

CHAPTER II

MARKETING PLAN

2.1 Market Size

Clair de Lune's target market is young people such as school children and college students. Teenagers usually like foods that taste sweet. There are many ways to attract customers. The owner has created a survey with 32 answers from respondents.

A. Qualitative

The first participant is the staff working at Stockholm Bogor. This café was established in 2019. It features a Swedish theme, and most of its food offerings are Swedish as well. The prices range from IDR 20,000 to IDR 100,000. In terms of selling their core product, they always upsell to customers who order food to make them aware of their core product.

The location of the café is strategically chosen based on the target market. It is situated near a school, as the owner wanted a place to spend time while waiting for their child to finish school. Therefore, the café was opened near the school.

For their ingredients, they source items that are easy to find. If one place runs out of stock, they can easily find the ingredients elsewhere. The prices are adjusted according to the target market, which is primarily parents waiting for their children at school. The unique aspect of this café is that it serves Swedish cuisine and is the only café in Bogor with a Swedish theme.

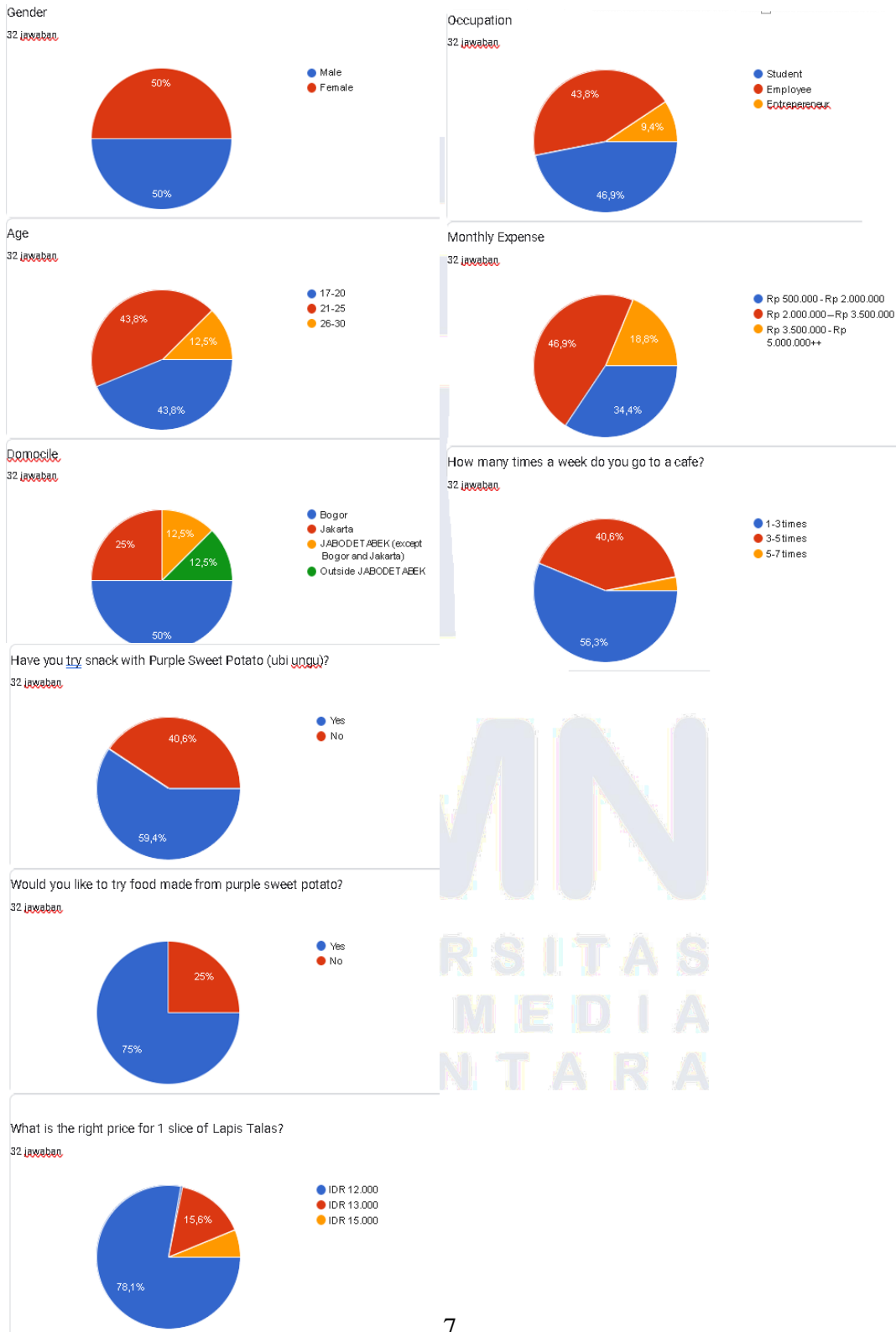
B. Quantitative

For quantitative, we managed to get a total of 32 votes and can be seen in the table below:

Table 2. 1 Quantitative

Attribute	Components	Percentage
Gender	Male	50%
	Female	50%
Age	17-20	43,80%
	21-25	43,80%
	26-30	12,50%
Domocile	Bogor	50%
	Jakarta	25%
	JABODETABEK (except Bogor and Jakarta)	12,50%
	Outside JABODETABEK	12,50%
Occupation	Student	46,90%
	Employee	43,80%
	Entrepereneur	9,40%
Monthly Expense	Rp 500.000 - Rp 2.000.000	34,40%
	Rp 2.000.000 - Rp 3.500.000	46,90%
	Rp 3.500.000 - Rp 5.000.000++	18,80%
How many times a week do you go to a cafe?	1-3 times	56,30%
	3-5 times	40,60%
	5-7 times	3,10%
Have you try snack with Purple Sweet Potato (ubi ungu)?	Yes	59,40%
	No	40,60%
Would you like to try food made from purple sweet potato?	Yes	75%
	No	25%
What is the right price for 1 slice of Lapis Talas?	IDR 12.000	78,10%
	IDR 13.000	15,60%
	IDR 15.000	6,30%

Figure 2. 1 Quantitative data



2.2 Competitor Analysis

2.2.1 Competitor



Figure 2. 2 Awal Mula Coffee

Awal Mula Coffee is a competitor to Clair de Lune because both are cafes located in the same area and they both feature pastry-heavy menus. The core product of Awal Mula Coffee is their Brownies with Ice Cream. Their target market is general, appealing to all demographics, making it a popular hangout spot for everyone.

