

CHAPTER II

MARKETING PLAN

2.1 Market Size

To find out the intended target market, the Owner conducts a survey related to product interest in potential consumers. The survey will greatly help the Owner in determining where to distribute the product and determine the selling price.

2.1.1 Qualitative

Qualitative research was conducted to understand the customer's perspective on the expected product quality from sellers. This qualitative research was also conducted with the managers and owners of a food business that serves as a direct competitor to OMÓ Choux, in order to gain insights into an entrepreneur's perspective on the development of the cream puff business in Indonesia.

Table 2. 1 Qualitative Questions Structure

No	Owner and Manager	Customer
1.	Business Introduction	Demographic
2.	Dessert Trends	Dessert Product Interest
3.	Factors of Business Success	Factors that Influence Dessert Product Interest.
4.	Factors that Determine Product Price	The Shortcomings of the Dessert Business Nowadays.
5.	OMÓ Choux Interest	OMÓ Choux Interest
6.	Opinion & Suggestion	Opinion & Suggestion

Participant 1: Mrs. Novita Melina, Ex-Manual of Beard Papa's Tangerang

Mrs. Novita is an experienced individual who worked as a cake store manager at Beard Papa's and currently holds the position of Finance Accounting Manager at PT Laris Manis Sempurna. In 2021, Mrs. Novita served as an operational manager at Beard Papa's for 6 months, which was a valuable experience for her to become a manager at Beard Papa's. Beard Papa's is a cake store that sells various innovative and enticing cream puff variants.

Her perspective on the dessert business in Indonesia is that dessert business has been rapidly growing among the community lately. According to Mrs. Novita, this is a great opportunity to start a dessert business due to the high interest of Indonesian people in desserts nowadays. She stated that there are two crucial factors that greatly influence the success of a business: product quality and appropriate marketing strategies. Good and consistent product quality will establish a favorable business reputation among consumers. Mrs. Novita also emphasized that marketing strategies are essential in building brand awareness and attracting customers. She mentioned that high production costs will significantly affect the selling price of products to consumers, therefore she advised the Owner to find the right suppliers to avoid high production costs.

As a dessert enthusiast, Mrs. Novita is particularly interested in the innovation of OMÓ Choux, which offers unique flavors that suit the Indonesian palate. She believes that the OMÓ Choux business is a promising opportunity and hopes to taste it someday. In conclusion, she suggests that the Owner should create a good branding strategy to establish brand awareness and attract customers.

Participant 2: Mr. Ade Tobing, Owner of Delico Café Kuningan

Mr. Ade is a founder of Delico Café, which offers a variety of pastries and cakes combined with warm coffee. His love for bread led him to think of opening a cafe with a wide range of bread variations such as croissants, Danish pastries, etc.

Regarding the current dessert trend in Indonesia, Mr. Ade felt that desserts

among Indonesians have recently shifted more towards a healthy lifestyle, such as gluten-free cookies, vegan desserts, etc. This poses a challenge for dessert businesses to create desserts that use healthier, natural ingredients. According to Mr. Ade, besides having good product quality, innovation is also key to the success of a food business. He stated that many dessert businesses in Indonesia lack new innovations, that is why they cannot sustain themselves in the long run. Additionally, Mr. Ade believes that the quality and high value of a food business will influence its pricing. The higher the quality and value a food business possesses, the higher the selling price will be.

As a lover of pastry products, Mr. Ade is very interested in trying OMÓ Choux, especially the coconut variant. In his opinion, cream puffs with coconut filling are still very rare to find. He found that some of the filling variations of OMÓ Choux quite appealing and they showcase new innovations for cream puff products. He suggests that the Owner should pay attention for selecting suitable packaging for OMÓ Choux to increase its selling value in the eyes of customers.

