

CHAPTER II

MARKETING PLAN

2.1 Market Size

As a company, creating the right marketing plan is an important thing to do. Starting to identify the customer preferences until considering of the product and service will be reaching the customer satisfaction and needs. The Chevalier Royale are easier to analyze the target market and make a right marketing plan for the company to reaching the customer satisfaction. Considering people's need for sweet food for cure and health, The Chevalier Royale produces healthy parfait that contains secret dark chocolate and is based on 4 traditional desserts such as Bavarois, Mousse, Tiramisu, and Parfait that come from 3 famous countries such as France, Germany, and Italy. In order to create the right marketing plan, The Chevalier Royale choose 2 platforms as with qualitative research (interview) and quantitative research (online questioner or survey) method to gather data from people either directly or indirectly.

2.1.1 Qualitative

Qualitative research data means the data that are collected by using interviews and observations directly to the people. Qualitative data research mostly describes characteristic and also quality.

The Shirokuma's Café : Ms. Liana

Ms. Liana currently is 30 years old as a Store Manager in Shirokuma Café. Ms. Liana has already worked as a Store Manager at Shirokuma Café for about 2 years since 9 April 2019 (first work at Shirokuma Café Kota Kasablanka). As Ms. Liana's preference in a parfait, Ms. Liana said that parfait is one of the food that can make people feel happy, refers to people's life or clothes in the wardrobe that is colorful are more fun to see than just have a single color. After resigning from the previous work 10 years at Starbucks, the coffee shop, Ms. Liana then

continued work at Shirokuma Café. For Ms. Liana, working in Shirokuma Café is a new world like making ice cream and learning in the kitchen.

Ms. Liana's job description is to control staff, business, and also the customer. Controlling staff, for example, is Food Right Partner At The Right Time, means to give training, deployment (do the division of labor), and review the staff every week because most of the employees are part-time teenagers. For Business, Ms. Liana has to control and find out about what problems can cause declining sales to include this pandemic Shirokuma Café is very struggling for searching the sales. For the customer, Ms. Liana must to maintaining the product quality and make sure that the customer is not just treated as a customer but as a friend (make sure every staff well-known about customer name and do the upselling product to the customer especially the front staff). As a Store Manager, one of the procedures in coordinating staff is to do the morning briefing and make sure that every staff has 11 basic steps of service such as asking about the customer's name, upselling the product until saying thank you to the customer. Way Shirokuma Café reaches customer satisfaction is every staff does the table clear up and must ask the customer's review every time the customer has already finished the dishes both at neither the table nor the cashier. As a Store Manager way to handle customer complaints is divided into 2 platforms such as an online and offline platform. In social media start from doing the investigated by checking the CCTV, doing the scheduled checking, product checking, customer arrival checking, and checking the staff service (asking the problem and the name of staff that involved in the case to the customer, call the staff, tracing the problem, make an apology letter, and sending to the marketing division). In an offline platform, if the problem is in the product, the staff will ask what the problem is, apologies to the customer, renew the product, say thank you to the customer for the feedback and that problem will not ever happen again in the future. Feedback is really important for Shirokuma café because feedback customers can increase more quality of the store, level, and will be profitable for Shirokuma Café.

The obstacles that occur at Shirokuma Café especially during the pandemic and the government regulations as the implementation of PPKM is the store are having a decreased customer and experienced low pricing. Shirokuma Café was close during the pandemic and continued operating in August 2021 after the government regulation said that 25% of dine-in stores can be opened. Shirokuma Café continued to open in the middle of July. Because of the Pandemic that happens Shirokuma Café more choosing to take the dine-in restaurants, opened a few deliveries with online platforms such as Gojek and Grab, and opened a few take away because the main course is not too much. The strategy of Shirokuma Café to increase the profit after the pandemic is to sell the product to every tenant staff because the price is affordable, the company not up to 50%, and the management mall. The challenge that Shirokuma Café has is, for example, Cruffle product, many restaurants are already selling Cruffel for the example like Dear Butter and Lotte. The Strategies that Shirokuma Café provide for competing with other competitor is to keep maintaining the product quality, make sure that the product is a best seller in upselling, and consistently Shirokuma Café provides the best quality product. One of the awards that Shirokuma Café get is in the opening of Shirokuma Café in 2014, Shirokuma Café really hits and was covered by TV stations also many YouTubers often reviews the product of Shirokuma Café especially in a parfait. Shirokuma Café still does not have permission from BPOM, Nutrition Facts label, and halal label that has been approved by the Fatwa Commission of Majelis Ulama Indonesia (MUI) but Shirokuma Café ensure that every ingredient already has permission from BPOM and halal label that has been approved by the Fatwa Commission of Majelis Ulama Indonesia (MUI).

The Customer I : Ms. Purple

Ms. Purple currently is 18 years old which is a first-year student in college. With the preference for desserts, Ms. Purple said that desserts define as sweet food like cake and ice cream. Ms. Purple still doesn't know the information about the functions and benefits that are contained in the desserts and dark chocolate. Ms. Purple defines parfait as a dessert that has many layers and there is an ice cream

that is put above the desserts. Most of the parfait that Ms. Purple has ordered is with chocolate or vanilla flavor with cereal as the topping. Ms. Purple has an interest in coming to Shirokuma Café because of the cute icon and the package is suitable for the theme.

