

## **CHAPTER II**

### **MARKETING PLAN**

#### **2.1 Market Size**

Understanding market size dynamics is critical for businesses looking to gauge future revenue potential and market presence. Market size, defined as the total sales and customers viewed by stakeholders, provides valuable information to help make strategic decisions and forecast growth (Darwis et al., 2023). Rollie Crepes initiated quantitative research, using a questionnaire survey. This research aimed to determine Rollie Crepes' target market, ensuring that the business was effectively meeting the preferences and demands of its potential customers. By studying consumer behavior and market trends, Rollie Crepes can meet the evolving tastes of today's society. This proposal presents the findings and insights gained from the survey, for market success and sustainable growth.

##### **2.1.1 Qualitative**

Through qualitative research, insights into customer opinions regarding the "Rollie Crepes" business in Indonesia can be explored from various perspectives. The owner specifically targeted relevant audiences within the food and beverage industry to engage in detailed interviews. The participants were chosen carefully to provide valuable feedback on the business. The interviews were conducted with three individuals, a college student who is passionate about sweet foods, a manager from a coffeeshop specializing in

desserts, and an owner of a dessert business, all located in the central Jakarta area. Prior to the research, all parties reached a mutual understanding and agreement on several aspects, including video recording, company interviews, and privacy policies.

*Tabel 2.1 Qualitative Questions Structure*

No.	Owner and Manager	Customer
1.	Demographic and Business Introduction	Demographic
2.	Food and Beverage Trends	Dessert Product Interest
3.	Struggles in F&B Industry	Dessert Industry Awareness
4.	Product Interest	Product Interest
5.	Product Innovation Knowledge	Crepe Innovation Knowledge
6.	Crepe Industry Trends	Interest in Rollie Crepes
7.	Opinion and Suggestions	Feedback and Suggestions

### **Participant 1: Ms. Clara De Vries, College Student**

Ms. Clara is a college student who enjoys sweet foods and regularly indulges in various dessert items. She has tried Rollie Crepes and finds them intriguing.

According to her, she consumes crepes occasionally but is drawn to the unique style that Rollie Crepes offers. She believes that crepes can be an attractive option for students, especially since they are customizable and can be made with a variety of fillings. Ms. Clara thinks Rollie Crepes could become popular if it focuses on introducing diverse, local ingredients as fillings, appealing to the Indonesian market. She also suggests that Rollie Crepes should have

an innovative, eye-catching design and packaging to appeal to younger generations, who are highly influenced by visuals on social media. In terms of pricing, she considers the products reasonable and fitting for a snack. Lastly, she believes Rollie Crepes has a good potential to grow within the dessert market, as its uniqueness and variety could set it apart from competitors.

**Participant 2: Mr. Ryan Satria, Manager of Dessert Business**

Mr. Ryan is the manager of a dessert-focused coffeeshop in Jakarta. He has experience in managing food businesses and has tried Rollie' Crepes. From a manager's perspective, he believes that Rollie' Crepes has strong potential but should be marketed effectively to stand out.

He highlights that the quality of the product is important, but marketing plays an essential role in attracting customers. He emphasized that introducing limited-time flavors or seasonal specials can create excitement and buzz. Mr. Ryan also believes that the trend toward healthier desserts is growing, so Rollie' Crepes could offer healthier fillings or toppings to cater to this segment. Regarding innovation, he encourages Rollie' Crepes to experiment with local ingredients, like tropical fruits, which could attract more customers. He also suggested collaborating with coffee shops or cafes to offer crepes as a complementary item to drinks. For promotion, Mr. Ryan recommends engaging with influencers and

building a loyal customer base through social media and targeted campaigns.

**Participant 3: Mrs. Julia Rahmat, Owner of a Dessert Business**

Mrs. Julia has owned a dessert business specializing in cakes and sweet treats for over 8 years. She has also tasted Rollie' Crepes and believes that the Indonesian market has great potential for crepes.