Participant 3: Ms. Flavia Domitilla, Student

Ms. Flavia is a cream puff lover who is currently studying at Bunda Mulia University. She really enjoys desserts, especially sweet ones like cream puffs, dessert boxes, etc. She feels a sense of pleasure when indulging in sweet desserts, and that's what makes her love cream puffs. In her opinion as a customer, factors that can influence customer to purchase a dessert include the price. If the price is too high, it becomes a consideration for her when wanting to buy a dessert. Apart from price, the quality of taste also affects the purchase of dessert products. She added that good and consistent taste quality will attract buyers.

When asked about the shortcomings of dessert businesses nowadays, she answered that dessert businesses in Indonesia are still considered lacking in innovation. Many dessert businesses only follow trends, resulting in a lack of new flavor variations. It is important to create new innovations so that customers will

not get bored with existing flavors.

As a dessert business owner, Owner wanted to know customer's opinions on OMÓ Choux and he was willing to give honest reviews and suggestions for OMÓ Choux business. According to her, the concept of OMÓ Choux is quite interesting and very diverse. She admitted to being very curious about the coconut and lemon variants because she thinks these flavors are rarely found in cream puff products. Ms. Flavia also suggests adding some flavors such as red bean and salted caramel. This will certainly be a consideration for the Owner in the future to add red bean and salted caramel flavors based on customer demand.

Qualitative Conclusions:

The conclusion of the qualitative research is that the dessert business in Indonesia currently lacks new innovations. It is important to create new innovative products to attract more consumer interest. In addition, input from the interviewees regarding packaging selection and the addition of new flavors will be taken into consideration by the Owner in developing OMÓ Choux.

2.1.2 Quantitative

To achieve business goals, the Owner distributed a questionnaire about the interest in OMÓ Choux products to find out more about the intended market. The questionnaire was filled by 60 respondents with different demographics and answers.

a) Demographic

Demographic is the first section that provides information about respondent data ranging from gender to income and monthly expenses. These data can help companies to find out how much buying power the customer has.

Gender
60 responses

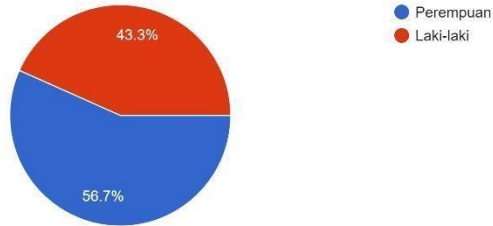


Chart 2. 1 Respondent Gender

Based on the chart above, there are more women than men. It can be concluded that respondents who have the potential to become OMÓ Choux customers are mostly women.

Umur
60 responses

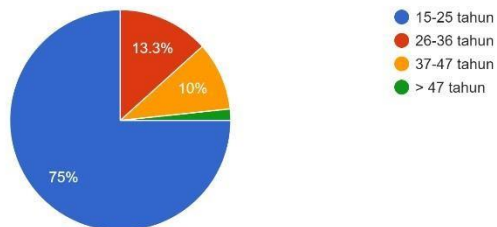


Chart 2. 2 Respondent Age

The next chart is age, this chart contains the age of the respondents who are on average 15-25 years old. In addition, people who are on 26-36 years old are also interested in OMÓ Choux products and it is evident from the respondent data that shows 13 percent of the respondents are 26-36 years old.

Domisili
60 responses

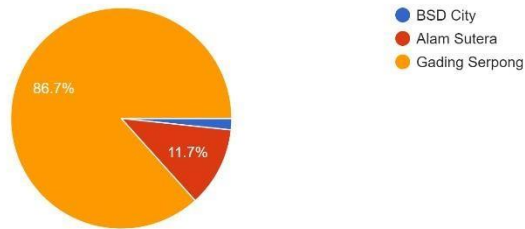


Chart 2. 3 Respondent Domicile

Based on the survey conducted by the Owner, the average domicile of people who are interested in OMÓ Choux products is mostly from Gading Serpong. This is a good opportunity because customers will easily reach OMÓ Choux in Gading Serpong.

