

## CHAPTER II

### MARKETING PLAN

#### 2.1 Market Size

Market size is very important for sellers to know what consumers like when buying a product that attracts their attention. In this case, competitors' analysis is needed to determine the marketing strategy for Olatcha. To do the the competitor analysis, qualitative and quantitative research methods were conducted. Interview to 3 people related to dessert business were done to evaluate further about the segmentation and target consumers. Owner of Crooffle\_Palu and Fia's Cakery, also the target consumer shared their insight about the business.

##### 2.1.1. Qualitative Method

The first participant is the owner of a croffle business called Croffle\_Palu. This business was founded in 2022. In this interview, the owner said that the right price to sell croffles starts from Rp. 25,000 – Rp. 30,000. According to her, customers are also willing to pay more for good quality. Determining the location is also a very important thing, because the company has to determine the target market before. Apart from that, product promotions are very impactful in increasing the number of sales.

The second participant is a consumer named Novita. She is a student who lives in Gading Serpong and becomes one of Olatcha's target consumer. In this interview she said that the right price to sell croffles starts from Rp. 25,000 - Rp. 35,000 per portion. Not only that, she also said she would pay more if the croffles had unique flavors or ingredients that are never available in other shops. Apart from that, reviews and recommendations have a big influence on buyer decisions. If the review is positive and accompanied by an attractive product photo, this will encourage other consumers to buy the product.

The final participant is the owner of the cake shop Fia's Cakery. In the interview, determining the location to sell is very important because it must cover a large target market and target the consumers appropriately. Apart from

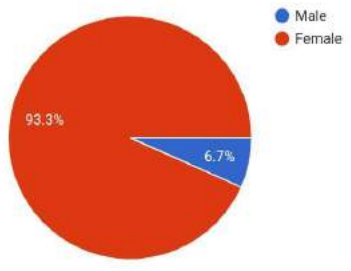
that, conducting promotions such as on social media is very good so that it can cover a wider target consumer to attract more customers' interest. According to her, the right price range for 1 piece of croffle is between IDR 25,000 – IDR 35,000, depending on the quality of the material and the variations available.

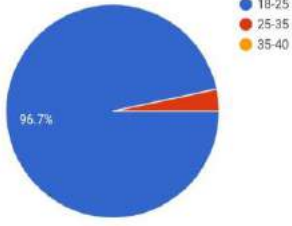
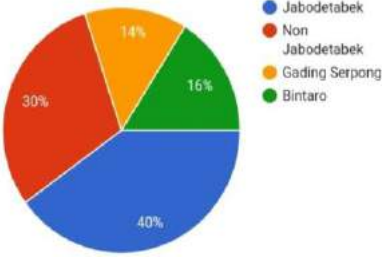
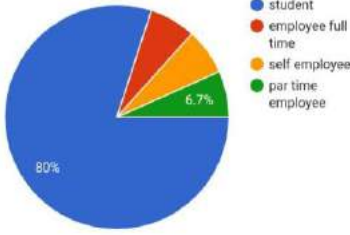
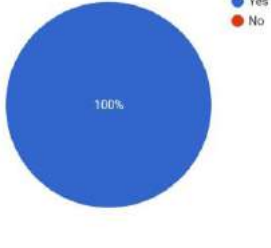
In conclusion, based on the results of the interviews that were conducted, several points can be identified as steps in initiating the first product. Olatcha needs to find a target market, emphasize the uniqueness and the right strategy to identify the target market. Olatcha will utilize social media and e-commerce sites to introduce and popularize the product further. Olatcha also has to ensure the quality and the correct pricing strategy so that the customer will feel that the product is worth to buy and revisit the shop.

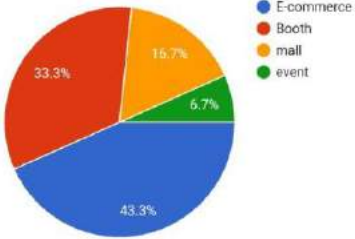
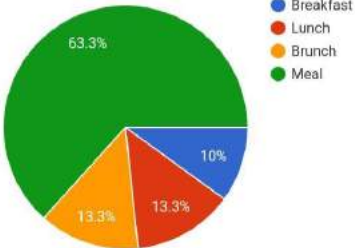
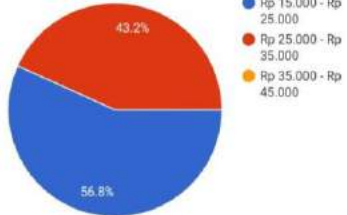
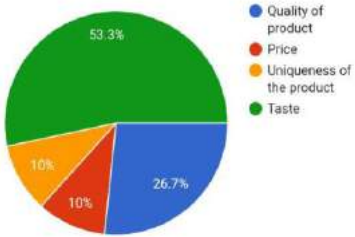
#### 2.1.2. Quantitative Method

