

## **CHAPTER II**

### **MARKETING PLAN**

#### **2.1 Market Size**

It is important for a business to conduct research on its products before deciding to sell them. Information on the preferences of the market will be included as part of the research. The information will be used to compile consumer behavior patterns that will help the brand in creating an effective marketing strategy. The brand may then determine what to sell, where to sell it, and to whom, using the data about the market's behavioral patterns. By having knowledge of the market, the brand can make the right decisions and strategies that will boost sales and profits.

To understand Pasta Ball's future consumers, it is crucial for us to find out the reason why snack lovers love eating snacks. In understanding the market's preference for Pasta Ball, it is crucial to delve into the habits and motivations behind consumers' choices in consuming snacks. This involves identifying both internal factors, such as personal taste preferences, and external influences, such as recommendations from peers or influencers. Additionally, the taste and experience value of the product play a significant role in driving consumption patterns. Pasta Ball aims to offer a product to consumers that has a habit of eating snacks with a "Tasty & Crispy" characteristic. That is why Pasta Ball is focusing on delivering product that has a variety of delicious tastes that fit with the majority of consumers, with an exceptional experience of eating Pasta in a convenient way. One of the consumer segments that Pasta Ball wants to target is consumers who have a busy schedule. This can include younger to a more middle-aged consumer who are battling with their busy schedule on a daily basis. This can include workers/employees, students, families, and snack-lovers. Pasta Ball is arranged to be a snack that is convenient enough to be eaten anywhere, but can also help make people feel full. This will help those who do not have the time to eat a heavy meal, but still want to enjoy something delicious, simple, and filling in the midst of their busy life. Pasta Ball aims to target these consumer

segments in the area of Jakarta as a start, and will start to expand as the business grows.

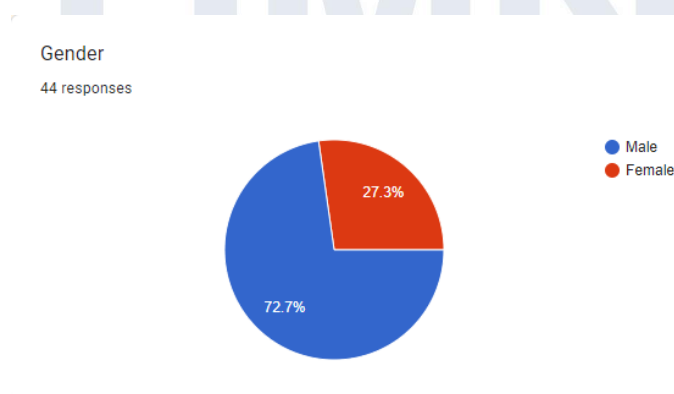
Now that Pasta Ball already has an idea of the consumer segments that Pasta Ball is aiming to target, it is important to know the best ways to reach and sell the products to them. In order to get a definitive answer, the author conducted a qualitative survey using Google Forms to friends and families to see their opinion regarding Pasta Ball.

#### 2.1.1 Quantitative

In order to better understand about the market, a survey or questionnaires are one of the simplest and cost-efficient ways to get answers from consumers. Supporting data like demographic, preference, and habit data as well as the spending power of the consumers can be obtained by spreading and sharing this questionnaire.

##### 1. Demographic

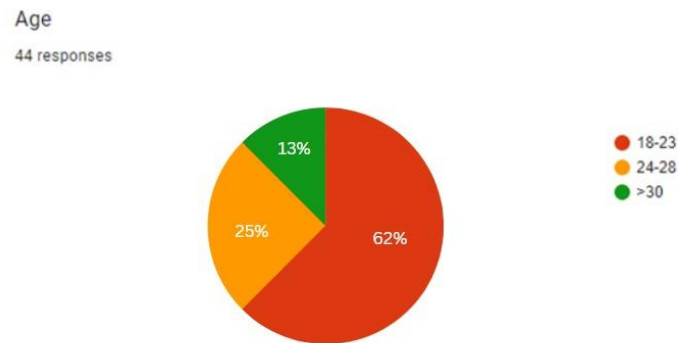
To begin the survey, in the first page of the Google form there are several questions regarding the demographic of the market. These questions include asking their gender, domicile, age, profession, and also their spending power in the span of a month. This information will be able to help in determining the right price for Pasta Ball's products and the best way to sell them to the customers.