Profesi
60 responses

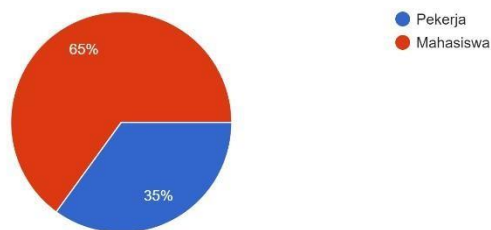


Chart 2. 4 Respondent Profession

Based on the research results, the average profession of respondents is 65% as college students and the rest work as employees/entrepreneurs. This is in accordance with OMÓ Choux's target market which targets college students as the target market.

Pendapatan Bulanan
60 responses

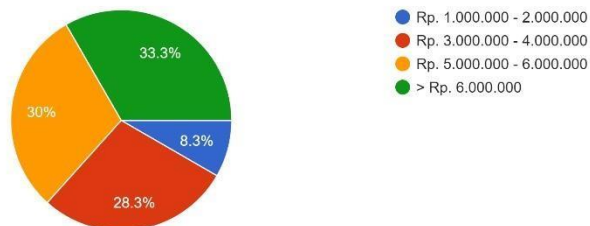


Chart 2. 5 Respondent Monthly Income

Based on the survey results, the average monthly income earned by respondents is around Rp. 5.000.000 – Rp. 6.000.000, while others are around Rp. 3.000.000 – Rp. 4.000.000.

Pengeluaran Bulanan
60 responses

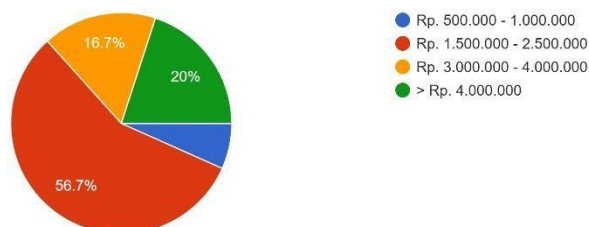


Chart 2. 6 Respondent Monthly Expenses

Based on the survey results, the Owner found that the average monthly expenditure of respondents ranged from Rp. 1.500.000 - Rp. 2.500.000 which still provides good buying power for OMÓ Choux products.

b) Customer's Knowledge and Interest About Modern Desserts

Seberapa sering kamu mengonsumsi kue-kue seperti kue sus atau cream puff?
60 responses

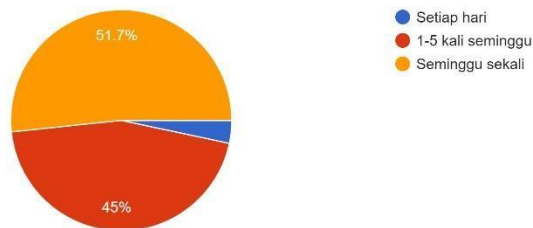


Chart 2. 7 Respondent's Consumption Rate of Modern Dessert

Based on the research results, the Owner found that some respondents often like 1-5 times in a week of consuming modern desserts such as choux or cream puff and the rest are rarely consume.

c) Customer's Interest In OMÓ Choux

Apakah kamu tertarik untuk membeli OMÓ Choux?
60 responses



Chart 2. 8 Respondent's Interest In OMÓ Choux

The description about OMÓ Choux was given to the respondents and all of the respondents showed interest in buying OMÓ Choux. This is a good opportunity for OMÓ Choux to get customer.

Apakah kamu akan memberikan rekomendasi kue sus ini kepada orang lain? (teman atau keluarga)
60 responses

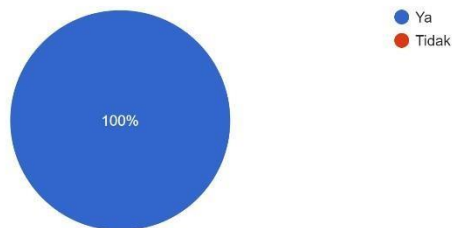


Chart 2. 9 Recommendation Rate

Respondents showed a favorable response for OMÓ Choux by giving recommendations to their friends or relatives. This is evident from the survey results which show that 100% of 60 respondents would recommend OMÓ Choux to their friends or relatives.