According to her, the demand for sweet foods is growing rapidly, particularly among younger generations. She mentioned that the visual appeal, packaging, and variety of options are key factors in attracting customers. Mrs. Julia considers Rollie' Crepes to be reasonably priced and noted that the quality is good. However, she suggested offering more flavor options, such as chocolate, tropical fruits, or even savory variants to cater to different customer preferences. Mrs. Julia also encouraged Rollie' Crepes to focus on strong online marketing strategies, especially social media, to reach a wider audience. She emphasized creating content that resonates with customer needs, showcasing the versatility of the product, and offering promotions such as discounts or bundle deals to drive sales. She believes that with the right strategy, Rollie' Crepes can become a successful brand in the dessert industry.

### 2.1.2 Quantitative

To gain a better understanding of the market, the owner conducted a questionnaire on a larger scale. The survey was completed by a total of 36 respondents, with 30 valid responses. The purpose of this quantitative survey was to gather insights on the demographics, preferences, and opinions of the target market. With this questionnaire, the aim is to better understand the target market's preferences and opinions regarding Rollie' Crepes business. The survey included input from three key participants: one university student, one manager of a coffee shop or dessert business, and one dessert business owner. Their responses are expected to provide valuable feedback for Rollie' Crepes in shaping its business strategies.

#### a. Demographics

*Tabel 2.2 Quantitative Demographic Results*

Attribute	Components	Percentage
Respondents Gender	Male	30%
	Female	70%
Respondents Age	15 – 25	56.7%
	26 – 35	23.3%
	36 – 45	13.3%
	46 – 55	6.7%
Respondents Domicile	Tangerang	46.7%
	DKI Jakarta	26.7%
	Outside Jabodetabek	26.7%
Respondents Monthly Income	Rp1,000,000 – Rp3,000,000	46.7%
	Rp3,000,000 – Rp6,000,000	26.7%
	>Rp6,000,000 – Rp9,000,000	26.7%
	Rp1,000,000 – Rp3,000,000	46.7%
	Rp3,000,000 – Rp6,000,000	26.7%

Respondents Monthly Expense	>Rp6,000,000 – Rp9,000,000	26.7%
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Based on the survey results regarding gender according to the respondents, it shows that 70% of the 30 respondents are female and 30% are male. and it can be concluded that rollie' crepe dessert products are in great demand by women compared to men.

Based on the survey results regarding age according to the respondents, it shows that age (15 - 25 years) 56.7% who are generation Z, age (26 - 35 years) 23.3% who are millennial generation, age (36 - 45 years) 13.3% who are millennial generation and age (46 - 55 years) 6.7% baby boomers generation. and the conclusion with the survey results for rollie' crepe products is in great demand by generation z or with age (15 - 25 years).

Based on the data, the most respondents came from Tangerang as much as 46.7% and respondents from DKI Jakarta as much as 26.7% and respondents outside JABODETABEK as much as 26.7%. and this rollie 'crepe will be marketed in the Tangerang area more specifically in Taman Jajan Bintaro so that it can be reached by buyers in the Tangerang area.

Based on the survey for monthly income respondents of RP.1,000,000 - RP.3,000,000 as much as 46.7% of 30 respondents, RP.3,000,000 - RP.6,000,000 as much as 26.7% and >RP.6,000,000 - RP. 9,000,000 as many as 26.7% of 30

respondents. and according to the survey for monthly expenses respondents of RP.1,000,000- RP.3,000,000 as many as 46.7% of 30 respondents, RP.3,000,000- RP.6,000,000 as many as 26.7% and >RP.6,000,000-RP. 9,000,000 as many as 26.7% of the 30 respondents.

b. Customers knowledge and interest about crepes

*Tabel 2.3 Attribute 1*

Attribute	Components	Percentage
Have you ever been to taman jajan bintaro?	Yes	45.5%
	No	54.5%

Respondents who have visited the Rollie Crepes location are 45.5% of 30 respondents because Rollie Crepes will be marketed at Taman Jajan Bintaro so that customers who have never visited can visit Taman Jajan Bintaro to enjoy Rollie Crepes.