**Figure 2.1 Respondent Gender'**

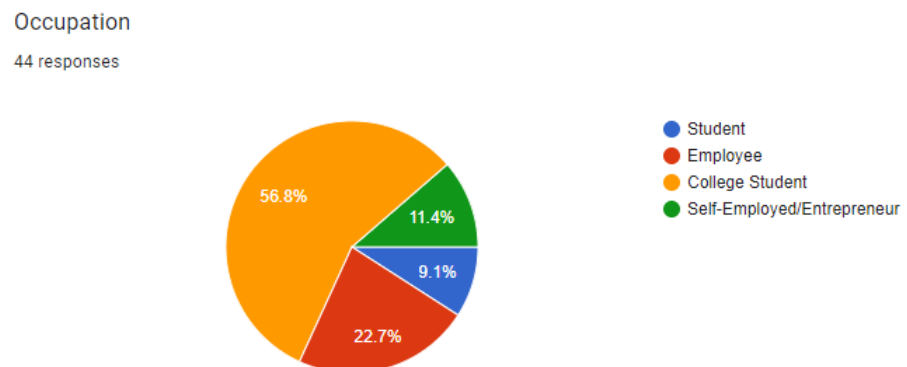
Based on the chart above, the male respondents (72,7%) seems to be a lot more compared to the female respondents (27,3%) out of 44 total

respondents. This may indicate that male is more interested in trying and knowing more about Pasta Ball.



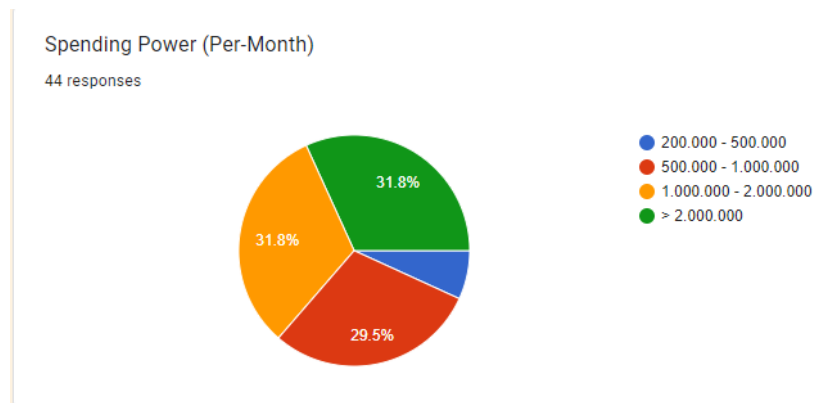
**Figure 2.2 Respondents' Age**

Based on the chart above, it can be seen that the respondents in the age range of 18-23 are the most to answer the survey with a whopping percentage of (62%) which may indicate that these age range are the ones to be the most interested in Pasta Ball's product. The age range of above 18-23 is also dominant with a percentage of 25% whilst the age range of >30 has a percentage of only 13%.



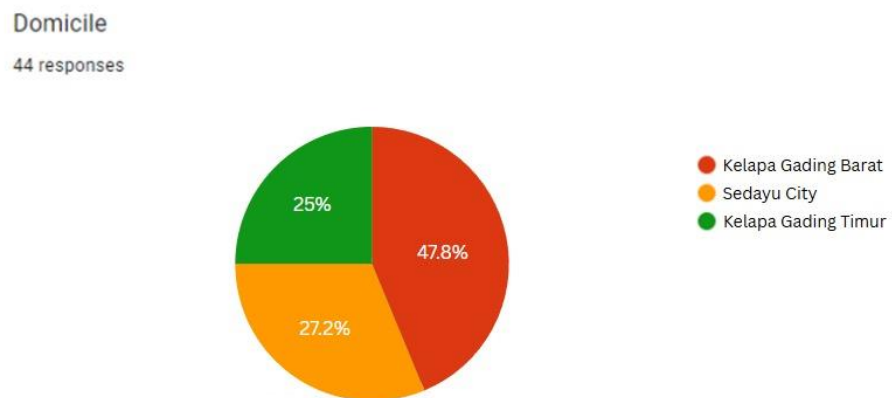
**Figure 2.3 Respondents' Occupation**

According to the chart above, 56,8% of the respondents or 25 of them are college students, 22,7% or 10 of them are employees, 11,4% or 5 of them are entrepreneurs, and 9,1% or 4 of them are students. This may indicate Pasta Ball is more appealing to college students and that college students are the most curious and eager to try Pasta Ball's products.



**Figure 2.4 Respondents' Spending Power**

Based on the chart above, it seems that respondents that have a spending power between 500.000-1.000.000, 1.000.000-2.000.000, and more than 2.000.000, all almost have the same amount of percentage in the chart in the range of 29-31%. This indicate that most respondents have the power to spend more than 500.000-1.000.000 a month whilst a small amount of the respondents (6,8%) only have the spending power of 200.000-500.000 per month.

