

CHAPTER II

MARKETING PLAN

2.1. Market Size

To find out customer behavior in determining something before buying a product, it is very important to conduct research on customer behavior. In this way, we owners can also get what preferences are fixed for potential customers. Owner has carried out qualitative and quantitative methods, besides that the owner has conducted interviews with 3 people, namely the owner of Diadon Cakes, a consumer or dessert lover.

2.1.1 Quantitative

In determining and also to better understand our target market, it is necessary to carry out a questionnaire, with this question it will certainly reach many people. The owner of this survey got 40 respondents. This survey is used to find out target market demographics and preferences.

a. Demographic

The first part of the survey is demographics to find out the gender, age, place of residence and also the monthly expenses of the respondents. This data will make it easier for the owner to choose a place and a target market to sell products and also a suitable place.

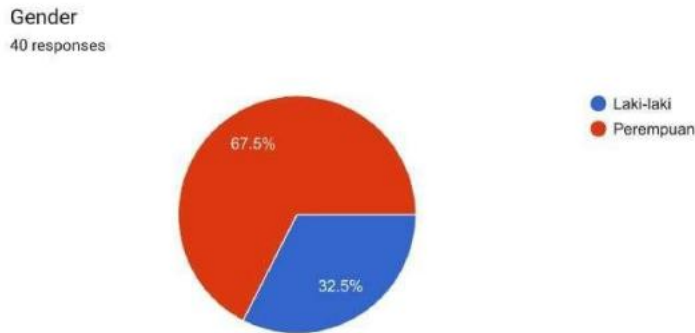


Figure 2.1 Respondent Gender
Source: Author Data

From the data above, it can be seen that the number of female respondents was more than 67.5% or 27 people and 32.5% or 13 people were men who filled out this survey.

From the survey above shows that women are the most consumers and like dessert cups, because Hey Dessert tries to provide not only good product quality but also the shape of the cup used is also unique just because most ordinary women will like to suit the unique and like to take photos of every food purchased.

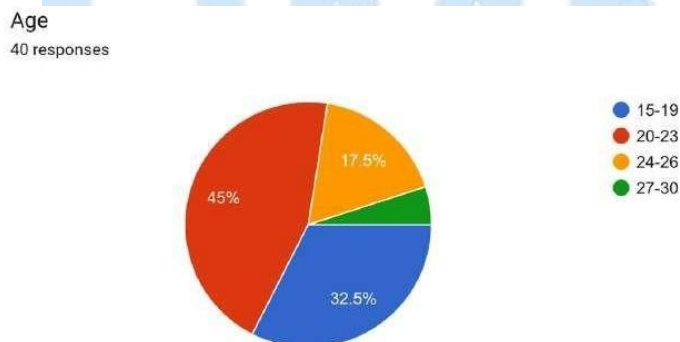


Figure 2.2 Respondent Age
Source: Author Data

Based on the data above, it shows that the population aged 15-19 years is 32.5% or 13 people. Other respondents aged 20-23 years were 45% or 18 people, 24-26 years were 17.7% or 7 people, and

finally 5% or 2 people aged 27 years. People in the age range of 15-23 years tend to prefer consuming dessert boxes for a variety of reasons which include trends and popularity, ease of accessibility through online ordering, desire for a unique culinary experience, social media influence, flexible choices in dessert cup, as well as celebrations and social occasions where dessert boxes are often a popular food choice. The combination of these factors makes dessert cup a great food choice.