*Tabel 2.4 Attribute 2*

Attribute	Components	Percentage
Did you like crepe roll dessert?	Yes	63.3%
	No	36.7%

Based on the products market by Rollie Crepes, respondent who liked crepe roll food were 63.3%, who like crepe roll out of 30 respondents.

*Tabel 2.5 Attribute 3*

Attribute	Components	Percentage
Have you ever eaten crepe roll?	Yes	63.3%
	No	36.7%

How often do you eat dessert?	3 – 4 weeks	40%
	1 – 2 weeks	46.7%
	1 month	13.3%
If crepe roll product are on the market, are you interested trying and buying?	Yes	83.3%
	No	16.7%

Based on the survey results of 30 respondents, many have tried crepe roll, namely 63.3% have tried crepe roll and those who have not tried crepe roll are 36.7%. and on the results of the respondent survey regarding how often to consume dessert, namely 1 to 2 weeks there are 46.7%, 3 to 4 weeks once as much as 40% and once a month as much as 13.3%. and if the product is on the market, are you interested in buying crepe roll products and those who are interested in buying are 83.3% and as much as 16.7% are not interested in buying crepe roll products.

And if the product is on the market, are you interested in buying Rollie Crepes products and those who are interested in buying are 83.3% and as many as 16.7% are not interested in buying crepe roll products.

c. Customers knowledge and interest about Rollie Crepes product

After a brief explanation of Rollie Crepes products to the respondents, the owner is curious about how the respondents will react to Rollie Crepes. Understanding the level of interest from the respondents towards Rollie Crepes will help identify customer preferences.



*Tabel 2.6 Customers Knowledge and Interest in Rollie Crepes*

<b>Respondent Reaction</b>	<b>Percentage</b>
Interested	90%
Not Interested	10%

The majority of respondents showed interest in Rollie's Crepes products, while 10% of the respondents expressed no interest. Although there are some respondents who are not interested for various reasons, Rollie Crepes will continue to request suggestions and feedback from customers to ensure satisfaction.

d. Pricing

*Tabel 2.7 Pricing for Rollie Crepes*

<b>Product</b>	<b>Price Option</b>	<b>Percentage of Respondent (%)</b>
Crepe Roll ChocoOreo	Rp 20,000	55.6%
	Rp 25,000	41.7%
	Rp 30,000	2.7%
Crepe Roll Matchalotus	Rp 20,000	36.1%
	Rp 25,000	38.9%
	Rp 30,000	25%
Crepe Roll Matchaberry	Rp 20,000	55.6%
	Rp 25,000	41.7%
	Rp 30,000	2.7%
Crepe Roll Chocomarie	Rp 20,000	55.6%
	Rp 25,000	41.7%
	Rp 30,000	2.7%

Majority of the respondents agree that the suitable price for each portion of Rollie Crepes is Rp 20,000 for the Crepe Roll ChocoOreo Rp 25,000 for the Crepe Roll Matchalotus, Rp

23,000 for the Crepe Roll Matchaberry, and Rp 22,000 for the Crepe Roll Chocomarie. These prices align with the respondents expectations based on their buying power and will be taken into consideration by the owner when deciding on the final pricing.

### **2.1.3 Market Conclusion**

Based on the comprehensive survey results, it is evident that Rollie' Crepes has a strong appeal among female consumers, who constitute 70% of the respondents. This significant gender-based preference highlights the importance of tailoring marketing strategies to attract and engage female customers. The higher demand among women suggests that promotional campaigns, product designs, and flavor selections should be aligned with female tastes and preferences to maximize market penetration and brand loyalty (Guerrero et al., 2012). Understanding this demographic is crucial for Rollie Crepes as it plans its initial market entry and subsequent expansion strategies.

Understanding demographics is critical for Rollie Crepes when planning its original strategic plan for market entry and subsequent expansion. Strong consumer interests provide valuable information on how the brand can position itself in the competitive dessert market. In-store advertising, loyalty programs and exclusive events can be tailored specifically to cater to women, enhancing the overall customer experience and encouraging repeat purchases. Additionally, market research can be updated continuously to

monitor changes in consumer trends and interests, ensuring that Rollie Crepes remains relevant and appealing. By focusing on this key demographic, Rollie Crepes can create a solid foundation for growth, leveraging the loyalty and purchasing power of its core customers to drive long-term success.

