

CHAPTER II

MARKETING PLAN

2.1 Market Size

Dessert box is one of the sweet foods that is currently trending. This food is in great demand by many people. Dessert boxes are able to reach many consumers because of their varied flavors and beautiful appearance. On the other hand, we need to determine our target market. The target market for Cake Miss U is junior high school, high school and college students. The average age range is 15-35 years. We produce products without preservatives, because the main ingredients themselves have lasted a long time. Cake Miss U plans to open its first online store in Bandung, West Java. Cake Miss U chose Bandung as the first online store because of its strategic position. Kebon Kawung area, is the central of the city, there is shopping centers, facilities, schools and also a transportation center. Regarding primary data, Cake Miss U has collected market data through a quantitative approach. Cake Miss U collects data and information by creating questionnaires and distributing Google Forms to many people online.

a) Quantitative

This business is a quantitative research method in which business owners find out more about the preferences of the customers themselves. Using Google Form to distribute the questionnaire, the author can determine the size of the market that Cake Miss U is looking for. Both from their age, gender, interest in Cake Miss U, their taste for dessert, so a lot of information is collected through this questionnaire. The purpose of this research is to help companies determine potential customers, domiciles, what prices are suitable for consumers and how much budget costs consumers are ready to spend. Therefore the authors conducted market research by conducting quantitative questionnaires on 31 people.

Jenis kelamin
31 responses

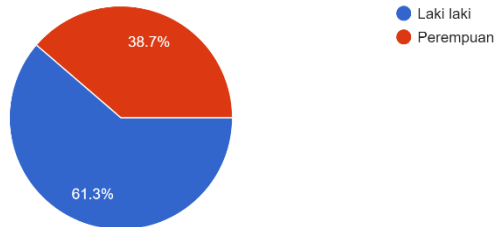


Chart 2.1 Respondent's Gender

Based on the table above, the total respondents who participated are 61.3% male and 38.7% female, indicating nearly an equal interest from both genders in the Cake Miss U product.

Umur
31 responses

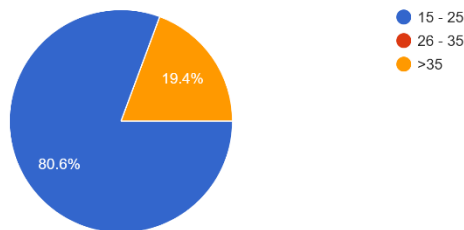


Chart 2.2 Respondent's Age

From the survey results, it can be seen that 80.6% are aged around 15 - 25 years old and 19.4% are above 35 years old.

Domisili
31 responses

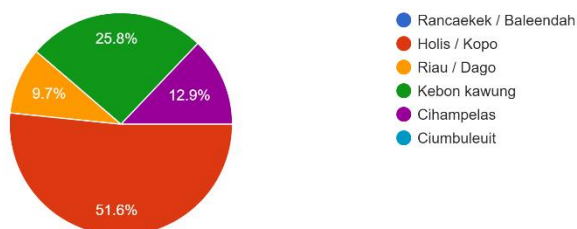


Chart 2.3 Respondent's Domicile

The respondents' domiciles, more than half of them are from Holis/Kopo, accounting for 51.6%, 25.8% reside in Kebon Kawung, 9.7% from Riau/Dago, and 12.9% from Cihampelas.

Montly Income
31 responses

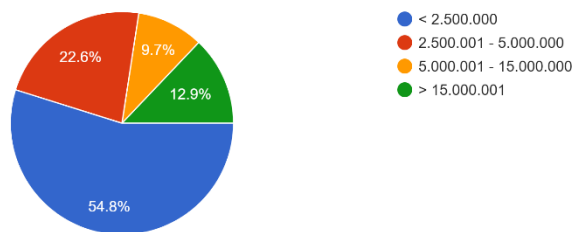


Chart 2.4 Monthly Income

To determine the appropriate pricing for selling dessert boxes, research on monthly income and expenses was also conducted. The results show that 54.8% have monthly incomes below 2,500,000, 22.6% have monthly incomes between 2,500,001 - 5,000,000, 9.7% have monthly incomes between 5,000,001 - 15,000,000, and 12.9% have monthly incomes exceeding 15,000,000.

