

## **CHAPTER II**

### **MARKETING PLAN**

#### **2.1 Market Size**

Doing a research related to the consumer behaviour is really important for any kinds of business especially to understand their customer preferences. The data from this research are being gathered and then it used to analyzed the behaviour of the customers that can helps the company to developing the right marketing plan that can helps the business to grow.

With the mille crepes as the Miku Crepes's main products, understanding the consumer behavior of the target market in consuming the dessert just like a mille crepes. There are some factors that can affect the consumer behaviour especially when they want to consume any kinds of products such as mood, environment, and any other else. Therefore, Miku Crepes hoped that the mille crepes products from Miku Crepes are going to be popular and being loved by the consumers.

##### **2.1.1 Qualitative**

This paper includes qualitative research in order to know and understand more about the perspective from the customers related to the customers preferences. The owner of Miku Crepes choose the relevant audiences that was related to the food and beverages industry to do an interview that used to get the qualitative data. The owner of Miku Crepes selected one customer, and one owner of a food and beverages business within Tangerang-Jakarta as domicile. Owner wish that this interview can helps to understand the interest level of the customer's and this data from this interview are going to be used for the insights of Miku Crepes so it can adapt with the changes of the industry.

Table 2.1 Qualitative Question Structure

No.	Owner	Customer
1	Demographic and Business introduction	Demographic
2	Food and Beverage Trends	Dessert Interest
3	Dessert interest	Products knowledge
4	Opinion and suggestion	Opinion and suggestion

Source: Author Data

Participant 1: Mrs. Clarentia Tiffany, workers

Mrs Clarentia Tiffany is a worker that really loves to consume a dessert such as mille crepes. Dessert is become one of the most important food to be consumed every day, because she believes that dessert can boost up her mood and makes her got more energy to do her job every day. For this reason, the owner of Miku Crepes do an interview with her to know about her perspective and also her opinion related to the mille crepes products of Miku Crepes.

As a dessert's lover, she seems really excited and gives a positive response regarding to the products of Miku Crepes. From the interview, she said that she's even willing to buy the Miku Crepes products and consume it with her family in the ranges of price start from (Rp. 30.000 - Rp. 40.000 per slice). In addition, she suggested that it was going to be better if Miku Crepes provides the mille crepes products in a big portion not only for a personal size. Because this mille crepes can be suitable for a lot of special occasions such as birthday and etc.

Participant 2: Mrs. Linda Chandra, Owner of Food and Beverages Business

Mrs Linda Chandra is a mom that have ever run a small business related to the food and beverages industry. Her business is

actually not related to desserts because the products that she sell is the types of Palembang cuisine such as Pempek and etc. Her business can sell more than 50 boxes of pempek in a day with the ranges of price start from Rp. 25.000- Rp. 30.000 per piece. Because of this, it was the reason why owner of Miku Crepes choose her as a qualified person to give an insight for Miku Crepes business.

Mrs Linda Chandra is one of the person that consumed desserts every day. From the interview, she stated that she often and consumed desserts every day because it can boost her mood and makes her feel excited to do her job every day. She also seems interest to buy the products of Miku Crepes because she's willing to buy the Miku Crepes products in the ranges of price start from Rp. 35.000 - Rp. 40.000. From this interview, the owner got some insights for Miku Crepes such as. Mrs. Linda Chandra suggested to provides more variative flavors of the mille crepes such as the flavors that have been made before or the flavors that is in trends nowadays. Mrs. Linda Chandra also suggested for Miku Crepes to have a better branding start from the logo and the packaging of Miku Crepes products that can helps the products become more attractives and it can helps the business to grow faster, not only that, she also suggested to do a lot of promotions from the social media especially from the instagram because it can helps to bring a lots of audiences to buy the products.

