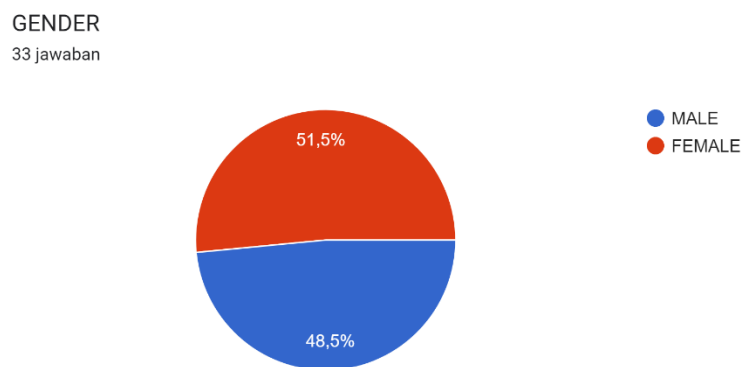


CHAPTER II

MARKETING PLAN

2.1 Market Size

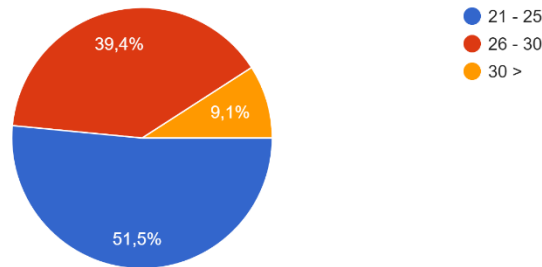
Research is a valuable approach that enables entrepreneurs to gather data that supports them in identifying the target customers for their business and developing an effective marketing strategy. Consequently, individuals often conduct research prior to initiating a business venture. In this particular instance, the author gathered quantitative data by distributing a questionnaire to 33 individuals, allowing for a systematic analysis of the collected information.



Charts 2.1 respondent gender percentage

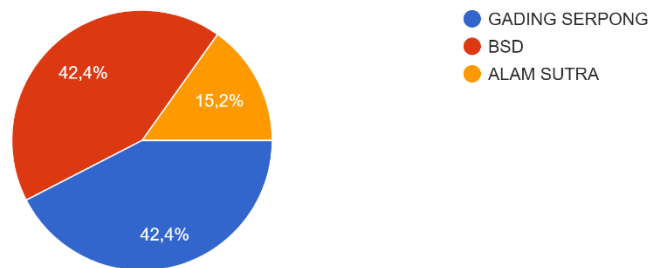
Mostly the respondent from this survey are female which gain 51,5% and the male respondent are around 48,5%

AGE
33 jawaban



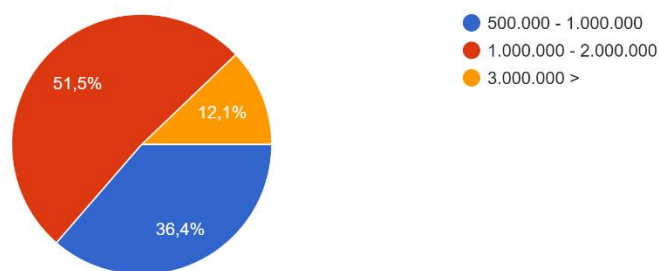
Charts 2.2 respondent age percentage
Our respondent mostly are around 21 – 25 years old since our product are targeting to gen-Z.

DOMICILE
33 jawaban



Charts 2.3 respondent domicile percentage
Mostly our audience are from BSD area because High Cream store will be located at Gading Serpong near BSD area the target respondent are in the correct area

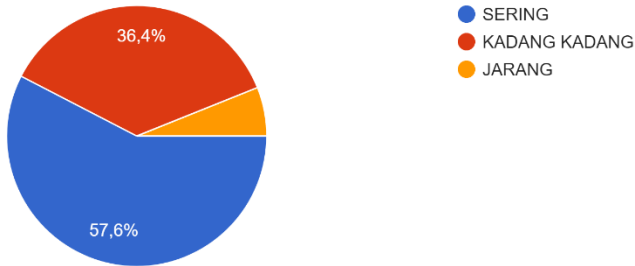
PENGELUARAN PERBULAN
33 jawaban



Charts 2.4 respondent expenses charts

Mostly the respondent expenses for a month are around 1 million to 2 million which show a high expense for consumption.

