

CHAPTER II

MARKETING PLAN

2.1 Market Size

Market size is needed to understand and to estimate the cost that the organization might have to spend and the profit that the organization might earn. It is done so that the organization could make the decision whether to invest in the business or not and how will the business grow.

The writer has conducted market size research with a questionnaire that was distributed to 50 people using a snowball sampling. The questionnaire contains questions that covers all the marketing segmentation and is shared to all genders, between the ages of 18 below up to 45 above. The writer hopes that the product could be enjoyed by all ages. However, since according to the research, most people are in the ages of 17 to 30, the writer would focus on spreading the product to that generation and hope that it will reach all the generation in the future.

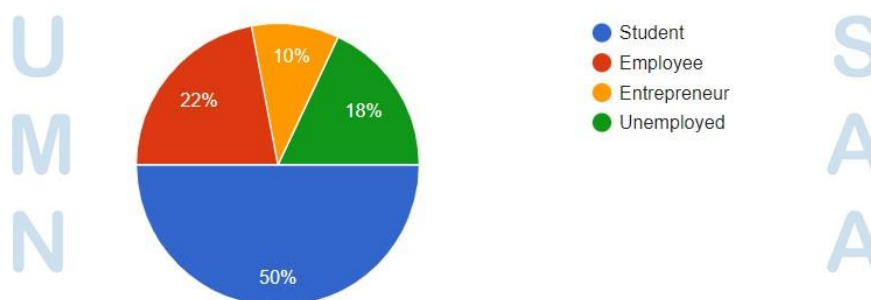
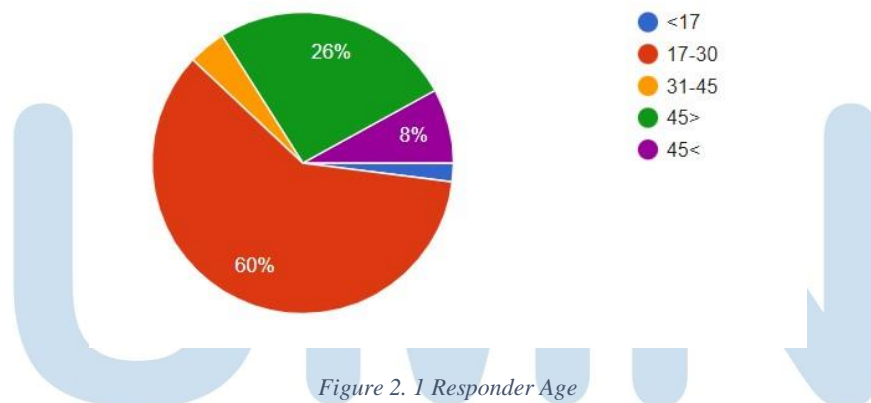


Figure 2.2 Responders Occupation

The behavioral segmentation shows that the purchasing habit of a large proportion of the responders spends Rp 200.000 – 400.000 per week (30%) and also Rp 1.000.000 per week (also 30%). In addition to that, 50% of the responder shows that they would spend Rp 20.000 or below for 1 packaging (1 packaging consist of 2 pop tarts) Therefore, most likely if the pop tart has a higher price than Rp 20.000, customers might not buy it.

