

## **CHAPTER II**

### **MARKETING PLAN**

#### **2.1 Market Size**

The purpose is to evaluate the market potential for Soy Scoop within the industry's fast-growing plant-based food sector. This involves estimating how many consumers are likely to be interested in plant-based and dairy-free products, especially soy milk ice cream. By understanding the size and characteristics of this target market, Soy Scoop can make smarter decisions about production, marketing, and future growth. This analysis helps identify not only the total market demand but also the realistic share that Soy Scoop can aim to capture, based on current trends, consumer behavior, and market conditions.

As a health-conscious soy milk ice cream company, Soy Scoop aims to learn more about how people consume plant-based sweets, especially in light of the expanding demand for dairy-free options. Investigating consumer preferences for frozen delights as well as their knowledge of soy-based goods is essential. Psychological elements, like dietary limitations, ethical principles, and health consciousness, are equally important in influencing consumer behavior.

#### **1. Qualitative**

Gaining a deeper knowledge of consumer attitudes, preferences, and behaviors requires a qualitative approach, particularly in a market like plant-based foods where psychological and emotional variables are important determinants of purchase behavior. Qualitative research explores the underlying reason of customer decisions, in contrast to quantitative research, which concentrates on numerical facts. This approach is especially helpful for investigating the underlying factors that influence consumers' decisions to prefer soy milk ice cream over other plant-based substitutes or conventional dairy products.

Interview outlines with the following questions:

1. Can you describe your typical dessert preferences?
2. Do you follow any specific dietary restrictions
3. How important is health or nutrition when choosing a dessert?
4. Are you familiar with plant-based or dairy-free ice cream?
5. What do you expect from a product like soy milk ice cream in terms of taste, texture, and quality?
6. What concerns, if any, would you have before trying it?
7. What do you think of a price range of IDR 18.000–25.000 for a single cup of soy milk ice cream?

Mr. Irfan, Student, 21

Mr. Irfan is a health-conscious individual who pays close attention to his daily diet. At 21 years old, he resides in Tangerang and prioritizes fitness by exercising at the gym every day. He believes that maintaining a balanced diet is just as important as regular exercise in staying fit and healthy. During the interview, he expressed interest in plant-based, dairy-free desserts, primarily driven by health concerns and sustainability. While familiar with soy milk, they had limited exposure to soy milk-based ice cream, but were curious to try *Soy Scoop*. Their primary concern was whether the product would offer a creamy texture similar to traditional ice cream. The interviewee emphasized the importance of clear communication about product quality, ingredients, and the brand's ethical values, which would influence his decision to try *Soy Scoop*.

He considered the price range of IDR 15,000–25,000 per cup to be slightly high for ice cream, but noted that he would be willing to accept the price if the product met certain criteria, such as high quality, ethical sourcing, and alignment with their health-conscious values.

Mrs. Nita, Housewife, 53

Mrs. Nita is a 53-year-old mother of two living in Tangerang. She has a strong preference for sweet foods, especially desserts, but has recently become more mindful of her dietary intake, particularly with regard to fat content. Motivated by personal health goals and a desire to set a good example for her

family, she actively seeks out healthier alternatives to her favorite indulgences. While she does not follow a strict diet, she tries to avoid high-fat and heavily processed foods whenever possible.

Mrs. Nita is interested in products that offer a balance between enjoyment and nutrition. She is open to trying plant-based options, especially if they are positioned as healthier alternatives to traditional sweets. Taste remains a key priority for her, but she also appreciates brands that communicate their health benefits clearly. For her, a product like soy milk ice cream would be appealing if it can deliver the sweetness and texture she enjoys, while offering a lower-fat, dairy-free alternative. Her view on the price of Soy Scoop (IDR 15,000–25,000 per cup) would likely be measured and practical considering that plant-based products in the current market are generally priced higher. Her profile represents a demographic that values both indulgence and health, making her an important target audience for *Soy Scoop*.

## 2. Quantitative

In order to better understand the market's potential, the owner conducted a survey to assess people's awareness of soy ice cream and other plant-based products, target market, as well as to explore their preferences. The survey collected 22 total respondents.

### a) Demographic

Demographic data consists of the statistical traits of a population that are used to classify and examine survey respondents. These traits often include variables like age, gender, income, profession, and geographic area.

Table 2.1 Demographic

Attribute	Components	Result Percentage
Gender	Male	45.5%
	Female	54.5%
Age	15-18	9.1%

	18-25	86.4%
	26-30	4.5%
<b>Domicile</b>	Tangerang	81.8%
	Jakarta	18.1%
<b>Occupation</b>	Student	45.4%
	Unemployed	9.1%
	Full-time	31.8%
	Part time	13.6%
<b>Expenses per month</b>	<500.000	27.3%
	500.000-1.000.000	45.5%
	1.000.000-2.000.000	18.2%
	>2.000.000	9.1%

The gender split was relatively balanced, with 54.5% of respondents identifying as female and 45.5% as male. This balance provides an inclusive perspective on preferences that may vary across genders within the target demographic.