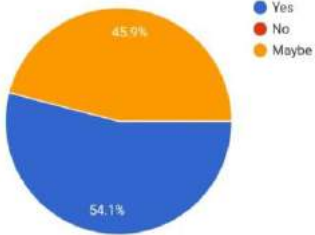
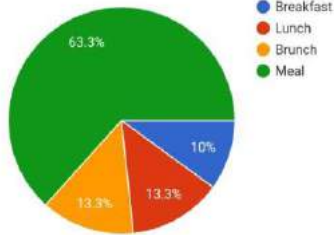
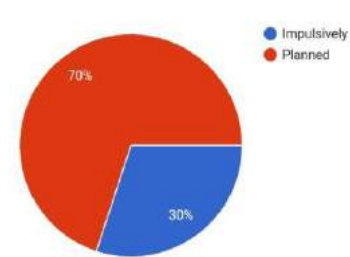
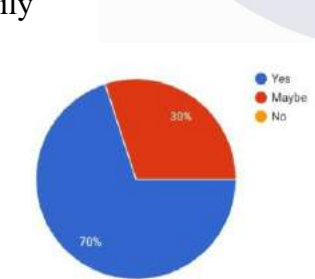
Survey method is conducted to find more information about larger target market who can provide input about Olatcha marketing strategy. There are 30 respondents who participate in this survey and focus on demographics, geographic, psychographic and behavior aspects of the customers.

Table 2.1 Survey Respondent

Respondent	
<b>Gender</b> 	<ul style="list-style-type: none"> <li>• Male: 6.7%</li> <li>• Female: 93.3%</li> </ul>
<b>Age Range</b>	<ul style="list-style-type: none"> <li>• 18-25: 96.7%</li> <li>• 25-35: 3.3%</li> <li>• 35-40: -</li> </ul>

	
<p>Live</p> 	<ul style="list-style-type: none"> <li>• Jabodetabek: 40%</li> <li>• Non Jabodetabek: 30%</li> <li>• Gading serpong: 14%</li> <li>• Bintaro: 16%</li> </ul>
<p>Occupation</p> 	<ul style="list-style-type: none"> <li>• Student: 80%</li> <li>• Employed full time: 6.7%</li> <li>• Self-employed: 6.7%</li> <li>• Part-time employed: 6.7%</li> </ul>
<p>Do you like croffle?</p> 	<ul style="list-style-type: none"> <li>• Yes: 100%</li> <li>• No: -</li> </ul>
<p>Where do you usually buy croffle?</p>	<ul style="list-style-type: none"> <li>• E-commerce: 43,3%</li> </ul>

 <p>• E-commerce • Booth • mall • event</p>	<ul style="list-style-type: none"> <li>• Booth: 33,3%</li> <li>• Mall: 16,7%</li> <li>• Event: 6.7%</li> </ul>
<p>How often do you eat croffles?</p>  <p>• Breakfast • Lunch • Brunch • Meal</p>	<ul style="list-style-type: none"> <li>• Everyday: -</li> <li>• Once a week: 10%</li> <li>• Sometimes: 90%</li> <li>• Never: -</li> </ul>
<p>The right Price for one croffle?</p>  <p>• Rp 15.000 - Rp 25.000 • Rp 25.000 - Rp 35.000 • Rp 35.000 - Rp 45.000</p>	<ul style="list-style-type: none"> <li>• Rp 15,000 – Rp 25,000: 56,8%</li> <li>• Rp 25,000 – Rp 35,000: 43,2%</li> <li>• Rp 35,000 – Rp 45,000: -</li> </ul>
<p>What you see when buying croffle?</p>  <p>• Quality of product • Price • Uniqueness of the product • Taste</p>	<ul style="list-style-type: none"> <li>• Quality of product: 26,7%</li> <li>• Price: 10%</li> <li>• Uniqueness of the product: 10%</li> <li>• Taste: 53,3%</li> </ul>
<p>Interested in buying Olatcha products</p>	<ul style="list-style-type: none"> <li>• Yes: 54,1%</li> <li>• Maybe: 45,9%</li> <li>• No: -</li> </ul>

