

CHAPTER II MARKETING PLAN

2.1 Market Size

One of the sweet treats that mostly enjoyed by people is brownies. According to one of the study publications that we obtained, brownies might be offered to people of varying social levels, ranging from the lower, medium, to the top class, without any restrictions regarding age (Supangat & Amna, 2019). Brownies is able to reach a wide variety of consumers, because of the taste and texture that are rich and complex. In addition to this, brownies a proper sweet treats, somehow a fancy one based on ingredients used, and and it could be mixed and transformed into variety of flavors depends on our preferences. In the other hand, we do need to specified our own target market. Our target market for "Brown Bites" are school kids in range of 7 to 18 years old, to adults and senior age. Since we produce our products with no preservatives, gluten-free, and good quality ingredients, we are targeting that our gluten-free brownies will be easily accepted by our target market Brown Bites plans to open its first branch in the Gading Serpong area, South Tangerang. Brown Bites chose Gading Serpong as the first branch because of its strategic position. Gading Serpong itself is indeed one of the centers for shopping facilities, schools, universities and also a culinary center in South Tangerang. The target market for BrownBites itself is all ages, especially students around the Universitas Multimedia Nusantara and also Al Azhar Gading Serpong school children because the Brown Bites location itself is indeed in between these 2 locations.

Through Brown Bites, we will continuously educate our market and overall customers to have more knowledge about gluten and the term effect by consuming an excessive amount of gluten as one of Brown Bites campaign. Brown Bites, which also known as brownie bites, will come to the market in reasonable price as high-quality ingredients contained in our products but still affordable for everyone. So that it could be fit in our target market, and missions of Brown Bites will be full-filled.

Regarding to the primary data which discussed earlier, Brown Bites also gathers market data through quantitative approach. Specifically, Brown Bites team collect this data and information by sharing Google Form as the media for the questionnaire.

1. Quantitative Data

By utilizing a Google Form to disseminate a questionnaire, you will be able to determine the size of the market that Brown Bites intends to target. Individual's age, their taste preferences, and the opinions of others on Brown Bites are some of the information that gathered through this questionnaire. Forty (40) person of respondents who provided relevant data were asked to fill out questionnaires.

A. Demographic

The quantitative demographic analysis of the clients is covered in the first portion of the survey. If we knew the gender, age, purchasing power, and location of customers, we might modify the position and the packaging of our products will be adjusted to be match with our concept and appropriate for our customer.

Table 2.1 Respondent Answer

Description	Choices	Answer
Gender	Male & Female	60 % Female, 40% Male
Age	<15 Years Old 16 – 20 Years Old 21 – 25 Years Old >25 Years Old	62,5% 16 – 20 Years Old 32,5% 21 – 25 Years Old 2,5% <15 Years Old 2,5% >25 Years Old
Domicile	Gading Serpong, Karawaci, Bsd, Tangerang, Alam Sutera	60% Gading Serpong 20% Tangerang 15% BSD 5% Karawaci
Income Per Month	< Rp. 1.000.000	54% < Rp. 1.000.000 23,8% >Rp. 2.000.000

	Rp. 1.100.000 – 2.000.000 >Rp. 2.000.000	21,4% Rp. 1.100.000 – 2.000.000
Expense Per Month	< Rp. 500.000 Rp. 500.000 – 1.000.000 > Rp. 1.000.000	42,9% > Rp. 1.000.000 33,3% Rp. 500.000 – 1.000.000 23,8% < Rp. 500.000
Experience of Eating Brownies	Yes No	100% Yes
Brownies Preferences	Baked Steam	81% Baked 19% Steam
Willingness to buy BrownBites	Yes Maybe No	73,8% Yes 26,2% No

Quantitative Conclusion

Brown Bites appeal to a smaller demographic of female consumers, as shown above. According to the diagram, women have a stronger preference for sweet treats like brownies and cakes. Our data is showing that the age range of 16–20 years old is the largest group with interest, followed by the age of 21–25 years old. There is one person in group older than 25 years old or younger than 15 years old. Based on that information, it is possible to draw the conclusion that the demographic that has interests in our product are between the ages of 16 and 20, as well as a few individuals between the ages of 21 and 25 who are interested with brownies. But it is not much on the age of 25. Brown Bites has a retail location in Gading Serpong, which can be found close to BSD, Alam Sutera, and Karawaci. According to the data that has been acquired up to this point, the majority of respondents come from Gading Serpong area, followed by those from Tangerang, and the rest come from both BSD and Alam Sutera. Brown Bites also offers delivery order services on its own, and it relies on e-commerce as well as online motorbike delivery service to deliver products to any areas. Based on the data, it can be concluded that income