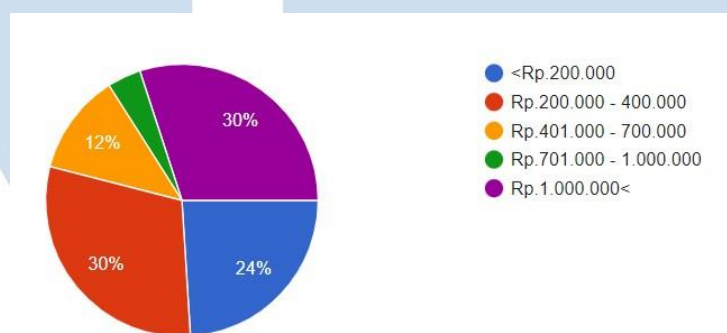


Figure 2.3 Spending power in a week

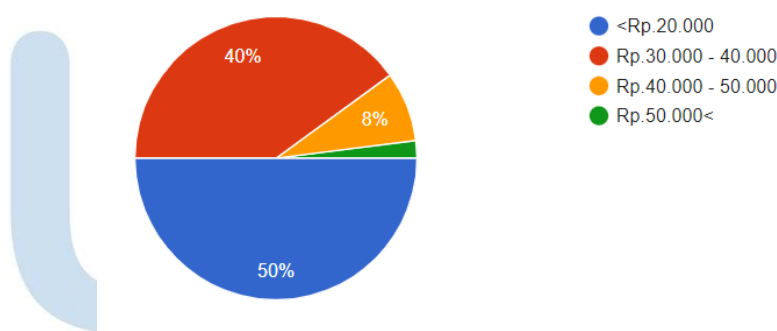


Figure 2.4 How much the responder would spend for 2 pop tarts

Large proportion of the responder (58%) pick “seldom” and only spends 1 to 3 times spending their money on food. Observing the questionnaire, it shows that 58% responders spend it on food seldomly (1 to 3 times) and 86% of the responder would like to try the product. Therefore, it would be better to spread the

product through direct sales first before spreading it through online platform such as GoFood, Shopee Food and others.

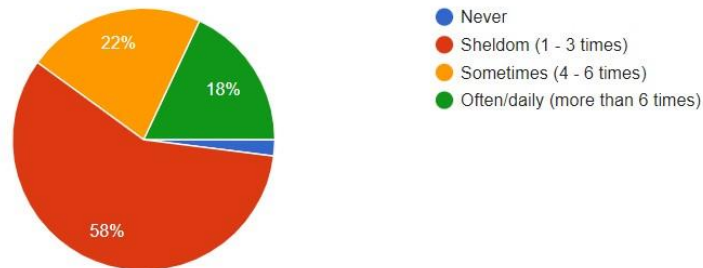
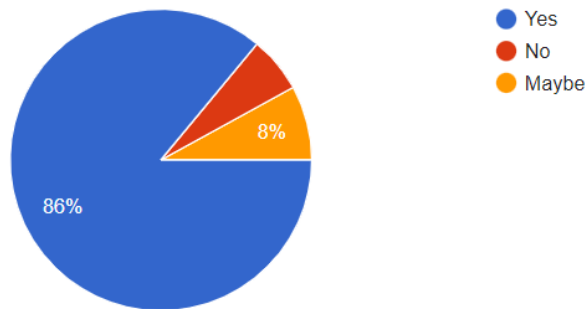


Figure 2.5 How many times spent on food per week



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2.2 Competitor Analysis

There are a lot of patisserie store all over Indonesia. The increase of number of patisseries could lead to a stronger competition among similar businesses. In order to compete, each business has to come up with an original idea that could attract more customer to its shop.

There is not much store that sell fresh pastries only, however, Indonesia citizen still eat fresh pastries regularly. Fresh pastries or pastries can be found in most bakeries in Indonesia. Tart-It-Up sells pop tart and it is considered as fresh pastry and due to the high consumption of fresh pastry, there are competitors and they are divided into two types. Direct competitor and indirect competitor.

2.2.1 Direct Competitor



Figure 2.7 Dear Butter SMS

Direct competitors are businesses that sell the same or similar products. Tart-It-Up is a business that sells pop tarts with different types of fillings, therefore, the direct competitor of Tart-It-Up is a store that sells fresh pastry.

Direct Competitor	Dear Butter
Establishment	2020
Location	Letjen S. Parman St No.02, North Tanjung Duren, Kebonjeruk, West Jakarta City, Jakarta 11470
Outlet	Mall Serpong, Sumarecon, West Pakulonan, Kelapa Dua, Tangerang, Banten 15812
Product	Croffle (Croissant Waffle)
Segmentation	Middle Up

Table 2.1 Dear Butter

From the table above, it can be seen that the product that they offer is fresh pastry which is a croissant cooked in a waffle maker.