The age distribution of the respondents provides further insights into the primary target market for Rollie' Crepes. A substantial 56.7% of the respondents fall within the age group of 15 to 25 years, indicating a strong preference for crepe roll products. This demographic group is very important because generation Z, known for their taste in food trends and food reality, is a market segment that has developed with the power of interest and group behavior has been trained by social media trends, support from influential people and the desire to have a unique food experience, which makes it ideal for creative desserts from crepe rolls.

To capitalize on this opportunity, marketing strategies should focus on digital platforms popular with Generation Z, such as Instagram, TikTok, and Facebook utilizing visually appealing content and interactive campaigns to engage this audience effectively. This demographic is also highly active on social media and responsive to online reviews and recommendations (Panday & Anggaina, 2023). By creating a multi-faceted marketing approach that includes online engagement, pop-up events, and collaborations with local influencers, Rollie' Crepes can build a strong brand presence and foster loyalty across these key age groups. Expanding the product line to include

options that cater to the tastes and preferences of Millennials and older consumers will further enhance the brand's appeal and market reach, ensuring a diverse and loyal customer base.

Geographical data of the survey shows that almost half of the respondents (46.7%) are from Tangerang. This distribution emphasizes the strategic importance of Tangerang as the main market for Rollie Crepes, especially in the bustling Taman Jajan Bintaro. The choice of Taman Jajan Bintaro as the initial sales point is a strategic move to tap into a consumer base that focuses on creative food preferences.

To expand its sales reach, Rollie Crepes plans to create an online sales platform. This digital expansion will ensure that the brand can meet the demand for easy food service and home delivery, especially among young people in the tech industry. By providing an online shopping option, Rollie Crepes can fill the gap between physical stores and the huge potential for e-commerce, thus reaching a wider target. Rollie Crepes can reach a significant market and growth.

## **2.2 Competitor Analysis**

In the business world, competitors are other companies that operate in the same field and provide products and services. Competition with these competitors is an important component of a business strategy, as it affects prices, quality, innovation, and marketing methods (Riley and Dixon, 2023). Obtaining information about competitors can help a company identify market threats, making it possible to develop effective strategies to overcome competitors.

Businesses that ignore the dynamism of competitors can lose their position because they cannot compensate for more creative competitors. In a highly competitive commercial world, it is essential that businesses are aware of tracking competitors, their tactics and adapt skillfully to market changes in order to survive and compete (Pratama et al., 2022; Riley and Dixon, 2023).

Companies use different approaches to stand out in the market amidst competition. Methods related to product differentiation, where they are targeted to create unique and attractive products or services to attract consumers. Pricing strategies are also used with competitive prices determined to attract customers. In addition, marketing strategies play an important role in promoting business incentives, differentiating from competitors and increasing brand recognition among consumers.

### **2.2.1 Direct Competitor**

In competitor analysis, the business owner analyzes the dessert market, especially those providing crepe roll products. Rollie Crepes has identified two direct competitors in the Bintaro area. The first competitor is Jaje Bakehouse, a type of cake shop located in Bintaro, known for its premium desserts, including crepes rolls.

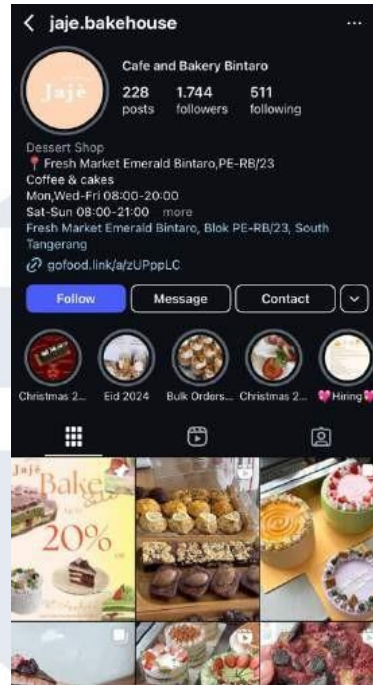


Figure 2.6 Jaje Bake House

Jaje Bakehouse located in Fresh market Bintaro, Tangerang Selatan. Which offers flavors such as biscoff caramel mille crepe and matcha strawberry roll cakes, Jaje Bakehouse sells products with a price range starting from IDR 20,000 - 60,000.