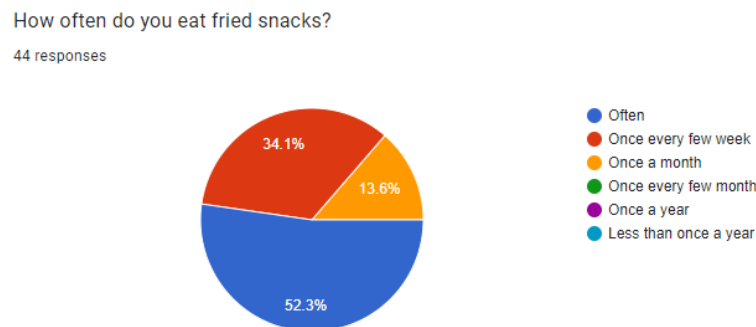


**Figure 2.5 Respondents' Domicile**

According to the chart above, most respondents came from Kelapa Gading Barat with a whopping percentage of 47.8%. A lot of respondents also came from Sedayu City with a total percentage amount of 27.2% whilst the rest 25% came from Kelapa Gading Timur.

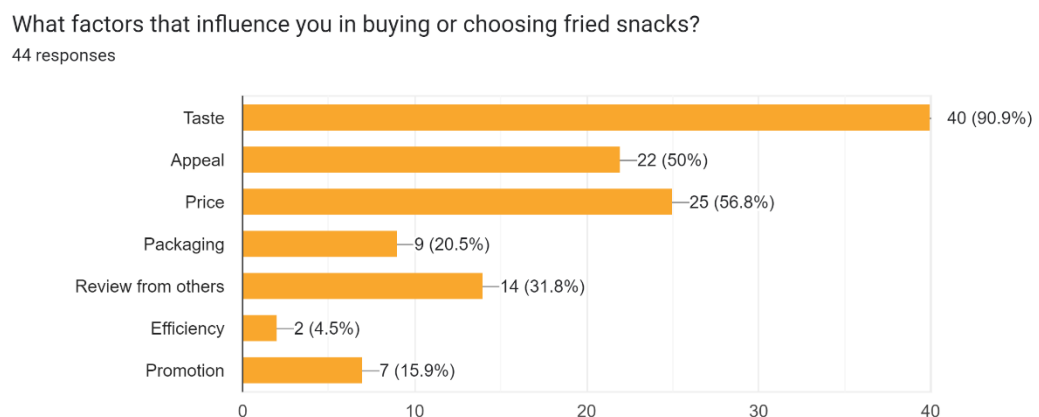
## 2. Customers' preferences and opinions regarding the product

In the second page of the Google form survey, Pasta Ball asked several questions that leans more towards how their daily habits, knowledge, experience, and also their preferences when it comes to Pasta Ball's products. Their answers can help us to decide what is best for the product and also note any additional insights from the respondents.



**Figure 2.6 Respondents' Habit of Eating Fried Snacks**

In this second page, the owner started by asking the habit of the respondents in eating fried snacks and how often they eat it. Based on the chart, 52,3% of the respondents ate fried snacks often, 34,1% of them ate it once every few weeks, and 13,6% of them ate it once a month. This indicates the habit of Indonesian people eating snacks specifically fried snacks often on their daily life.

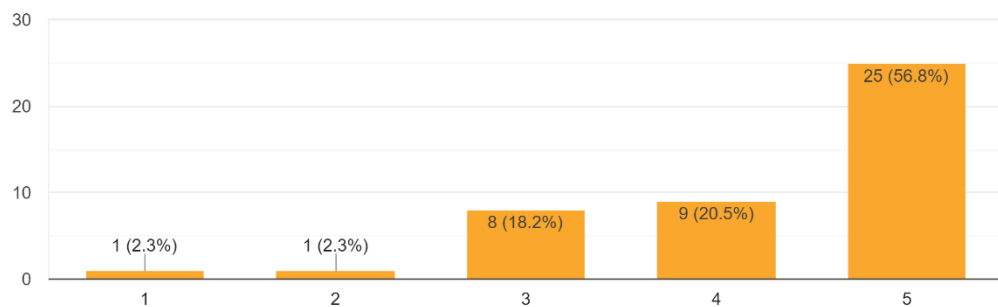


**Figure 2.7 Factors that influence Respondents in Choosing a Fried Snack**

The second question is about the factors that influences the respondents in buying or choosing a fried snack. Based on the chart, the factor with the most pick is Taste with a whopping 90,9% or 40 people. In second place, a factor that also has a lot of vote is Price with a percentage of 56,8% or 25 people, In third place, Appeal also seems to influence buyers in choosing a fried snack with a percentage of 50% or 22 people. Review from others also has a great influence to buyers with a percentage of 31,6% or 14 people whilst packaging, promotion, and efficiency each only get a vote below 25%. This shows that Taste, Price, and Appeal seems to be the most influencing factors for buyers when deciding and choosing to buy a fried snack.