	
<p>Respondent usually eat croffle?</p> 	<ul style="list-style-type: none"> <li>• Breakfast: 10%</li> <li>• Lunch: 13,3%</li> <li>• Snack: 63,3%</li> <li>• Brunch: 13.3%</li> </ul>
<p>Buy croffle impulsively or planned</p> 	<ul style="list-style-type: none"> <li>• Impulsively: 30%</li> <li>• Planned: 70%</li> </ul>
<p>Giving recommend to relatives or family</p> 	<ul style="list-style-type: none"> <li>• Yes: 70%</li> <li>• Maybe: 30%</li> <li>• No: -</li> </ul>

Source: Author Data

Based on the survey results above, the author conclude that the target market for Olatcha will be between 18-25 years old, and most of them are students. On average, they live in Jabodetabek, this is in line with the target market because Olatcha is in Jakarta Kota Station. Most of them eat croffles as

a snack and like dessert. They choose if product quality and taste really influence sales, besides that they often buy croffles in Booth like UMKM or e-commerce. The price obtained from the survey results for one croffle starts from Rp. 15,000 – Rp. 25,000, this price is very suitable for one croffle.

## 2.2 Competitor Analysis

### 2.2.1 Direct Competitor

Oatcha operates in the innovative dessert business thus the competitor analysis is conducted. Around Jakarta Kota

#### 1. Roti'O

Roti'O is one of the most well-known brands in Indonesia, famous for its coffee-flavored buns with a rich buttery filling. People usually identify it by the smell of fresh bread and its soft, tasty buns. Most people choose this brand as a snack due to its cheap price yet good quality. Roti'O also sells drinks. The prices offered start from Rp. 13.000 – Rp. 30.000.



Figure 2.1 Roti'O Product  
Source: Roti'O Website

#### 2. The Harvest Express

The Harvest is known for its high-class desserts, especially in Indonesia, exclusive cakes, pastries, and many other yummy sweets. With the notoriety of using superior ingredients and a touch of luxury in its presentation, the brand offers signature products such as chocolate, opera, and cheesecakes, and seasonal/themed confections. The Prices offered start from Rp. 100.000 – Rp. 400.000



Figure 2.2 The Harvest Product  
Source: The Harvest Website

Table 2.2 Direct Competitor

Factors	Olatcha	Roti'O	The Harvest
Location	Jakarta Kota Station	Around Indonesia	Jakarta, Semarang, Medan, Bali, Surabaya and Bandung
Main Product	Croffle	Coffee Bun	Pastry & Bakery
Price Range	Medium	Medium – high	High
Target Customer	Dessert lovers	Bakery Interested	Pastry & Bakery Interested
Service	Take-away and delivery service	Take-away and delivery service	Dine in, Take-away and delivery service

Source: Author Data

### 2.2.2 Indirect Competitor

The direct competitor for Olatcha are:

#### 1. Dear Butter

Dear Butter is known for its main products in the form of bread and croffles which are sold in various flavors at competitive prices. This brand has succeeded in attracting customers' attention through innovation in toppings and unique flavors, such as salted caramel, choco hazelnut, and popular local flavors. The price offered by Dear



Butter is IDR 25.000 to IDR 50.000. For croffle with variants original and choco, the price offered of this product is IDR 37.000. Dear Butter located in Summarecon Mall Serpong, 2nd floor.



Figure 2.3 Dear Butter Product  
Source: Dear Butter website

## 2. Bakerman

Bakerman is an artisan bakery offering a variety of pastries, including croffles, with an interesting concept and a focus on high-quality ingredients. Bakerman is known for his creative product innovations, such as croffles with various unique toppings, as well as other pastries served with distinctive flavors.



Figure 2.4 Bakerman Product  
Source: Bakerman Instagram

Table 2.3 Indirect Competitor Matrix

<b>Factors</b>	<b>Olatcha</b>	<b>Dear Butter</b>	<b>Bakerman</b>
<b>Location</b>	Jakarta Kota Station	Around 33 Cities	Jakarta
<b>Main Product</b>	Croffle	Croffle	Pastry
<b>Price Range</b>	Medium	Medium – high	High
<b>Target Customer</b>	Dessert lovers	Pastry lover	Pastry & Bakery Interested
<b>Service</b>	Take-away and delivery service	Take-away and delivery service	Dine in, Take-away and delivery service
<b>Distribution Channel</b>	Physical store and delivery app	Physical store and delivery app	Physical store and delivery app
<b>Marketing Strategy</b>	Social Media ads, Promotions	Social Media ads and promotions	Social media ads and promotions