Qualitative conclusion:

In conclusions, from the interview, owner got several suggestions that can helps this business to grow better in the future. Interviewees seems interest and wants to buy the Miku Crepes products in the ranges of prices start from Rp. 35.000- Rp. 40.000. Interviewees also have a positive response that shows that desserts is become a types of food that was being consumed everyday by

people. From this interview, owner got some insights such as Miku Crepes needs to create a more variative flavors of the mille crepes that used to attract more target market. Not only that, but owner also got insights that related to the packaging of the products because it needs to be more attractive. Miku Crepes also needs to do a lots of promotions to bring traffic to the business and always following the trends.

### **2.1.2 Quantitative**

To know and to understand more about the target market of this brand, the owner also makes a questionnaire and spreads it on a bigger scale. The questionnaire reached out for about 45 respondents that filled the questionnaire with the valid answer. This quantitative survey was made to get more detailed information related to the demography, and any other opinion from the target markets.

#### **2.1.2.1 Demographic**

To do a survey, the first thing that must be included inside the survey is the demographic data such as gender, age, domicile, occupation, and the buying power. By knowing this kind of thing, it can help the company to analyze and adjust the price, location, and any other things. So, the company will know what people want and they can cater the right customers for the products that they provide.

Gender  
45 jawaban

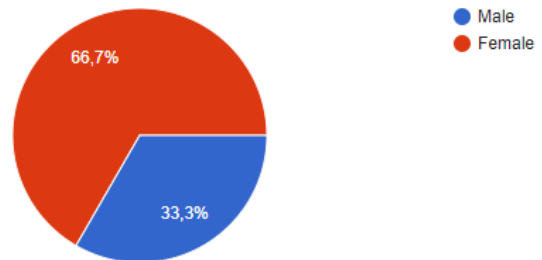


Chart 2.1 Respondent Gender

Source: Author Data

Based on the charts above, it can be seen that the numbers of females that filled the survey are more a lot rather than male. From the charts itself, it can be concluded that women are more interested in the mille crepes products that Miku Crepes provided.

Age  
45 jawaban

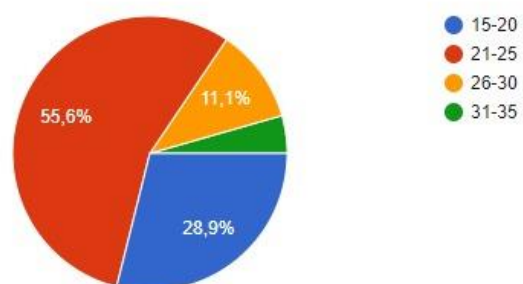


Chart 2.2 Respondent Age

Source: Author Data

According to the survey, the data showed that the people around 21-25 years old are more interested in these

products from Miku Crepes. There are only 28,9% for the people around 15-20 years old, and for the people around 26-35 years old, it was taking less than 16% of the respondents. It showed that the respondents who filled this form are more dominant to Gen Z. So, Miku Crepes needs to use modern ways to approach the target market in order to approach the right target market.

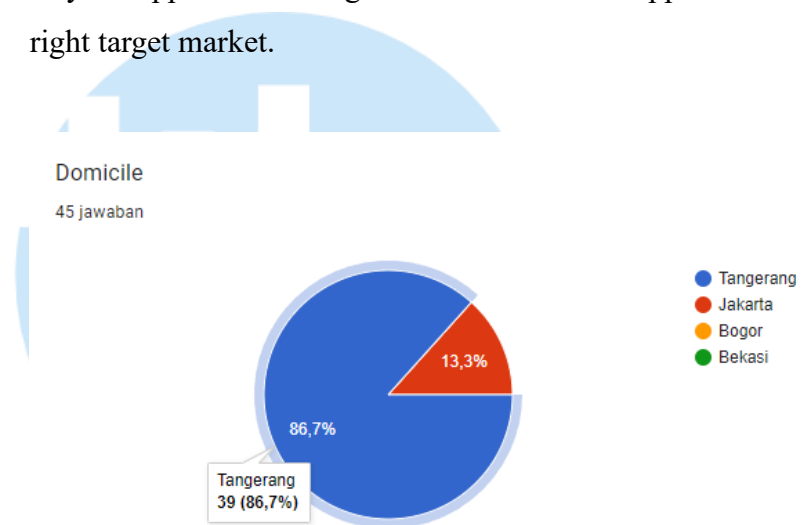


Chart 2.3 Respondent Domicile

Source: Author Data

Miku Crepes is a company based in Gading Serpong area. Based on the chart above, it can be seen that most of the respondents are staying in Tangerang with a total of 86,7%, and the respondents that are staying in Jakarta are 13,3%. So, Miku Crepes believe that this company are already chosen the strategic location for the distribution channel.

