

## **CHAPTER II**

### **MARKETING PLAN**

#### **2.1 Market Size**

Market trends evolve in response to public interest. As a business owner, it is imperative to conduct thorough research on market conditions to ascertain customer needs and prevailing business circumstances. Validated data serves as a valuable tool for a business owner in formulating a comprehensive marketing plan for the future. This strategic approach enables us to develop and launch the right product at the opportune moment. The timeliness of our product introduction and the effectiveness of our marketing strategy will ultimately dictate the revenue and long-term business prospects.

Following extensive research and analysis of market demands by qualitative and quantitative methods, BOUQIES has strategically chosen cookie bouquets as our primary product. These products are meticulously crafted to serve as expressions of appreciation, affection, and other positive sentiments towards individuals close to the heart. This deliberate design is intricately connected to psychological factors that resonate with cookie enthusiasts—individuals who derive joy from giving and experience mood enhancement after enjoying or receiving a cookie bouquet.

BOUQIES aspires to position itself as a prominent brand, potentially superseding existing competitors in the bouquet and cookie market. The lifestyle preferences of the millennial and Generation Z cohorts, characterized by a penchant for gift-giving and a willingness to explore novel products, are perceived as lucrative business opportunities for us.

Our approach to identifying market needs and target demographics involves collecting comprehensive information data encompassing age, residence, monthly income and expenditures, familiarity with the products in question, interest in our offerings, and more. This is achieved through the distribution of qualitative and quantitative surveys to a sample size of 30 individuals' respondents.

## 1. Qualitative

The purpose of conducting this qualitative research is to gain more detailed knowledge from the perspective of owners and managers regarding the factors that will affect our business. This research was conducted by interviewing the owner and manager of Accroche Bites that located in Bandung area.

Participant 1: Ms. Irene Zanetha, as an Owner and Manager of Accroche Bites

Ms. Irene is a student of Multimedia Nusantara. Now, she is 20 years old and has been in business for 6 years. Accroche Bites is a brand that sells various flavours of soft cookies and cookies bouquet. She sells the product by e-commerce platform, for example, Shopee seller, Shopee Food, Tokopedia, Grab Food, and also supported by WhatsApp to take order and build a relationship with customers. The e-commerce platform used has succeeded in reaching random customers and a wider market. Based on the experience of Ms. Irene, Grab food is easier to use, also can apply to become restaurant promos in the Grab Food application. The benefit is that the shop will automatically move up to the order of the restaurant promo which will bring in more customers. Accroche Bite sells the cookies bouquet product with price range Rp 100.000 – Rp 140.000.

The owner said, at the beginning the Accroche Bite business did not have a strong value to gain awareness of the surrounding community about its products. Ms. Irene realized the importance of strong branding for a product. In the opinion of Ms. Irene, having strong branding also opens opportunities for cooperation with large companies. In determining branding, as the owner must know the goals, values, messages to be conveyed through the product because a business is not just looking for profit but needs a goal to survive in the long term and compete successfully with others competitors.

In addition, as a business owner, you must be able to see market demand, by positioning yourself as a consumer and looking at competitors to find differences in the value of your own product from other brands and must have the right branding marketing strategy. "TikTok can actually be categorized as a free platform, but

it has to be done consistently. Instagram is more about building trust in customers for our store with clear followers, testimonials, interesting content, that's it." said Ms. Irene. Lastly, feedback also helps businesses continue to grow, therefore, as a business owner, you must remain open to customer input. Customer feedback can be obtained through reviews or making approaches through social media such as WhatsApp and Instagram. This method is used by Ms. Irene to maintain her business for the past 6 years.

## 2. Quantitative

The purpose of conducting this quantitative research is to gain more data on customer preferences and purchasing behavior. By employing survey and analyzing quantitative data, BOUQUIES aim to identify statistical patterns and correlations that will affect to decision making for business. The questionnaire reached out to 30 respondents with 30 valid answers.