1. Establishment

Dear Butter was established in 2020, which makes dear butter has been in the business for a year

2. Location

Dear Butter is located in Letient S. Parman St No.02, North tanjong Duren, Kebonjeruk, West Jakarta City, Jakarta 11470

3. Outlet

Dear Butter has 98 outlets across Indonesia and the outlet that the writer chose is located in Mall Serpong, Sumarecon, West Pakulunan, Kelapa Dua, Tangerang, Banten 15812

4. Product

Dear Butter offers croffle (Croissant Waffle)

5. Segmentation

Dear Butter's target market is for middle up customers

2.2.2 Indirect Competitor

Indirect competitors are businesses that sells different product but have the same target market. Tous Les Jours sells bread, cake, and pastry. Tous Les Jours also focuses to the customers that are in the middle to high income.



Figure 2.8 Tous Les Jours SMS

Indirect Competitor	Tous Les Jours
Establishment	1997
Location	Sumarecon Mall Serpong, Jl. Gading Serpong Boulevard No.228, Pakulonan Bar., Kec. Klp. Dua, Tangerang, Banten 15810
Outlet	Sumarecon Mall Serpong, Jl. Gading

	Serpong Boulevard No.228, Pakulonan Bar., Kec. Klp. Dua, Tangerang, Banten 15810
Product	Bread, cake, pastry, drinks
Segmentation	Middle Up

Table 2.2 Tous Les Jours

From the table above, it can be seen that the product that they offer are different types of pastry and bread products, alongside with 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, Pakulonan 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, Pakulonan Bar., Kec.Klp. Dua, Tangerang, Banten 15810
4. Product
Tous Les Jours offers bread, cake, pastry
5. Segmentation
Tous Les Jour's target market is for middle up customers



Figure 2.9 Starbucks Gading Serpong

Indirect Competitor	Starbucks
Establishment	1971
Location	Pike Place Market, Downtown Seattle, Washington, United States
Outlet	Bursa Mobil Paramount Blok A No. 05, Gading Serpong, Kelapa Dua, Curug Sangereng, Kelapa Dua, Tangerang, Banten 15810
Product	Beverages, pastry, cakes, sandwiches
Segmentation	Middle Up

Table 2.3 Starbucks

1. Establishment
Starbucks was established in 1971, which means that it has been operating for 50 years
2. Location
The first Starbucks was located in Pike Place Market in Downtown Seattle, Washington in the United States
3. Outlet
There are outlets of Starbucks all across the world, but the writer chose the one in Bursa Mobil Paramount Blok A No. 05, Gading Serpong, Kelapa Dua, Curug Sangereng, Kelapa Dua, Tangerang, Banten 15810
4. Product
Starbucks mainly offers drink from coffee to non-coffee, but they also provide snacks such as pastry, cakes and sandwiches
5. Segmentation
Starbucks offers product for middle up customers



Figure 2.10 RotiBoy SMS

Indirect Competitor	Rotiboy
Establishment	1998
Location	Suria KLCC- Concourse Level, Kuala Lumpur Malaysia
Outlet	Summarecon Mall Serpong, Lantai 2, Jl. Boulevard Gading Serpong, Serpong Utara, Tangerang
Product	Bread
Segmentation	Middle Up

Table 2.4 RotiBoy

1. Establishment
Rotiboy was established in 1998, which means that it has been operating for 23 years
2. Location
The first Rotiboy was located in Suria KLCC- Concourse Level, Kuala Lumpur Malaysia
3. Outlet
There are outlets of Rotiboy all across Asia, but the writer chose the one in Summarecon Mall Serpong, Lantai 2, Jl. Boulevard Gading Serpong, Serpong Utara, Tangerang
4. Product
Rotiboy focuses on one type of bread which is a bread covered with coffee topping and buttermilk filling
5. Segmentation
Rotiboy offers product for middle up customers

2.2.3 SWOT

Competitor analysis helps an organization to study their competitor's strength, weaknesses, opportunity and threats by comparing different aspects of one's business with the others, whether the other organization offers the same or different product as one's business. To understand the writer's business, a SWOT table is provided below.

