

CHAPTER II

MARKETING PLAN

2.1 Market Size

2.2.1. Survey Result

In order to gain a more comprehensive understanding of the market, it is necessary to distribute questionnaires. The questionnaire itself was completed by a significant number of respondents, which is 40 respondents. The survey was disseminated to ascertain the market's opinion, preference, and demographic.

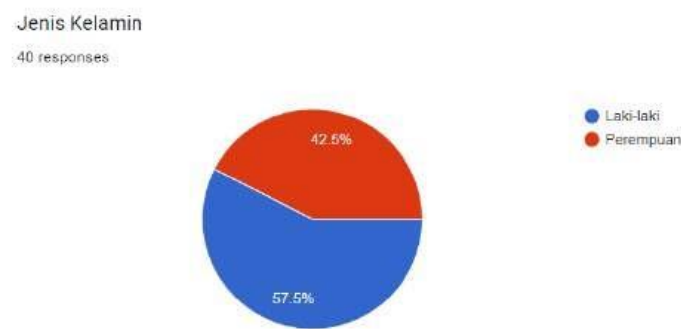


Figure 2.1 Respondent Gender

Based from the data given from the chart above, there are 42,5% of female respondent which is equals to 17 people. On the other hand, the male respondent reached up to 57,5% which is equals to 23 people. This result concludes that there are more male respondents that are more interested in this drink. This survey indicates that the marketing efforts should include themes or messaging that resonates with male consumers while still being inclusive of female consumers.

Umur

40 responses

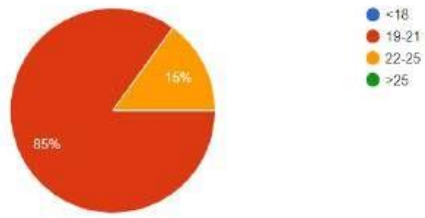


Figure 2.2 Respondent Age

Based from the data given from the chart, the respondents age varies from 19 up to 25 years old. 34 of them are between the age of 19 up to 21 while the other 6 range from 22 up to 25. This survey result indicates that the target consumers will focus on a young, dynamic audience, likely college students or early professionals.

Domisili
40 responses

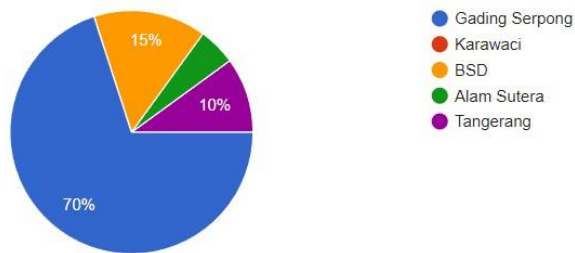


Figure 2.3 Respondent Domicile

The respondents are dispersed across various regions, as evidenced by the chart above. 70% of the respondents which is equals to 28 are based from gading serpong, while the other 30% are spread across neighboring region. 15% or 6 are from BSD, 10% or 4 from Tangerang, and the other 5% or 2 are from Alam Sutera. A significant majority of respondents resides in Gading Serpong, thus this area will be the target locations for operations, promotions and distributions. Neighboring areas like BSD, Tangerang, and, Alam Sutera will be the secondary focus area.

Penghasilan per/bulan
40 responses

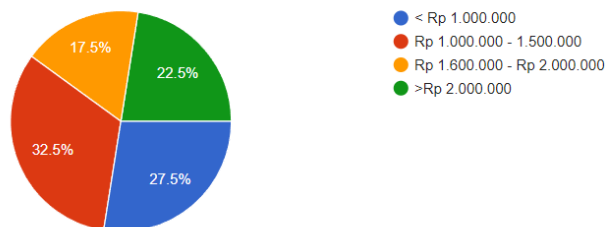


Figure 2.4 Respondent Income

The respondents' income varies ranging from under 1 million per month up to over 2 million. As seen from the charts above, 27,5% of people which is 11 people has an income lower than 1 million in a month. 32,5% which is 13

people have an income between 1 million to 1,5 million. 17,5% which is 7 people have an income of 1,6 million up to 2 million. And the rest 22,5% which is 9 people has an income of over 2 million in a month.