The Customer II : Mr. Rizki Pratama

Mr. Rizki Pratama currently is 23 years old which is a student in college (currently working). Mr. Rizki Pratama still doesn't know the information about the functions and benefits that are contained in the desserts and dark chocolate but Mr. Rizki Pratama said that desserts must be not consumed in large quantities because of the sweetness. Mr. Rizki Pratama has known about parfait and often orders parfait before the pandemic are happen in Depok. Mr. Rizki Pratama firstly getting know about parfait with online platforms such as Instagram. Most of the parfait that Mr. Rizki Pratama has ordered is with matcha flavor with fruit and parfait cake as the topping. Since 2018 or 2019 Mr. Rizki Pratama has known about Shirokuma Café in Depok. The first time Mr. Rizki Pratama has known about Shirokuma Café is with an online platforms such as Instagram. Mr. Rizki Pratama usually visits Shirokuma Café in Depok (Mr. Rizki Pratama has consumed parfait 1 time every week) but because of the pandemic, many malls include the Shirokuma Café Depok are close so that Mr. Rizki Pratama has now visited Shirokuma Café in Gandaria City. Mr. Rizki Pratama always takes a Dine In at Shirokuma Café. Some reasons that make Mr. Rizki Pratama choose Shirokuma Café is because Shirokuma Café's parfait is better than the other cafes. Starting from the delicious matcha flavor has a normal level of sweetness, and has a lot of contents.

2.1.2 Quantitative

Quantitative research data means the data that is collected by sharing some of the questioners with the people with any online or offline platform. Quantitative data research is used to describe what, where, why, how many, etc of the things that are going to ask in the research questions based on the participant choices.

a) Demographic

Demographic data focuses more on discovering people's gender, age, domicile, occupations, and people's expenses in order to observe and consider in which way this product can be targeted.

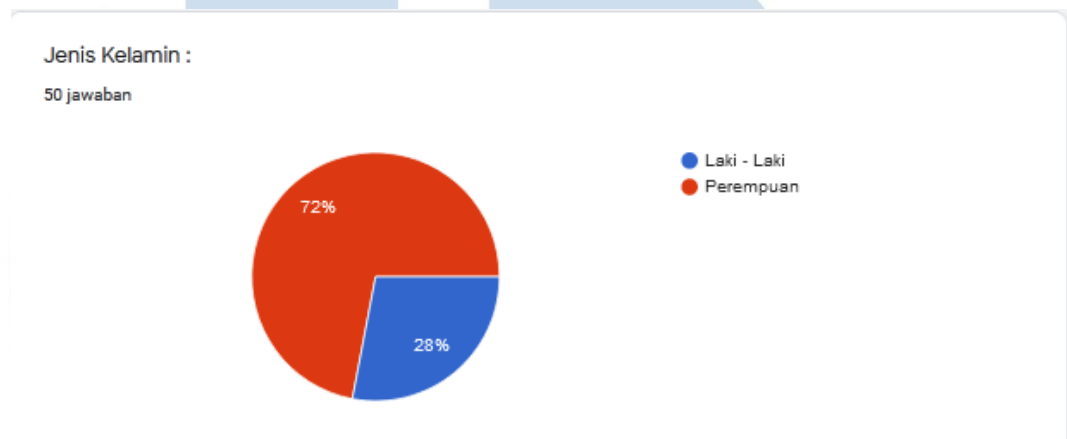


Chart 2.1 Demographic Survey Gender

With 72% of the survey data, most of the respondent's interest in desserts or sweet food is female besides male is with 28% interest.

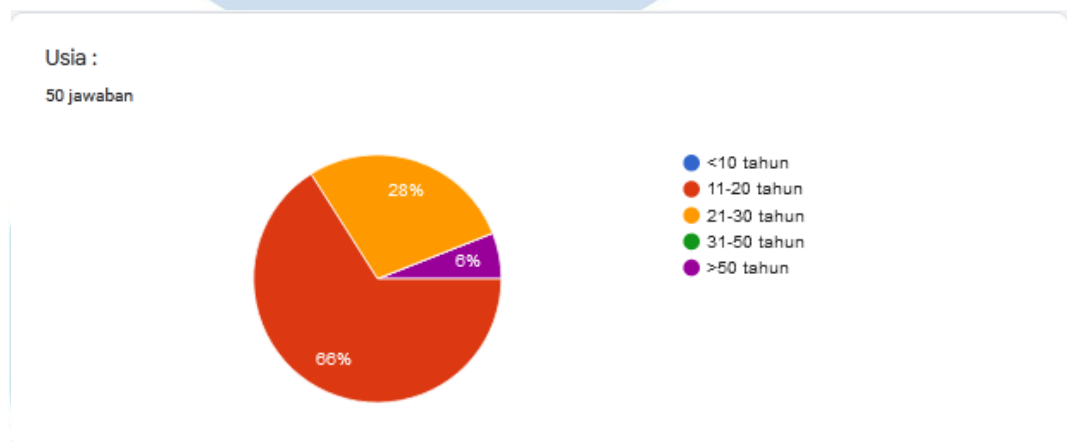


Chart 2.2 Demographic Survey Age

That can be noted from the data, about 66% is people in age 11-20 years old, 28% is in 21-30 years old and 6% data in above 50 years old had a preference in consuming desserts.