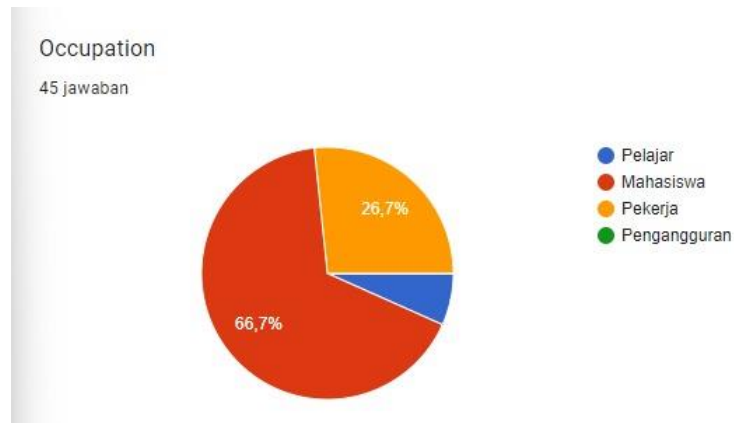


Chart 2.4 Respondent Occupation

Source: Author Data

From all of the respondents, 66,7% of them are university students and the rest of them work as workers.

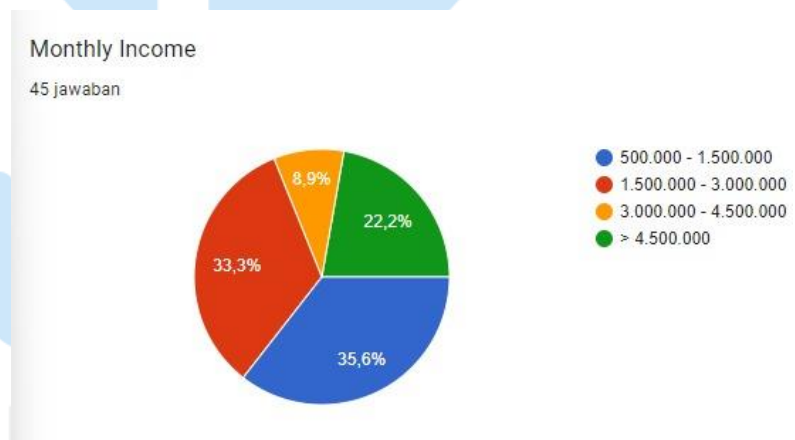


Chart 2.5 Respondent Monthly Income

Source: Author Data

From the chart above, it can be seen that there are 35,6% of the respondents got their income around Rp. 500.000 - Rp. 1.500.000 per month, and there are 33,3% of the respondents got their income around Rp. 1.500.000 - Rp. 3.000.000 per month, and the rest of the respondents got their

income around more than Rp. 3.000.000 - Rp. 4.500.000 per month.

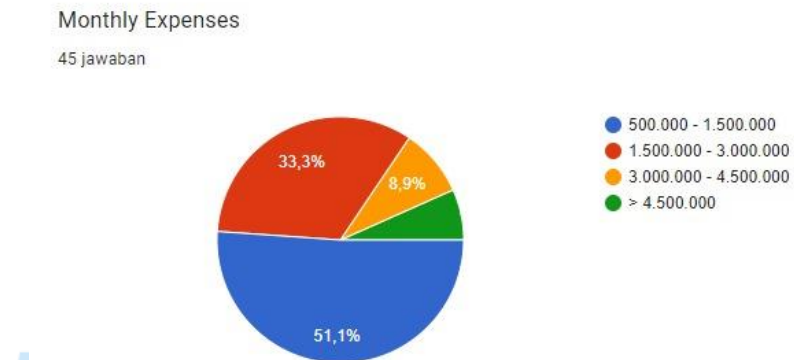


Chart 2.6 Respondent Monthly Expenses

Source: Author Data

From the chart above, it can be seen that most of them are spending a low amount for food in a month.