d) Pricing

Berapa rentang harga yang kamu tawarkan untuk OMÓ Choux ukuran medium (diameter 10cm)
60 responses

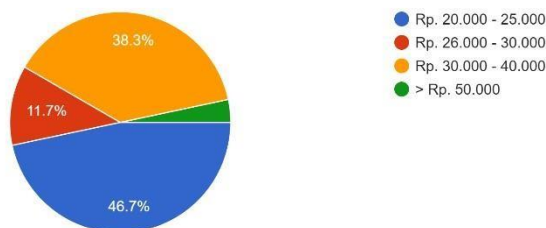


Chart 2. 10 Pricing Rate

Based on the research results, the data shows that 46,7% of respondents are willing to buy OMÓ Choux at prices ranging from Rp. 20.000 - Rp. 25.000 and the rest are willing to pay Rp. 30.000 - Rp. 40.000.

Quantitative Conclusion

The conclusion from all quantitative questions is that the average age of respondents is 15-25 years old and most of them are college students and worker who have strong buying power with monthly expenses of Rp. 1.500.000 - Rp. 2.500.000. With the average domicile in Gading Serpong, it becomes a good opportunity for OMÓ Choux sales at SMS Mall, Gading Serpong. In addition, respondents showed their interest in OMÓ Choux by being willing to buy OMÓ Choux with a price range of Rp. 20.000 - Rp. 25.000 and would recommend it to their friends or relatives.

2.1.3 Market Conclusion

Based on the results of qualitative and quantitative research, several conclusions can be outlined as follows:

- 1) Most of the respondents are female with an average age of 15-25 years and reside in Gading Serpong.
- 2) On average, the respondents admitted that they like cream puffs and are very interested in trying OMÓ Choux.
- 3) Respondents agree to recommend OMÓ Choux to their friends or family.
- 4) Some respondents are interested in trying the coconut and lemon flavors.
- 5) Most of the respondents are willing to pay a price ranging from Rp. 20.000 – RP. 25.000.

2.2 Competitor Analysis

Before starting a business, entrepreneurs must first conduct competitor research. Competitor analysis aims to provide a better understanding of the market, opportunities and threats, assist in strategic planning, encourage innovation, and enable entrepreneurs to anticipate market changes. By analyzing competitors, entrepreneurs can identify new opportunities or possible trends for businesses. So

that business people can identify what successes and failures competitors face to develop better strategies.

2.2.1 Indirect Competitors

Indirect competitors can be defined as brands that sell different products, but are potential competitors to fulfill the same needs of consumers. Indirect competitors are less dangerous than direct competitors that sell the same product/service. Even so, indirect competitors are still fighting for the same market share so that they can influence consumer interest. Companies that want to compete must be able to make the right strategy to compete and win healthy competition.

In addition to direct competitors, OMÓ Choux also has some indirect competitors that can affect business success. Since OMÓ Choux is a business that sells pastry products, OMÓ Choux's indirect competitors are businesses that sell pastry and bakery products, but are not similar. Brands that can be categorized as OMÓ Choux's indirect competitors include Mako and J.CO Donuts & Coffee.



Figure 2. 1 Mako Product

Source: makobakery.com

Mako is a brand known for its innovative range of breads, pastries, and creative cakes. Mako is categorized as one of OMÓ Choux's indirect competitors because Mako sells bakery products that have the same target market. In terms of price,

Mako is indeed more affordable than OMÓ Choux with a price range that ranges from Rp. 9.500 – Rp. 23.000 / pcs.



Figure 2. 2 J.Co Donuts & Coffee Product

Source: travel.tempo.co

J.Co Donuts & Coffee is a local brand that has been around since 2006. This coffee shop sells soft donuts with various variants of toppings on it. the price offered for 1 pcs of donuts is Rp. 9,500 and Rp. 92,000 for 1 dozen which contains 12 pcs of donuts. Not only selling donuts, but J.Co Donuts & Coffee also sells coffee and yogurt which ranges from Rp. 35,000 - Rp. 45,000. Although it does not offer the same products or services, J.Co Donuts & Coffee is an indirect competitor of OMÓ Choux which has a similar target market. According to Databooks (2022), the total number of J.Co Donuts & Coffee outlets has reached 254 in 2022, one of which is in Summarecon Mall Serpong.