Factors	Dear Butter	Tous Les Jours	RotiBoy	Tart-It-Up
Location	Letien S. Parman St. No. 02, North Tanjung Duren, Kebon Jeruk,	Sumarecon Mall Serpong, Jl. Gading Serpong Boulevard No.228,	Suria KLCC- Concourse Level, Kuala Lumpur Malaysia	Ruko Arcadia Square 01, Jl. Boulevard Raya Gading, Serpong, Kelapa

	West Jakarta City, Jakarta 11470	Pakulonan Bar., Kec. Klp. Dua, Tangerang, Banten 15810		Dua, Tangerang, Banten 15810
Core Product	Croffle	Bread and Cake	Bread	Pop Tarts
Customer	General	General	General	General
Service	In-Store and Delivery	In-Store and Delivery	In-Store and Delivery	In-Store
Distribution	In-Store and Delivery	In-Store and Delivery	In-Store and Delivery	In-Store
Marketing	Instagram	Instagram, Shopee, Tokopedia	Instagram	Instagram

Table 2.5 SWOT Analysis

2.3 Sales Goal

Tart-It-Up expects to reach 20 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

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	600	630	693	767
Customer Base		650	720	790
Growth		5%	10%	15%
Average Revenue	Rp 5.400.000	Rp 5.670.000	Rp 6.237.000	Rp 7.172.550
Marketing Expenses	Rp 2.682.000	Rp 2.816.100	Rp 3.097.710	Rp 3.562.367

Table 1.6 Sales Goal

2.4 Marketing Strategy

2.4.1 Product Characteristics

Tart It Up is a pastry where apple pie filling, sweet potato filling or pizza filling, sandwiched between 2 layers of pastry, baked, then topped with sauces. Tart It Up will open a store in Ruko Arcadia and is also available for take away. The packaging for the take away is either in a paper bag or in a box. The blank pop tart symbolizes a blank canvas and the sauces given is the paint. The customers can decorate the pop tarts by themselves. The service from Tart-It-Up

focuses on letting the customers decorate the pop tart themselves in order to let the customer be creative as it is a concept that is not really developed in Indonesia. The product is promoted this way to attract children to explore their creativity using food, however, it is also to attract certain target market such as artists

2.4.2 Distribution

The distribution method that Tart-It-Up will be using is selective distribution as the owner would choose where the product will be distributed which is near two schools and different type of residents and housings. The product will be distributed mainly in the store; however, customers can order them for takeaways or delivery through GOJEK only as the product can only be delivered locally such as Gading Serpong, BSD, Lippo or Alam Sutra as the organization also focuses on the temperature of the product. The in-store customers will receive the product on a plate with the packaged sauce on the side. The takeaways and the delivery packaging will use either paper bag or a box according to the amount of pop tarts the customer bought. Tart-It-Up accepts payments in cash or card.

2.4.3 Promotion

The product will be promoted, mainly to social media as most of the respondents are teenagers, therefore, most will use social media in daily basis. By promoting through social media, there is a higher chance that people would see the product as social media can be used up to 2 hours per day in average. The product will be promoted through brochures as well in order to attract customers from the other generations. For every Rp 50.000 purchase, a voucher of 5% discount will be given in the next purchase

2.4.4 Pricing

Tart-It-Up product starts from Rp 10.500 up to Rp 12.000. The apple pie pop tart would cost for Rp 12.000, the sweet potato pop tart would cost for Rp 10.500 and the pizza pop tart would cost for Rp 11.000. All of the pop tart will also be served with different sauces that compliments each of the pop tarts.