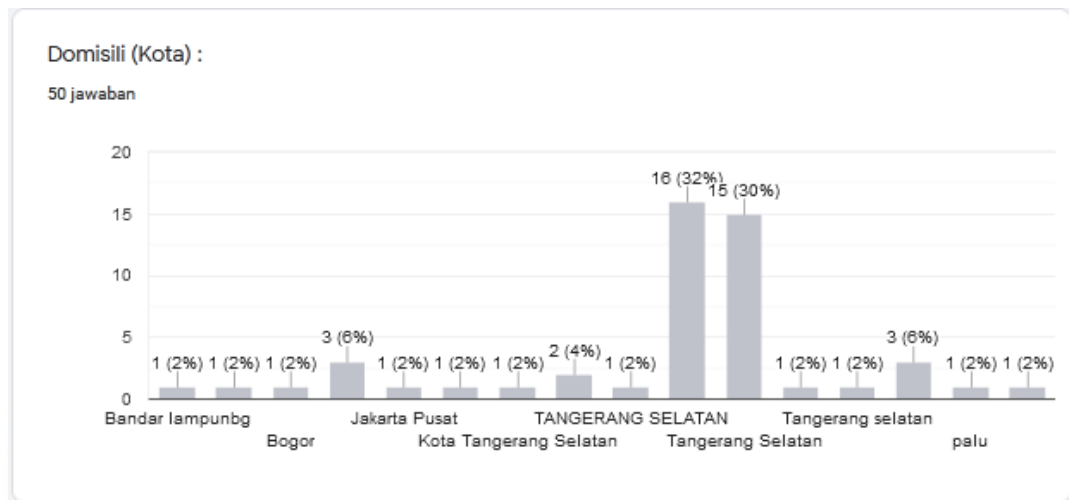


Chart 2.3 Demographic Survey Domicile

Based on the survey data, most of the respondents are living in South of Tangerang and the rest is in Bandar Lampung, Bogor, Centre of Jakarta, and Palu.

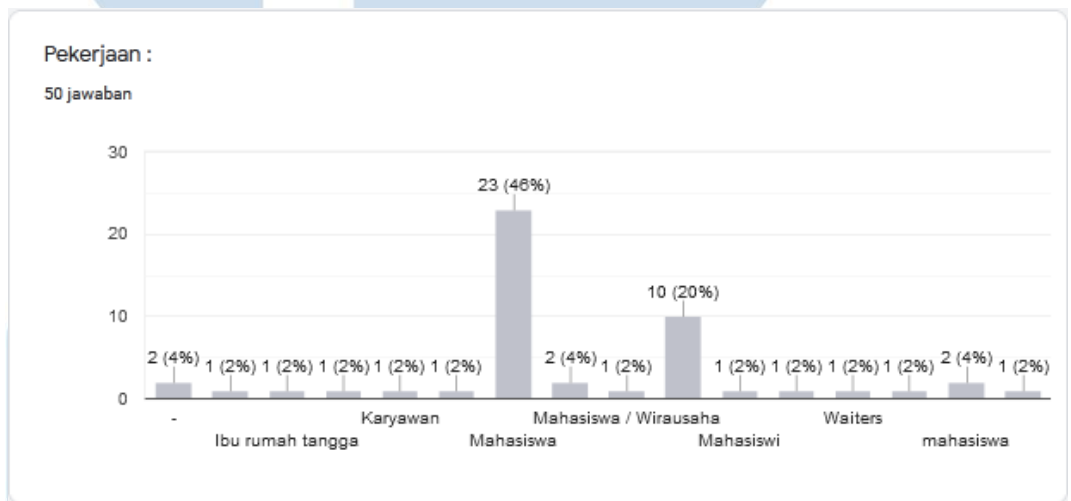


Chart 2.4 Demographic Survey Occupation

Noted from the survey data, most of the respondent is college student and entrepreneur for about 46% and 20% and the rest of the respondent have a profession as a housewife, employee, and waiters.

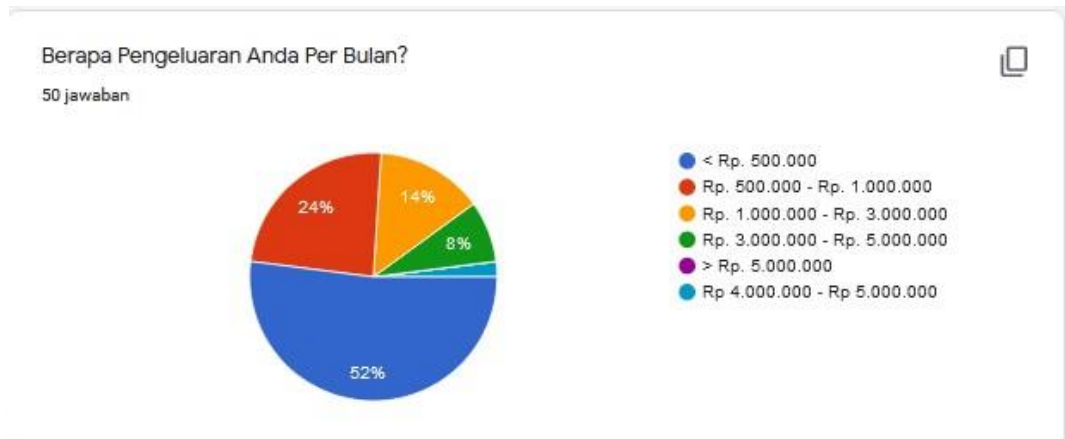


Chart 2.5 Demographic Survey Expenses/Month

According to the survey data, 52% data has noted that most of the respondent's expenses are below 500 thousand rupiah, 24% between 500 thousand to 1 million rupiahs, 14% is between 1 million to 3 million rupiahs, 8 % data between 3 million to 5 million rupiahs and the rest is between 4 million to 5 million rupiahs per month.

b) Psychographic

Psychographic data focuses in discuss people knowledge and interest in parfait in order to understand and introduce the new brand of parfait product until reaching the customer preference and needs.