### a) Respondent Age

Age  
30 responses

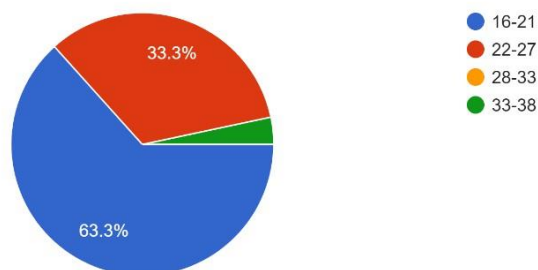


Figure 2.1 Respondent Age

The respondent of this survey filled with 30 persons with 16-38 years old. 63,3% are 16-21 years old, 33,3% are 22-27 years old, and the rest are 33-38 years old. This survey to get know with generation has more interest of the cookies bouquet.

## b) Respondent Domicile

Domicile  
30 responses

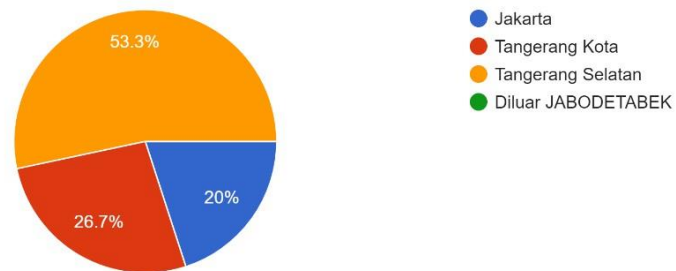


Figure 2.2 Domicile

The majority of respondent are domicile in South Tangerang, which is 53,3%. Also, 26,7% domicile in Tangerang City, and the rest in Jakarta. This to get know about the strategic location of business.

## d) Monthly Income and Monthly Expenses

Monthly Income  
30 responses

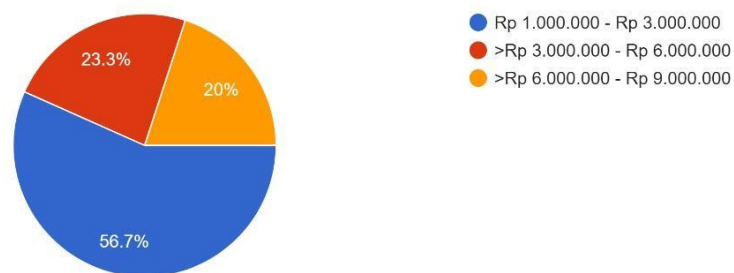


Figure 2.3 Monthly Income

Based on the data showed 56,7% of the respondent have income start from Rp1.000.000 - Rp3.000.000, 23,3% above Rp3.000.000 – Rp6.000.000, and the rest for Rp6.000.000. This to find out consumers' purchasing power for a product.

Monthly Expenses  
30 responses

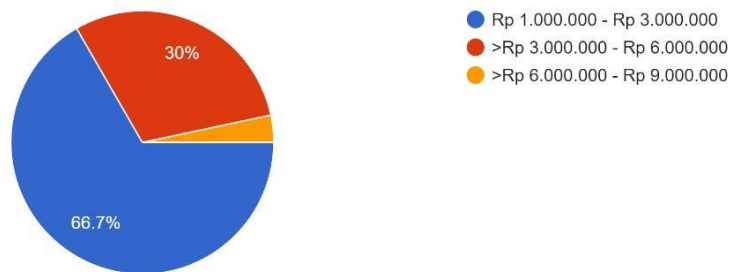


Figure 2.4 Monthly Expenses

Based on the data showed 66,7% of the respondent have monthly expenses start from Rp1.000.000 - Rp3.000.000, 30% above Rp3.000.000 – Rp6.000.000, and the rest for Rp6.000.000. This to find out consumers' purchasing power for a product.

