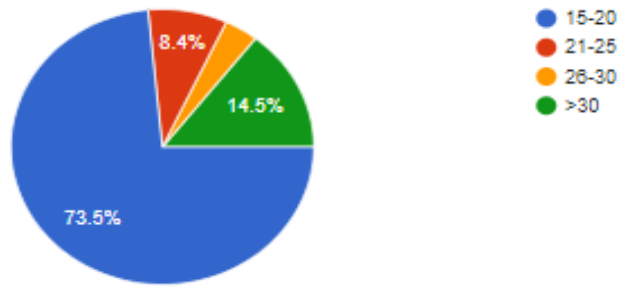
Figures 2.1 Domicile

Source: Writer's Data

2. Demographic Segmentation

Pastrybar.co audiences mostly are a female, but the product of Pastrybar.co can be consume not only for female customer but also male customer. Based on Figures 2.2 the age ranges of the audience are mostly from 15-20 years old, followed by people over 30 years old.

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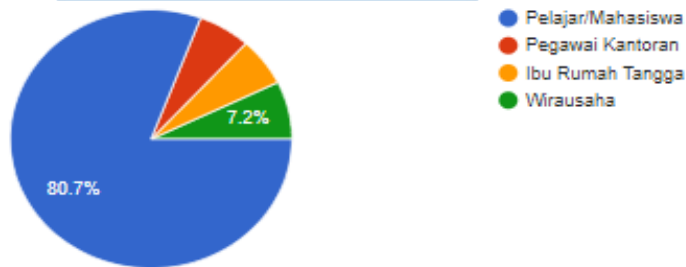


Figures 2.2 Age Range

Source: Writer's Data

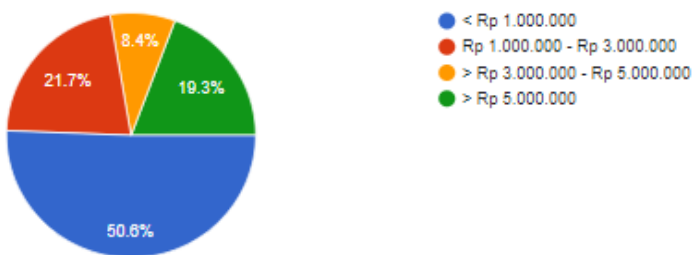
Because of the age ranges of the audience are mostly from 15-20 years old, the main target market will be a student's, also the promotion will be using a digital promotion since the target market are young peoples.

Based on Figures 2.3. From the survey below on Figures 2.4 the monthly income ranges of the potential customers are from under one million to three million rupiah which is a low to the middle class.



Figures 2.3 Occupations

Source: Writer's Data

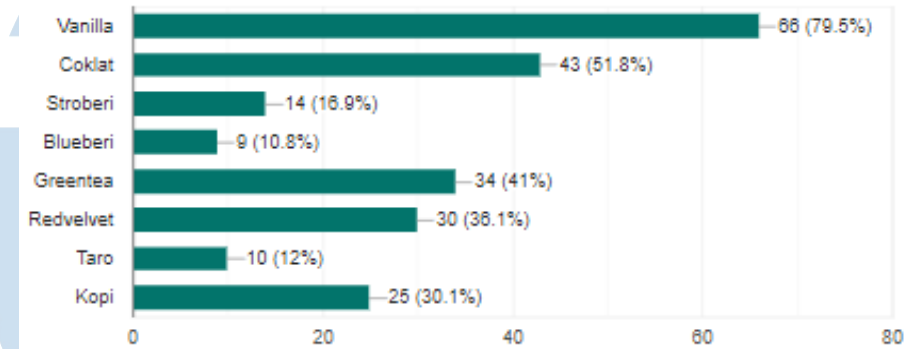


Figures 2.4 Spending Power

Source: Writer's Data

3. Psychographic Segmentation

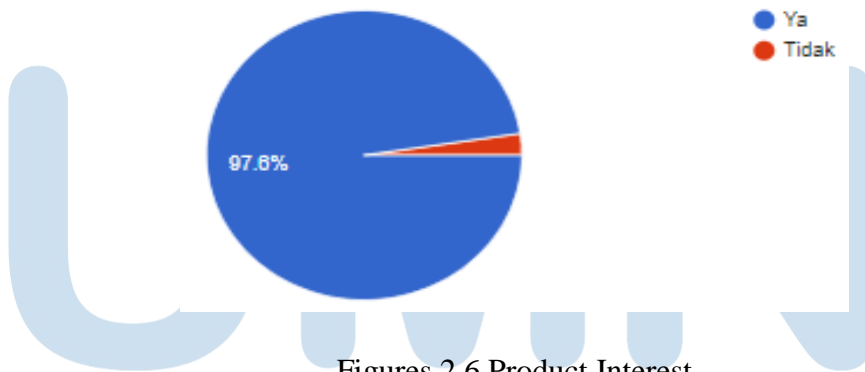
From the survey below on Figures 2.5, the potential buyers need to choose three favorite flavors out of eight flavors, turns out that mostly the potential buyers like vanilla, chocolate, and green tea flavors.