Geographically, most participants were based in Tangerang (81.8%), with a smaller proportion from Jakarta (18.1%). Since Tangerang is domicile to the majority of respondents, this geographic aligns to the preferences and behaviors of Soy Scoops' target market and offers important insights into regional demand and consumer trends.

With 45.4% of respondents identified as students, and 31.8% were employed full-time, it is clear that Soy Scoops' target audience in Tangerang consists largely of young, dynamic individuals, many of whom are balancing school or early career stages. Additionally, 13.6% of respondents worked part-time, and 9.1% were unemployed. This shows a market that includes a mix of income levels, with a predominant focus on young adults who are likely to have limited disposable income.

Survey results revealed that 27.3% of respondents reported monthly expenditures of less than IDR 500.000, while 45.5% spent between IDR 500.000 and IDR 1.000.000. These figures emphasize the importance of affordable pricing for Soy Scoops, as the majority of the target audience has relatively modest monthly spending capacity.

b) Customer's interest and familiarity with Soy Scoop

Assessing market willingness requires knowledge of their purchase habits, amount of interest in ice cream, and familiarity with plant- and soy-based products. In addition to revealing current consumer awareness, these findings show Soy Scoops has the chance to successfully position itself in a market niche that is young, active, and becoming more receptive to sustainable and health-conscious food options.

Table 2.2 Survey result

Attribute	Components	Result Percentage
Respondent's liking towards ice cream	Yes	90.9%
	Not really	9.1%
Respondent's familiarity to soy milk ice cream	Yes, familiar	31.8%
	Somewhat	45.5%
	Not Yet	22.7%
Respondent's experience consuming plant based products	Yes	22.7%
	Never	77.2%
Where respondents typically buy desserts	In-Store	36.4%
	Food Stalls	9.1%
	Food delivery app	54.5%
Respondent's willingness to pay for premium vegan ice cream	<10.000	5.3%
	10.000-15.000	18.2%
	15.000-30.000	63.6%

Although only 31.8% of respondents indicated familiarity with soy milk-based ice cream, a larger portion, 45.5%, were somewhat familiar, and 22.7% had not encountered it before. This suggests that while soy-based desserts are still relatively new to the market, there is already a foundation of awareness that Soy Scoops can build upon.

Despite the limited exposure to soy ice cream specifically, the overall interest in ice cream is high, with 90.9% of respondents expressing a liking for it. This general enthusiasm for ice cream presents an opportunity for Soy Scoops to introduce its product as a natural extension of what consumers already enjoy, while gradually shifting attention toward plant-based alternatives.

Furthermore, even though 77.2% of respondents had never tried plant-based products, the willingness to consider a premium vegan ice cream, as seen in the pricing data, indicates openness to new experiences—particularly when they are positioned as tasty, healthy, and ethical. This gap between current familiarity and future potential shows that Soy Scoops is entering a market that is not yet saturated, but one that is primed for growth through awareness and education.

In conclusion, while direct familiarity with soy-based ice cream is still limited among the target audience, high interest in ice cream overall and a willingness to explore plant-based options suggest a strong potential for brand introduction and growth. Soy Scoops can position itself not only as a dessert choice but also as an innovative, values-driven brand that meets the evolving preferences of young, urban consumers.

## **2.2 Competitor Analysis**

Competitor analysis is an important part of business strategy, especially in today's competitive market. It involves looking at who the competitors are and how they operate, so a business can understand what they're doing well and where they might be lacking. This helps companies find ways to stand out, plan better, and stay

on top of market trends. It also allows businesses to use their resources more wisely by focusing on areas where they can gain an advantage. (Banahene, 2010)

### 2.2.1 Competitor

#### A. Direct Competitor

A direct competitor refers to a business that provides similar products or services, targets the same customer base, and fulfills comparable needs within the same market segment (Tribby, 2013). These competitors typically operate under similar pricing strategies and distribution channels, making them easily substitutable in the eyes of consumers. Identifying and analyzing direct competitors is essential for strategic business planning, as it enables firms to refine their market positioning, develop unique value propositions, optimize resource allocation, and enhance competitiveness through informed decision-making.