### 2.1.2.2 Customer's knowledge and interest to the Miku Crepes Products

In order to understand more about the knowledge and the interest of the customer's related to Miku Crepes Products, Several questions related to the interest and also the frequency of the consumption of the mille crepes products were asked to all of the respondents. Miku Crepes believes that by knowing and understanding the knowledge of the customers related to these products, it can help this company to do the right promotional strategy that can help to build the brand image and the brand awareness for the audiences. In addition, by providing the various flavors of the products, Miku Crepes believes that people will like



these products and they will offer it to all of their family or friends.

Apakah kalian sering mengkonsumsi mille crepes

45 jawaban

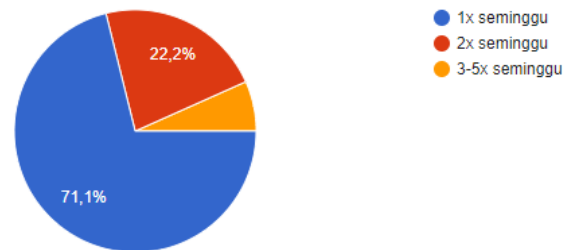


Chart 2.7 Respondent Consumption Rate of Mille Crepes

Source: Author Data

Based on the chart above, it shows the data related to the consumption frequency for the mille crepes products of all of the respondents. It shows that 32 out of 45 respondents are consuming mille crepes once in a week, 10 out of 45 respondents are consuming mille crepes twice a week, and 3 out of 45 respondents are consuming mille crepes 3 until 5 times in a week. From this data, it shows that people are interested in consuming mille crepes.

Darimana kalian pernah membeli produk mille crepes

45 jawaban

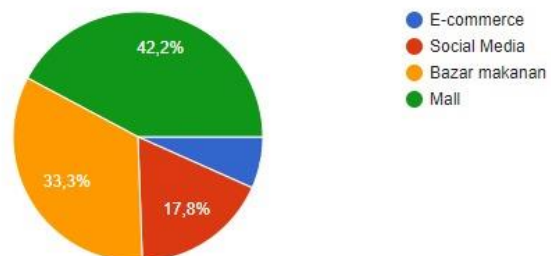


Chart 2.8 Respondent bought Mille Crepes

Source: Author Data

Based on the data above, it shows that 15 out of 45 respondents have ever bought the mille crepes products from a food bazaar, 19 out of 45 respondents have ever bought the mille crepes products from the mall, 8 out of 45 respondents with a total of 17,8% have ever bought the mille crepes products from social media, then the rest of the respondents with the total of 6,7% have ever bought the mille crepes products from E-commerce.

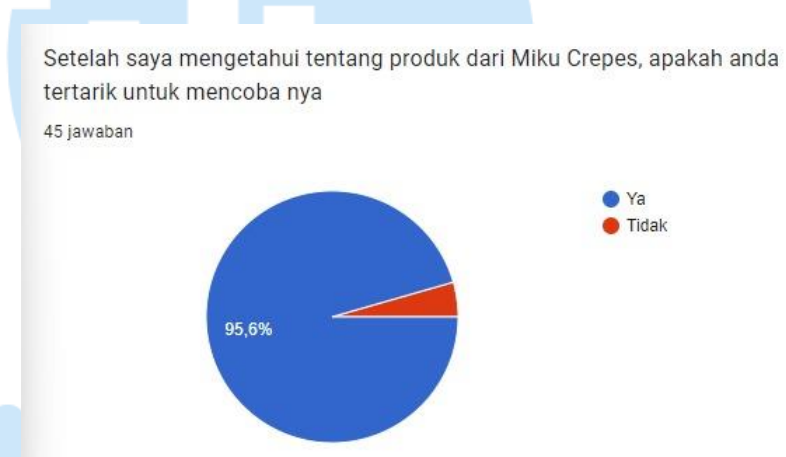


Chart 2.9 Respondent Interest of Miku Crepes

Source: Author Data

From the chart above, it shows the interest of the respondents to the mille crepes products that Miku Crepes have. The data shows that almost all of the respondents are interested in trying the mille crepes products from Miku Crepes. Miku Crepes believe that they can attract and approach a lot of people with these mille crepes products.