Montly Expenses
31 responses

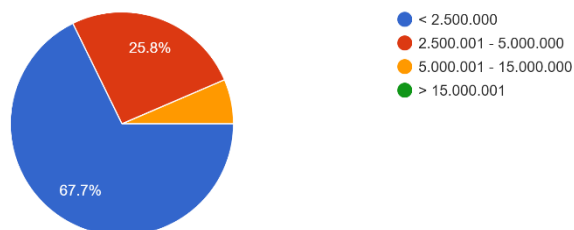


Chart 2.5 Monthly Expense

Meanwhile, the average monthly expenses are below 2,500,000, accounting for 67.7%, between 2,500,001 - 5,000,000 at 25.8%, and between 5,000,001 - 15,000,000 at 6.5%.

Rasa dessert box tiramisu apa yang paling ingin anda coba ?

31 responses

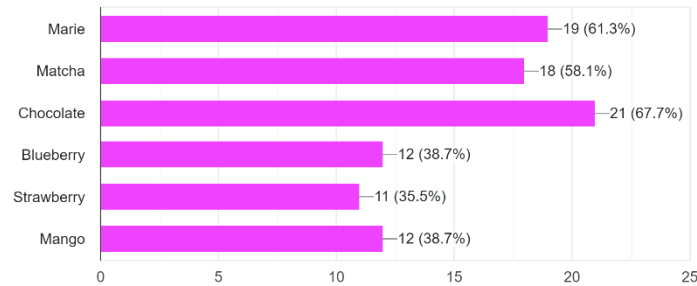


Chart 2.6 Most anticipated flavor expected from the respondent

All respondents indicated their interest in the tiramisu dessert box. Regarding flavor preference, the flavor most desired to try is chocolate at 67.7%, followed by Marie at 61.3%, matcha at 58.1%, blueberry and mango each at 38.7%, and strawberry at 35.5%.

Apakah anda tertarik mencoba dessert box tiramisu ?

31 responses

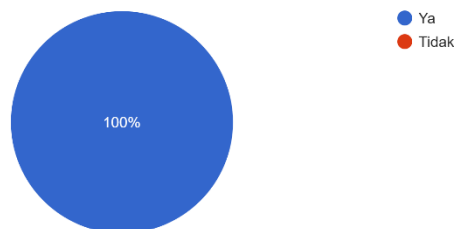


Chart 2.7 Respondent Interest at Tiramisu Dessert Box

The most commonly used platform by respondents to purchase food is Gojek/Grab at 71%, Line/WhatsApp at 16.1%, and 12.9% of other respondents use Shopee/Tokopedia. From this, it can be inferred that Cake Miss U has the opportunity to introduce various other flavors of tiramisu.

Below is the result of the quantitative survey presented in a table format.

Table 2.1 Demographic survey

| Attribute | Components | Percentage |
|---|-------------------------------|------------|
| Gender | Male | 61.3% |
| | Female | 38.7% |
| Age | 15 – 25 | 80.6% |
| | 26 - 35 | 0% |
| | > 35 | 19.4% |
| Domicile | Holis / Kopo | 51.6% |
| | Kebon Kawung | 25.8% |
| | Riau / Dago | 9.7% |
| | Cihampelas | 12.9% |
| Monthly Income | < 2.500.000 | 54.8% |
| | 2.500.001 – 5.000.000 | 22.6% |
| | 5.000.001 – 15.000.000 | 9.7% |
| | > 15.000.001 | 12.9% |
| Monthly Expenses | < 2.500.000 | 67.7% |
| | 2.500.001 – 5.000.000 | 25.8% |
| | 5.000.001 – 15.000.000 | 6.5% |
| | > 15.000.001 | 0% |
| Interest in dessert box tiramisu | Interested to the product | 100% |
| | Not interested to the product | 0% |
| Most anticipated flavour of the product | Marie | 61.3% |
| | Matcha | 58.1% |
| | Chocolate | 67.7% |
| | Strawberry | 35.5% |
| | Blueberry | 38.7% |

| | | |
|---------------------------------------|--------------------|-------|
| | Mango | 38.7% |
| Most used online platform to buy food | Gojek / Grab | 71% |
| | Line / Whatsapp | 16.1% |
| | Shopee / Tokopedia | 12.9% |