#### e) Respondent Interest Rate of Cookies and Bouquet

Jika ada produk bouquet berisikan cookies seperti gambar dibawah ini, apakah anda tertarik untuk membelinya sebagai hadiah untuk kerabat terdekat anda?  
30 responses

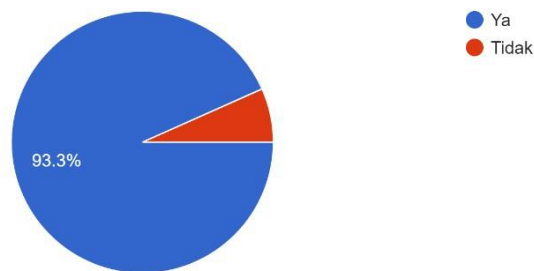


Figure 2.5 Respondent Interest Rate

At 93,3% from 30 respondent are interest for buying the cookie bouquet products. to find out consumers' interest of cookies and bouquet.

## f) Respondent Frequency of Giving Gift In A Year

Seberapa sering Anda membeli hampers untuk kerabat Anda pada suatu event tertentu?

30 responses

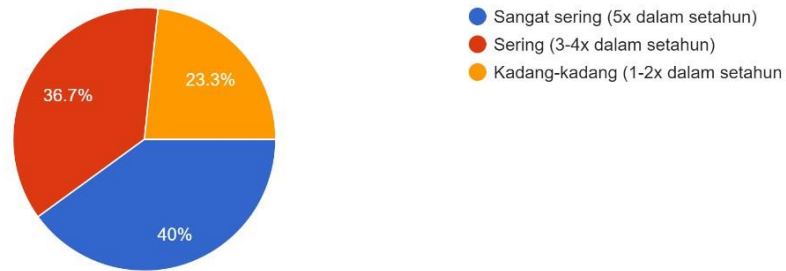


Figure 2.6 Frequency of Giving

40% of the respondent frequency giving gift for 5 times in a year. 36,7% 3-4 times in a year, and the rest for 23,3% for 1-2 times in a year.

## g) Respondent Frequency Consume Cookies

Seberapa sering Anda mengkonsumsi cookies?

30 responses

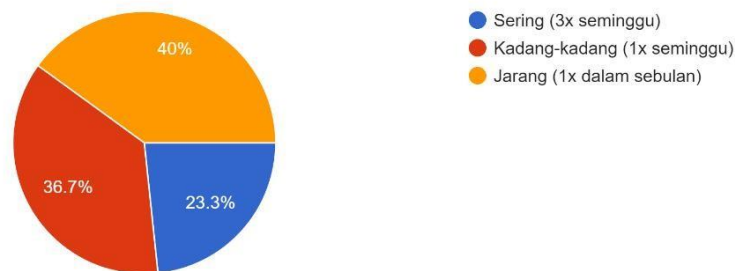


Figure 2.7 Frequency of Consume Cookies

The respondents showed that liked cookies, shown by the frequency of consume cookies. For 36,7% consume for 1x in a week. 23,3% for 3 times in a week, and the rest for 40% for one time in a month.

## h) Respondent Budget Expense for Gift

Berapa kira-kira budget harga Anda ketika memberikan hadiah kepada kerabat?

30 responses

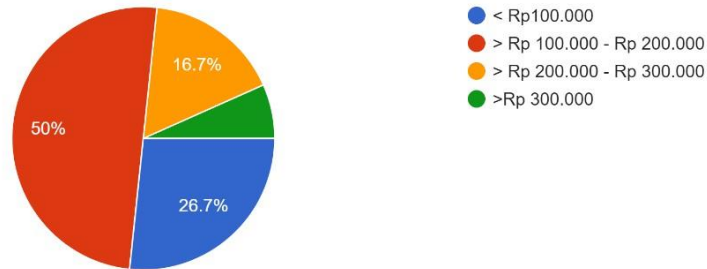


Figure 2.8 Budget Expenses For Gift

Most of the respondent spent the budget for gift from Rp100.000 to Rp200.000. 26,7% from Rp99.999, 16,7% for Rp200.001 to Rp300.000, and the rest for Rp300.000.

