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CHAPTER II

MARKETING PLAN

2.1 Market Size

After the appetizers and main meal, dessert is usually served in a restaurant. Many however, also buy desserts in specialty restaurant or shops. One of the famous dessert products is ice cream. People have so many choices of ice cream brands nowadays, be it from specialty shops like Haagen Daaz, Baskin-Robbins, or Cold Stone, to a convenience store products, such as from Walls, Wings, Campina, or Diamond.

Iceaholic itself is a specialty shop for Ice Cream Cake. To determine the size of the Iceaholic market, the writer uses quantitative and qualitative research. For quantitative, the writer uses questionnaire which is divided into four categories: demographic, geographic, psychographic, and behavioral segmentation. The writer can determine what proportion of individuals who are likely going to like Iceaholic. The writer also applied a qualitative method with three respondents as participants. First, the writer interviewed an owner or manager of an ice cream specialty shop, as well as staff and customers. Below are the result of interview with the three main respondents.

The following are result of the interview with the owner/manager, staff, and the customer:

Participants 1: Mrs. Christa Tania, Owner of Karimata Ice Cream

The writer started up the conversation with Mrs. Christa Tania, the owner of Karimata Ice Cream, which is located at Ruko Golden Boulevard in BSD. This is a family-owned firm that has been in operation since 1981 when it began as a home-based business in Semarang. In 2016, Mrs. Tania opened a Karimata Ice Cream store in BSD, as well as a drop-pick point in Alam Sutera. Mrs. Tania stated that, given the current pandemic conditions, she uses online systems such as direct chat Whatsapp, Grab food, and Tokopedia, and online promotions as well because using online systems is more practical too. After that, the writer started talking about Iceaholic products, and Mrs. Tania suggested that Iceaholic's packaging be transparent, allowing the layers to be seen well. Mrs. Tania said that to start a new

business, the first thing to do is to determine out who the target market is so that the products can be sold.

Participants 2: Mr. Ade, a cake shop Staff at Kazoku Pan Artisan Bakery

Mr. Ade has been employed as a bakery shop employee at Kazoku Pan Artisan Bakery BSD branch for the last two years. It has been operating at the BSD branch since 2016, and now has three locations: the ground floor of BSD Plaza, the main lobby of Wisma BCA BSD, and the newest branch at CIMB Niaga Bintaro. Kazoku Pan Artisan and Bakery sells bread, coffee, and cake to customers who place orders three days before. Mr. Ade stated that this bakery shop had been temporarily closed and operation hours had been changed due to the Covid 19 pandemic. Not to mention, social distancing is a priority in this bakery shop. According to Mr. Ade, the pandemic changed the way people buy the products. Now people are choosin to buy online. Mr. Ade then commented on the Iceaholic product, which he said had a nice design, an appealing form, and would sell well if marketed online. Mr. Ade advised that the package be tranparent to allow for better visibility of the toppings and the content within. Mr. Ade stated that while purchasing, one must first consider the product, then the flavor, but the most important factor is the quality, which is highlighted at Kazoku Pan Artisan Bakery.

Participants 3: Mrs. Daniela Oktaviani, a customer

In West Jakarta area, the writer has interviewed Mrs. Daniela, an ice cream fan, who has 2 children and likes sweet foods. Mrs. Daniela prefers to get meals online during the current pandemic because it was more efficient and practical. Mrs. Daniela has given a nice response in regards to packaging, and the number of toppings was not excessive, considering the size of the cups served, as the writer continued to ask questions regarding Iceaholic goods.

For Qualitative methods, the writer creates a demographic and behavioral segmentation questionnaire. The following are the findings of the Iceaholic product questionnaire, as seen in the image below:

According to chart 2.1 from 62 respondents about demographic gender segmentation, 54,8% of respondents are dominantly female, while only 45,2% are male. So, by this result, the writer has to prepare that more customers of Iceaholic

might be females than males. The product packaging designs and promotion will be more to feminine and soft than manly.

Jenis Kelamin

62 responses

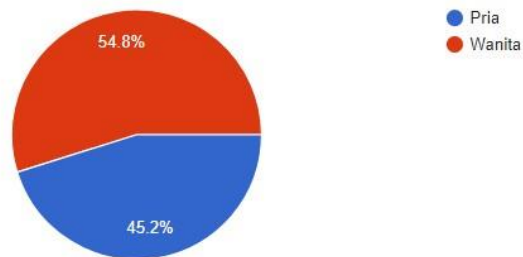


Chart 2.1 Gender

According to chart 2.2 from 62 respondents about the demographic age segmentation, 61,3% of respondents were under the age of 20, and 38,7% were between the ages of 21 and 40 years old. By the result of this survey, Iceaholic will focus more on promoting the product for the young adults and teens market.