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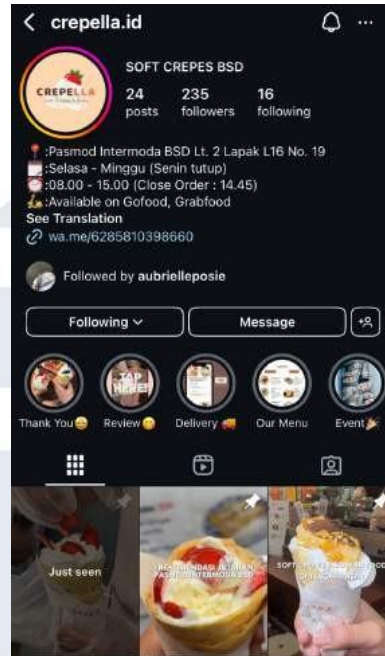


Figure 1.7 Crepella.id

The second competitor is Crepella.id, a local crepe seller located in Pasmod Intermoda BSD, South Tangerang. Which sells soft crepes and pancakes and Crepella.id is known for its unique flavors and quality ingredients. Crepella.id sells products with a price range of IDR 25,000 - 30,000.

Both competitors are located within 10-13 km of Rollie Crepes and have similar price ranges, social media-focused marketing strategies, and a variety of dessert offerings, making them key players in the competition.

*Tabel 2.8 Direct Competitor Analysis*

<b>Factors</b>	<b>Rollie Crepes</b>	<b>Jaje Bakehouse</b>	<b>Crepella.id</b>
<b>Location</b>	Bintaro	Bintaro	BSD
<b>Core Product</b>	Authentic crepe rolls	Variety of desserts, including crepe rolls	Soft crepes and Pancrepe
<b>Price Range</b>	Low	Medium	Low
<b>Target Customer</b>	General	General	General
<b>Service</b>	Modern crepes	Contemporary desserts	Modern crepes
<b>Distribution</b>	Tenant store	Café, online orders	Booth store, online presence
<b>Marketing</b>	Social media, promotions	Social media, promotions	Social media, local events



### 2.2.2 Indirect Competitor

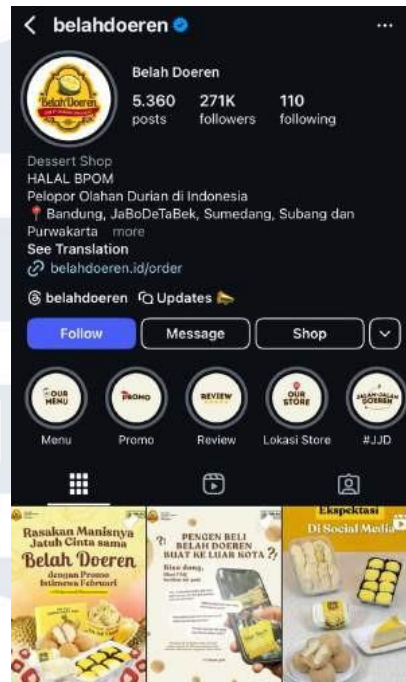


Figure 1.8 Belah doeren

The first indirect competitor is Belah Doeren, a business that sells desserts made from processed durian ingredients located in Taman Jajan Bintaro with various dessert menus such as durian pancakes, durian chewy soes and durian milk buns. Belah Doeren sells products with a price range of IDR 15,000 - IDR 80,000.