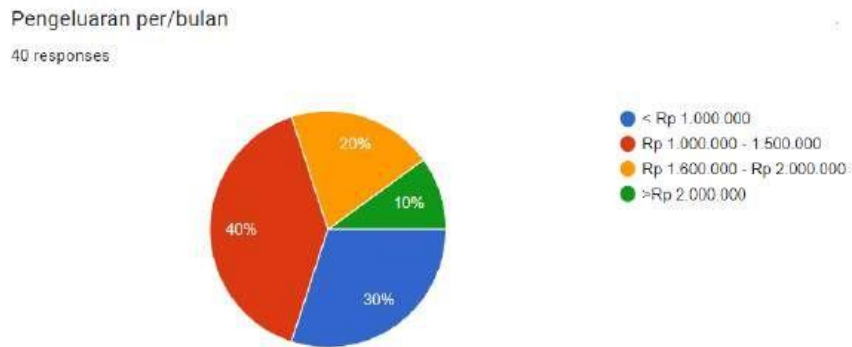


Figure 2.5 Respondent Expenses

The respondents' expenses ranged as followed. 30% of the respondents which is 12 people spends less than 1 million in a month. 40% which is 16 people spends around 1 million up to 1,5 million in a month. 20% which is 8 people spends around 1,6 million up to 2 million in a month. And the other 10% which is 4 people spends over than 2 million in a month. Both income and expenses from the survey result suggests a price-sensitive audience that values affordability, so the pricing strategies that will be implemented will focus on these consumers.

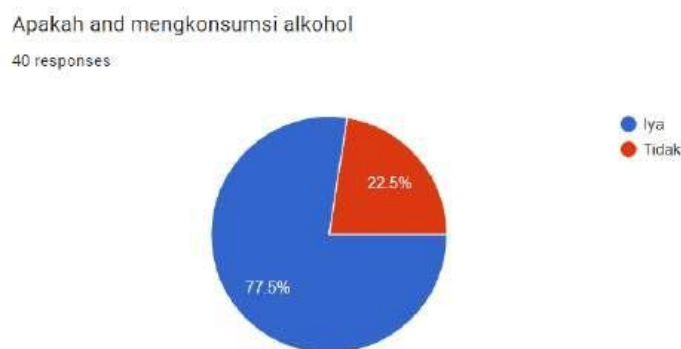


Figure 2.6 Respondent Consumption

For this question, respondents are divided into 2 sections. The first one which is 77,5% or 31 person of people who consumes alcohol and the other

22,5% which is 9 people who does not. This survey showing a moderate alcohol consumption habits for the target consumers.

Seberapa sering anda mengkonsumsi alkohol
39 responses

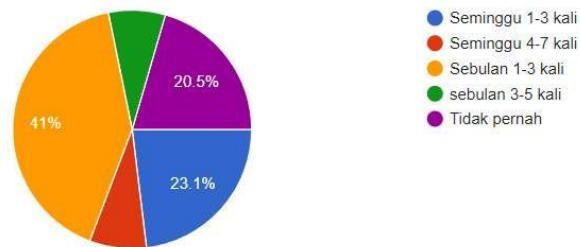


Figure 2.7 Respondent Alcohol Intake Frequency

According to the chart above, the average intake of alcohol varies among the respondents. 23,1% which is 9 people consuming from 1 up to 3 times in a week. 7.7% which is 3 people consume 4 up to 7 times in a week. 41% which is 16 people consume 1 up to 3 times in a month. 7.7% which is 3 people consume from 3 up to 5 times a week. And the last 20,5% which is 8 people does not consume alcohol at all.