Domisili
40 responses

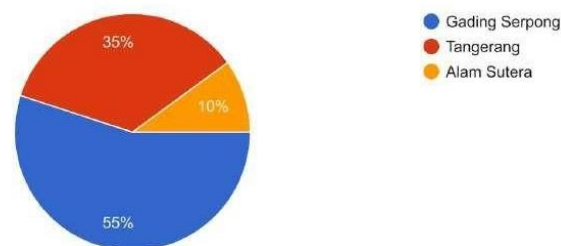


Figure 2.3 Respondent Domicile
Source: Author
Data

Hey Dessert will operate at Summarecon Mall Serpong, therefore the author is distributing this survey to people in Gading Serpong, Tangerang and also Alam Sutera. The survey results show that 55% or 22 people live in Gading Serpong and 35% or 14 people live in Tangerang and finally there are 10% or 4 people who live in Alam Sutera. The data above the author targets people who live in Tangerang, especially in Gading Serpong, which is done because the location of Hey Dessert will be in Summarecon Mall Serpong, of course, through surveys it is one way to introduce people in the Tangerang area to be able to recognize the products that will be offered. So that this will be one way to be able to attract potential customers.

Pekerjaan
40 responses

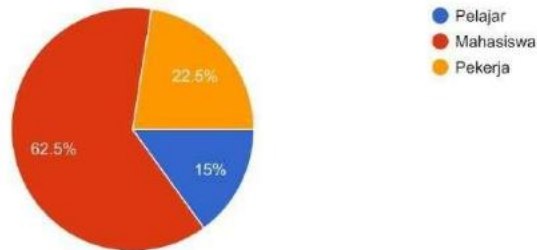


Figure 2.4 Respondent Profession

Source: Author Data

Based on the survey above, the average respondent is 62.5% students or 25 people and the others are 22.5% or 9 people workers and finally there are 15% students or 6 people. Because Hey Dessert will operate on SMS and because the location is also close to campus and school, this can be an opportunity for students or students to be able to buy Hey Dessert products at Summarecon Mall Serpong.

Pengeluaran Bulanan
40 jawaban

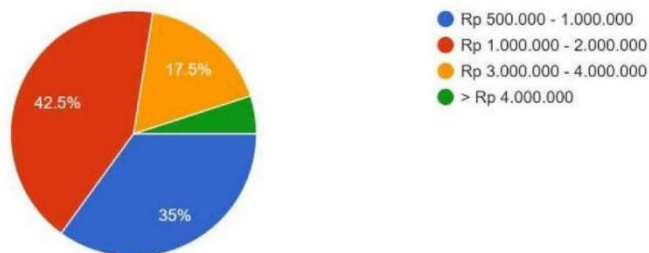


Figure 2.5 Respondent Monthly Expenses

Source: Author Data

On average, respondents are millennial, students, and some are already working. From the data above, it can be seen that 35% or 14 have expenses of IDR 500,000 - IDR 1,000,000, 42.5% have expenses of IDR 1,000,000 - IDR 2,000,000 and so on. 17.5% or 7 people have expenses of IDR 3,000,000 - IDR 4,000,000 and finally there are 5% or people whose expenses are greater than IDR 4,000,000. Knowing the montly expenses of consumers is a key

factor in Hey Dessert's success in selling dessert cups. By understanding consumer spending patterns, Hey Dessert can determine appropriate product prices, plan stock and inventory efficiently, design effective marketing strategies, and adjust products and services according to market needs. Thus, consumer monthly expenses analysis is also an important aspect in business planning strategies

Apakah kalian pernah makan dessert cup?
40 jawaban

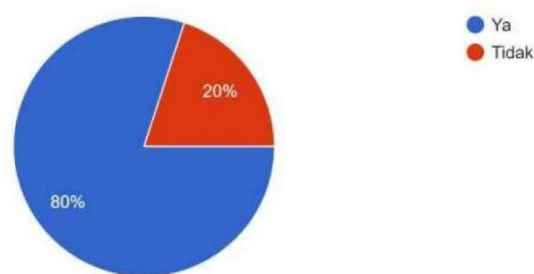


Figure 2.6 Consumption of Dessert Cup
Source: Author Data

If you look at the data above, it shows that out 80% or 32 people have ever consumed a dessert cup, while 20% or 8 people have never consumed a dessert cup. The data from this shows that the author has the opportunity to be able to introduce them to the dessert cup product.

Seberapa sering kalian mengonsumsi dessert cup?