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Table 2. 2 Indirect Competitors

Factors	OMÓ Choux	Mako	J.CO Donuts & Coffee
Location	Strategic	Strategic	Strategic
Core Product	Cream Puff	Breads & Cakes	Donuts
Price Range (Rp)	23.000– 26.500	9.500 – 23.000	9.500 – 92.000
Target Customer	Middle to Upper Middle Class Consumers	Middle to Upper Middle Class Consumers	Middle to Upper Middle Class Consumers
Service	Counter Service	Self-Service	Counter Service
Distribution	Take Away and Delivery	Take Away and Delivery	In-Store and Delivery
Marketing	Instagram, Tiktok and Marketplaces	Instagram, Tiktok and Website	Instagram, Tiktok and Website

Source: Author Data

2.2.2 Direct Competitors

OMÓ Choux is an innovative business that creates unique forms of Choux Au Craquelin with unique flavors. Due to the rapid development of the dessert business in Indonesia, OMÓ Choux currently has 2 direct competitors located around Tangerang. Direct competitors that sell cream puff with au craquelin are Beard Papa's and Mihimihi.



Figure 2. 3 Beard Papa's Product

Source: beardpapa.com

Beard Papa's is a cream puff brand that originated from Japan and currently opened its branch in Tangerang. This brand is famous for its delicious cream puffs with various flavors. Not only selling cream puffs, Beard Papa's also sells several other desserts such as e'clairs, cookies, and pies. Beard Papa's currently has 2 branches around Gading Serpong, namely at Summarecon Mall Serpong and AEON Mall BSD City. With a price that is not much different from OMÓ Choux, which is around Rp. 20,000 - 25,000, it will be a challenge for OMÓ Choux to compete with Beard Papa's which is well known to the public.



Figure 2. 4 Mihimihi Product

Source: pergikulinier.com

Mihimihi is a cream puff brand that sells cream puffs that are elongated like éclair. Mihimihi has 6 different filling variants, namely vanilla, chocolate, strawberry, biscoff, mango, and durian. The price range offered by Mihimihi is from Rp. 24,000 - Rp. 26,000 per pcs. Mihimihi is categorized as a direct competitor because mihimihi sells a product similar to OMÓ Choux as its main product, which is a cream puff with a crunchy texture on top and is equipped with different filling variants. In addition, Mihimihi also sells choux bites, souffle pancakes and a variety of drinks, such as smoothies, fruittea, and tea. mihimihi currently only has one outlet in Tangerang, at TangCity mall.

Table 2. 3 Direct Competitors

Factors	OMÓ Choux	Beard Papa's	Mihimihi
Location	Strategic	Strategic	Strategic
Core Product	Cream Puff	Cream Puff	Cream Puff
Price Range (Rp)	23.000 – 26.500	20.000 - 25.000	24.000 – 26.000
Target Customer	Middle to Upper Middle Class Consumers	Middle to Upper Middle Class Consumers	Middle to Upper Middle Class Consumers
Service	Counter Service	Counter Service	Counter Service
Distribution	Take Away and Delivery	Take Away and Delivery	Take Away and Delivery
Marketing	Instagram, Tiktok And Marketplaces	Instagram, Tiktok And Website	Instagram, Tiktok And Website

Source: Author Data

2.3 SWOT

To identify the strengths and weaknesses of the business, below is an overview of OMÓ Choux's SWOT analysis.

Table 2. 4 OMÓ Choux SWOT Analysis

Strength	Weakness	Opportunity	Threats
Innovative product offering.	Not many people know about the product.	Can be a partnership with coffee shop.	Not easy to find customers as not many people know about the product.
Still rare to find.	Only available in one place.	Consumptive culture of society.	Difficulty in finding the right supplier with high quality.
High quality of ingredients	Products are not durable, so they must be sold out in one go.	Can develop into a trend because it is unique.	Has tough competitors.
Affordable price.			