Source: Author Data

### 2.2.3 SWOT

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

Table 2.4 SWOT Analysis

<b>Strength</b>	<b>Weakness</b>
<ol style="list-style-type: none"> <li>1. Has a strategic location inside the station</li> <li>2. Has a variety of flavors with various toppings</li> </ol>	<ol style="list-style-type: none"> <li>1. Tight competition with other dessert sellers</li> <li>2. Has a dependency on trends</li> <li>3. Adjustments to increases in raw materials</li> </ol>
<b>Opportunity</b>	<b>Threat</b>
<ol style="list-style-type: none"> <li>1. There is no competitors selling the same products</li> </ol>	<ol style="list-style-type: none"> <li>2. High customer expectations for the products</li> <li>3. Changes in consumer trends</li> </ol>

Source: Author Data

## 2.3 Sales Goal

Olatcha assumes that it will experiences a 5% increase in business per yearly.

Table 2.5 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Annual Revenue	Rp 1.080.000.000	Rp 1.134.000.000	Rp 1.190.700.000
Gross profit	Rp 495.900.000	Rp 520.695.000	Rp 546.729.750
Unit sold	150 unit/daily	158 unit/daily	166 unit/daily
Marketing budget	Rp 100.000/daily	Rp 120.000/daily	Rp 140.000/daily
New customer acquisition	10/daily	15/daily	20/daily
Customer Acquisition Cost	Rp 10.000	Rp 8000	Rp 7000

## 2.4 Marketing Strategy

### 2.4.1 Product

Olatcha is a dessert product that sells croffle with various whipped cream filing. By introducing the Matcha Delight and Chocolate Almond, Olatcha provides a bitter and sweet taste. Not only that, Olatcha also uses a high quality brand, Callebaut chocolate, Pure Japanese Matcha and Anchor whipped cream, as well as almonds and chocolate crispy ball on top which adds crunch texture and delicious taste.

### 2.4.2 Place

Olatcha will be located inside Jakarta Kota station. This location is chosen because it has easy access for everyone, and is close to the Jakarta Old City Museum. This is very suitable for the target market, like museum visitors and train passengers.



Picture 2.5 Olatcha kiosk design plan

Source: ChatGPT

### 2.4.3 Promotion

Olatcha will utilize social media to advertise the product. By using Instagram and TikTok, Olatcha will produce promotion content related to the products. These social media platforms are advantageous due to the significance numbers of users in Indonesia. The total number of social media users reached 191 million people, or around 73.7% of Indonesia's total population. Of this number, 167 million active users, which is equivalent to 64.3% of the population, shows the high level of community involvement in cyberspace. Meanwhile, internet penetration is also relatively high, with 242 million internet users or 93.4% of Indonesia's population. Apart from that, we will attend by carrying out activities such as campus events or bazaars Collaborate, collaborating with other brands or influencers and also increasing innovation in products. , you can spread interest among consumers. The total number of social media users reached 191 million people, or around 73.7% of Indonesia's total population. Of this number, 167 million active users, which is equivalent to 64.3% of the population, shows the high level of community involvement in cyberspace. Meanwhile, internet penetration is also relatively high, with 242 million internet users or 93.4% of Indonesia's population.

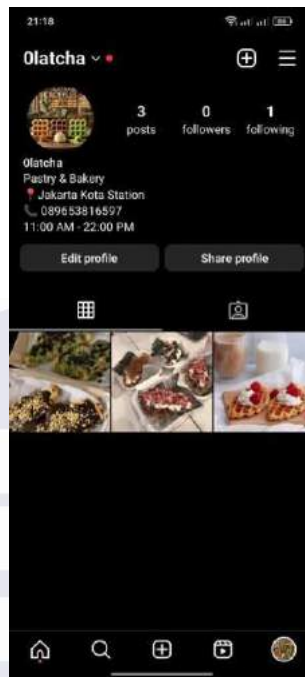


Figure 2.6 Sample of Olatcha Instagram design  
Source: Author's data

#### 2.4.4 Pricing

Olatcha put affordable price for the product to penetrate the market. Each of the croffle, depends on the filling will be pegged on Rp 20.000. With this price strategy, it aims to target a very large market segment while keeping up in the competition. It also states what the brand is offering: yummy and satisfying dessert experiences for an affordable cost.