40 jawaban

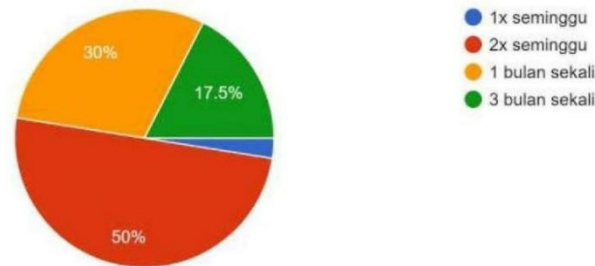


Figure 2.7 How often respondents consumed dessert cup

Source: Author Data

The author also asked how often respondents consumed it and the results obtained showed that of the 40 respondents there were 2.5% or 1 person consuming dessert cups once a week while 50% or 20 people consumed them twice a week, 30% or 12 people consumed them. dessert cup once every 1 month and finally 17.5% or 7 people consume it once every 3 months. Opportunities arising from this data include increasing sales by targeting consumers who regularly consume dessert cups, providing purchasing options that align with consumer habits, developing new products, and raising awareness through tailored promotional strategies. By effectively leveraging this data, Hey Dessert can enhance their marketing and sales strategies and expand their market reach.

Biasanya kalian membeli dessert cup dimana?
40 jawapan

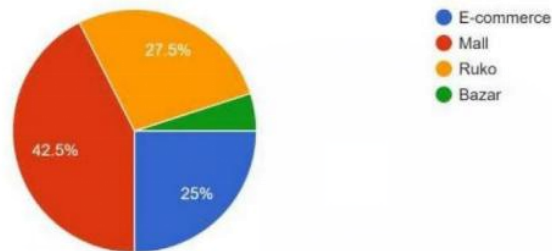


Figure 2.9 Place Respondent Usually Buy the Dessert Cup
Source: Author Data

The next question is where respondents usually buy dessert cups and the results show that as many as 25% or 10 people often buy dessert cups in E-commerce and 42.5% or 17 people, 27.5% or 11 people often buy in shophouse, 5% or 2 people buy bazaar. From the data above, online purchases are important in improving marketing, therefore owners will use Gofood for online sales in addition to using booths.

Apakah kalian tertarik untuk membeli produk Hey Dessert?
40 jawapan

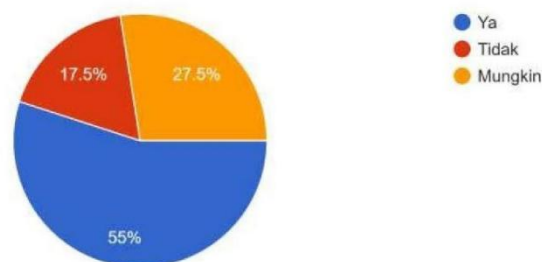


Figure 2.10 Interest for Buying Hey Dessert Products
Source: Author Data

Before asking questions the owner has presented a brief explanation regarding the products that will be offered by Hey Dessert and from 40 respondents it shows that if there are 55% or 22 people who are interested and want to buy Hey Dessert products beside that 17.5%

or 7 people who not interest to buy the product and lastly 27.5% or 11 people answer maybe they will buy Hey Dessert products.

Apakah kalian akan menawarkan atau merekomendasikan produk Hey Dessert kepada keluarga/teman anda?
40 jawaban

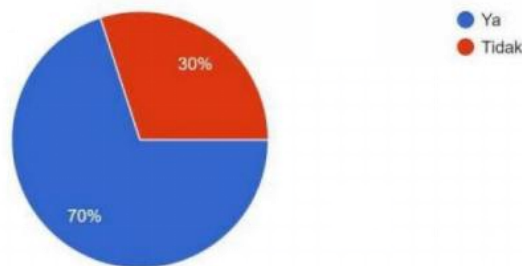


Figure 2.11 Recommendation for Family/Friends
Source: Author Data

In this question, the author wants to know whether respondents would recommend Hey Dessert products to family and friends and from what they get, 70% or 28 people would recommend Hey Dessert products to those closest to them. Of course this is an opportunity for the author to be able to introduce this product to many people through strategic word of mouth. Lastly there are 30% or 12 people who would not recommend the product.