Table 2.3 Direct Competitor

Factors	Orvia	Burgreens	Lo.kal
<b>Location</b>	Jakarta	Jakarta	Jakarta
<b>Price</b>	55k-155k	~45k/cup	60k-130k/cup
<b>Service</b>	Online Store	In-store	Online store
<b>Promotion</b>	Online promotion	Volume pricing promotion	Seasonal discounts
<b>Market segment</b>	Vegans, lactose intolerant, adult	Vegans, lactose intolerant, adult	Vegans, lactose intolerant, adult
<b>Uniqueness</b>	High quality dairy-free product	Serve variety of vegan food	High quality dairy-free product

#### B. Indirect Competitor

An indirect competitor is a business that offers a different type of product or service but addresses the same customer needs or solves similar problems. While these offerings are not directly comparable, they compete for the same target market and customer spending (Tribby, 2013). Recognizing them helps businesses gain a broader market perspective, anticipate future threats, and identify innovation opportunities. This understanding also supports better positioning, adaptability, and resource allocation in a changing market.

Table 2.4 Indirect Competitor

<b>Factors</b>	<b>Outside</b>	<b>Naked Buns</b>	<b>Crumbl'd</b>
<b>Location</b>	Bandung	Jakarta, Bali	Jakarta
<b>Price</b>	~Rp 10.000/200ml	~Rp 20.000/bun	~Rp 80.000
<b>Service</b>	Online Store, In-store	Online store, In-store	Online store
<b>Promotion</b>	Online promotion, Product distribution	Online Promotion, Seasonal discounts	Online Promotion, Volume Pricing
<b>Market segment</b>	Vegans, lactose intolerant, mass market	Vegans, mass market	Vegans, mass market
<b>Uniqueness</b>	Highly accessible quality oatmilk	Homemade Vegan Pastries	High quality, fresh baked goods

### 2.2.2 SWOT

SWOT analysis is a crucial tool for businesses because it helps to assess their strengths, weaknesses, opportunities, and threats in a structured way (Dalton, 2018). Internally, it lets companies identify what they're good at, and where they need to improve, such as outdated technology or inefficient systems. Externally, SWOT analysis looks at factors like market trends or regulatory changes that could benefit the company, as well as threats like tough competition or economic downturns.

Table 2.5 SWOT Analysis

	<b>Orvia</b>	<b>Burgreens</b>	<b>Lo.kal</b>	<b>Soy Scoop</b>
<b>Strength</b>	Health Conscious appeal, variety of flavors	Health Conscious appeal	Health Conscious appeal, variety of flavors	Health Conscious appeal and Unique Product Offering
<b>Weakness</b>	Easy to replicate, high price	Easy to replicate	Easy to replicate, high price	Taste perception, Texture expectations
<b>Opportunity</b>	Health trends, limited seasonal flavors	Health trends, limited seasonal flavors	Health trends, limited seasonal flavors	Health trends, limited seasonal flavors
<b>Threat</b>	Competition	Competition	Competition	Ingredient costs, perception challenges



The SWOT analysis highlights Soy Scoop's distinctive market positioning, primarily attributed to its soy milk-based ice cream, which targets health-conscious consumers with specific dietary needs. While competitors such as Orvia, Burgreens, and Lo.kal contend with broader challenges such as premium pricing and product imitation, Soy Scoop faces more product-specific concerns, particularly in relation to consumer perceptions of taste and texture, these factors are critical to product acceptance and market success.

These internal challenges are further compounded by external threats, including rising ingredient costs and perception-related barriers, both of which may influence pricing strategies and long-term profitability. Nonetheless, Soy Scoop shares similar growth opportunities with its competitors, especially within the expanding health-oriented market and the relatively untapped segment of seasonal dessert offerings. To capitalize on these opportunities, the brand must enhance its product formulation, manage operational costs effectively, and strengthen consumer awareness and trust. These strategic efforts will be essential for building a resilient market presence and achieving sustainable growth in the competitive plant-based dessert sector.

### 2.3 Sales Goal

Setting clear sales goals is vital for measuring success and guiding growth. Here is how Soy Scoop expects to reach a certain number of customers monthly through several advertising tools that have been decided below the table.

Table 2.6 Sales Goal

Product	Selling Price	Unit Sold/Day	Total Revenue	COGS /Product	COGS /Day	Gross profit
Vanilla	Rp 20.000	18	Rp 360.000	Rp7.481	Rp134.658	Rp 225.342
Strawberry	Rp 20.000	16	Rp 320.000	Rp6.443	Rp103.088	Rp 216.912
Chocolate	Rp 20.000	20	Rp 400.000	Rp8.888	Rp177.760	Rp 222.240
Matcha	Rp 20.000	20	Rp 400.000	Rp9.000	Rp180.000	Rp 220.000
<b>Average</b>	Rp 20.000	19	Rp370.000	Rp7.953	Rp148.877	Rp221.124

## 2.4 Marketing Strategy

An effective marketing strategy plays a crucial role in increasing brand visibility and attracting customers in a competitive environment. Understanding the target audience's behavior and preferred communication channels helps tailor promotional efforts for greater impact (De Silva, 2022). This section will explore marketing strategies in detail, outlining how they work together to position the product competitively and attract the target audience.