Source: Author Data

2.4 Sales Goal

To reach the break-even point, the Owner targets sales to reach the total customer of 100 and generate average revenue of at least Rp. 885.600.000 for the first year. To achieve this sales target, the Owner will create brand awareness and enhance marketing strategies both online and offline. The marketing strategy to achieve the sales target includes promoting sales on popular social media platforms

such as Instagram and TikTok. The Owner also assumes that sales will increase by 10% during the first three months.

Table 2. 5 OMÓ Choux Sales Goals Prediction

Sales Goals	Year 1	Year 2	Year 3
Total Customer	100	110	121
Growth	10%	10%	10%
Average Revenue	Rp. 885.600.000	Rp. 974.160.000	Rp. 1.071.576.000
Marketing Expenses	Rp. 6.500.000	Rp. 7.150.000	Rp. 7.865.000
Customer Acquisition Cost	Rp. 8.921.000	Rp. 9.813.100	Rp. 10.794.410

Source: Author Data

2.5 Marketing Strategy

2.5.1 Product Characteristics

OMÓ Choux is a home based culinary business that produces cream puffs with various unique flavors and shapes, aiming to satisfy consumers' snack cravings. OMÓ Choux offers new innovations in cream puff flavors that suit the Indonesian palate, providing a different experience than before. This will cater to the taste preferences of the young generation, which is the primary target audience of OMÓ Choux. OMÓ Choux has five different fillings to attract customer interest like avocado, lemon, coconut, cocopandan, and marie. These fillings are suitable for Indonesian as people known that Indonesia has many traditional dessert that has these kinds of flavors. OMÓ Choux consists of pâte à choux with crunchy texture (made from flour, butter, and sugar) on top, and diplomat cream for the filling. This cream puff has a medium size for one portion. The Owner has considered the right size for customers to enjoy the cream puff well.



Figure 2. 5 OMÓ Choux Product

Source: Author Data



Figure 2. 6 Marie Choux of OMÓ Choux

Source: Author Data

Every business has its own value proposition. The value proposition in the culinary business reflects a unique offer that makes a restaurant stand out among its competitors. This can include the quality and uniqueness of the products, a unique dining experience, competitive pricing, fast and efficient service, high standards of cleanliness and safety, availability of special diet options, strategic location, as well as attractive promotions and discounts. With a strong value proposition, restaurants can attract potential customers and retain their loyalty in a competitive market. OMÓ Choux stands out with its unique cream puff shape, unlike the typical round cream puffs. Instead, OMÓ Choux features a ring-shaped puff with a crunchy texture on top, a rarity in Tangerang, especially in Gading Serpong. OMÓ Choux

focuses on producing vream puff with premium quality ingredients, yet the prices are still affordable. This is the value proposition of OMÓ Choux.



Figure 2. 7 OMÓ Choux Packaging

Source: Author Data

2.5.2 Place / Distribution



Figure 2. 8 OMÓ Choux Booth Map

Source: malseerpong.com

OMÓ Choux, as a brand selling modern desserts and targeting the millennial market, has chosen to distribute its products in a well-known mall in Tangerang, namely Summarecon Mall Serpong. OMÓ Choux will open its booth between

Chatime booth and Auntie Anne's booth. The owner chose to open the booth in this location because it is close to the escalator where people will go up and down through the escalator. This location will be easier to find because it is close to the escalator. This mall is considered the right place to reach the millennial market, given that the younger generation nowadays frequently visit malls for entertainment and culinary experiences. Summarecon Mall Serpong is a strategically located mall near several campuses such as Mathana University, Universitas Multimedia Nusantara, and Pradita University. The mall is also close to several hotels including Ibis Gading Serpong, Atria Hotel Gading Serpong, JHL Solitaire, and Episode Hotel. This presents a great opportunity for OMÓ Choux to attract consumers within its target market. Additionally, OMÓ Choux will also engage in social media promotions with attractive content to capture customers' attention.