Umur

62 responses

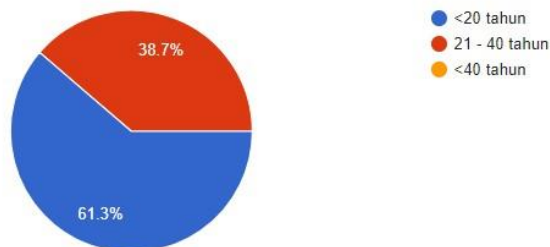


Chart 2.2 Age

According to chart 2.3 from 62 respondents about the geographic domicile segmentation, 45,9% of respondents domicile is in the BSD area and in other locations, such as Serpong are 32,8% and Pamulang are 21,3%. Based on the survey results, the writer decided to open an Iceaholic store in the BSD area, which is at Teraskota Mall BSD.

Domisili
61 responses

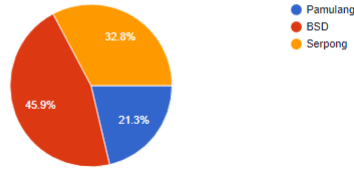


Chart 2.3 Domicile

According to chart 2.4 from 62 respondents about the demographic work professions segmentation, 87,1% of respondents are students, and other work professions such as employees/staff, and entrepreneurs. Based on this survey, the writer choose students for the primary target market, compared to entrepreneurs or employees.

Status Pekerjaan
62 responses

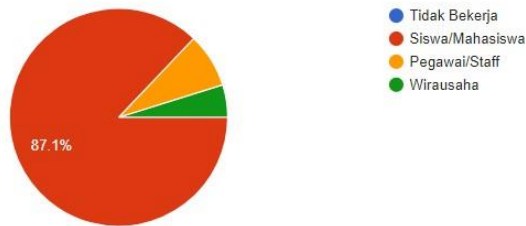


Chart 2.4 Work Professions

According to chart 2.5 of 62 respondents about behavioral interest in the segmentation of buying dessert, 54.8% of respondents buy dessert fewer than three times per month, while 25.8% and 19.4% of respondents buy dessert three to more than five times each month. As a result of this survey, the writer sells a popular dessert, one of them is ice cream cake.

Seberapa sering Anda membeli makanan penutup (dessert) dalam satu bulan?
62 responses

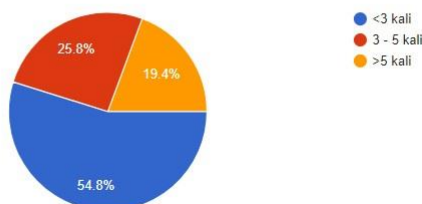


Chart 2.5 Interest in buying dessert

According to chart 2.6 of 62 respondents about behavioral buying dessert by online segmentations, 69,4% of respondents buy dessert less than three times in one month, then 16,1% and 14,5% respondents buy dessert by online three until more than five times in a month. As a result from this survey, the writer not just sells the product by online, but open the kiosk or small booth.



Chart 2.6 Buying Dessert by Online

According to chart 2.7 of 62 respondents about psychographic online marketplace segmentation, 63% and 35,2% of respondents use Shopee and Tokopedia marketplace. So, from this survey, the writer chooses to sell products on Tokopedia and Shopee, because both of online marketplace are used by the majority of customers.

Marketplace apa yang sering Anda gunakan untuk membeli makanan penutup (dessert) secara online?
54 responses

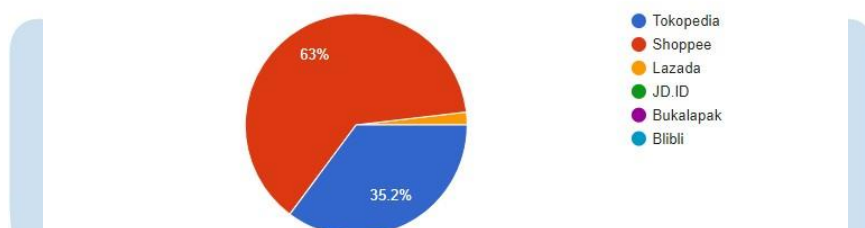


Chart 2.7 Online Marketplace

According to the chart 2.8 of 62 respondents about psychographic social media segmentation, 94,6% of respondents use Instagram to place an order for desserts. Based from this survey, the writer uses Instagram to promote Iceaholic products and place orders by adding the Whatsapp link in the Instagram.



