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CHAPTER II

MARKETING PLAN

2.1 Market Size

Having a marketing plan is important to be able to open a new business to be able to understand who the customer are based on their interest in the product, most people in Indonesia sell desserts food and mostly online, many people are accepted to be able to try innovation for sweet desserts. By understanding the market and customer interest, the writers have made quantitative research by spreading a questionnaire that has reached 61 respondents to be able to fulfill the segmentation of the market.

a). Geographic Segmentation.

61 responses

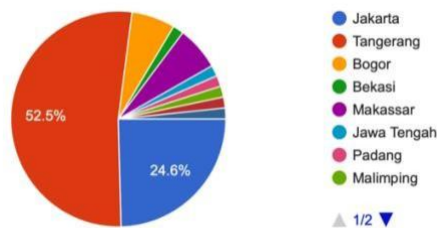


Chart 2.1 Respondent's Domiciles

According to the chart, it explains about geographic segmentation, Rin's dessert respondents from the questioner result are mostly from Tangerang and Jakarta. According to the results some respondent's also from outside Tangerang and Jakarta who are interest on buying the product.

b) Demographic Segmentation

Umur
61 responses

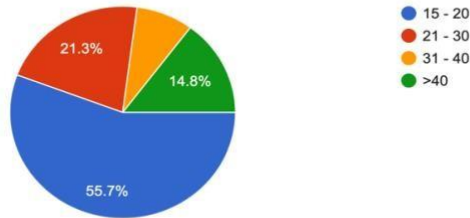


Chart 2.2 Respondent's Age

Profesi
61 responses



Chart 2.3 Respondent's Professions

According to the chart, it explains about demographic segmentation, this company provide products that are suitable for almost every customer. To be able to achieve market audience for this company, Rin's dessert targets students and housewives as the primary customer with the age range from 15-40 years old

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c) Psychographic Segmentation

Apakah anda tahu tentang Pisang Epe dari Makassar?
61 responses

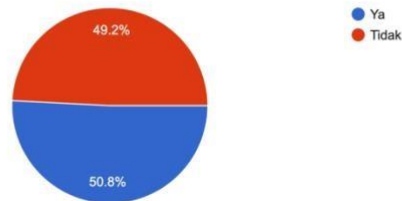


Chart 2.4 Respondent's Knowledge on Pisang Epe

Kapan anda terakhir mengonsumsi Pisang Epe?
61 responses

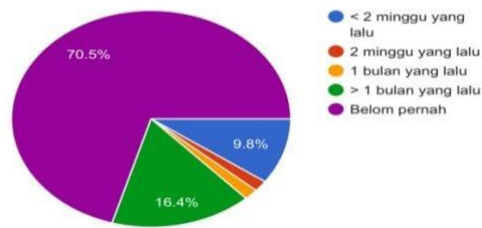


Chart 2.5 Respondent's Consumption of Pisang Epe

According to the chart, it explains about Psychographic Segmentation, the most respondent from the questioner are 50.8% familiar or have heard about Pisang Epe and 49.2% haven't heard of the food, and recording to the respondents 70.5% haven't tried the food, the writer's target for the product is to be able to introduce the traditional food and introduce them the Pisang Epe in a cake and pancake.

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Apakah anda tertarik untuk mencoba produk Pisang Epe Cake Dessert Box & Pisang Epe Pancake Dessert Box ?
61 responses

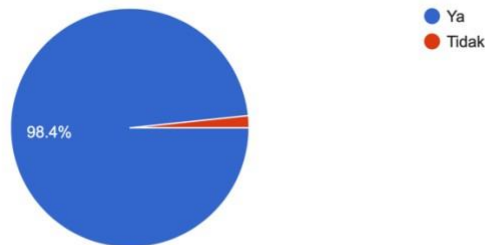


Chart 2.6 Respondent's interest

Based on the survey, 98.4% of respondents are interested in buying Pisang Epe Cake Dessert Box & Pisang Epe Pancake box as shown.