The 30 respondents of this survey that majority domicile at South Tangerang, showed that most of them with the income of Rp1.000.000 - Rp3.000.000 are interest for cookies bouquet products. There are also interest to use Cookies Bouquet as a gift which is 40% of the respondent frequency giving gift for 5 times in a year and with the estimation budget start from Rp100.000 to Rp200.000.

## 2.2 Competitor Analysis

### 2.2.1 Competitor

Starting a business requires courage, commitment, and clear goals, but sustaining it demands thoughtful planning for the long term. Based on our survey findings, the next crucial step as business owners is to formulate a strategy that ensures survival and effective competition in the market.

Prior to venturing into a chosen industry, entrepreneurs must craft a well-thought-out plan. This involves thorough market research, product innovation, and a keen understanding of competitors. Entrepreneurs are also tasked with creating

comprehensive marketing strategies, establishing operational systems, devising budgets, and planning staffing needs.

Through a meticulous analysis of competitors, we are confident that our brand can not only survive but also thrive in the business market. Competitor analysis is not just about understanding rivals but also learning from them—identifying new trends, creating something innovative, and gaining insights to enhance our business. This process allows us to continuously evolve, ensuring our brand remains competitive and adaptable in the dynamic business landscape. BOUQIES also have several direct and indirect competitors to running the business.

### 2.2.2 SWOT

BOUQIES also analyze for the direct and indirect competitor compare to BOUQIES. Here's for the Analysis SWOT.

Table 2.1 Analysis SWOT

Factors	Bouqies	Chocolidey	DessertbyMimi que	Doughlab
<b>Location</b>	<p>Strength: Near the suppliers store.</p> <p>Weakness: Doesn't has offline store.</p> <p>Threat: Hard to competing with big cookie brand.</p>	<p>Strength: No parking fee for online drivers.</p> <p>Weakness: Doesn't has offline store.</p> <p>Threat: Competing with the newest and the oldest cookie brand.</p>	<p>Strength: Can deliver by the owner or pick up by customer.</p> <p>Weakness: Doesn't has offline store.</p> <p>Threat: Competing with the newest and the oldest cookie brand.</p>	<p>Strength: Located in the strategic location to target market.</p> <p>Weakness: There's parking fee in this place</p> <p>Threat: Maintaining for the standard operational procedure of the outlet.</p>



				Opportunities: Easy to get customer interest.
<b>Core Product</b>	<p>Strength: Selling cookie bouquet and has Sakura Cookies Flavor with the premium ingredients.</p> <p>Weakness: Create innovation to make new variant of cookie product</p> <p>Threat: People may not attract to new cookie brand</p>	<p>Strength: Selling creative cookie cake with decoration</p> <p>Weakness: Maintain the old recipe and create innovation of product</p> <p>Threat: People may not attract to new promotion</p>	<p>Strength: Selling any kind of dessert sweet, include the cookies.</p> <p>Weakness: Maintain the old recipe and create innovation of product</p> <p>Threat: People may not attract to new promotion</p>	<p>Strength: Selling any new variant of cookies.</p> <p>Weakness: Maintain the recipe to have a good quality of products</p> <p>Threat: Many competitors try to duplicate the recipe</p>
<b>Customer</b>	<p>Strength: Easy to access on GrabFood and GoFood</p> <p>Weakness: Have less followers</p> <p>Threat: Customer may not like the brand</p> <p>Opportunities: Can create branding of with the unique</p>	<p>Strength: Have many followers on their social media</p> <p>Threat: Many of the customer will royal to the brand</p>	<p>Strength: Active on social media and have many followers</p> <p>Threat: Many of the customer will royal to the brand</p>	<p>Strength: Active on social media and have many followers</p> <p>Threat: Many of the customer will royal to the brand</p>