How likely are you to try PASTA BALL?

44 responses

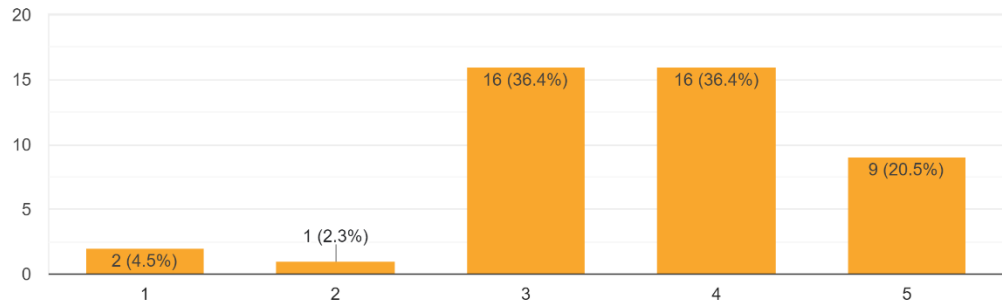


**Figure 2.8 Respondents' interest in Pasta Ball**

Based on the chart above, most respondents are eager and interested to try Pasta Ball based on the pictures and the brief information the owner share to them about the business, whilst a smaller amount of them are not so eager to try the product.

How does the price of the product affect your likeliness of buying PASTA BALL's products?

44 responses

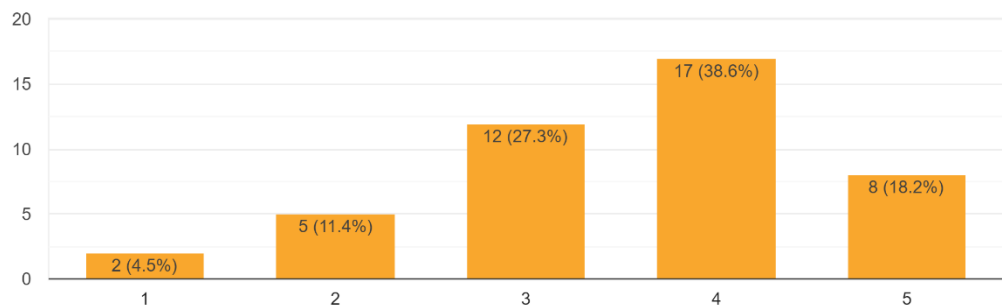


**Figure 2.9 Respondents' opinion about price**

In this next question, the owner asked the respondents about how the price of the product will influence their likeliness in wanting to buy the product with 1 being less likely and 5 being most likely. The answer with the most vote seems to be in the 3-4 scale with the same amount of percentage at 36,4% or 18 people. Another scale that has quite a lot of votes is the 5 scale, with a percentage of 20,5% or 9 people whilst the scale of 1-2 only has less than 5% voting. This indicate that price has a major influence to how likely these respondents are willing to spend their money on the product.

How does PASTA BALL's menu variation affect your likeliness of buying PASTA BALL's products?

44 responses

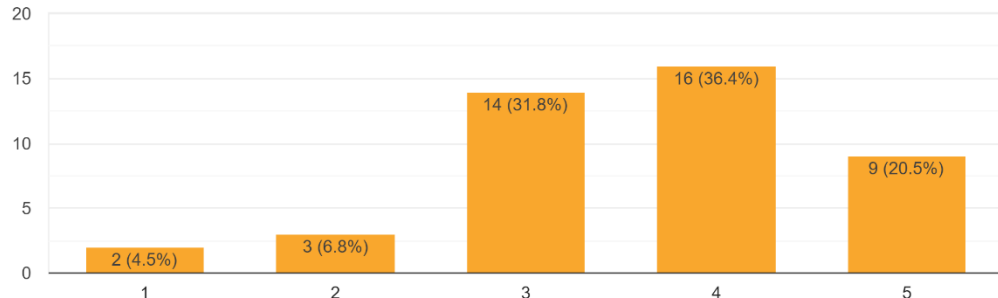


**Figure 2.10 Respondents' opinion about menu variation**

In this next question, it was asked if the variety of menu in Pasta Ball will influence the respondent's decision to buy the product. The scale of 4 has the most voting with 38,6% or 17 people, the scale of 3 has 27,4% voting or 12 people, scale of 5 has a voting of 18,2% or 8 people, and the scale of 1 and 2 only have a voting of less than 12%. This answer indicates that menu does influence on how these respondents will want to try out the products. Having lots a variety of options in the menu can really affect how people decide what to buy. When there are many options, customers can find something they like and feel they are getting good value. It also keeps them coming back for more. Having a diverse menu helps restaurants stand out and adapt to different tastes and trends. It is good for groups too, and it gives chances to upsell more by offering extras