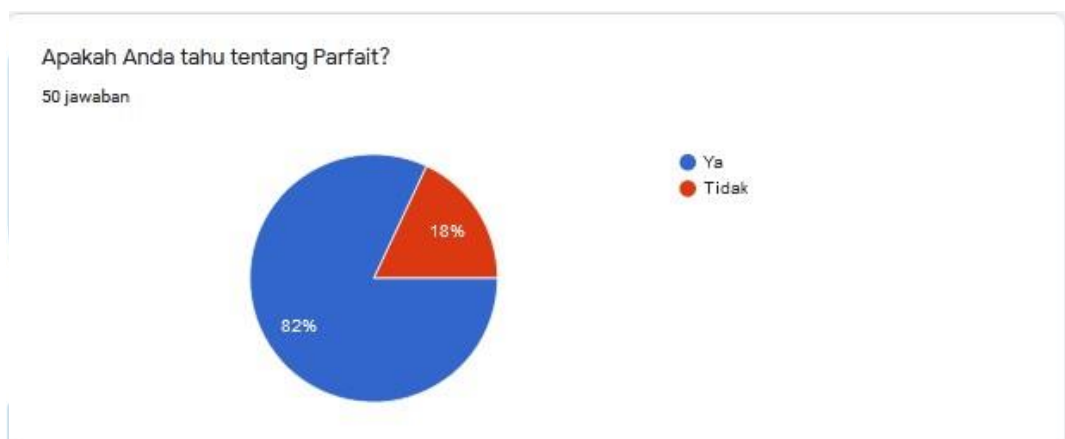


Chart 2.6 Psychographic Survey Parfait Knowledge

Based on the data, there are 82% said that most of the respondents knew about parfait.

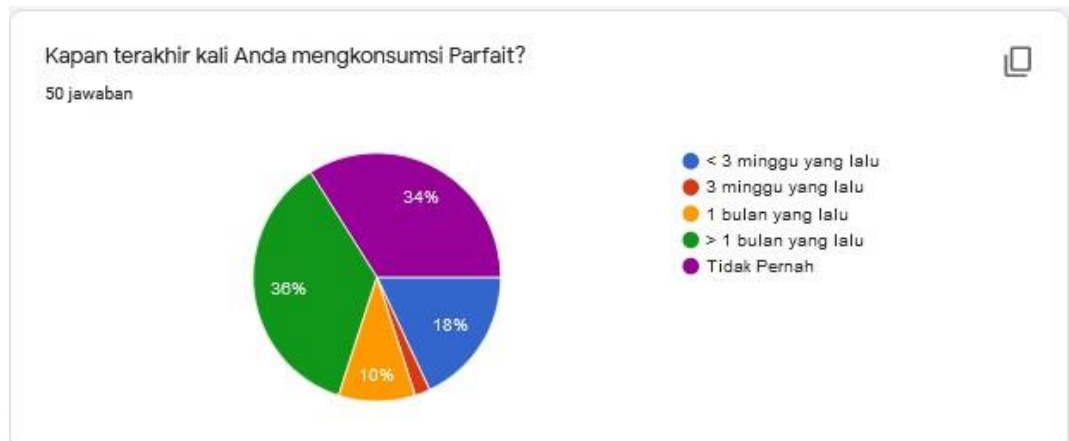


Chart 2.7 Psychographic Survey Parfait Consume

Based on the respondent, there are 36% of participants that are consumed parfait more than 1 month ago, 34% of participants never consumed parfait, 18% respondents consumed parfait less than 3 weeks ago, 10% of respondents consume parfait in 1 month ago, and the rest are in 3 weeks ago.

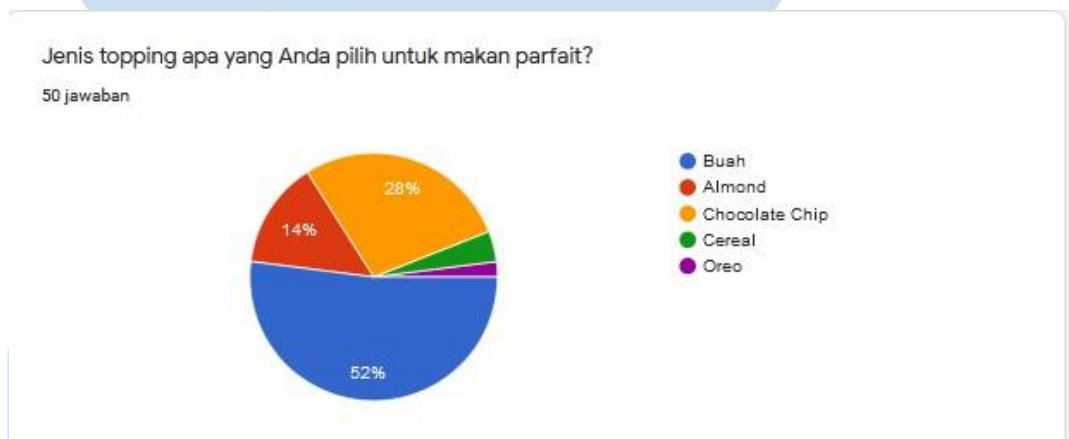


Chart 2.8 Psychographic Survey Parfait Topping Preference

Based on the topping for consuming parfait, there are 52% respondents choose fruits, 28% respondents choose chocolate chip, 14% respondents choose almond and the rest are choosing cereal and Oreos.