from the market is mostly below 1 million rupiah followed by those above 2 million rupiah for 1 month. According to the data, it is possible to draw the conclusion that the highest respondent's monthly expenditures are greater than 2 million rupiah. Based on these data, it is also possible to draw the conclusion that these expenditures are a significant amount. Based on the data above all respondent are already experienced to eat brownies and know about brownies. From the data, between 40 respondents there are mostly prefer baked brownies with a crunchier texture, while fewer like steamed brownies. It can be concluded that many respondents prefer baked brownies. From the data, there are many respondents who are interest to buy Brown Bites and followed by those who might buy Brown Bites and none of the 40 respondents have no intention to buy.

2.2 Competitor Analysis

Before starting a business, entrepreneurs need to put together a detailed plan. Creating products, defining customer segments, and analyzing competitors, as well as creating marketing plans, operational process, financial planning, and staffing are all necessary that work together to create a sustainable business. Before starting a business, entrepreneurs need to plan their strategy. One of the most important parts is figuring out who their competitors are, since every business will have them. As a new business from a brownie product, brown bites of course have competitors both directly and indirectly. As a brownie product that does not contain gluten in its products, Brown Bites does not have direct competitors, but it still exists because it is related to brownie products and other sweet foods. It's just that the difference is from the use of materials and also the way of approaching and attracting customer interest in the product. Below are some of Brown Bites' direct and indirect competitors.

2.2.1 Competitor

Direct Competitors

Direct Competitor is a competitor whose business and target market are intersect with us. In a sense, they do sell the same thing and to the same target market. As a brand that sells brownies, Brown Bites has a lot of direct competitors such as Greenies and Nude Spread, which all of them are well-known and have a good reputation for their brownies. These brownies is suitable to be consumed as a snack or a dessert. It is tasty and still rich in flavor, also affordable in price so that everyone are welcomed to order.

Table 2.2 Direct Competitors Analysis

DIRECT COMPETITORS			
	BrownBites	Nude Spread	Greenise
Strategy	Low Cost	Middle to High Cost	Middle Cost
Core	Healthy Dessert	Healthy Dessert	Healthy Dessert
Customers	Brownies Lovers	Brownies Lovers	Brownies Lovers
Competitive	Food Innovation	Food Innovation, Brand Knowledge	Brand Knowledge
Advantage	Health Benefits	Health Benefits	Health Benefits
Revenue	Food Products	Food Products	Food Products
Cost Model	Fixed Cost & Variable Cost	Fixed Cost & Variable Cost	Fixed Cost & Variable Cost
Price	Low Price	Middle to High Price	Middle Price

Figure 2.1 Competitor Product (Nude Spread)



Figure 2.2 Competitor Product (Greenise)



Indirect Competitors

Indirect competitors are companies that provide different products or services to the same consumers. Companies compete by using their own approach to customer needs. As one of the brownie products, of course we have direct competitors and also indirect competitors. Another sweets with similar gluten-free ingredients with the same taste and texture to chocolate is cookies, one of the brands that sell gluten-free cookies are Elevate Bakery and Crumbl'd. As a new brand, Brown Bites must find it difficult to compete with this indirect competitor because we are still needed to attract people to shop at Brown Bites stores.

Table 2.3 Indirect Competitor Analysis

INDIRECT COMPETITORS			
	BrownBites	Elevate Bakery	Crumbl'd
Strategy	Low Cost	Middle Cost	Middle Cost
Core	Healthy Dessert	Healthy Snack	Healthy Dessert
Customers	Brownies Lovers	Dessert Lovers	Dessert Lovers
Competitive	Food Innovation	Food Innovation, Brand Knowledge	Brand Knowledge
Advantage	Health Benefits	Health Benefits	Health Benefits
Revenue	Food Products	Food Products	Food Products
Cost Model	Fixed Cost & Variable Cost	Fixed Cost & Variable Cost	Fixed Cost & Variable Cost

Price	Low Price	Middle to High Price	Middle Price
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Figure 2.3 Indirect Competitor Product (Elevate Bakery)



Figure 2.4 Indirect Competitor Product (Crumbld)



2.2.2 SWOT

As a brownie product that gluten-free friendly, Brown Bites wants to serve brownies that are healthy and still delicious and have an affordable price, as well as quality raw materials. But there are some advantages, disadvantages as well as opportunities and threats in a product, below is a swot analysis of brown bites products.