Apakah anda pernah mendengar "Irish Coffee"
40 responses

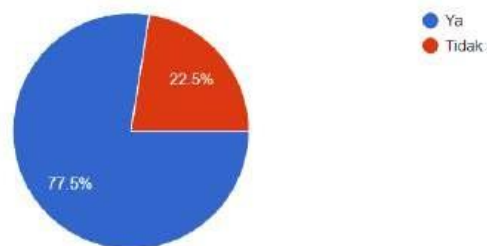


Figure 2.8 Respondent Experience to Irish Coffee

For familiarity, the respondents are asked if they are familiar with Irish coffee. 77,5% which is 31 people said yes while the other 22.5% which is 9 people said no.

Apakah anda tertarik untuk membeli Scoffee

39 responses

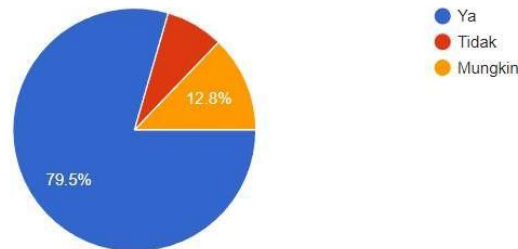


Figure 2.9 Respondent Interest For Scoffee

For the last question in the questionnaire given, respondents are asked if they are interested in buying scoffee. 79,5% which is 31 people said yes. 7,7% which is 3 people said no and the other 12,8% which is 5 people said maybe. This survey result indicates a strong market potential for Scoffee to operate in Gading Serpong area.

2.2.2. Conclusion

Given the data above, the market segmentation can be categorized in demographics, geographic, behavioral aspects. By the demographic aspect, the target audience will be young and dynamic male consumers who are eager to buy the product with affordable price. The domicile of most of the target consumers are in Gading Serpong area. Based on the behavioral aspects, the target consumers showing moderate alcohol consumption habit with high familiarity with Irish coffee and are interested to try Scoffee product. The price range offered by Scoffee will be aligning with the spending capacity of the primary audience. The product also will emphasize the quality, unique flavor and experience of the product tasting to justify the price point while maintaining affordability.

To market the product, Scoffee will focus and digital and on-site promotions highlighting Scoffee's uniqueness to Irish coffee. Scoffee will also offer variants or customizable options to cater both alcohol-consuming and non-alcohol-consuming audiences.

2.2 Competitor Analysis

2.2.1 Direct Competitor

The market for Irish coffee and its competitors has become more diverse as a result of the entry of a variety of brands and craft distillers who are offering distinctive variations on the traditional recipe. Independent specialty coffee liqueurs, such as Kahlúa, which also offers a coffee-forward flavor profile, and established coffee liqueur brands like Baileys Irish Cream, which have expanded their product line to include coffee-infused variants, are key competitors. In addition, whiskey brands such as Jameson have taken advantage of the increasing demand for premium Irish whiskey by introducing ready-to-drink Irish coffee products that blend their spirits with coffee.

The competition also encompasses non-alcoholic alternatives, including fore's ready-made coffee beverages and non-alcoholic whiskey and coffee mixtures, which are appealing to health-conscious consumers or those who avoid alcohol. The Irish coffee category is under increasing pressure to differentiate itself by focusing on flavor innovation, packaging, and brand narrative in order to attract the attention of both traditional coffee enthusiasts and the expanding craft cocktail demographic, as demand for convenience, quality, and innovation continues to increase. Below is the direct competitor analysis of Scoffee in Gading Serpong area.