Chart 2.10 Respondent Interest Flavors of Miku Crepes

Source: Author Data

From the data above, it shows the interest of the respondents related to the flavors that Miku Crepes have. The biggest percentage of the respondents with the total of 37,8% are interest for the matcha flavor, 22,2% of the respondents are interest to try the chocolate mint flavor, next with the total of 20% of the respondents are interest to try the chocolate flavor, 13,3% of the respondents are interest to try the hojicha flavor, and 6,7% of the respondents are interest to try the brown sugar flavor.

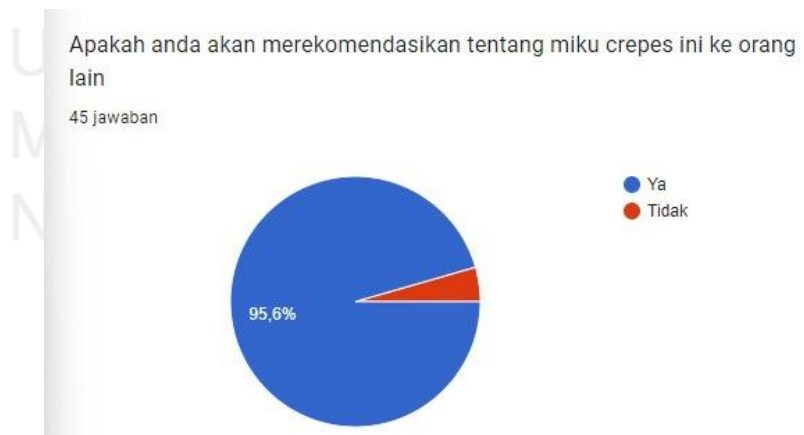


Chart 2.11 Respondent Recommendation Rate

Source: Author Data

Based on the chart above, it shows the data related to the interest of the respondents who want to recommend the mille crepes products from Miku Crepes to the others. 43 out of 45 respondents with the number of 95,6% wanted to recommend the mille crepes products from Miku Crepes to the others. Meanwhile, there are 2 respondents who did not want to recommend Miku Crepes products to the others.

### 2.1.2.3 Pricing

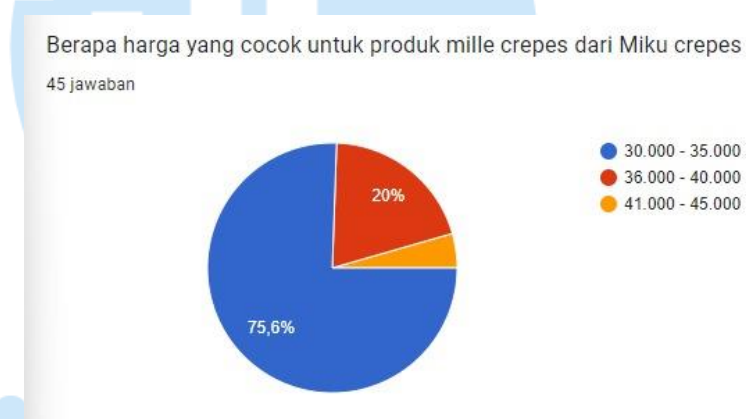


Chart 2.12 Respondent Pricing Preference

Source: Author Data

Based on the chart above, it shows that more than half of the respondents agree that the suitable prices for the Miku Crepes products are in the range of Rp. 30.000 - Rp. 35.000.