Media Sosial apa yang sering Anda gunakan untuk memesan produk makanan penutup (dessert)?

56 responses

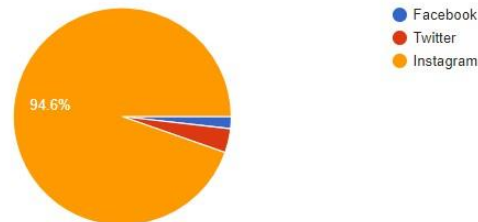


Chart 2.8 Social Media

According to chart 2.9, 98.4% of 62 respondents about psychographic interest with ice cream cake products, 98,4% interest to try the ice cream cake products. So for the result of this survey, the writer produce an ice cream cake with five different tastes.

Apakah Anda tertarik untuk mencoba produk Ice Cream Cake?

62 responses

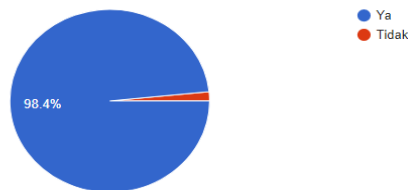


Chart 2.9 Interest with Ice Cream Cake Products

2.2 Competitor Analysis

2.2.1 Competitor

Ice cream cake, of course, has been commonly offered and enjoyed by people as a relaxing snack or as a unique birthday cake. This Iceaholic product certainly has several competitors that offer comparable items. Iceaholic goods are created with handmade ice cream and served in cups with toppings. The following are Iceaholic's competitors, both indirect and direct:

The first competitor, which direct competitor is Manatea. Manatea serves ice cream pints milk-based, vegan-friendly pints, ice cream cake jars, and beverages. Watermelon Rose Cake Jar, Jasmine Pear Cake Jar, Pandan Matcha Cake Jar, and Grey's Chocolate Cake Jar are the four types of ice cream cake jars that they sell. With a jar size of 400 ml, Ice Cream Cake

Jars provide a variety of toppings, including popping boba and Mana-Crunch. All of these versions cost the same Rp. 80,000 if customers buy directly to the shops. Meanwhile, if the customers buy through online like Grab food or Go food, the price is more expensive, around Rp 96.000,-.



Figure 2.1 Manatea Ice Cream Cake Jars

Furthermore, in the Teraskota Mall area of BSD, there is also a famous international chain ice cream shop, Baskin Robbins. This shop also sells ice cakes, which are sold online marketplace, social media, website, Grab and Gojek for Rp. 365,000 - 950,000, with cake sizes ranging from Mini Heart for 4 - 6 people, Mini Round for serving 6 - 8 people, 1/2 sheet for serving 8 - 12 people, Fudge Nut for serving 10 - 14 people, Round for serving 12 - 16 people and Full Sheet for serving 16 - 24 people.

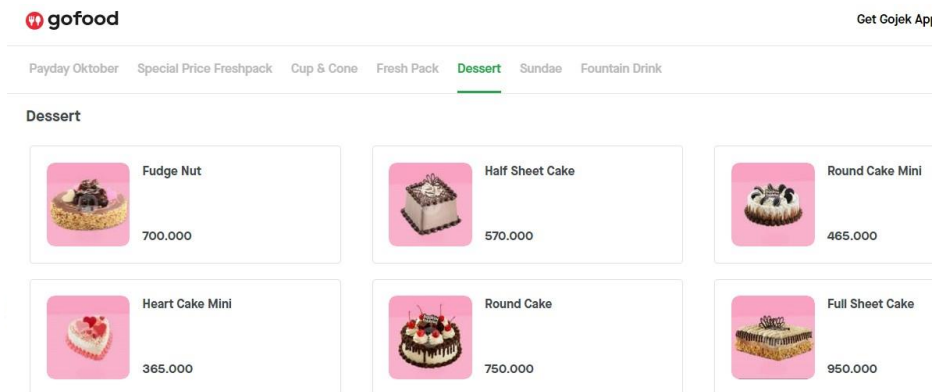


Figure 2.2 Baskin Robbins

In addition, it is a competitor of the third indirect competitor, Karimata Ice Cream. It serves ice cream and ice tart for the customers. Karimata is located at Ruko Golden Boulevard in BSD City. There are three types of Ice Tart featured on Grabfood, including a heart shape for Rp. 438.000, a round shape with a diameter of 16 for Rp. 395.000, and an 8 x 20 cm rectangle for Rp. 355,000. However, Ice Tart may only be ordered over a Whatsapp number.