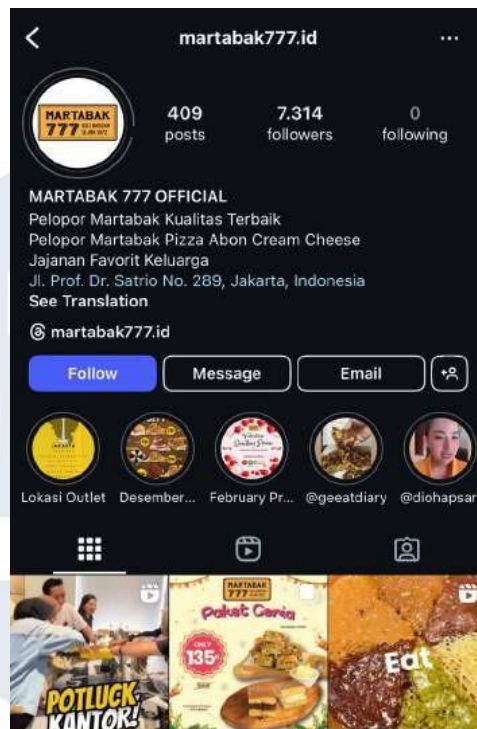


Figure 2.9 Martabak 777

The second indirect competitor is Martabak 777, a business that sells desserts located in Taman Jajan Bintaro with various menus and flavors such as Tipker, sweet martabak and savory martabak. Martabak 777 sells products with a price range of IDR 35,000 - 115,000.

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Tabel 2.9 Indirect Competitor Analysis

<b>Factors</b>	<b>Brand A</b>	<b>Brand B</b>	<b>Brand C</b>
<b>Location</b>	<b>Rollie Crepes</b>	<b>Belah Doeren</b>	<b>Martabak 777</b>
<b>Core Product</b>	Crepe rolls	Pancake Durian	Tipker
<b>Price Range</b>	Low	Middle	Middle
<b>Target Customer</b>	General	General	General
<b>Service</b>	Authentic crepe rolls	Authentic Pancake Durian	Authentic Tipker
<b>Distribution</b>	Tenant store	Tenant store	Tenant store
<b>Marketing</b>	Social media, influencer	Social media, influencer	Social media, influencer

### 2.2.3 SWOT

SWOT analysis is an essential tool for developing strategic plans for an organization or business. By examining internal strengths and weaknesses and external opportunities and threats, this method allows for a full understanding of the key factors that influence an entity's performance and success (Junaida et al., 2023). Management can design more effective strategies to capitalize on opportunities and mitigate potential challenges.

The Rollie Crepes concept, has many strengths and weaknesses. Conducting a SWOT analysis will shed light on these aspects and will help develop strategies for future capabilities while addressing any initial deficiencies. This analysis process is essential to determine the maximum advantages and disadvantages managed, to ensure a more adaptive and resilient strategic plan (Firman et al., 2024).

*Tabel 2.10 Analysis SWOT Comparison Between  
Owners Business and Direct Competitors*

<b>Strength</b>	<b>Weakness</b>
1. Unique and popular product Rollie Crepes attracts many customers in various fields. 2. Effective production process is suitable for consumers who want a quick dessert. 3. Provides many different sweet flavors. 4. Opportunity to create new and interesting menus. 5. Commitment to using high-quality, fresh ingredients	1. Many dessert competitors. 2. Sales can fluctuate depending on food trends. 3. The quality of raw materials affects prices and amplitude. 4. Focuses primarily on crepes, which may limit appeal to customers looking for more variety. 5. Not all people like desserts and sweets.
<b>Opportunity</b>	<b>Threat</b>
1. Homemade products and creating new flavors. 2. Potential to expand into new markets or regions due to its unique concept. 3. Increase promotion and interaction with customers through social media.	1. The large number of dessert businesses, including crepes and other desserts, can reduce market share and put pressure on prices. 2. Fluctuations in raw material prices, especially if using