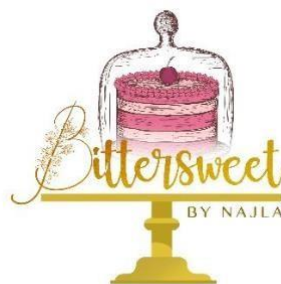
2.2 Competitor Analysis

2.2.1 Competitor

When opening a business it is important to be able to do competitor analysis to be able to make the business grow by understanding competitor's business on how they sold their products and to be able to create innovations ideas, here are the brand competitors of Rin's Dessert:

A. Direct Competitors

1. BitterSweet by Najla



Picture 2.1 Bitter Sweet by Najla

Source Logo : Bitter Sweet by Najla Instagram

The first competitor is Bitter Sweet by Najla which is a local business that it is created by Najla Bisyr which first opened her business online such as Instagram and E-Commerce. This brand sells many various of Cake Dessert Box which the most popular is the Turkish Dessert Box. During Ramadhan 2021, this brand released new variant of cake dessert box which innovate from Nastar and Es Teler cake with the price Rp. 60.000.

Bitter Sweet by Najla has opened an outlet in QBIG BSD, Tangerang Selatan which is only available for delivery that can be ordered through GoFood but apparently, the outlet didn't sell the traditional dessert box. This brand has been keeping up on updating on social media such as Instagram and TikTok, they have created content to make unique from traditional food and dessert to cake dessert box such as Wedang Jahe cake dessert box, Bubur Ayam cake dessert box but it is only for content not for sale.

B. Indirect Competitors :

2. Pan & Cake Souffle Pancake



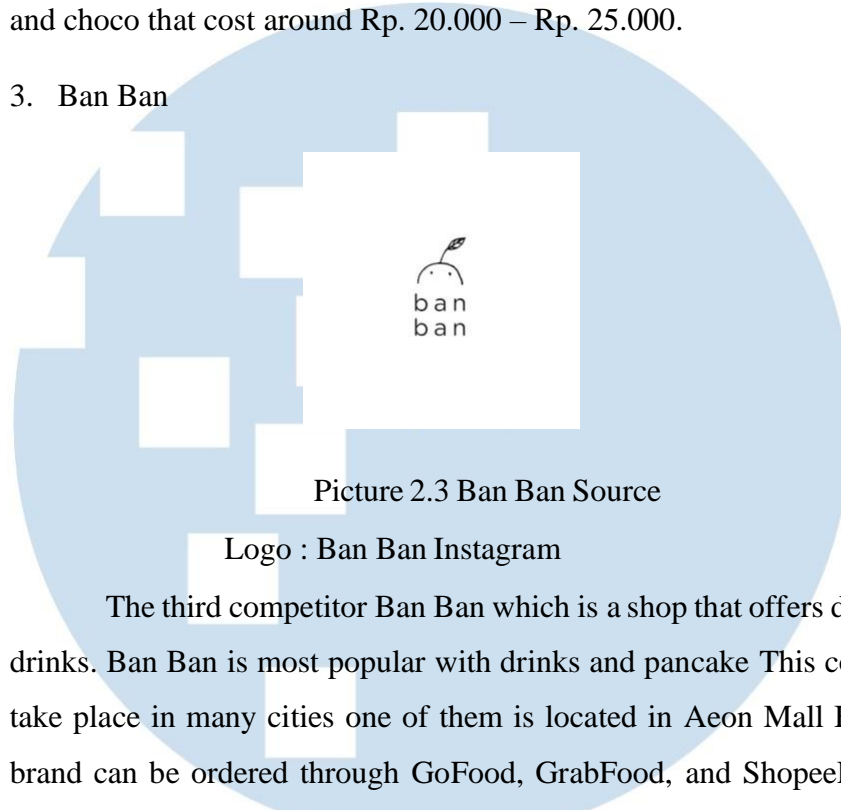
Picture 2.2 Pan & Cake Souffle Pancake Source

Logo: Pan & Cake Souffle Pancake Instagram

The second competitor is Pan & Cake Souffle pancake, which is a store that offers soufflé pancake based in Pasar Lama, Tangerang. This company is the first Japanese Soufflé pancake that takes place in the local mart. The product can be able to order through Grab Food. This brand sells various of

souffle pancake such as souffle brulee, boba, durian, matcha, cream cheese, and choco that cost around Rp. 20.000 – Rp. 25.000.