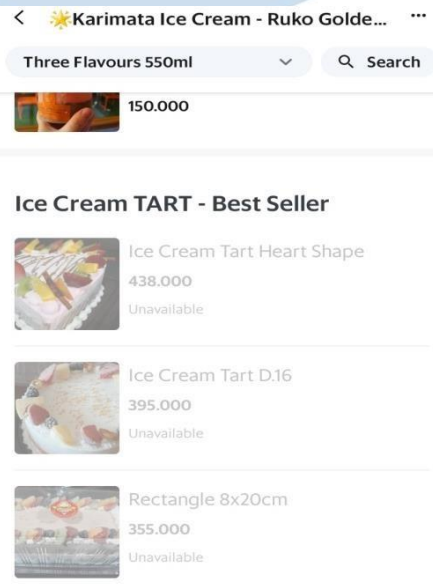


Figure 2.3 Karimata Ice Cream

The next competitor is Island Creamery. Island Creamery is available on several locations. One of them is in The Flavor Bliss in Alam Sutera. Island Creamery serves salty food menus, waffles, sundaes, drinks,

dessert coffee, soda floats, milkshakes, ice cream cake and ice cream items. Berry Overload Ice Cream Cakes, Chocolate Cookies Ice Cream Cakes, Purple Taro Ice Cream Cakes, Chocolate Flakes Ice Cream Cakes, Chocolate Madness Ice Cream Cakes, Drop Cones Ice Cream Cakes, and Chocolate Nut Crunch Ice Cream Cakes are among the ice cream cake flavors available. Orders and prices for ice cream cakes can be placed online, in person at Flavor Bliss and Kota Kasablanka, or via Whatsapp and SMS.

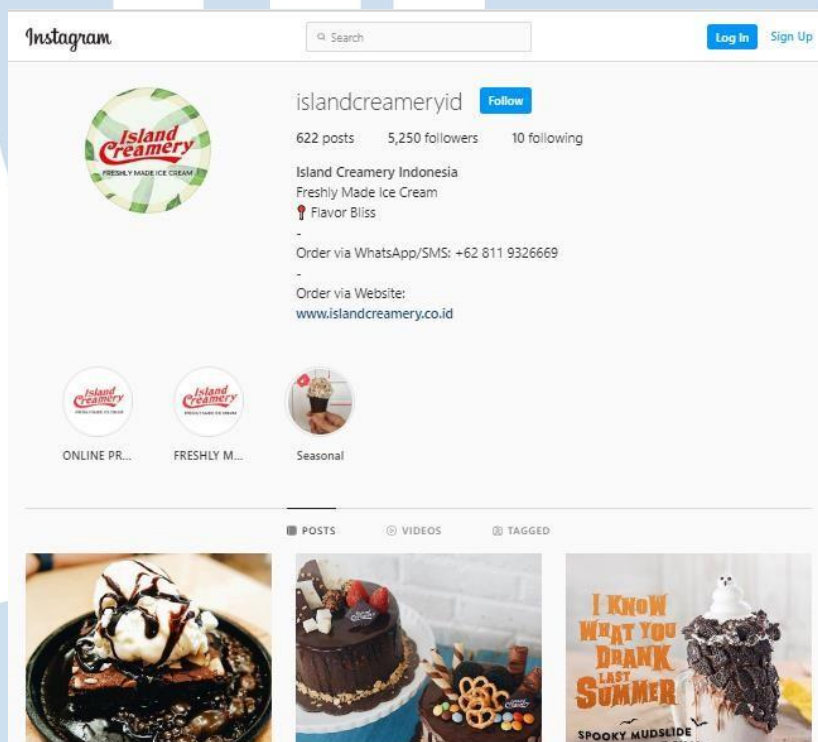


Figure 2.4 Island Creamery

Sweetooth id is the last competitor. Sweetooth id, which is located in the Alam Sutera Town Center shop house, offers a variety of menus, including ice pints, waffles, hampers, and ice cakes. Ice Cake orders must be placed three days prior and can be placed via Whatsapp or Instagram. There are four different sorts of ice cakes to choose from: Korean Aesthetic Ice Cake, Fruity Ice Cake, Vintage Ice Cake, and Unicorn Ice Cake. Korean Aesthetic Ice Cake with a diameter of 15 cm costs Rp. 325,000, and a diameter of 20 cm costs Rp. 349,000. Then

there is Fruity Ice Cake, which costs Rp. 349,000 for a 15-cm diameter and Rp. 379.000 for a 20-cm diameter. There is also Vintage Ice Cake, which costs Rp. 349,000 for a 15-cm diameter and Rp. 379.000 for a 20-cm diameter; and finally, there's the Unicorn Ice Cake, which costs Rp. 379,000 for a 20-cm diameter. Sweettooth id's Instagram story postings also include the price information to the customers.