Figure 2.1 Psychographic Survey Reasons of Parfait Topping Preference Based on 49 valid answers out of 50 answers, most of the respondent said that the respondent has chosen fruit as a parfait topping because fruit are fresher, sweet, suitable with parfait, more delicious, and healthy.

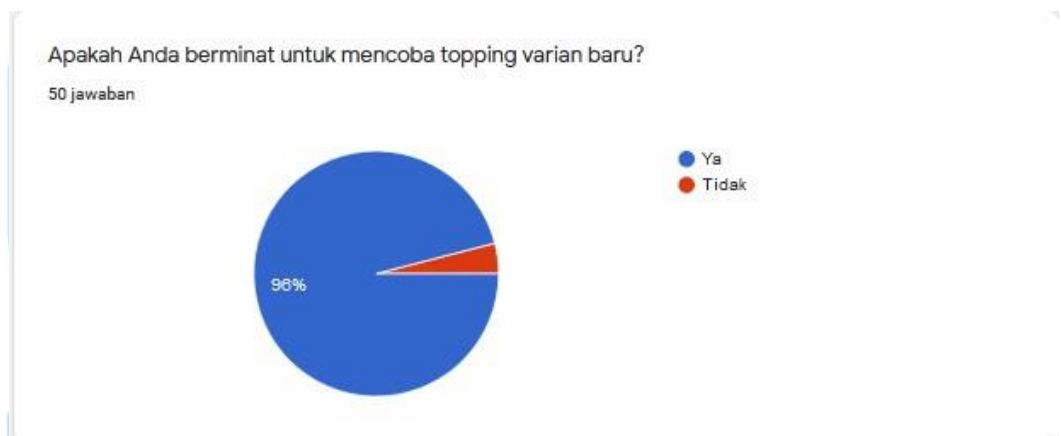


Chart 2.9 Psychographic Survey Try The New Topping for Parfait

There are 96% of respondents said that the respondent eager to know and eager to try a new variant of topping.

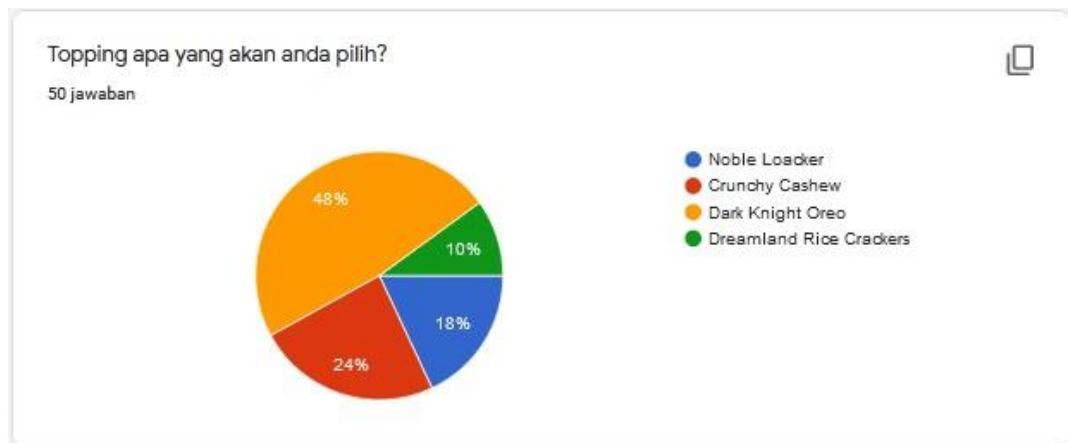


Chart 2.10 Psychographic Survey New Topping for Parfait

Noted from the data, there are 48 % of respondents choose the dark knight Oreo, 24% chose crunchy cashew, 18% chose noble loader and 10% choosing dreamland rice creakers.

c) Pricing

With pricing data, the owner takes this information in order to consider, calculate, and choosing the best price for selling the product to the public.



Chart 2.11 Pricing Survey Parfait Price for 300 ML

d) Behavioral

Behavioral data focused on searching about people buying method preferences. With some online platforms, the owner takes this chance to offer the easier facilities to the customer and promote the product.

Jika produk The Chocolate Bavarois no Parfait sudah di launching, Metode pembayaran apa yang akan anda pilih?

50 jawaban

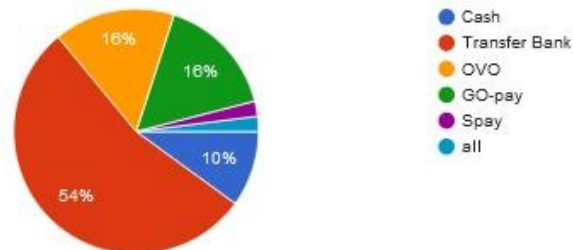


Chart 2.12 Behavioral Survey Payment Method

Noted from the data, there are 54% respondents chose transfer bank as the payment method, 16 % choosing OVO, 16% choosing Go-pay, 10% chose cash and the rest choose others.

Metode apa yang akan anda pilih untuk proses Delivery?