Table 2. 1 Direct Competitor Analysis

Factors	Wooden Bar	Thirsty Owl	Hw Helens Live Bar Gading Serpong
Location	Pasar Modern Paramount	Ruko 7Cs, Jl. Boulevard Raya, Gading Serpong	Bez Plaza, Jl. Boulevard Raya, Gading Serpong
Main Product	Alcoholic beverages and Asian Food	Alcoholic beverages	Alcoholic beverages, Indonesian and western food
Price range	Rp 50.000 - Rp 150.000,-	Rp 50.000 – Rp 150.000,-	Rp 50.000 – Rp 200.000,-
Target Customer	Young adults, local community	Young adults, needs relaxing space	Adults consumers with classic and live music preferences

Service	Dine-in, casual dining	Dine in, casual bar	Dine in with reservation
Distribution Channel	Direct selling at location	Direct selling at location	Direct selling at location
Marketing Strategy	Unique atmosphere with wooden interior, WoM, and customer review in digital platform	Comfortable and friendly environment, digital promotion in social media	Elegant classic ambience, live music with famous artist, and social media branding

2.2.2 Indirect Competitor

Indirect competitors are businesses that do not offer the same products or services as Scoffee but still fulfil a similar customer need or attract the same target audience. For Scoffee, indirect competitors include cafes, restaurants, and establishments with beverage menus but without the unique Irish Coffee or similar blend of alcoholic and non-alcoholic options. And when you talk about Gading Serpong, abundant new café or restaurant will be long listed as there are handful of viral places in this area. However, after some observation, below is the closest indirect competitor analysis of Scoffee in Gading Serpong area.

Table 2. 2 Direct Competitor Analysis

Factors	The Morning Person Coffee Roaster	Codebrew Coffee	Sae Eat and Pottery
Location	Downtown Drive Summarecon	Ruko Pisa Grande 2, Gading Serpong	Ruko Fluorite, Gading Serpong
Main Product	Coffee, Western and Indonesian food	Coffee and Pastries	Traditional Indonesian food and beverage
Price range	Rp 25.000-Rp 75.000	Rp 50.000 /pax	Rp 25.000-Rp 75.000
Target Customer	Coffee lovers, college students, and young professionals who work remotely	Coffee lovers, college students, and young professionals who work remotely	Family

Service	Dine in, take away	Dine in, take away, pet friendly	Dine in
Distribution Channel	Direct selling, online platform (Gofood, shopeefood, and grabfood)	Direct selling	Direct selling
Marketing Strategy	Instagramable interior design, menu variation, and digital promotion	Limited daily menu, Pet-friendly café, wide backyard for relax	Beach club cozy ambience, culinary and pottery crafting, digital promotion

2.2.3 SWOT

Based on the data obtained on the competitor analysis, Scoffee coffee points out the SWOT analysis as follow:

Table 2. SWOT Analysis

Strength	Weakness
<ol style="list-style-type: none"> 1. Exclusive focus on Irish Coffee as a signature product 2. Offering both alcoholic and non-alcoholic options to cater broader target consumers 3. Targeting niche consumer who are both coffee enthusiast and social drinkers 	<ol style="list-style-type: none"> 1. Difficult in building brand recognition in a competitive market. 2. Limited awareness of Irish Coffee so the company requires significant education and marketing efforts. 3. Premium ingredients for Irish coffee and high investment in interior ambience.
Opportunity	Threat
<ol style="list-style-type: none"> 1. Growing interest in unique coffee and bar experience 2. Collaboration with local coffee roaster and alcohol brands for co-branding and promotion 3. Introduction to seasonal flavors or Irish-inspired cocktails to attract repeat visitors. 4. Hosting Irish-themed nights or mixology workshop to foster engagement. 	<ol style="list-style-type: none"> 1. Intense competition with established players who have loyal customer bases. 2. Price sensitivity among target consumers, especially for premium products. 3. Changing preferences due to the trends. 4. Regulatory issue for alcohol sales and operations.

2.3 Sales Goal

Explain how your company expect to reach certain number of customers monthly through several advertising tools that have been decided in the table below.