Figures 2.5 Favorite Flavors

Source: Writer's Data

Based on the survey below on Figures 2.6, turns out most of the potential buyers are interest with the new product if the products are sells near to customer's area.

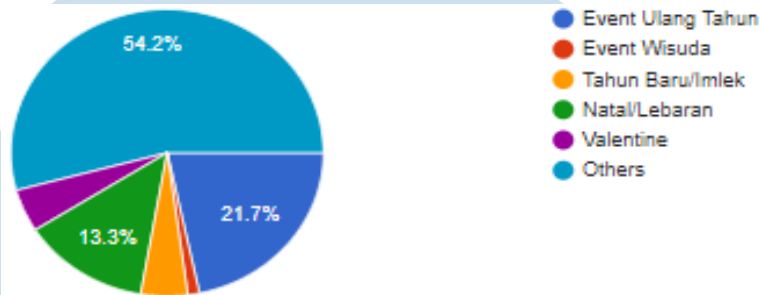


Figures 2.6 Product Interest

Source: Writer's Data

The writer also asks the potential buyers when the right event or time to buy *Choux Au Craquelin* is, the options are Birthday Event, Graduation Event, New Year also Chinese New Year, Christmas, Eid Event, Valentine, and others, most of the answer on Figures 2.7 shows that the customers are

likely to buy the products not on any special event, but some of people are likely to buy it on birthday event.

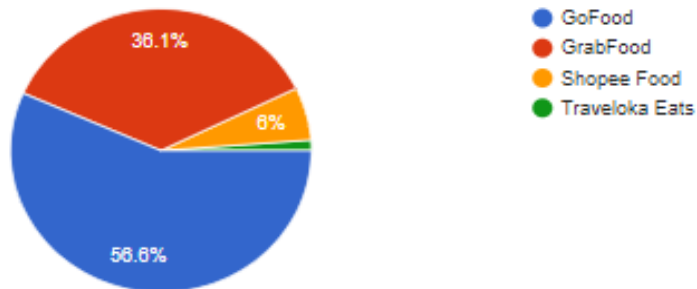


Figures 2.7 Times to Buy Products

Source: Writer's Data

4. Behavioral Segmentation

Based on the survey about the behavior in using E-commerce on Figures 2.8, most of the customers are using GoFood and then followed by GrabFood.