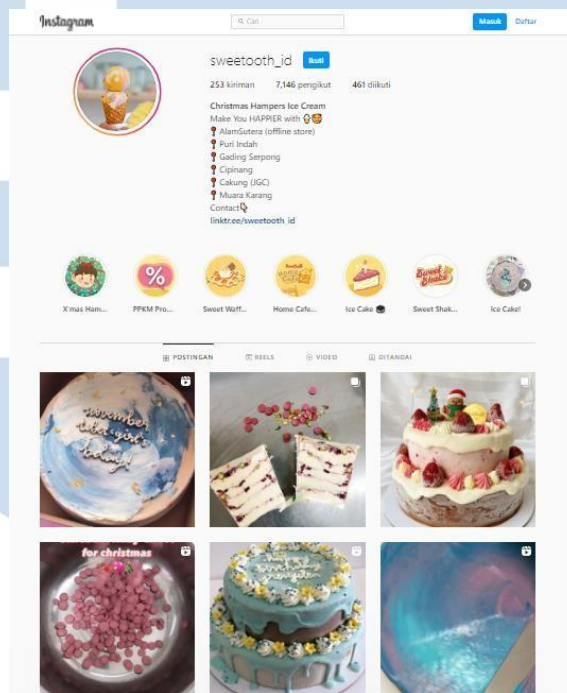


Figure 2.5 Sweettooth_id

2.2.2 SWOT

SWOT Analysis of the 5 competitors and Iceaholic above are explain below:

Table 2.1 Competitors and Iceaholic SWOT Analysis

Factors	Manatea	Baskin Robbins	Karimata Ice Cream	Island Creamery	Sweettooth_id	Iceaholic
Location	Shops	Mall	Shops	Shops	Shops	Mall
Core Product	Healthy Ice Cream and Tea Drinks.	High-quality Ice Cream, Specialty frozen-	Ice Cream Tart, Ice Cream Cups Hampers,	Freshly Made Ice Cream, Ice Cream Cake,	Ice Cream hampers, Ice Cake, pasta, rice bowl, bites,	Layered Ice Cream Cake Cups.

		desserts, Beverages.	Ice Small Cups, Ice Jar.	Sundaes, Floats, Beverages , dessert, coffee, waffles, salty food menus.	beverages, coffee.	
Customer	Everyone of all ages	Children, Adults, Teenagers, Students, Workers.	Workers, Teenager, Moms	Children, Workers, Adults, Teenagers , Students.	Adults, workers, Teenagers, students.	Adult 35-65 years old, teenager, children, student.
Service	Quick service	Quick service	Cafeteria Service	Cafeteria Service	Cafeteria Service	Quick Service
Distribution	Go food/ Grab Food, Social Media, On The Spot, Telephone	On The Spot, Go Food/Grab Food, Social Media, Website, Online Marketplace , Telephone	On The Spot, Website, GrabFood, Telephone	On The Spot, Website, Telephone , SMS	On The Spot, Go Food/Grab Food, Telephone	On The Spot, Telephone , Online marketplace.
Marketing	Social Media, Website, Online marketplace, GoJek/Grab Food	Social Media, Website, Online marketplace , GoJek/Grab Food	Social Media, Website, Online marketplace, Grab Food	Social Media, Website	Social Media, Website, Online marketplace , GoJek/Grab Food, Online Marketplace	Social Media and Online Marketplace, Whatsapp.

2.3 Sales Goal

Profit is what is desired in business. When a product reaches its sales target and is in demand by many people, the product can be further improved and developed. Iceaholic's sales goal is to sell 20 orders per day at affordable prices, including 20,000 for the Chocochino Oreo, Almond Peach, and Yellow Tea flavors and 21,000 for the Rainbow Lime and Red Matcha flavors.