Berapa harga cocok untuk 1 cup (240 ml) produk Hey Dessert?
40 jawaban

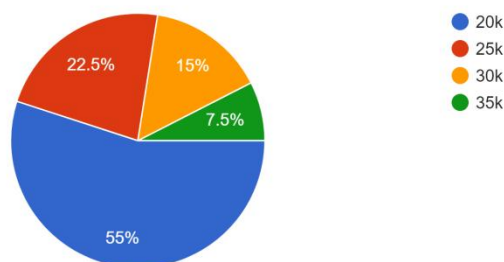


Figure 2.12 Pricing
Source: Author Data

In the last question, the owner asked how much the estimated selling price for one cup of dessert was. The author asked this to find out

what price respondents expected and of the 40 respondents there were 55% or 22 people chose Rp 20,000, 22.5% or 9 people chose Rp 25,000 and 15% or 6 other people chose Rp 30,000 and finally 7.5% or 3 people chose Rp 35,000. Qualitative Conclusion

In conclusion, the results of a survey conducted show that most of the target market is aged between 15-26 years and the average is a student and also has a desire for the products offered. The data above also shows that many of the respondents have consumed dessert cups and like dessert cups. Other results obtained also show that the respondents agree that if the price of a dessert cup starts from Rp. 20,000 - Rp. 30,000 this is suitable for one dessert cup.

2.1.2 Qualitative

The first participant is the owner of a bakery called Diadon Cakes. This business, which started in 2010, experienced a decline due to the recent pandemic of up to 70 percent. Diadon Cakes is also a business that sells dessert cups, offering prices starting from IDR 10,000 - IDR 25,000. According to him, as smart business people we must always be able to innovate and continue to look for trends that are currently rising in order to be able to compete with competitors. Apart from that, what he needs to pay attention to when opening a new business is that we must be able to determine the right target market and we must match the products we offer. Apart from that, a strategic location is also important so that we can be easily found by other people.

For him, TikTok and Instagram are the best choices to improve our business branding so that more people know about it. The owner of Diadon Cakes also said that social media such as TikTok was very helpful in reviving the business and Diadon also opened cake making courses starting from IDR. 300,000 - Rp.850,000.

The second participant is a consumer named Stella Maria, a

student who lives in Gading Serpong. In his interview, he said that if he really likes dessert boxes, he often buys tiramisu dessert cups. Apart from that, he also said that he was considering buying because for him, if the price sold was high but the product was mediocre, it might not attract demand, but on the contrary, if the price offered was in line with the quality. The product will attract many customers. The author also offers Hey Dessert products, namely Lemon Marie Crumbs and according to him, this is the first time he has heard about this dessert and he is interested in trying and buying this product.

In conclusion, from the results of the interviews conducted, there are several points that can be taken as steps in starting the first product, namely as a new business, of course you have to find a target market, you need uniqueness and the right strategy so you can determine a target market that is suitable for the product you are selling offered. In addition, using social media as well as e-commerce platforms to continue to develop our products so that they can be recognized by many people so that they are not only in one location but can reach many places. Not only that, quality and price must be appropriate so that customers believe in buying our products, even though they offer high prices, customers will still buy if the quality of the products provided is equivalent to the price offered.

2.2 Competitor Analysis

In a business, an entrepreneur must be able to analyze competitors because this is one of the things that must be done to be able to define and understand the business to be run. In addition, this also helps to identify competitors in order to determine the strengths and weaknesses of competitors so that they can anticipate their moves. Analyzing competitors can certainly help to be able to create a more appropriate marketing strategy so that it is right on target. Besides that, of course, it makes it easier for us to understand the

market well.