Table 2. 4 Analysis SWOT

SWOT	
Strength	<ul style="list-style-type: none"> - New innovation of brownies - Gluten Free Products

	<ul style="list-style-type: none"> - Attractive Packaging
Weakness	<ul style="list-style-type: none"> - Limited Capital - Limited Human Resources - Low Brand Image
Opportunity	<ul style="list-style-type: none"> - Growing market interest about healthy food after Pandemic of covid-19 - Rare products of gluten free Brownies - Strategic Location
Threats	<ul style="list-style-type: none"> - Having possibility to still compared with amanda, kartika sari, and also prima rasa. - Lack of interest from customers - Less awareness of gluten free from customers

2.3 Sales Goals

The sales target is the number of products that need to sell to earn the desired profit. Below are the Sales Goals of BrownBites.

Table 2. 5 Sales Goals

No	Product	Selling Price	Gross Margin	Gross Margin %	Sales Goals Unit/ Daily	Total Goals Revenue (Daily)
1	Brownies Red Velvet	Rp 45,000.00	Rp 29,358.17	65.24%	7	Rp 315,000.00

2	Brownies Matcha	Rp 50,000.00	Rp 34,116.50	68.23%	7	Rp 350,000.00
3	Brownies Espresso	Rp 56,000.00	Rp39,023	69.35%	7	Rp 392,000.00

2.4 Marketing Strategy

Marketing is a series of steps that include planning, preparing, formulating, and packaging the products (Julia, 2022). These steps are done after figuring out what the needs and wants of the target customer are. Marketing is always long-term, ongoing, dynamic, customer-focused, and involves everyone in the organization. It also has a system for strategic planning. Marketing concepts help companies control, evaluate, and decide what to do so they can always try to make their customers happy. Because of this, using the right marketing ideas would be more helpful in the long run. For example, a company could improve its efficiency, cut costs, and make more money by constantly researching, analyzing, and getting feedback from its customers about the market it is trying to reach.

2.4.1 Product Characteristics

Cassava flour is used in the production of our brownies, thus our product is gluten-free friendly. Because we care about our gluten intolerant consumers, we developed these goods so that they can indulge in delectable treats like our brownie without feeling uncomfortable and guilty. Brown Bites is a brownie which has a Unique Selling Point as a Gluten-Free Brownie with many flavors. The presence of gluten in every food such as pasta, noodles and also bread is still foreign to people's ears because gluten itself is not deadly but too much gluten content and often consumed by someone can cause many diseases such as diabetes and heart failure. Gluten intolerance may make you feel sick after eating gluten. You might get bloated, nauseous or gassy. Gluten intolerance causes a lot of the same symptoms as celiac disease, but it's not the same condition. Celiac disease is an autoimmune disorder that leads to damage to the digestive tract (Cleveland, Clinic, 2020)

2.4.2 Distribution

Brown Bites products are anticipated to become a fast-moving product that could be found in every market. Brown Bites will select an intensive approach for

means of distribution; nevertheless, as a new firm, distribution would first be carried out on the internet. Brown Bites has planned to be able to form consignment agreements with large supermarket such as Grand Lucky, Ranch Market, and KemChick. The concept and customers of those supermarket are met with our target market. Within the first few months after our launch, Brown Bites has set the goal to be able to enhance brand awareness through offer and placing our products in those 3 (three) supermarket mentioned above, beside through social media. We do also planned to developing fresh content and collaborating with influencers whom are focusing in healthy lifestyle or the one with gluten-free diet.

2.4.3 Promotion

Nowadays, we are already in the digital era. Promotional opportunities on various social media are increasingly widespread and numerous. Some social media such as Instagram and Tiktok are counted as a place to do promotions. We all know that through social media, the content that we provide must attract viewers and also provide several price promotions as a form of attracting consumers in the first place. A good promotion will certainly produce good results. In order to create brand awareness in public knowing about the existence of our brand, we should be able to grab customers soon and also expand our product placement in Tangerang. To attract customers, Brown Bites provides a gift voucher of IDR 25,000 for every purchase of more than 2 packs. Also we have a budget for promotional tools and marketing at Rp. 300.000.

2.4.4 Pricing

Price is one of the most important elements in determining a product. because with an affordable price, there will be definitely grab more people to be interested and become buyer to our brand. We sell brownies around IDR 45,000 - 55,000 depending on the flavor chosen by the customer, as a new business that is still looking for customers, Brown Bites chooses lower prices with the aim of attracting customers first or a pull strategy to the target market. with COGS (Cost of good sold) in the range of IDR 14,000 – 20.000, the price offered is still reasonable and can be offered to the target market. The Price of Brownies Red Velvet are Rp 45.000 and for the Matcha Brownies Rp. 50,000 , Espresso Brownies Rp. 56.000 and for the gross profit are Rp 1,008,497