Table 2. 4 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Annual Revenue	Rp 2.196.000.000	Rp. 2.415.600.000	Rp 2.657.160.000
Gross profit	32%	33.1%	34.1%
Unit sold	43.200	43.676	44.157
New customer acquisition	3600 person	5000 person	5000 person
Customer Acquisition Cost	Rp 16.700,-/ pax	Rp 15.300,-/ pax	Rp 15.300,-/ pax

Assumption:

1. Unit sold is 120 unit daily x 360 days a year.
2. With the target of marketing cost 5 million per month and 120 products sold daily, Scoffee will do digital branding to acquire new customers. With the digital branding, Scoffee expected to get 10 new customers daily. Annually it will reach 3600 new customers who visit Scoffee from digital promotion.
3. Scoffee promotion budget is 60 million per year, with that amount, the cost for customer acquisition is roughly Rp 16.700,- per person.
4. Every year, Scoffee is expected to achieve 10 percent increase in annual revenue.

2.4 Marketing Strategy

2.4.1 Product

Scoffee is a bar offered unique mix of Irish Coffee. The main product offered by Scoffee will be mixed with a blend of premium liquer, high-quality brewed coffee, and a dash of cream. It is intended for individuals who desire the decadent flavor of a traditional Irish coffee without the necessity for preparation. Other would include Irish-coffee inspired beverages designed for Irish pub, such as Irish Cream mocha delight, Shamrock mint irish coffee, honey-spiced irish latte, Irish coffee tonic, and Caramel Bailey's Irish frappe.

2.4.2 Place

Scoffee will be expected to open at a ruko at Pasar Modern Paramount. This particular area is regarded as advantageous due to its proximity to communities and its high density. Scoffee will also have an online store to maximize its distribution and sales in Instagram. In the future, Scoffee opts for an intensive distribution strategy, which involves the brand selling its products in as many outlets or locations as feasible to ensure that it is widely recognized.



Picture 2.10 Scoffee interior design plan

Source: ChatGPT

2.4.3 Promotion

Scoffee will implement both push and pull strategies to increase the popularity of its products. Push and pull marketing strategies are essential for driving product demand and sales. A push strategy focuses on promoting products through intermediaries such as retailers and distributors using tactics like trade promotions, direct selling, and point-of-sale displays to encourage stocking and sales. In contrast, a pull strategy targets end consumers directly through methods such as advertising, content marketing, and influencer partnerships to create demand and encourage retailers to stock the product. For maximum impact, Scoffee will adopt a hybrid approach, leveraging push tactics to introduce products to the market and pull tactics to sustain consumer interest and brand loyalty. Combining both strategies ensures

comprehensive market coverage and long-term growth (Corniani, Margherita, 2008). Scoffee will utilize social media to advertise its Pull strategy. Instagram and TikTok will be employed to distribute content related to the products.



Picture 2.11. Example of social media layout for Scoffee
Source: ChatGPT

These social media platforms are advantageous due to their substantial user base. In order to introduce the product to the event attendees, Scoffee intends to attend various events and establish its own stand through the push strategy.

2.4.4 Pricing

The pricing strategy for Scoffee is carefully calculated based on key factors such as target consumer survey results, cost calculation, value-based factor, and penetration pricing factor. As the survey results revealed that the primary target audience is price-sensitive, the specified ranges for the price will be around 45k to 50k for the alcoholic beverages, meanwhile for non-alcoholic beverages, the price will range around 20k to 25k. The pricing ensures a sustainable profit margin by accounting for the ingredient costs, overhead expenses, marketing and promotional budgets. Scoffee offers premium Irish coffee beverages with unique pub-style ambiance, providing higher perceived value for customers. The price reflects the premium quality of ingredients, and the cozy- Irish inspired pub experience that adds to the beverage's value. As a new entrant in Gading Serpong market, Scoffee adopts penetration pricing to

attract a larger customer base so the prices are set at a competitive level similar to or slightly below competitors and hopefully the strategy will build initial brand loyalty and market share. Below is the pricing of the beverages in a menu.



Picture 2.12 Beverage Menu Design and Pricing for Scoffee

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