50 jawaban

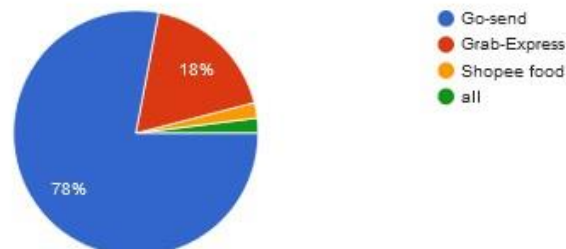


Chart 2.13 Behavioral Survey Delivery

According to the survey data, said that 78% of respondents choose Go- send as the delivery process, 18% choose Grab-express, and the rest are choosing Shopee food, and others.

e) Other :

Saran untuk produk The Chocolate Bavarois no Parfait :

33 jawaban

semoga advertising nya meluas

Perhankan citarasa dan harus konsisten

Menurut saya tidak ada saran karena sudah bagus dan sedap untuk dilihat.

Pake wadah yang agak tebal, biar parfaitnya ga rusak pas dianter

Jangan hanya coklat, tapi bisa di mix seperti choco vanilla dll

Sudah cukup bagus tapi mungkin bisa ditambahkan lagi dari segi kemasan/packaging dan membuat logo kemasan yg lebih menarik lagi, Semangat menuju launching ✨

Semoga lebih banyak lagi variannya, seperti keju atau strobery dan lain-lainnya.

suka manis tapi semoga ga over manis hehe <3

Figure 2.2 Behavioral Survey The Chevalier Royale Product Suggestion

Based on 24 valid answers out of 33 answers, the respondent said that in the future the chocolate bavarois parfait must be considering more about the packaging and maintaining the taste.

2.2 Competitor Analysis

Defining and analyzing the other competitor are important to do for a company as one as the marketing plan method. By searching and making an analysis about the competitor's product, service, marketing, distributions, locations, and others make The Chevalier Royale is easier in creating the best marketing plan in which way the company is targeting the customer until reaching customer satisfaction and increasing the company's profit. In order to analyze the other competitor, there are divided into 2 types of competitors as Direct Competitor and Indirect Competitor.

2.2.1 Direct Competitor :

Direct Competitors define as more than two businesses offering the same product and competing for the same market (apple to apple). There are no specific direct competitors for The Chevalier Royale but there are famous companies that are selling the same product as The Chevalier Royale such as Shirokuma Café and Cake A Boo.

Shirokuma Café is a cafe that is sold Desserts and Japanese soft Cream with delicious taste and with high-quality products. Shirokuma Café was built in June of 2014 in the first outlet in Pantai Indah Kapuk by Michelle Widjaja. Shirokuma Café now has 7 outlets such as Gandaria City, Grand Indonesia, Kota Kasablanka, AEON Mall, Margo City, PIM 1, dan Sumarecon Mall Bekasi. The first establishing Shirokuma Café has 12 employees but now Shirokuma Café has about 100 employees in each of the outlets. The name “Shirokuma” refers to the word “white bear” in Japanese languages that are the same as Shirokuma Café's Mascot. Japanese has known of consuming matcha green tea has had a lot of health benefit since ancient times. Some scientific research also defines matcha as an anti-aging and anti- cancerous property. Besides matcha, green tea also has rich catechin that helps burn calories and other benefits are contained in the green tea. The menus are including of Japanese-style hot dogs and Shaka Fries. To increase sales turnover, Shirokuma café collaborated and bought a license from Sanrio Company, which is a character design company from Gudetama and Hello Kitty. Shirokuma Café has been increasing its onset for 1 month in collaboration with Sanrio Company. Shirokuma Café's target market is young people, Ranging from 15-25 years old, Millennials Generations, and Family.

Cake A Boo is a colorful café that has a cake factory concept and Instagenic that is suitable for taking photos. Cake A Boo was first established in Pantai Indah Kapuk in November 2014 and also an open

an outlet in Gandaria City. Cake A Boo was built by Ivan Oswari, Natalia Oswari, and Jessica Syarief as the Founder of Cake A Boo. Cake A Boo is inspired by the “peek a boo, I see you” and a film of “Charlie and The Chocolate Factory”. Cake A boo serves the product with a conveyor table, which makes the customer are easier to take the food like in the sushi restaurant. Cake A Boo serve a less sweet product, concerning more in health product, 100% Halal, non-alcohol, no-smoking and was a family-friendly environment. Cake A Boo also has a recommended by the popular chef such as Chef Farah Quinn.

Table 2.1 The Chevalier Royale Direct Competitor

	Shirokuma Café	Cake A Boo	The Chevalier Royale
Strategy	Health Product, Strategic Locations, Affordable Price, Excellent Service, Welcome Franchise (Surabaya, Medan, and Bali)	Health Product, Strategic Locations, Affordable Price, Excellent Service, Family Friendly/Friendly Environment (no smoking), Creative Serving (Conveyor Table)	Health Product, Strategic Locations
Core Product	High-quality Japanese soft cream and desserts	Cake and Dessert	Chocolate Bavaois Parfait
Customer	General, Mostly young people, Ranging from 15-25 years old, Family	General, Dessert lovers	General, Dessert lover, stress and depression people
Competitive	Brand Knowledge, Variations Menu, Prize and Promotions	Brand Knowledge, Variations and Creative Menu, Prize and Promotions	Food Innovation

Advantage	High Quality Ingredients, Health Benefit, Unique Variations Menus, Taste	High Quality Ingredients, Health Benefit, Unique Variations Menus and creative design, Taste	High Quality Ingredients, Health Benefit, Unique Variations Menus, Environmentally Friendly Packaging, Taste
Revenue	Food Product, Online Delivery	Food Product, Online Delivery	Food Product, Online Delivery
Cost Model	Variable and Fixed Cost	Variable and Fixed Cost	Variable and Fixed Cost

2.2.2 Indirect Competitor :

Indirect Competitor means two or more businesses offer different products or services and compete for the same market to satisfy the same customer needs (have a different main product to sell but there are still several menus that sell the same product). There are 3 famous companies that become the indirect competitor for The Chevalier Royale such as Haagen – Dazs, Washoku Sato, and Tai-Parfait.