The service at Awal Mula Coffee involves customers ordering and paying at the cashier, receiving a table number, and then finding a table to wait for their order to be served. The cafe is situated in a building with two floors. The first floor has both indoor and outdoor seating areas. The second floor also has indoor and outdoor spaces, with the indoor area being reserved for those who have made reservations. Their marketing strategy includes the use of social media, influencers, and event promotions to attract customers.



Figure 2. 3 Daruma Brunch House

The reason why Daruma Brunch House is a competitor to Clair de Lune is that both are cafes located in the same area. The core product of Daruma Brunch House is the Almond Croissant. Their target market primarily consists of teenagers. For their service, customers order at their tables by scanning a QR code to view the menu. Once the order is placed, customers wait for their food to be served, and payment is made upon completion of the meal. The establishment is housed in a two-story building. The first floor features both indoor and outdoor seating areas, while the second floor offers only an outdoor seating area. Their marketing strategy includes the use of social media, influencers, and event promotions.

Table 2. 2 Competitors

Factors	Awal Mula Coffee	Daruma Brunch House	Clair de Lune
Location	Jl. Binamarga, Bogor	Jl. Binamarga, Bogor	Jl. Binamarga, Bogor
Core Product	Brownies With Ice Cream	Almond Croissant	Sweet Purple
Customer	General	Teenager	Teenager
Service	Cafe	Cafe	Cafe
Distribution	Building	Building	Container

Marketing	Social media, influencer, Event and Promotions	Social media, influencer, Event and Promotions	Social media, influencer, WOM.
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2.2.2 SWOT

Table 2. 3 SWOT analysis

SWOT analysis	
Strengths	<ol style="list-style-type: none"> 1. Located in Bogor, which is known as one of the tourist and recreation destinations in Indonesia. 2. Sweet Purple as the main product offers its own appeal that can differentiate Clair de Lune from other competitors. 3. Focus on the teen segment who tends to be active on social media and can help in organic marketing through word-of-mouth. 4. Using containers as business premises, gives a unique and modern impression that can attract customers' attention.
Weakness	<ol style="list-style-type: none"> 1. The use of containers may limit space and service capacity compared to permanent buildings. 2. Marketing that relies on social media and WOM (Word of Mouth) can become unstable if not managed well. 3. By focusing on teenagers, Clair de Lune may be missing opportunities from other, broader customer segments.
Opportunities	<ol style="list-style-type: none"> 1. The trend of hanging out in cafes is increasingly popular among various age segments, especially in big cities like Bogor. 2. Opportunities to introduce new and exciting product variants that can increase appeal and revenue. 3. Potential to open new branches in other strategic locations or expand services through partnerships.