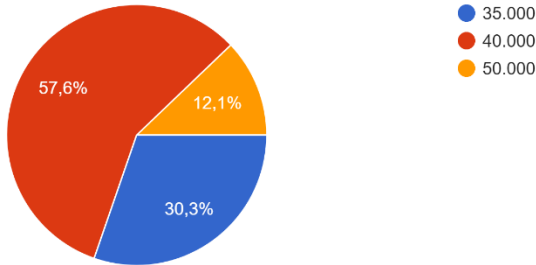
SEBERAPA SERING MENGONSUMSI ES KRIM
33 jawaban



Charts 2.5 ice cream consumption frequent

Most of the respondent are highly like ice cream which in the charts show around 57,6% respondent are often consuming ice cream

BERAPA HARGA YANG COCOK UNTUK ES KRIM DENGAN ALKOHOL
33 jawaban

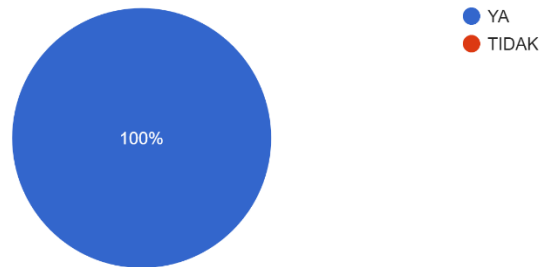


Charts 2.6 respondent price rate

Most of the respondent suggest to sell the alcoholic ice cream at the price of 40.000 rupiah. Where the suggested price is same of the High Cream about to sell.

APAKAH ANDA TERTARIK UNTUK MENGONSUMSI ES KRIM DENGAN ALKOHOL

33 jawaban



Charts 2.7 respondent interest to try

As we can see all of the audience are interest to try alcoholic ice cream which show that the opening of alcoholic ice cream will be smooth since there many respondents show their interest.

For qualitative is also needed to understand more about costumer opinion on ice cream business in Indonesia in deferent point of view. So for that High Cream have one participant for the interview about ice cream business in Indonesia based on costumer perspective.

Participant: Ms. Silfi,

Ms. Silfi is a private sector employee, in her opinion ice cream industry is a competing business since there are many ice cream store nearby, but if as owner create a unique and always innovating a new flavor Ms. Silfi belief that ice cream business can survive. Also Ms. Silfi believe the most important part of ice cream business is first the appearance of the store, second appearance of the product and last is the taste of the product, because most of people are consuming ice cream is to have a enjoyable time, alone, with friends, or even with family. So, the most important are a good ambience to relax.