2.2.1 Direct Competitors

Hey Dessert operates in the food sector, namely desserts which continues to innovate to produce delicious dessert products as mentioned above. Hey Dessert wants to develop new innovations for dessert cups which of course will be given various toppings. The owner discovered that Hey Dessert had direct competitors.

1. Mad Milky

Mad Milky is a business that sells a variety of breads and cakes including cold milk buns similar to dessert boxes where served with bread in a container which is then given sauce. Mad Milky sells other foods such as sando is like bread with various variants of fillings or toppings, the price offered by Mad Milky is IDR 28,000 to IDR 109,000. For milky cold buns with variants of milk, mango and peanut toppings, the price offered for this product is IDR 99,000. Mad milky is located at Summarecon Mall Serpong, 2nd Floor Jl. Gading Serpong Boulevard, Gading Serpong.



Figure 2.12 Mad Milky Product

Source: Mad Milky Instagram

2. Crystalloveats

Besides that, there is also another indirect competitor, Crystalloveats cake & sweets, located in Cluster Samara Village,

Gading, Serpong, Tangerang which sells dessert cups with various variants, from lotus biscoff to matcha cheesecake dessert cups and also sells a variant of cake.



Figure 2.13 Crystaloveats Product

Source: Crystaloveats Website

2.2.2 Indirect Competitor

1. Sour Sally

Sour Sally is a brand that sells frozen yogurt products. This brand was founded by Donny Pramono in 2012, Sour Sally developed its business by launching the Sour Sally Mini franchise. Sour Sally Mini is present with a 3x3 meter outlet concept located in a non-premium location with high traffic and affordable products for the middle segment, in contrast to Sour Sally which is present in premium locations with a boutique outlet concept. The price start from Rp 50.000 until Rp 87.000 for each product.



Figure 2.14 Sour Sally Product

Source: Sour Sally Websites

2.Kibo

Kibo is the No. 1 Japanese-inspired brand of affordable premium gifts and sweets. 1 in Indonesia. Kibo offers dense pastry filled with super melty fillings, such as green tea and salted egg. There are four types of Kibo on offer, namely Original Molten, Matcha Molten, Original Cheese Molten, and Salted Egg Molten which are offered with a price range of IDR 30,000 - IDR 250,000 for each product.



Figure 2.15 Kibo Product

Source: Kibo Websites

Table 2.1 Direct Competitor Matrix

	Hey Dessert	Mad Milky	Crystaloveats
Strategy	Affordable Price	High Price	High Price
Core	Dessert cup	Buns, Dessert box	Dessert cup and cake
Customer	Dessert lover	General	General
Competitive	Using Custard Cremeux for filling	Using Mango and also Pistachio for filling	Selling cookies and also cake
Advantage	Using anchor cream	Using Tang Zhong method for make a soft buns	Using cheddar for cheese cream
Distribution	In-store and Delivery	Take away in-store and Delivery	Delivery

Marketing	Instagram, Tiktok and Marketplaces	Instagram, Websites and Marketplaces	Instagram and Marketplace
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Source: Author Data

Table 2.2 Indirect Competitor Matrix

	Hey Dessert	Kibo	Sour Sally
Strategy	Affordable Price	High Price	High Price
Core	Dessert cup	Molten cheese cake	Frozen yogurt
Customer	Dessert lover	Cake Lover	General
Competitive	Using Custard Cremeux for filling	Seling birthday cake, snack and also hamper	Using frozen yogurt
Advantage	Using anchor cream	Using cheese Japan	Using charcoal from japan for black frozen yogurt
Distribution	In-store and Delivery	In-Store and Delivery	In-store and Delivery
Marketing	Instagram, Tiktok and Marketplaces	Instagram, Websites and Marketplaces	Instagram, websites and Marketplace

Source: Author Data

2.2.2 SWOT

Table 2.2 Hey Dessert SWOT

SWOT Analysis	
Strength	<ul style="list-style-type: none"> - New innovation of dessert cup - Modern and attractive cup
Weakness	<ul style="list-style-type: none"> - Limited menu - limited human resource - Seasonal demand
Opportunities	<ul style="list-style-type: none"> - There are no competitors selling the same product
Threats/Constraint	<ul style="list-style-type: none"> - Lack of interest from customers - People prefer existing dessert cup brands like Cyrastaloveats

2.3 Sales Goals

Hey Dessert assumes that it will experience a 5% increase in business per yearly.