Source: Writer's data survey

b) Qualitative

Qualitative method involves the collection and analysis of descriptive, unstructured data that is more interpretive in nature. One way to do this is through qualitative interviews, which is a process of direct interaction between the researcher and respondents with the aim of understanding their perspectives, experiences, and subjective understanding of a phenomenon. Through these interviews, the writer interviewed the owner of Dapoer Sarae, who sells Korean barbecue sauce, and people who enjoy desserts.

a. Owner of Dapoer Sarae

As an opening to the interview with the owner of Dapoer Sarae, the writer inquires about the profile of Dapoer Sarae. Dapoer Sarae is a subsidiary of PT Sadaya Abadi. Dapoer Sarae has been established since 2016, specializing in selling Korean spices and sauces. The sales system is conducted both online and offline, located in Bandung, specifically in Mekar Wangi. The price range offered by Dapoer Sarae is from Rp 39,000 to Rp 69,000.

According to the owner of Dapoer Sarae, the price range they offer to the public follows the market. The owner chose this location to open the business because it is the city where they reside, allowing them to have a better understanding of the local target market. Dapoer Sarae's target market starts from a small scope, namely housewives, and then expands to cafes, restaurants, and meat sellers.

To expand its business to other areas, Dapoer Sarae has opened its online store on several online platforms such as Shopee and Tokopedia. Additionally, to increase sales and have a steady customer base, Dapoer Sarae also provides opportunities for resellers. So far, buyers from Dapoer Sarae come from various backgrounds, including personal purchases, cafes, restaurants, both within and outside the city. It can be observed that the marketing efforts of Dapoer Sarae have successfully reached its target market. The most popular and best-selling product from Dapoer Sarae is the "Saos Serbaguna Korean BBQ Yakiniku Sae".

b. People who enjoy dessert

To gauge public enthusiasm about desserts, the writer conducted an interview with someone named Melvern. To ensure that the interviewee truly enjoys desserts, the writer asked, "Do you like dessert products or not?" as the first question. Melvern's response was affirmative; he enjoys desserts and often buys them. Further questioning about his favorite dessert revealed that Melvern's preference is chocolate cake. His favorite places to purchase chocolate cake are Sucre and Chateraise. What attracts Melvern to buy desserts from these stores is the delicious taste of their desserts and the uniqueness of their dessert products.

As a conclusion to the interview, the writer asked how Melvern discovered these stores and why he was interested in trying their desserts. It turns out that Melvern heard about both stores through word of mouth and then researched them on Instagram. He found that both stores offered unique desserts, which sparked his interest in trying them. After trying them out, Melvern found that the chocolate cakes from both stores were delicious, making them his favorite places to satisfy his dessert cravings.

2.2 Competitor Analysis

Before starting a business, entrepreneurs need to develop a plan in order to compete with their competitors. Especially in terms of creating products, finding

out customer interest in their products, analyzing marketing strategies, operations, financial planning, and so on. In making plans, Cake Miss U finds out who our competitors are, both directly and indirectly. As a dessert box product, our direct competitors are Bittersweet by Najla and Odyysert, while our indirect competitors are Del's Kitchen and IwaKaka. Our differences can be seen in terms of price, location, and the products sold.

a) Direct competitor

The direct competitors of Cake Miss U, who sell dessert boxes around Kebon Kawung Street, are Odyysert and Bittersweet. Both of them sell dessert boxes on various online applications.