Table 2. 2 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	364	485	654	742
Customer Base		607	1.052	1.540
Growth		9%	14%	20%
Average Revenue	Rp74,100,000	Rp. 76,500,000	Rp. 79.435.000	Rp. 82.450.000
Marketing Expenses	Rp. 175.000	Rp. 175.000	Rp. 175.000	Rp. 175.000
Customer Acquisition Cost	Rp. 1.500	Rp. 122	Rp. 398	Rp. 798

2.4 Marketing Strategy

2.4.1 Product Characteristics



Figure 2.6 Iceaholic Products

Iceaholic is an ice cream cake with layers of ice cream and toppings on top. Iceaholic is a brand of homemade ice cream cakes created with high-quality ingredients. A combination of ice cream powder, flavoring powder, and full cream milk is used to make ice cream. All of the ingredients are combined and stirred in a chilled mixer until frothy and frozen. Without the use of an ice cream machine, ice cream is produced. The writer prepares the sponge cakes from scratch using high-quality components including eggs, vanilla, flour, sugar, margarine, and maize. Prepare the dry and wet ingredients first, then combine until become a batter, pour it into a cake form, and bake until done. The toppings used for the ice cream are succades, choco chips, red crumbs, roasted almond crush, and rainbow choco chips. Iceaholic is packed in a transparent small jar which is reusable after use.

2.4.2 Distribution

Iceaholic will be available on a kiosk or a small stall at Teraskota BSD, Serpong, thus Iceaholic can sell the products directly to the customers. However, Iceaholic also open their digital shops at market place such as Shopee and Tokopedia. Customers can also use Whatsapp to place orders.

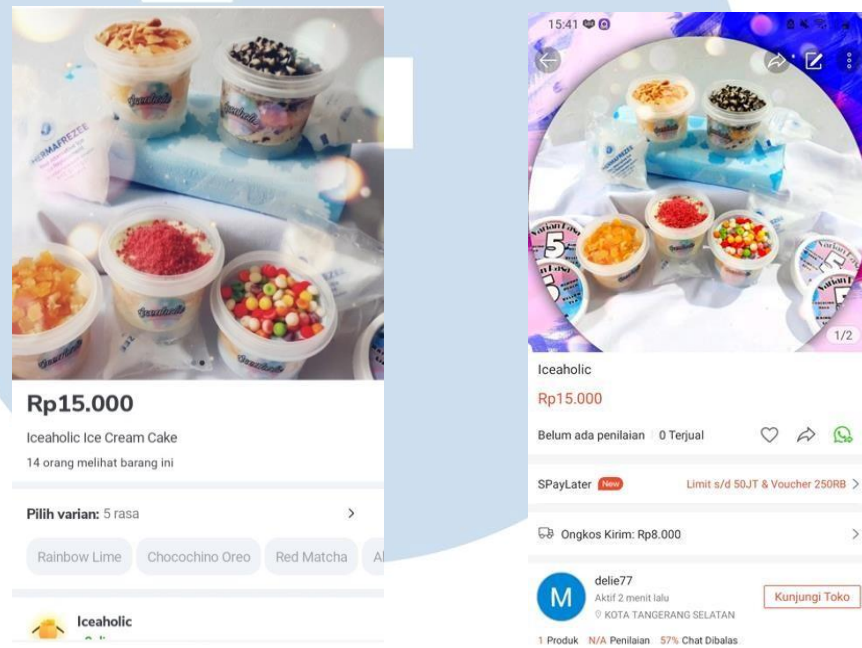


Figure 2.7 Online Promotions

2.4.3 Promotion

When marketing a product, promotion is used to stimulate customers interest and encourage them to purchase it. Promotions may be done in a variety of methods, including online, discounts, and buy one, get one deals, among others. During grand opening Iceaholic store, every direct purchase of Iceaholic products at the store for minimum of Rp. 50.000, the customers will receive a 20% discount, If the customer purchases through Tokopedia or Shopee, free delivery will be provided. The promotion will run for two weeks following the grand opening. Then, for three days during Christmas, Eid, and New Year, a 25% discount is applied to transactions with a minimum price of 75,000.



Figure 2.8 Instagram Promotions

Table 2. 3 Advertising Tools

Promotional Tools	Monthly Budget
Printing Advertising (Banner, Neon Box)	Rp. 160.000
Instagram Advertising	Rp. 15.000
Total	Rp. 175.000

2.4.4 Pricing

Iceaholic provides five flavors, with prices starting at Rp. 20,000 for Chocochino Oreo, Almond Peach, and Yellow Tea. Then there's Rp. 21,000 for the Rainbow Lime and Red Matcha taste versions. Students and adults will find these costs to be acceptable.