Threats	<ol style="list-style-type: none"> 1. The cafe industry in Bogor is very competitive with many new players continuing to emerge. 2. Rapidly changing consumer preferences may impact the popularity of Clair de Lune's key products. 3. Economic fluctuations can affect consumer purchasing power and business operations.
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2.3 Sales Goal

Table 2. 4 Sales Goals

No.	Product	COGS (per product)	Selling Price	Gross Margin	Gross Margin %	Sales Goal (daily)	Total Gross Revenue (daily)	Total COGS (daily)
1	Sweet Purple	Rp 6.763	Rp12.000	Rp 5.237	44%	60	Rp 720.000	Rp 405.771
2	Purple Ball	Rp 6.299	Rp20.000	Rp 13.701	69%	30	Rp 600.000	Rp 188.982
3	Muffin Ubi Ungu	Rp 2.865	Rp25.000	Rp 22.135	89%	30	Rp 750.000	Rp 85.965
Total						120	Rp 2.070.000	Rp 680.717

From the table above, Claire de Lune is targeting to have 120 products to be sold daily; with 60 sweet purple, 30 purple ball, and 30 muffin ubi ungu. With each of the product menu sold as target, the total revenue daily is approximately to reach Rp 2.070.000,-.

2.4 Marketing Strategy

2.4.1 Product Characteristics

Currently, there are very few cafes in Bogor that provide snacks made from purple sweet potato. Usually purple sweet potato snacks are only sold in cake shops. The taro layers presented at Clair de Lune are also very different. For the cream, we use buttercream which uses unsalted butter. So the taste is much better than using ordinary cream.

2.4.2 Distribution

Clair de Lune's sales are offline and online. For offline, consumers can come directly to the place and order. For consumers who want to order online, they can go through online food delivery providers such as Goffod, Grabfood, etc.

2.4.3 Promotion

Using social media networks is essential for promoting a café that sells taro-based goods. The use of visually-driven networks like Instagram and TikTok enables taro-based foods to attract potential customers with their eye-catching hues and distinctive presentations. Buzz and foodies can be drawn in with well-taken pictures and captivating films that show off how taro meals are prepared and presented. The café's reach can be increased by working with regional bloggers and food influencers to review and promote it. These influencers frequently have devoted fan bases who rely on their advice.

For promotion, Claire de Lune will use social media such as Instagram, TikTok and also through online food orders such as grabfood, gofood, etc. In the future, Clair De Lune will create an application or website to support the cafe. Clair de lune will also use the services of famous influencers.

The promotion will also include promotion for holidays or seasonal festives like year-end celebration or new year's celebration. Later, Clair De Lune will make seasonal menu based on the theme of the promo. for example, on Valentine's Day, there will be a "buy one get one free" promo because Valentine's Day is for couples.

2.4.4 Pricing

The pricing of Claire de Lune products will emphasizes the unique quality and health benefits of taro while remaining competitive within

the market. By positioning taro as a premium, health-conscious ingredient, the café can justify slightly higher prices for its innovative and nutritious offerings. This pricing method is further validated by survey through respondents. Based on the qualitative research from the survey, most of the respondents chose the price of IDR 12,000 for 1 slice of Sweet Purple. There were 78.1% of respondents who chose the price of IDR 12,000, 15.6% chose IDR 13,000, and 6.3% chose the price of IDR 15,000.

Customers' overall eating experience can be improved by offering bundle offers or meal combos, which encourage them to try various dishes at a perceived value. Pricing should always be appealing and in line with consumer expectations, thus market trends and customer input should be regularly evaluated. Additionally, offering loyalty awards to returning customers or promotional discounts to new ones can help to retain and satisfy customers.