Haagen – Dazs is an ice cream shop that was first known in the early year of the 1920s by Reuben Mattus. Haagen – Dazs begin with the 3 basic flavors in premium quality products such as dark chocolate from Belgium, vanilla beans from Madagascar, macadamia nuts from Hawaii. Haagen – Dazs was first built the shop in the year of 1976 by Reuben Mattus's daughter named Doris in the United States. Haagen – Dazs vision is to make the best ice cream in the world using high- quality products containing selected ingredients. The product of Haagen – Dazs was then sold in Pillsbury Company and also in General Mills group in the year of 1983. Now Haagen – Dazs are produce more than 100 flavors include of ice cream, ice cream bars, and cakes, frozen yogurt, sorbets, parfait, etc. Haagen – Dazs has 2 types of the target

market as focusing more on adults that have a preference for luxurious ice cream flavor and the health-conscious adults that are interested in dessert by considering natural ingredients and low-fat substitutes. Haagen – Dazs choose the demographic (focusing more on the adult that has a higher income and can spend on luxuries includes of couples), socio-cultural (Haagen – Dazs already fulfill the people need according to each country's habits for the example for Europeans people have preferences in consuming the alcohol) and the psychographic (considering in people that love luxurious brands and the need of being one of the members of the brand category) as the company segmentations. Haagen – Dazs are directly distributed or can be said a customer can easier found in every refrigerated vehicle in supermarkets, restaurants, hotels, movie places, cruise boats, Haagen – Dazs franchise shop, and others. Haagen – Dazs is collaborating with producer Lena Waithe and donating for about \$100,000 due to support marginalized creators for a new mentorship laboratory at Waithe's development and Company Production called Hillman Grad Productions. To produce special premium collectibles and increase the profit, Häagen-Dazs also collaborates with the BTS character of TinyTAN.

Washoku Sato is a Japanese restaurant that was built in the year of 1958 (27 square meters) with 202 branches in Japan and was the largest chain of family Japanese restaurants. Washoku Sato serves more than 100 menus start from sushi, nabe (hot pot), beverages, until desserts (one of the menus is parfaits). Washoku Sato was the first opening ceremony at Central Park Mall Jakarta by PT. Indosato Jaya Makmur aith family as the company target market. Washoku Sato offers all-you-can-eat and a la carte as the company concept. Washoku Sato are also collaborating with takoyakina.

Tai-Parfait is a Japanese dessert shop that was first opened in Gandaria City. Tai-Parfait are referring to “Taiyaki” which means Japanese fish-shaped pancake in Japanese and Parfait that combines various flavors of ice cream includes toppings.

Table 2.2 The Chevalier Royale Indirect Competitor

	Haagen – Dazs	Washoku Sato	Tai-Parfait	The Chevalier Royale
Strategy	High Quality Product, Strategic Locations, Strong market position, Intelligent market targeting and segmentation, Excellent Service, Welcome Franchise	High Quality Product, Strategic Locations, Affordable Price, Excellent Service	Best Quality Product, Strategic Locations, Affordable Price, Excellent Service	Health Product, Strategic Locations
Core Product	High Quality Ice Cream	Family Japanese Restaurant	Taiyaki Parfait	Chocolate Bavaois Parfait
Customer	General, Small ages, focus more in adults, luxurious ice cream flavors lovers, the health conscious adults	General, Family	General, Dessert lover	General, Dessert lover, stress and depression people
Competitive	Brand Knowledge, Variations Menu, Promotions	Brand Knowledge, Variations Menu, Prize and Promotions	Brand Knowledge, Variations Menu, Prize and Promotions	Food Innovation
Advantage	High Quality Ingredients, Unique Variations Menus, Unique	High Quality Ingredients, Variations Menus, Taste	Best Quality Ingredients, Unique Variations	High Quality Ingredients, Health Benefit, Unique Variations Menus,

	and Excellent Taste		Menus, Taste	Environmentally Friendly Packaging, Taste
Revenue	Food Product, Online Delivery	Food Product, Online Delivery	Food Product	Food Product, Online Delivery
Cost Model	Variable and Fixed Cost	Variable and Fixed Cost	Variable and Fixed Cost	Variable and Fixed Cost

2.3 SWOT

Defining and analyzing many competitors in Indonesia, by using a SWOT table are easier methods for The Chevalier Royale to compare the differences and make an analysis about the comparison.

Table 2.3 The Chevalier Royale Analysis SWOT

<p style="text-align: center;">Strength</p> <ul style="list-style-type: none"> • Health Product • High Quality Ingredients (secret dark chocolate) • Friendly Environment Packaging • Strategic Locations Unique Variations Menus 	<p style="text-align: center;">Weakness</p> <ul style="list-style-type: none"> • Brand Knowledge • Not able to deliver more than South of Tangerang Area
<p style="text-align: center;">Opportunity</p> <ul style="list-style-type: none"> • People rarely sell parfait in South of Tangerang • Have a strategic location near school, modern apartment hotel, etc. 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Many people sell a similar product like dessert box • Many competitor has a well-known and strong brands

2.4 Sales Goal

The Chevalier Royale is expecting to get 15 customers per day includes of the direct store and an online platform such as Instagram. The Chevalier Royale is also expecting to have a growth of 10-15% in four months.