## 2.2 Competitor Analysis

### 2.2.1 Direct Competitors

Table 2.2 Direct Competitors Products

Source: Author Data

Miku Crepes is a small company that focuses on selling and creating a new innovation of mille crepes products. Related to the mille crepes products itself, there are several big companies that were categorized as the direct competitors of Miku Crepes. Those big companies are selling the same and similar products with Miku Crepes and it was the reason why those big companies were categorized as the direct competitors of Miku Crepes. The direct competitors of Miku Crepes itself that were the most prominent are

such as First love patisserie, Pancious, and Bloomery cake and patisserie. These 3 big companies are selling the similar products just like Miku Crepes.

First love patisserie is a big company that was established by 3 malaysian people. They opened their first branches in Indonesia in 2012 in Plaza Indonesia and now they have a lots of branches that spread around Indonesia. First love patisserie is a company that focuses on selling the types of mille crepes products with a lots of flavors so it makes this company become the direct competitors of Miku Crepes because it sells the similar products. Bloomery patisserie also become the direct competitors of Miku Crepes. Bloomery patisserie is a company that sells various types of mille crepes products just like First love patisserie. Bloomery patisserie was established in 2020 and until now they have 6 branches in Indonesia.

Another direct competitors that Miku Crepes have is Pancious. Pancious is a restaurant that are selling a mille crepes products with an ice cream. Pancious is a restaurant company that established in 2007. Their mille crepes products are very similar with the mille crepes products from Miku Crepes and it makes this company become the direct competitors of Miku Crepes.

By selling the similar products just like Miku Crepes, these three big companies were categorized as the direct competitors of Miku Crepes. To know and understand more about the direct competitors of Miku Crepes, there is a list of the brand of the competitors included their profiles that were provided on the chart below.

Table 2.3 Direct Competitors

	Miku Crepes	First Love	Pancious	Bloomery
Location	Tangerang, Gading Serpong	Jakarta, Tangerang, Bandung	Jakarta, Surabaya, Makassar, Palembang	Yogyakarta, Semarang, Jakarta, Solo
Core Products	Mille crepes	Mille crepes	Pasta, Mille crepes, Pancake	Mille crepes
Price Range	Rp.32.000 - Rp.40.000	Rp.40.000 – Rp.700.000	Rp.80.000 – Rp.150.000	Rp.30.000 – Rp.250.000
Target Customers	Low to middle customers	Middle to high customers	High customers, Teenagers and family	Low to high customers, teenagers
Service	Good quality products	Good quality products	Good service and good quality products	Good quality products
Distribution	Online	Offline booth, Online	Offline store, Online platform	Offline store, Online platform
Marketing	Instagram, Tiktok	Instagram, Website	Instagram, Website, Banner	Instagram, Website

Source: Author Data

### 2.2.2 Indirect Competitors

Table 2.4 Indirect Competitors Products



Source: Author Data

Every company must have their own indirect competitors. Indirect competitor is a company that can indirectly affect the sales of a business. Meanwhile, Miku Crepes is a company that sells a mille crepes products and these products are quite easy to make because there are a lot of recipes that spread on the internet. People who want to make their own mille crepes at home also categorized as the indirect competitors of Miku Crepes. The indirect competitors of Miku Crepes itself were such as big companies that sell any kinds of desserts or pastry products. The companies that were categorized as the indirect competitors of Miku Crepes were such as Cascara Cookies, Mammadis\_kitchen, and Daifuku Jakarta. These 3 businesses were categorized as the indirect competitors of Miku Crepes because they sell the types of dessert just like what Miku Crepes do, but they sell the dessert in a different form not mille crepes. So, these 3 businesses were categorized as indirect competitors of Miku Crepes.

Cascara cookies is a business that was established since 2019 and this business was opened and distributed through online or Pre-Order System at first, but now this business already have their first offline store that was located in Jakarta. Cascara cookies is a business that was sell the types of dessert especially cookies and brownies. The range of price for the products that Cascara Cookies sell is start from Rp. 20.000 until Rp. 200.000 per products. For the second indirect competitors of Miku Crepes is Mammadis\_Kitchen. This business was established since 2016 and they sell a lot of



dessert products such as milk bun, cinnamon roll, dried cookies, fruits salad, and etc. The range of price for the products that mammadis\_kitchen sell is start from Rp. 120.000 – Rp. 300.000 per products. For the last indirect competitors of Miku Crepes is Daifuku.Jakarta. This is an UMKM business that was established since 2020 and they also sell the types of dessert in the form of Daifuku mochi. The range of price that they sell is start from Rp. 120.000 – Rp. 300.000 per products.