Table 2.3 Sales Goal

Sales Goal	Year 1	Year 2	Year3	Year 4
Customer	10,800	11,880	13,068	14,375
Gross customer	10%	10%	10%	10%
Marketing expenses	Rp14,569,000	Rp 16,025,900	Rp 17,628,490	Rp 19,391,339
Total Revenue	Rp727,714,800	Rp 800,486,280	Rp 880,534,908	Rp968,588,398.8
Gross Profit Margin	Rp429,429,600	Rp 472,372,560	Rp 519,609,816	Rp571,570,797.6
Net Income	Rp192,964,678	Rp 212,261,145.8	Rp233,487,260.4	Rp256,835,986.4

Source: Author Data

2.4 Marketing Strategies

2.4.1 Product Characteristics

Hey Desserts is a brand that continuously innovates in creating dessert cups with unique and enticing flavors. By introducing new variants such as Lemon Marie Crumbs, they offer a fresh experience for flavor enthusiasts seeking a blend of sour and sweet in one serving. Additionally, with other variants like Matcha Dessert Cup and Coffee Dessert Cup, utilizing chocolate cake as the main ingredient, Hey Desserts caters to the preference of many who enjoy the rich flavor of chocolate cake, enriching the experience for consumers seeking both sweetness and bitterness. Not only that, Hey Desserts products are known for their premium quality because Hey Dessert specializes in making delicious and inventive custard cremeux, which serves as the main filling for their dessert offerings. They also use Anchor brand heavy cream to ensure the product is branded with the highest quality and attractive packaging, with each cup containing 150 grams. This adds value to

the brand, enhancing the overall experience for customers.

2.4.2 Place

Hey Dessert will be located at Summarecon Mall Serpong fixed on the 2nd floor next to Shushu. The owner chose this location because the place is easily accessible by many people and from all walks of life in addition to campuses, schools and housing so that it will be easy to be able to attract the target market itself.

2.4.3 Promotion

According to Databoks, internet users in Indonesia who use social media platforms like Instagram account for 85.3%, while those using TikTok amount to 73.5%. Overall, Databoks recorded a total of 139 million social media user identities in Indonesia as of January 2024. This figure is equivalent to 49.9% of the total national population. Therefore, Hey Dessert will use Ads on Instagram to offer promotions, as well as TikTok ads to create content related to Hey Dessert products. Beside that Hey Dessert utilizes diverse marketing content forms including photos, short videos, and illustrations. These marketing materials are shared on Instagram and also Tiktok through posts and stories. Canva serves as the editing platform for creating these engaging content pieces. Owner also plan to give a discount 15% of time opening and other promotions during big days.

Tabel 2.4 Advertising Tools

Promotional Tools	Budget
Instagram Ads	Rp 6.000.000
Tiktok Ads	Rp 6.000.000
Instore discount promo	15%
Canva Premier	Rp 769.000
Total	Rp 14,569,000

Source: Author Data

2.4.3 Pricing

Hey Dessert adopts a pricing strategy that offers affordability while maintaining quality. Each dessert cup, containing 150 grams of product, is priced between Rp 30,000 and Rp 35,000. Specifically, the Lemon Marie Crumbs is priced at Rp 30,000, the Coffee Dessert Cup at Rp 35,000, and the Matcha Dessert Cup at Rp 35,000. This pricing strategy aims to cater to a wide range of customers while ensuring that Hey Dessert remains competitive in the market. Additionally, it reflects the value proposition of the brand, offering delicious and satisfying dessert experiences at reasonable prices.