Table 2.4 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	450	500	550	600
Customer Base		950	1050	1150
Growth		10%	10%	15%
Average Revenue (Rp)	4.790.000	5.292.500	5.812.500	6.332.500
Marketing Expenses (Rp)	3.000.000	3.000.000	3.000.000	4.000.000
Customer Acquisition Cost (Rp)	5.555	6.000	5.454	5.833

2.5 Marketing Strategy

2.5.1 Product Characteristics

The Chevalier Royale is a home industry that produces a healthy parfait with chocolate bavaois-based that contains secret dark chocolate. The Chevalier Royale already provide 4 different categories of desserts taste (in biscuits, mousse, melt chocolate, and the topping), 4 different categories of topping (Locker, Cashew, Oreo, Rice Creakers), 2 different categories of texture (crunchy and smooth), and 2 different categories of nutritious chocolate (dark-milk chocolate and dark-white chocolate). The Chevalier Royale introduce a new innovations in parfait which are based on 4 traditional desserts such as Bavaois, Mousse, Tiramisu, and Parfait

that come from 3 famous countries as France, Germany, and Italy. Consider the target market and the ingredients that are contained in the parfait, The Chevalier Royale product is intended for people in 10 years until 60 years, people are experiencing stress and depressions, and people that have preference for dessert and chocolate.

2.5.2 Distribution

Considering a covid-19 pandemic that is happening in the past few years and about the government regulations such as PPKM Program (social distancing), The Chevalier Royale uses an online platform such as Go-Send and Grab-Express for delivery of the product until reaching the customer's hand. Because The Chevalier Royale is still a new home industry The Chevalier Royale focusing more to distribute the product to people's domicile in South of Tangerang and next will be spread in The Centre of Jakarta.

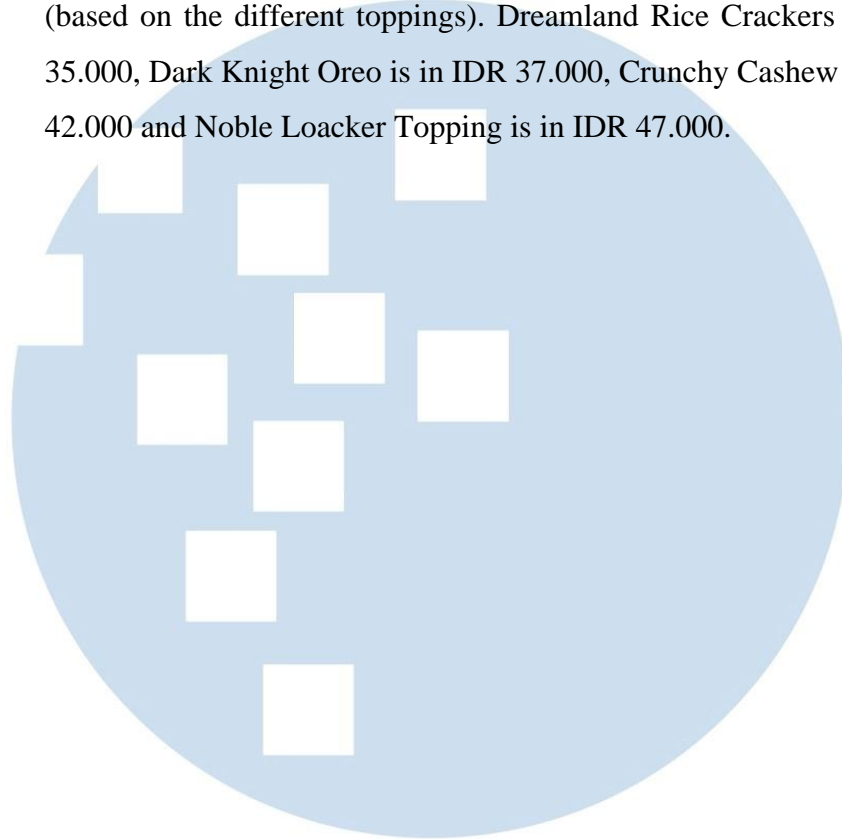
2.5.3 Promotion

Defining about the respondent in an online survey in demographic and psychographic research, most of the respondents that are known and consume parfait are people in 11 until 20 years old, gender female was a college student and entrepreneur. Considering the target market that is intended for people in Z Generations and the online survey result that is for about 96% respondents are eager to know a new innovations such as in topping, The Chevalier Royale promoting the product with online platforms such as Instagram.

2.5.4 Pricing

Defining the online survey result such as with demographic research that most of the respondents are college students and an entrepreneur for about 46% and 52% respondents have below 500 thousand rupiah expenses. Considering the target market that is intended for people in middle to upper class, producing with healthy based ingredients, best quality product, and friendly environmental packaging, The Chevalier

Royale release the pricing that starts from IDR 35.000 – IDR 47.000 (based on the different toppings). Dreamland Rice Crackers is in IDR 35.000, Dark Knight Oreo is in IDR 37.000, Crunchy Cashew is in IDR 42.000 and Noble Loacker Topping is in IDR 47.000.



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