Figure 2.1 Odyysert Instagram



Figure 2.2 Bittersweet Instagram

Table 2.2 Direct Competitors Analysis

| SWOT Analysis | Odyysert | Bittersweet by Najla |
|---------------|--|--|
| Strength | <ul style="list-style-type: none"> Flexibility in customization | <ul style="list-style-type: none"> Strong promotion Diverse dessert variants |

| | | |
|-------------|--|---|
| | <ul style="list-style-type: none"> • Unique product offering • Affordable pricing | <ul style="list-style-type: none"> • Moderate capital requirement • Appealing presentation |
| Weakness | <ul style="list-style-type: none"> • Shipping services may damage the shape • Product presentation is too simple • Use of low-quality materials | <ul style="list-style-type: none"> • Overly sweet taste • Relatively high prices • Dessert boxes not durable |
| Opportunity | <ul style="list-style-type: none"> • Digital marketing enhancement • Expansion of the product range | <ul style="list-style-type: none"> • Popular among teenagers. • Extensive social media marketing • Trends |
| Threats | <ul style="list-style-type: none"> • Fluctuations in raw material prices • Intense competition • Easy to copy | <ul style="list-style-type: none"> • Easy to imitate • Competitors selling at lower prices • Fluctuations in raw material prices |

b) Indirect competitor

The indirect competitors of Cake Miss U, who sell desserts around Kebon Kawung Street, Bandung, are Del's Kitchen and IwaKaka. Dell's Kitchen sells cakes and brownies, while Iwakaka primarily sells puddings.



Figure 2.3 Del’s Kitchen Instagram



Figure 2.4 Iwakaka Instagram

Table 2.3 Indirect Competitors Analysis

| SWOT Analysis | Del’s Kitchen | IwaKaka |
|---------------|--|---|
| Strength | <ul style="list-style-type: none"> Offering a wide variety of menu options Attractive product presentation | <ul style="list-style-type: none"> Raw materials are easily obtained Marketing to all demographics |
| Weakness | <ul style="list-style-type: none"> Only one cake size is available Not available on gojek/grab | <ul style="list-style-type: none"> Simple and easy product design The product must be kept in a cold place Only for delivery within the city |
| Opportunity | <ul style="list-style-type: none"> Competitive price | <ul style="list-style-type: none"> Can be sold anytime |

| | | |
|---------|--|--|
| | <ul style="list-style-type: none"> • Offering special event packages to increase sales. • Can expand to collaborate with cafes or restaurants. | <ul style="list-style-type: none"> • Easily appealing to the public |
| Threats | <ul style="list-style-type: none"> • Intense competition from other offline bakeries and dessert shops | <ul style="list-style-type: none"> • Risk of product damage • Easy to copy |

c) SWOT

Below is the SWOT analysis table for Cake Miss U.

Table 2.4 Indirect Competitor Analysis

| Cake Miss U SWOT Analysis | |
|----------------------------------|--|
| Strength | <ul style="list-style-type: none"> • New innovation of tiramisu • Low price • Premium quality • Durable product • Flexibility in packaging and presentation |
| Weakness | <ul style="list-style-type: none"> • Not yet known to the public • Less capital for promotion • Challenges in maintaining product quality during transportation |
| Opportunity | <ul style="list-style-type: none"> • Trend • Strategic location • A consumerist society culture • Popular among the community, especially among teenagers |

| | |
|---------|---|
| Threats | <ul style="list-style-type: none"> • Easy to copy • The fluctuating raw material prices can lead to price increases |
|---------|---|

2.3 Sales Goal

The sales target for Cake Miss U is the number of products that must be sold in order to make a profit. Below are Sales Goals from Cake Miss U.