<p>4. Create a unique presentation experience, such as roller rolls with interesting presentation techniques can be a visual attraction and increase the strength of product sales.</p> <p>5. Collaborate with food influencers to increase exposure and attract wider consumer attention through product reviews and promotions.</p>	<p>high-quality ingredients, can reduce profit margins.</p> <p>3. Rapidly changing food trends can affect demand for crepe rolls, so businesses must continue to adapt.</p> <p>4. Reliance on third-party ordering services can increase operational risks.</p> <p>5. Declining purchasing power during periods of inflation can affect sales volumes.</p>
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### 2.3 Sales Goal

Sales objectives are specific and measurable goals set by a company or organization to achieve a desired revenue or sales volume within a specified period. These objectives serve as a reference for sales performance, guiding the efforts of the sales team and personal sales staff. These objectives are essential to driving growth, success, and aligning sales activities with global strategic organizational goals. Sales objectives can be set for a variety of measures, including total revenue, number of units sold, new customer acquisitions or market share and are often divided into shorter, non-drying periods such as monthly, quarterly or annually (Prusak, 2022; Sulistiono et al., 1999).

The sales goal for Rollie's Crepes is a critical component in measuring the success of the business. Establishing clear and achievable sales targets provides direction and motivation for the team and serves as a benchmark for evaluating performance.

Tabel 2.11 Sales Goal

<b>Sales Goals</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Total Customer	17280.00	20736.00	24883.20
Customer Base	20%	20%	20%
Growth Income	Rp85,068,425.36	Rp56,064,865	Rp134,555,676
Gross Revenue	Rp85,068,425	Rp141,133,290	Rp275,688,966
Marketing Expenses	Rp72,000,000	Rp86,400,000	Rp103,680,000
Net Income	Rp13,068,425.36	Rp54,733,290	Rp172,008,966

## 2.4 Marketing Strategy

The 4P marketing framework, encompassing Product, Price, Place, and Promotion, serves as a comprehensive strategy for the Rollie Crepes processing business. This approach ensures that every aspect of the business is optimized for success. The following is the application of the 4Ps for the Rollie Crepes processing business.

### 2.4.1 Product

Rollie Crepes is a business that is a dessert with various flavors and crepes are increasingly developing and innovating, one of which is crepe roll. Crepe roll is made of crepe skin filled with whip cream and topped with biscuits or fruit and crepe roll has a soft texture like cake. Rollie Crepes has flavor variants such as Chocoreo, Chocomarie, Matchalotus and Matchaberry. Crepe products are soft and sweet desserts, perfect to eat after meals or anytime. Rollie

Crepes products also create products with the best quality and Rollie Crepes products only last less than a week and are in the refrigerator after the product is received. Because Rollie Crepes does not use preservatives and cannot last long in the refrigerator.

#### **2.4.2 Distribution**

For the sale of Rollie Crepes products, the company uses direct distribution and customers can come directly to buy products directly at the Rollie Crepes offline store. Rollie Crepes chooses to distribute directly to offline stores because crepe roll products are dessert products that can be enjoyed directly by customers, making it possible to open offline stores and choose the various flavors offered and Rollie Crepes provides testers for customers who want to try the flavors first. and the Rollie Crepes offline store is located in a culinary place so that customers can get to know Rollie Crepes first.

#### **2.4.3 Promotion**

Promoting a business using social media is the most effective way to increase brand awareness and many of Rollie Crepes target markets use social media. With this marketing strategy, Rollie Crepes will be able to reach the right target market.

One of the social media that will be used is Instagram, by creating an Instagram account that interacts between customers will increase customer loyalty to the brand. The owner can do more studies on the

target market, ask questions or receive comments on the desserts that customers think are the most favorite.

#### **2.4.4 Pricing**

Rollie Crepes offers its products at prices ranging from IDR 20,000 to IDR 25,000. When setting prices for their processed products, it is essential to consider factors such as production costs, desired profit margins, and the prices of competitors. Establishing competitive yet profitable prices can effectively attract consumers and distinguish Rollie Crepes from other brands in the market. Additionally, employing discount strategies or special offers can further capture consumer interest and boost sales. The pricing structure and promotional tactics together play a crucial role in appealing to customers while ensuring the company's profitability and market differentiation.