Figures 2.8 E-Commerce

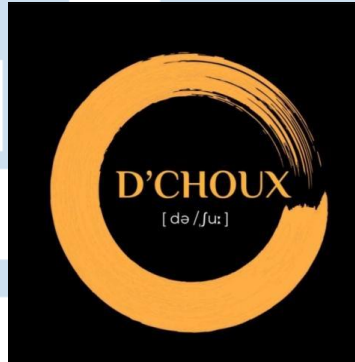
Source: Writer's Data

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2.1 Competitor Analysis

2.2.1 Competitor

1. D'Choux



Figures 2.9 D'Choux Logo

Source: Instagram Dchoux1

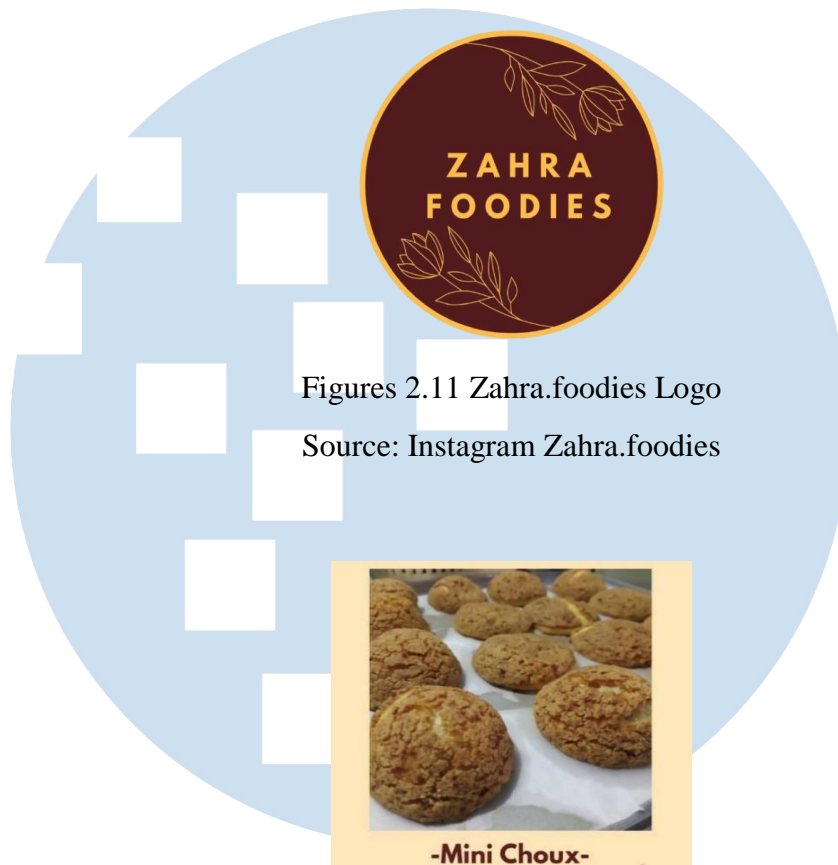


Figures 2.10 D'Choux Product

Source: Instagram Dchoux1

The first competitor is D'Choux, this company is specialized in making a Choux pastry and also éclair. D'Choux is a home-based company located in Bekasi. They sell the product through Instagram and the system is pre-order. The menus that D'Choux sells are vanilla Choux, matcha Choux, strawberry Choux, paris-brest, and éclair. On August D'Choux sells a limited redvelvet Choux with cream cheese filling for Rp 45.000,00 per box, there are six pieces inside the box. The strength of D'Choux product is they sell a traditional choux or Indonesian people usually call it 'kue sus' but the filling is using diplomat cream instead of pastry cream.

2. Zahra.foodies



Figures 2.11 Zahra.foodies Logo

Source: Instagram Zahra.foodies

Figures 2.12 Zahra.foodies Product

Source: Instagram Zahra.foodies

The next competitor is Zahra.foodies, this is a home-based company that sells a mini *Choux Craquelin*, located in Bekasi. Zahra.foodies not only sells *Choux*, but this company also sells sate pisang coklat and milky jelly. Zahra.foodies sells their product through Instagram and the system is pre-order. For the mini *Choux* the price is Rp 10.000 per box, there are three pieces mini *Choux* inside the box. The strength of Zahra.foodies product is they sell a mini choux with affordable price so people who only want to try how it taste can buy it without wasting so much money.

3. Hannelepuff.co



Figures 2.13 Hannelepuff.co Logo

Source: Instagram Hannelepuff.co



Figures 2.14 Hannelepuff.co Product

Source: Instagram Hannelepuff.co

Hannelepuff.co is a home-based company that sells only *Choux Craquelin* in Summarecon Bekasi. There are four variants of the menu, which is vanilla puff for Rp 12.000, coffee rum puff for Rp 13.000, cookies n cream puff for Rp 15.000, and the last one is choco peanut puff for Rp 15.000. The size of the *Choux* are eight centimeters for the diameters, four centimeters for the height, and the weight are approximately 80 grams. If the customer wants to buy, they have to make a pre-order, and also there is one box or four pieces minimal order at Hannelepuff.co. The strength of Hannelepuff.co product are they using a diplomat cream as the filling, the size is quite big compared to the price offered, and also the choco peanut puff variant is unique because the outside of the *choux* will be covered by melted choco peanut.

4. Torori Chiizu



Figures 2.15 Torori Chiizu Logo

Source: Instagram _tororichiizu



Figures 2.16 Torori Chiizu Product

Source: Instagram _tororichiizu

Torori Chiizu is a company that specializes in making authentic Japanese *Choux* in Jakarta. There are two types of the *Choux*, the regular one, and also one bite *Choux*, and for the flavor variant on Torori Chiizu they provide vanilla, Kyoto banana, milo, matcha, and tiramisu.

To sell the product they have an offline store at Kebagusan and Wangplaza, even though Tarori Chiizu have an offline store, Tarori Chiizu also sell it online via GoFood, and also order via Whatsapp, but in Bekasi the customer have to make a pre-order. The price range per box (6 pieces) for regular *Choux* in GoFood are Rp 120.000 – Rp 125.000, and for the one bite *Choux* the price is Rp 125.000 per box (15 pieces). The strength of Torori chiizu is they already have four offline stores, the customer can buy it by using Grab food or Gojek, and also, they have five variants of the product and one of the flavors that unique is Kyoto banana.

5. Pepita



Figures 2.17 Pepita Logo

Source: Instagram pepita.jkt

Pepita is a restaurant that sells *Choux*, foods, and also coffee. Pepita have so many flavors for their *Choux* such as, original rum, choco rum, lotus biscoff, greentea, lemon passion fruit, rum raisin, black sesame, praline, chocolica, rose raspberry, cheetos, strawberry, vanilla, coffee, passionfruit coconut, lemon tok, and the last one is banana split.