Miku Crepes chose these 3 businesses as the indirect competitors because they also sell the types of desserts and they distributed the products through online for the customers just like Miku Crepes.

Table 2.5 Indirect Competitors

	Miku Crepes	Daifuku.Jakarta	Mammadis_kitchen	Cascara Cookies
Location	Tangerang, Gading Serpong	South Jakarta	Jakarta, Bekasi	Jakarta, Kelapa Gading
Core Product	Mille crepes	Daifuku mochi	Milkbun, dried cookies, cinnamon roll, fruits salad	Cookies, Brownies
Price Range	Rp.32.000 - Rp.40.000	Rp.120.000 – Rp.300.000	Rp. 65.000 – Rp.120.000	Rp.20.000 – Rp.200.000
Target Customer	Teenagers and adult	Teenagers	Teenagers, adult, family	Teenagers and adult
Service	Good quality and delicious mille crepes	Good quality and delicious mochi	Good quality and delicious dessert such as milkbun, dried cookies, cinnamon roll, etc	Good quality and delicious cookies

Distribution	Online	Online	Online	Online and offline store
Marketing	Social media Instagram	Instagram, Tiktok	Instagram, Tiktok	Instagram, Tiktok

Source: Author Data

### 2.3 Marketing Strategy

Marketing is a activities in a business that includes such as planning, preparing, formulating the recipe of the products, designing the packaging of the products. Marketing strategy is used for a long term, continuously, customer oriented, and this are used for the strategic planning system of a business. Marketing strategy helps in controlling, evaluating, determining the company action that used to always strive and get the customer satisfaction.

Since that Miku Crepes is a small business that is going to be open as an online business at the beginning, so the marketing strategy that Miku Crepes use to boost this business are such as using and utilizing the social media platform for all of the business process such as promotions, order flow, and distributions to the customer. The marketing strategy that Miku Crepes use to build this business online are such as, make a unique layout and content to be posted on the social media platform of Miku Crepes on the Instagram named @miku\_crepes and give a lot of information related to any kinds of promotions that Miku Crepes provide in a period time, and posting the content on the social media regularly to build e high engagement on the social media that can helps Miku Crepes to boost the online business and reach a lot of target market to run the business online.

Miku Crepes is also going to used the marketing strategy by joining any kind of bazaar once in a while such as mini bazaar in a universities, school, or etc and provided more variative menu such as seasonal menu that can be found only at the bazaar. By joining a bazaar, it can helps Miku

Crepes to get more customers to be reached so this business will be able to sustain, grow, and well known by a lot of people.

Miku Crepes as a brand that offers the products of Mille Crepes cake, needs to use the marketing strategy to create their own traffic in order to achieve a sustainability. Although that Miku Crepes have a lot of competitors that are a big brands but Miku Crepes believe that Miku Crepes can creates a new innovation of the Mille Crepes products that can compete the other competitors. Therefore, owner of Miku Crepes believes that by implementing the suitable ways of the marketing strategy and providing the customers with a valid and good information it will helps Miku Crepes to build the brand awareness to their target market.

Table 2.4 Miku Crepes SWOT

SWOT	
Strength	<ul style="list-style-type: none"> <li>- Creating a mille crepes product that have more affordable prices rather than the other competitors that sells the same products</li> <li>- A new innovations of mille crepes.</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>- New local brand so kind of hard to compete the big competitors.</li> <li>- The distribution location of Miku Crepes is still limited</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>- Having a wide target market because these products can be consumed by every age.</li> <li>- Opportunity to open a franchise.</li> </ul>
Threats	<ul style="list-style-type: none"> <li>- Does not match with the taste of our target market.</li> <li>- Can not compete the other big brands.</li> <li>- There are competitors that already sell the same products and already have a big brand image.</li> </ul>

Source: Author Data

Related to creating a solid marketing plan of a business, a company should know and understand about the basic things related to the products, promotions, and also the service. By understanding this basic thing, it can help the company to find out the best way to influence the responses of the buyer.