### 2.4.1 Product Characteristics

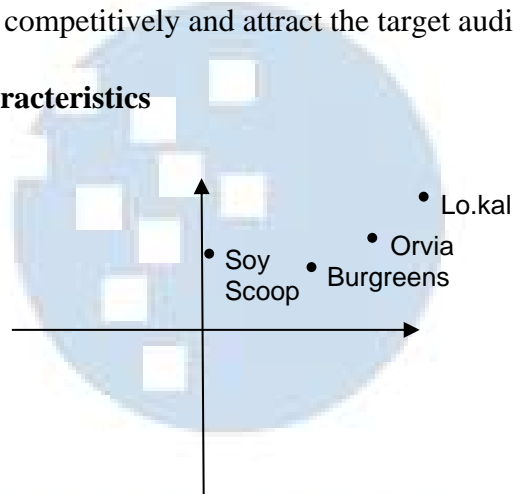


Figure 2.1 Product Characteristic Map

Soy Scoop is a plant-based ice cream brand that uses soy milk as its main ingredient, offering an alternative to traditional dairy-based frozen desserts. The product is designed for individuals who have dietary restrictions such as lactose-intolerant, follow a vegan diet, or are simply seeking healthier food options. Made from soy milk, the ice cream has a smooth and creamy texture, similar to regular ice cream, but with lower saturated fat and no cholesterol. Soy Scoop aims to provide a dessert that fits into a health-conscious lifestyle while still delivering familiar flavors and enjoyment.

### 2.4.2 Distribution

Customers will be able to purchase Soy Scoop ice creams online via Online stores such as Shopee, Shopee Food, Grabfood, and GoFood. We restrict the delivery ranges to Jakarta and Tangerang only to preserve Soy Scoop's quality in the delivery, they also provide options for dry ice for

the ice cream to stay cold during delivery. In the future, Soy Scoop's plan is to release its products in the supermarket and the minimarket making it more accessible to wider audiences.

### 2.4.3 Promotion



Figure 2.2 Soy Scoop Instagram

To effectively reach its target audience of Gen Z and Millennials and increase brand awareness, Soy Scoop will implement a social media-driven promotion strategy focused primarily on Instagram. Given that these demographic groups are highly active online, particularly on visual platforms, the brand will post regularly using reels and engaging content that subtly promotes the product without appearing overly commercial. This approach is designed to build organic interest and community engagement around the brand.

In addition to digital promotion, Soy Scoop will participate in food festivals by renting stalls and distributing free samples, approximately three times a year, depending on budget availability and event scheduling. This offline strategy aims to offer direct product experience, increase brand visibility, and attract first-time customers. Furthermore, the brand will collaborate with or sponsor local content creators and influencers to create authentic content on their pages, helping expand reach and build credibility among their followers. Through a mix of digital presence, experiential marketing, and influencer partnerships, Soy

Scoops aims to create a strong, relatable brand identity that resonates with its socially engaged, trend-aware target market.

Table 2.7 Advertising Tools

Promotional Tools	Budget over 1 year
Social Media Advertising	Rp1.000.000
Educational content	Rp1.000.000
Collaborations/sponsoring	Rp4.000.000
Food Sampling	Rp2.500.000
Booth	Rp3.000.000
Booth décor & printing cost	Rp500.000
<b>Total</b>	<b>Rp12.000.000</b>

#### 2.4.4 Pricing

Soy Scoops uses a value-based pricing strategy, setting the price at IDR 20,000 for a 100 ml cup of ice cream. This pricing reflects the perceived value of the product from the customer's perspective, rather than being based solely on production costs. The ice cream is made from soy milk, is fully vegan, and emphasizes health benefits, qualities that appeal to a growing number of health-conscious and environmentally aware consumers, particularly among Gen Z and Millennials. The chosen price falls within the mid-premium range,

Soy Scoop accounts for the varying commission and administrative fees charged by different food delivery platforms. While the base selling price is set at Rp 20,000 per cup for direct sales, adjustments are made to maintain profitability across third-party services. On platforms such as GoFood and ShopeeFood, a 20% price increase is applied, bringing the final retail price to Rp 24,000. In contrast, GrabFood involves a higher commission rate, prompting a 30% markup, resulting in a retail price of Rp 26,000. These adjustments ensure that operational costs and platform fees are covered without compromising overall profit margins.