Figures 2.18 Pepita Product

Source: Instagram pepita.jkt

To sell the product they have an offline store at Boulevard Raya, even though they sell the product in offline store, they also sell it online via Tokopedia, GoFood, and GrabFood. The price per piece is Rp 18.000, but they also sell it per box, it called box of happiness. They provide three types of boxes, box of four (Rp 70.000), box of six (Rp 105.000), and also box of 16 (Rp 255.000). The strength of Pepita products id they have 18 variants

and the unique of the product is they offered a very cute design and aesthetic packaging.

2.2.2 SWOT

Table 2. 1 Competitor Factors Analysis

Factors	D'Choux	Zahra.foodies	Hannelepuff.co	Torori Chiizu	Pepita	Pastrybar.co
Location	Bekasi	Bekasi	Bekasi	Jakarta	Boulevard Raya	Vila Nusa Indah
Core Product	Choux Pastry	Choux Pastry	Choux Pastry	Choux Pastry	Choux, Food, Coffee	Choux Pastry
Customer	Choux Lover	Choux Lover	Choux Lover	Choux Lover	Gen Z (17-23) Milenial (24-30)	Choux Lover
Service	Pre-Order	Pre-Order	Pre-Order	Takeaway	Dine-in, Takeaway	Takeaway
Distribution	Gojek, Grab	Gojek, Grab, COD	Gojek, Grab	Grab, Gojek	Grab, Gojek, Tokopedia, Dine-in	Grab, Gojek
Marketing	Instagram, Whatsapp	Instagram, Whatsapp	Instagram, Whatsapp	Instagram, Whatsapp	Instagram	Instagram, Whatsapp

Source: Writer's Data

3.1 Sales Goal

Based on Table 2.2 Pastrybar.co expect to have growth from 5% until 16% for four months and achieve average revenue of Rp 34.628.714,4.

Table 2. 2 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	340	357	403	467
Customer Base		697	1100	1567
Growth		5%	13%	16%
Average Revenue	Rp 25.160.000	Rp 26.418.000	Rp 29.852.340	Rp 34.628.714,4
Marketing Expenses	Rp 200.000	Rp 200.000	Rp 200.000	Rp 200.000

Source: Writer's Data

4.1 Marketing Strategy

Take a look to Table 2.3, to running the Pastrybar.co business, the writer uses the SWOT analysis to identify the company strength, weakness, opportunities, and threats.

Table 2.3 Pastrybar.co SWOT

Pastrybar.co SWOT Analysis	
Strength	Pre-order croquembouche for special occasion
Weaknesses	Limited staff, start-up business
Opportunities	Highly demand, using marketplace like Gojek, and Grab
Threats	Rainy season resulted flood, government road project

Source: Writer's Data

2.4.1 Product Characteristics

Pastrybar.co is a home industry business; the main product of Pastrybar.co is *Craquelin Choux* Pastry. The characteristic of the product is that Pastrybar.co can guarantee that the ingredients of the products are using high-quality ingredients. Other than that, the *Choux* products at Pastrybar.co have several unique variants so that customer can choose which one of the flavors that the customer like.

2.4.2 Distribution

The distribution for Pastrybar.co will be from offline store to online, and also will be placed at coffee shop nearby. The customer who wants to buy *Choux* pastry from Pastrybar.co can visit the offline store or order through Instagram direct message or through Whatsapp.

2.4.3 Promotion

The promotion media that Pastrybar.co will be used are Instagram, TikTok, Whatsapp, GrabFood, and GoFood. Not only have that, Pastrybar.co also using a word of mouth strategy by giving a tester for the owner close friends, and also Pastrybar.co is going to use an influencer or food vlogger to promote the product at Pastrybar.co.

Besides that, the Pastrybar.co will also give a seasonal promotion and also make a promotion using a loyal card customer, for example at the loyal card customer, there's a 10 stamps that need to be fulfilled by the customer, if the stamps is full the customer can get buy one get one free on 10th purchase *Choux* pastry from the store.



Figures 2.19 Loyalty Card

Source: Writer's Data



Figures 2.20 Loyalty Card Stamp

Source: Writer's Data

2.4.4 Pricing

The pricing strategy that Pastrybar.co used is a price that lowers than the other competitor to attract customer. The price range that Pastrybar.co targeted is around Rp 40,000 per box of four.



Figures 2.21 Pastrybar.co Box 1

Source: Writer's Data



Figures 2.22 Pastrybar.co Box 2

Source: Writer's Data

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