	compare with the competitor			
<b>Service</b>	<p>Strength: Provide consumer needs from the product</p> <p>Weakness: The service may not excellent as the competitor</p> <p>Threat: Build the standard operational procedure to grow and compete with other competitors.</p>	<p>Strength: Provide consumer needs from the product</p> <p>Weakness: The service may not excellent as the competitor</p> <p>Threat: Maintain the standard operational procedure to grow and compete with other competitors.</p>	<p>Strength: Provide consumer needs from the product</p> <p>Weakness: The service may not excellent as the competitor</p> <p>Threat: Build the standard operational procedure to grow and compete with other competitors.</p>	<p>Strength: Provide consumer needs from the product also the customer service/adm in who will respond any issue</p> <p>Weakness: The admin may miss any notification from the customer if it too many chats</p> <p>Threat: Maintaining standard operational procedure of the services quality</p>
<b>Distribution</b>	<p>Strength: Challenge to find the right supplier</p> <p>Weakness: Only available on online platform</p> <p>Threat: Not distribute the product all area</p>	<p>Strength:</p> <p>Weakness: Only available on online platform</p> <p>Threat: Not distribute the product all area</p>	<p>Strength:</p> <p>Weakness: Only available on online platform</p> <p>Threat: Not distribute the product all area</p> <p>Opportunities:</p>	<p>Strength: Available for offline and online store</p> <p>Weakness: Less competitor in the same level</p> <p>Threat:</p>

	<p>Opportunities: Could dominate the distribution of cookie bouquet</p>	<p>Opportunities: Could dominate of cookie cake product</p>	<p>Could dominate of any option of sweet variant dessert product</p>	<p>Not distribute the product all area</p> <p>Opportunities: More dominate the market of cookie product</p>
<b>Marketing</b>	<p>Strength: Doing the promotion on social media platform</p> <p>Weakness: Hard to make people interest to the product</p> <p>Threat: More spent budget with the minim income profit compared to competitors</p> <p>Opportunities: Promote the products by the owner social media</p>	<p>Strength: Doing the promotion on social media platform</p> <p>Weakness: Not all people will interest with the promotion</p> <p>Threat: More spent budget with the minim income profit compared to competitors</p> <p>Opportunities: Promote the products by the owner social media</p>	<p>Strength: Doing the promotion on social media platform</p> <p>Weakness: Not all people will interest with the promotion</p> <p>Threat: More spent budget with the minim income profit compared to competitors</p> <p>Opportunities: Promote the products by the owner social media</p>	<p>Strength: Doing the promotion on social media platform and already have more followers</p> <p>Weakness:</p> <p>Threat: Should be more active to updating the trends</p> <p>Opportunities: Easy to get the customer where there's a promo</p>

Source: Owner

## 2.3 Marketing Strategy

### Product Characteristics

BOQUIES is a cookie company that provide Sakura flavor and Chocolate flavors of cookies products. BOQUIES has their target market from Gen Z to Millennials. The uniqueness of our product is the packaging that designed heartfelt to give a warm impression to customer.

### Distribution

To facilitate the distribution of BOQUIES products to our customers, our company employs an online platform to enhance brand awareness and ensure the smooth operation of our processes. The physical production facilities are situated in Tangerang Selatan, Villa Melati Mas. Customers have the option to place orders through delivery services such as Go-Food and Grab Food.

### Promotion

The promotional strategy employed by our business involves the utilization of various social media platforms. We meticulously define our target customers by employing both demographic and psychographic information. In this digital era, a significant portion of the population is also actively engaged in social media, and within our target market, which primarily consists of Gen Z and Millennials, this engagement is particularly pronounced. BOUQUIES uses Tiktok and Instagram to boost our brand awareness. In addition to social media, BOUQUIES has established an e-commerce presence to streamline the ordering process for customers. The chosen e-commerce platforms are Grab Food and Go Food. The decision is rooted in the widespread user base and user-friendly interfaces of these applications, ensuring accessibility and ease of use for our valued customers.

### Pricing

On the survey data reflecting customer purchasing power. The majority of customers express agreement with a price range commencing from Rp55.000 to Rp90.000 The majority, consisting of 30 individuals with an income of start from 56,7% at Rp 1.000.000, 23,3% at Rp 3.000.000, and 20% at Rp 6.000.000, who will give gifts to their closest relatives at important events around majority budget start at Rp 100.000 to Rp 200.000 for 3-5 times in a year.