3. Ban Ban



Picture 2.3 Ban Ban Source

Logo : Ban Ban Instagram

The third competitor Ban Ban which is a shop that offers dessert and drinks. Ban Ban is most popular with drinks and pancake This company is take place in many cities one of them is located in Aeon Mall BSD. This brand can be ordered through GoFood, GrabFood, and ShopeeFood. The pancake that Ban Ban sold has many varieties of flavors which the most popular is Boba Fuwa pancake, the pancake is sold around Rp. 25.000 – Rp. 32.000.

4. Tasha Cakery



Picture 2.4 Tasha Cakery Source

Logo : Tasha Cakery Instagram

The fourth competitor is Tasha Cakery which is a shop that is located in Jakarta and Tangerang. This brand offers dessert cake box that can be ordered offline and online, for the online it can be order through Instagram and Whastapp. This brand offer various of cake dessert box such as Red

Velvet, Chocolate, Cheese, and Tiramisu that cost around Rp. 65.000 each products.

2.2.2 Analysis Competitor

Rin's dessert use table to be able to understand more about the company direct competitor and indirect competitor.

Table 2.2 Direct Competitor

Factors	BitterSweet	Rin's Dessert
Location	Qbiq BSD outlet	Foresta BSD
Core Product	Cake	Cake & Pancake
Customer	General	General
Service	Delivery only	Delivery only
Distribution	Franchise	Independent
Marketing	Instagram, Tiktok, GoFood	Instagram, Tiktok, GoFood, GrabFood, ShopeeFood

Table 2.3 Indirect Competitor

Factors	Ban Ban	Tasha Cakery	Pan & Cake	Rin's Dessert
Location	Aeon Mall BSD	Ruko North Goldfinch	Pasar Lama, Tangerang	Foresta BSD
Core Product	Drinks & Pancake	Cake	Pancake	Cake & Pancake
Customer	General	General	General	General
Service	Delivery & Offline	Delivery & Offline	Offline	Delivery only
Distribution	Chain	Independent	Independent	Independent
Marketing	Instagram, GoFood, GrabFood, ShopeeFood	Instagram, Tokopedia, ShopeeFood, GrabFood	Instagram	Instagram, Tiktok, GoFood, GrabFood, ShopeeFood

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2.3 Sales Goal

On the sales goals, Rin's dessert is planning to sell 25 desserts daily through Instagram, GoFood, ShopeeFood, and GrabFood. The writer hopes to be able to increase sales in the next 2 months when it opens. A long-term goals plan is important to be able to grow the business. This company is planning on adding other dessert variations from different traditional dessert box.

In the first month, this company will focus on selling Pisang Epe Cake & Pancake dessert box when the sales target is achieved, the owner will have a new traditional dessert and to be made as cake dessert box and pancake dessert box and in the 12 months of opening the company, the owner hopes to be able to held online store outside Tangerang City.

Table 2. 4 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	525	577	646	743
Customer Base	-	1.102	1.748	2.491
Growth	-	10%	12%	15%
Average Revenue	Rp. 30.450.000	Rp. 33.495.000	Rp. 37.514.400	Rp. 43.141.560
Marketing Expenses	Rp. 1.500.000	Rp. 1.500.000	Rp. 1.500.000	Rp. 1.500.000
Customer Acquisition Cost	Rp. 2.857	Rp. 2.599	Rp. 2.321	Rp. 2.018

Source : Author Data

2.4 Marketing Strategy

On the marketing strategy, Rin's dessert will be open and promote the products through Instagram and TikTok, and to be able to keep the business growing, the owner is planning on endorsement by food bloggers, vloggers, or Instagram influencers that have minimum 5000 followers to review the company's product on their social media. The owner also planned to join university paid promote events in order to attract customers.