2.5.3 Promotion

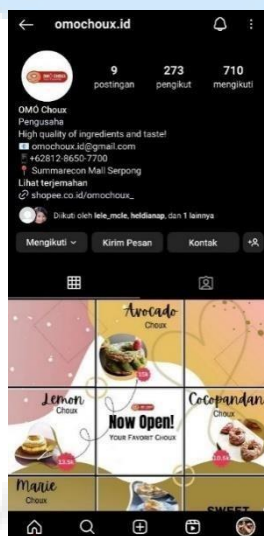


Figure 2. 9 OMÓ Choux Instagram

Source: omochoux.id

For promotion, OMÓ Choux plans to employ both "pull" and "push" marketing strategies. The "pull" strategy will involve promoting the product through

social media platforms such as Instagram and TikTok. By doing so, OMÓ Choux aims to capture the attention of potential consumers and invite them to learn more about the product.

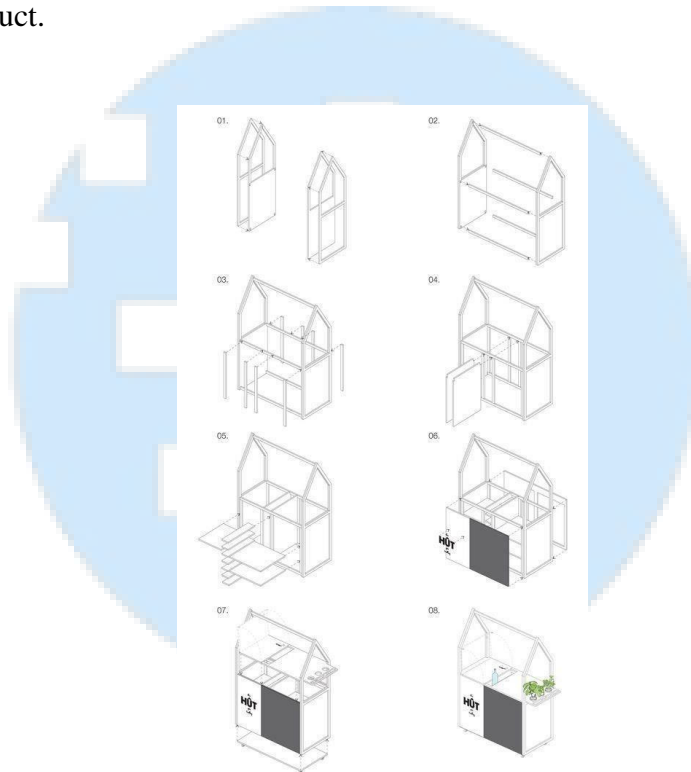


Figure 2. 10 OMÓ Choux Booth Design for Bazar

Source: Pinterest

Meanwhile, the "push" strategy will be implemented by participating in campus and mall bazars with the goal of increasing brand awareness and get more customers. By being present and showcasing the products directly, OMÓ Choux hopes to generate immediate interest from consumers and establish closer relationships.

Table 2. 6 Advertising Tools

Promotional Tools	Budget over 1 year (Rp)
Instagram Ads	1.500.000
In-Store Promotions	2.000.000
Bazar Promotions	3.000.000
Total	6.500.000

Source: Author Data

2.5.4 Pricing

Based on previous quantitative research findings, the Owner assessed that the purchasing power of the average respondents is significant enough to buy OMÓ Choux products. This serves as motivation for OMÓ Choux to provide high-quality products with flavors that can satisfy customers.

Table 2. 7 OMÓ Choux Product Pricing

NO	Product	Size	Price (Rp)
1	Avocado Choux	200 Gr	25.000
2	Lemon Choux	200 Gr	24.000
3	Coconut Choux	200 Gr	26.500
4	Cocopandan Choux	200 Gr	23.000
5	Marie Choux	200 Gr	24.500

Source: Author Data

The price applied to each product has been well-calculated, taking into consideration the prices suggested by respondents, ranging from Rp. 23.000 to Rp. 26.500 per piece with premium quality of ingredients.