Table 2.5 Sales Goals

| No | Product | Selling Price | Gross Margin | Gross Margin % | Sales Goals Unit / Daily | Total Goals Revenue (Daily) |
|----|---------------------|---------------|--------------|----------------|--------------------------|-------------------------------|
| 1 | Tiramisu Marie | Rp 60.000 | Rp 42.528 | 71% | 12 | Rp 720,000 |
| 2 | Tiramisu Chocolate | Rp 60.000 | Rp 40.275 | 67% | 12 | Rp 720,000 |
| 3 | Tiramisu Strawberry | Rp 60.000 | Rp 39.920 | 67% | 12 | Rp 720,000 |
| 4 | Tiramisu Matcha | Rp 60.000 | Rp 39.540 | 66% | 12 | Rp 720,000 |

2.4 Marketing Strategy

Marketing in short is a series of activities carried out to promote and sell products or services to potential customers with the aim of achieving sales growth and building a strong brand. Marketing is carried out to market goods in the long term to target customers. Marketing involves customers as well as everyone in the organization. Marketing requires strategic planning. The marketing concept can help companies to control and decide what to do to attract customers and make customers feel happy. Therefore, it is necessary to use the right marketing ideas to

make them applicable and helpful in the long run. For example, a company can improve efficiency, cut marketing costs, and make more money by continuously researching, analyzing and getting feedback from its customers about the markets it wants to reach.

2.4.1 Product Characteristics

Mascarpone cheese is one of the main ingredients in making Tiramisu. Mascarpone gives a dense and soft cheese flavor and a taste that is not too salty. This makes it easy to modify and match into new variants. Other ingredients that initially have crunchy properties will eventually become soft when combined with other ingredients. The cream of Tiramisu can give a soft, salty taste and the second and fourth layers, namely the biscuits, give a texture. This food is perfect for various events and everyday desserts. Each flavor of each variant that Cake Miss U sells gives a different taste, strawberry gives a fresh taste, and so on.

2.4.2 Distribution

Cake Miss U products are expected to become a fast-growing company to make it easier to find anywhere. Cake Miss U distributes via the internet as the beginning of this business. Cake Miss U plans production through Shoppe, Tokopedia, Gojek and Grab. In addition, Cake Miss U also do push distribution by attending various bazaars so that our products are increasingly recognized by the public.

2.4.3 Promotion

In this era, humanity has entered the digital age, where almost everyone in the world can use technology, especially smartphones. Social media is very easy to use to make something go viral. Like Instagram and TikTok, both can be used for free for promotion. Everyone can create content and share it on social media. Cake Miss U promotes by utilizing various online platforms. Sales of Cake Miss U will increase with this marketing system. This can increase brand awareness, improve website marketing, enhance content distribution, and build strong relationships with consumers through regular interactions. This method is one way to save on marketing costs. This marketing will be highly effective, especially for the home

business marketing industry. Creating strategies through various engaging content for each social media platform is used for brand promotion.

To facilitate spontaneous purchases and orders in small quantities, Cake Miss U also opens sales on Gojek and Grab. Additionally, Cake Miss U also has WhatsApp and Line to facilitate communication between customers and staff. Cake Miss U will also utilize voucher and discount systems to further attract customers to continue using Cake Miss U products. Furthermore, to bring customers closer to our products, Cake Miss U will provide a complimentary 100ml mini tester with every purchase of 3 tiramisu products. The testers provided will have a different flavor from the one selected by the customer. This is done with the hope that customers can try other flavors of Cake Miss U products or can share their testers with others, thereby spreading the word about Cake Miss U products through word of mouth.

2.4.4 Pricing

Price is one of the most important elements in opening a business. Prices can determine whether customers will try our products or not. Many people are interested in cheap and affordable products according to the quality they provide. Cake Miss U products cost IDR 60,000 using very high quality ingredients. As a new business, Cake Miss U must compete with other competitors who have high prices but are well known. With COGS ranging from IDR 20,000 – 25,000, the price offered to the market is quite cheap.

Table 2.6 Product Price

| Product / Service Description | Price |
|--|--------------|
| Tiramisu Marie | Rp 60.000 |
| Tiramisu Chocolate | Rp 60.000 |
| Tiramisu Strawberry | Rp 60.000 |
| Tiramisu Matcha | Rp 60.000 |