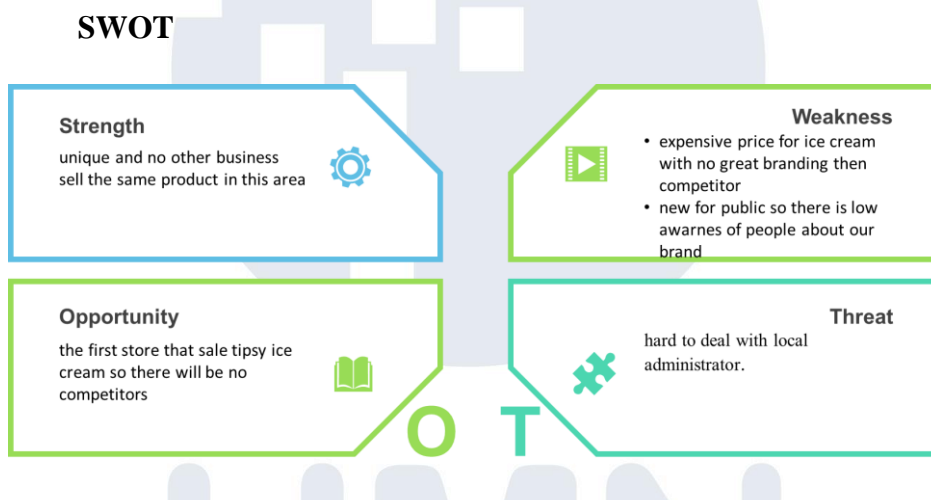
2.2 Competitor Analysis

2.2.1 Competitor

2.3 Table 2. 1 Analysis SWOT

Factors	Vivoli	TIPSY CREAM	Kafe kacapiring

Location	Jakarta, Tangerang	Jakarta, Tangerang	Tangerang
Core Product	Gelato	Alcoholic ice cream	Ice dish
Customer	Middle-up class	Middle-up class	Middle-low class
Distribution	Online and offline store	Online and offline store	Online and offline store
Marketing	Social media ads, website	social media ads, website ads	social media ads, website ads



Picture 2.12 SWOT analysis
(Source: writer data)

SWOT analysis contains Strength, Weakness, Opportunity, and Threat. For High Cream the Strengths are its unique and no other store sells the same product in this area, for the Weakness it is expensive for an ice cream that has no branding than the competitor, for the Opportunity it will be the first store in the area that sells alcoholic ice cream, but the Threat is it will be hard to deal with local administration.

2.4 Sales Goal

By prediction of first month will have 40 customer and growing for the second month by 10% and the next month by 5%. And also, a calculation of CAC (Customer Acquisition Cost) by Total Cost / Total Number of Customer Acquired

Table 2. 2 Sales Goal

Sales Goals	Month 1	Month 2	Month 3	Month 4
Customer	40	44	46	48
Growth	-	10%	5%	5%
Average Revenue	1.600.000	1.760.000	1.840.000	1.920.000
Marketing Expenses	2.732.000	2.732.000	2.732.000	2.732.000
Customer Acquisition Cost	68.300	62.090	59.390	59.920

2.5 Marketing Strategy

2.5.1 Product Characteristics

High Cream offers an ice cream with the mixture of alcohol which our main product is alcoholic ice cream. High Cream offers a variety of flavors of spirits and cocktails, with the signature product being White Spiced Rum. High Cream's target market is the middle-low customer who seeks a new experience of ice cream flavor.

2.5.2 Distribution

High Cream sells their product in offline stores that are located at Goldfinch Gading Serpong. High Cream also sells their product in online stores like go-food, grab food, Shopee-food and also on social media such as Instagram.

2.5.3 Promotion

High Cream uses online promotion by using websites and social media such as Instagram. They also do offline promotion by introducing the product in food fairs and will make big promotions to attract customers to come and try their ice cream, so they will know the taste of their ice cream.



Picture 2.15 High Cream Instagram page
(Source: writer data)

Table 2. 3 Advertising Tools

Promotional Tools	Budget over 1 year
Instagram ads	3.000.000
Graphic designer	4.000.000
Google ads	2.500.000
Grab	1.250.000
Go - Jek	1.250.000
Food Bazar	3.500.000
Opening Instore Promotion	17.280.000
Total	32.780.000

2.5.4 Pricing

The pricing strategy plays a crucial role in attracting customers to new businesses. High Cream Company employs a value-based pricing approach to determine the prices of its products. Value-based pricing relies on the perceived worth of the products from the customers' perspective. We will sell our product at flat price cost at Rp40.000 per cup but for the grand opening promotion High Cream will give a 18% discount for all flavor for at least 2 month, to attract customer so they know what High Cream brand sales.