### **2.3.1 Product characteristics**

Miku Crepes is a small business that specializes in creating a new innovation of mille crepes that served with ice cream. This product selling point is the various flavors of mille crepes products combined with an ice cream on the side that gives a different texture and different taste of the mille crepes compared to the other mille crepes. It was the selling point and the uniqueness of the products that Miku Crepes provides for their target audiences. Based on the qualitative and quantitative data that was got from the survey, the primary target market of Miku Crepes itself is the customers that was a college students and a workers. However, Miku Crepes will try to provide everything that match with their target market.

Miku Crepes hopes that in the future this small business will be able to establish a big and strong brand image and the brand awareness for the target audience. Miku Crepes also interested to open this brand as a franchise.

### **2.3.2 Place or Distribution**

Miku Crepes products are expected to be a product that can be found easily in every city in Indonesia. Miku Crepes will try to distribute all of these products directly to the customers. But, as a new small business, at first Miku Crepes are going to use an online method for the distribution channel by opening a pre order for people who want to buy Miku Crepes products. Hopefully in the next 2 or 3 years, Miku Crepes able to open an offline store such as a small

booth inside a mall in Tangerang or Jakarta. After that, hopefully that Miku Crepes able to open a franchise for this brand so that Miku Crepes can be known by a lot of people around Indonesia.

### 2.3.3 Promotion

Nowadays, this world has been depending and leaning towards technology. By knowing this thing, Miku Crepes was planned on using and utilizing the social media as the platform that can be used for the promotions such as for the marketing and branding for this brand. Miku Crepes are going to use instagram for the promotions.

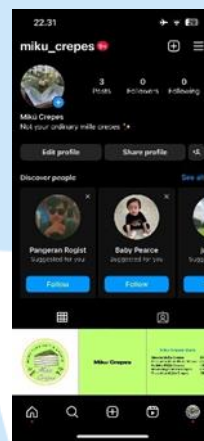


Figure 2.1 Miku Crepes Social Media

Source: Author Data



Figure 2.2 Miku Crepes Loyalty Card

Source: Author Data

For the promotions that Miku Crepes are going to published on the social media are such as a loyalty card or membership, so for the customers that already collected 10 stickers on the loyalty card they will get 1 products for free for the next purchase by showing the loyalty card itself, giving a lot of discount such as buy 2 get 1 on a special day or special occasion for the first 5 customers only, and another promotions just like for the customers that has been already follow the social media of Miku Crepes and posting the Miku Crepes product on the social media by tagging the Miku Crepes account, they will get any freebies from Miku Crepes.

#### **2.3.4 Pricing**

For the pricing, The products of Miku Crepes are going to be sell in the range of price start from Rp. 32.000 until Rp. 40.000 per products. For the chocolate mille crepes the price is Rp. 32.000 per slice with the total of the gross margin for about 52%, for the price of the brown sugar mille crepes is Rp. 35.000 per slice with the number of the gross margin for about 56,7%, for the price of chocolate mint mille crepes is Rp. 37.000 per slice with the total of the gross margin for about 54,7%, and last for the price of matcha mille crepes and hojicha mille crepes is Rp. 40.000 per slice and the gross margin for the matcha mille crepes is 52,6% and for the hojicha mille crepes is 52,9%.

### 2.3.5 Packaging



Figure 2.3 Miku Crepes Packaging

Source: Author Data

For the packaging of the Miku Crepes products, Miku Crepes is going to use the mica box and the packaging was made from mica so it was water resistance and the packaging is really hard to be broken so it can keep the mille crepes for a long time. The mille crepes also comes together with the utensils that was made out of wood so it makes the packaging more aesthetic. Also there is a Miku Crepes logo on the top of the packaging.

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