Instagram and TikTok are very mostly used by most people and the owner is planning join Instagram business advertisement in order to be able to attract more customer to see the business account and making content on TikTok about the business for people to see. Rin's Dessert uses SWOT Analysis to be able to see the strength, weaknesses, opportunities, and threats.

Table 2.5 Company SWOT Analysis

<p style="text-align: center;"><u>Strength</u></p> <ul style="list-style-type: none"> - Have variations of sauce - Using traditional desserts to make innovation such as Cake dessert box and Pancake dessert box - Have strategic location - Affordable Price 	<p style="text-align: center;"><u>Weakness</u></p> <ul style="list-style-type: none"> - Limited sales - Low brand recognition - Not enough equipment
<p style="text-align: center;"><u>Opportunity</u></p> <ul style="list-style-type: none"> - Less company that sells the same variant of the product - Similar product interest is high - Opportunity to attract customer from university and housing nearby. 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> - Well known competitor located nearby. - Possible customer who bought only once. - Opportunity for more competitor

Source : Author Data

24.1 Product Characteristics

Rin's Dessert is a dessert shop that offers two variants of dessert that is innovate from the traditional dessert from Makassar, Soult Sulawesi which is Pisang epe. The traditional desserts will have two variants of dessert which is Cake Dessert Box and Pancake Dessert Box that have various of flavour sauce which is Original, Cheese and Durian Brown Sugar.

The Cake Dessert box is weight around 200 gram and for The Pancake Dessert box is weight around 100 gram. Rin's Dessert offers a packaging using a medium size container size 12 x 12 x 5.5 cm with separate small container for the sauce of the pancake variant with plastic spork and paper bag.



Picture 2.5 Rin's Dessert Product

24.2 Distribution

Rin's Dessert is a home industry business located in a strategic area near universities and other housing places where the product will be focused on sell via online through social media such as Instagram and E-commerce such as GoFood, GrabFood, and ShopeeFood. Consumers can be able to order online especially in this pandemic, people are safer to order something through online.

243 Promotion

Rin's Dessert plan on using social media to be able to promote the product such as Instagram and TikTok since most people use both platforms to promote online business. The owner plan on working with influencers who are be able to do endorsement by reviewing the product on their social media. The target for the influencers is those who have minimum 5000 followers. The owner also plans on promote by joining university events that have paid promote programs to be able to attract customers from the university and their Instagram followers.

Rin's Dessert also uses e-commerce such as Shopee to be able to sell the product easier and to be able to gain trust from the customer when they order through the e-commerce.

Table 2. 6 Advertising Tools

Promotional Tools	Budget over 1 month
Instagram Business Advertisement	Rp. 250.000
University Paid Promotion Event	Rp. 250.000
Instagram Endorsement (Minimum 5000 followers)	Rp. 1.000.000
Total	Rp. 1.500.000

Source : Author Data

244 Pricing

This company offers affordable price which is lower from the nearest competitor to be able to successfully gain customer with the price that already been offer. This company offers price from Rp. 25.000 – Rp. 34.000 for the cake and pancake dessert box depends on what the variants of flavor that the customer has choose.

Rin's dessert have offer 15% discount for the opening week of the company and special event such as Eid, Chinese New Years, Christmas and New Year Eve.

Table 2.7 Product Pricing

Product Name	Selling Price	Disc.15%
Pisang Epe Cake Dessert Box (Original Brown Sugar)	Rp. 29.000	Rp. 24.650
Pisang Epe Cake Dessert Box (Cheese Brown Sugar)	Rp. 34.000	Rp. 28.900
Pisang Epe Cake Dessert Box (Durian Brown Sugar)	Rp. 29.000	Rp. 24.650
Pisang Epe Pancake Dessert Box (Original Brown Sugar)	Rp. 25.000	Rp. 21.250
Pisang Epe Pancake Dessert Box (Cheese Brown Sugar)	Rp. 29.000	Rp. 24.650
Pisang Epe Pancake Dessert Box (Durian Brown Sugar)	Rp. 25.000	Rp. 21.250

Source : Author Data