How does PASTA BALL's social media and marketing appearance affect your likeliness of buying PASTA BALL products?

44 responses



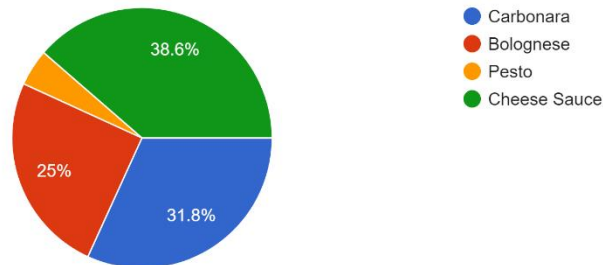
**Figure 2.11 Respondents' Opinion about Marketing Appearance**

Based on the chart, it seems that the answer was similar like before. The scale of 4 gets the most voting of 36,4% or 16 people, the scale of 3 with 31,8% or 14 people, the scale of 5 with 20,5% or 9 people, whilst the scale of 1-2 has a percentage of lower than 7%. This indicates that these respondents thinks that marketing promotion through social media has a great influence in attracting consumers to buying the product.



What dipping flavor would you prefer to pair with PASTA BALL's product?

44 responses

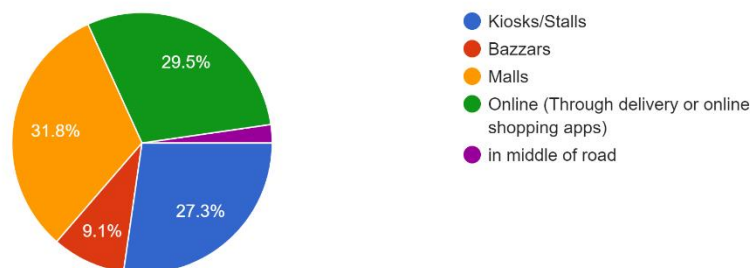


**Figure 2.12 Respondents' Preference on Pasta Ball's Dipping Sauce**

In this question, the owner asked the respondents on what are the best pairing of dipping that they think matches best with the product. The answer with the most voting is cheese sauce with 38,6% or 17 people, then carbonara sauce with 31,8% or 14 people, Bolognese sauce with 25% or 11 people and lastly Pesto sauce with 4,5% or 2 people. Based on the result of this chart, it can be concluded that the respondent's preference seems to be divided and not centered to one type of sauce. But to dig deeper into the consumers' preference, the owner also made a question regarding their suggestions for the dipping sauce.

Where do you usually buy Fried Snacks?

44 responses



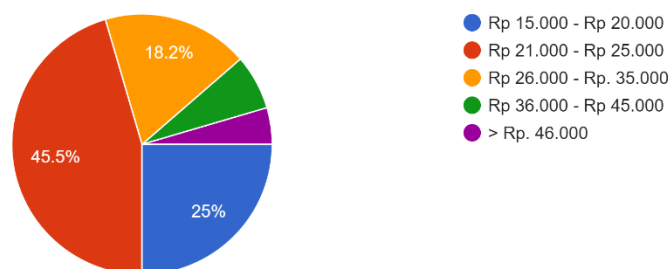
**Figure 2.14 Respondents' Preferred Location in Buying Fried Snack**

In order to understand what location and platform is best to sell Pasta Ball's products, the owner include a question regarding where these respondents usually buy fried snacks. The answer seems to be balanced between Kiosks/tenants (27,3%), Malls (31,8%), Online (29,5%) and bazaars (9,1%).

One respondent also added his/her own answer which is “in the middle of the road”. From this answer, Pasta Ball can conclude that fried snacks seem to be sold in many places and not just in specific type of place which indicates that they are widespread and competitors are everywhere.

### 3. Pricing

How much would you be willing to pay for a PASTA BALL's smallest package? Our smallest package contains 4 Pasta Balls + 1 Dipping  
44 responses



**Figure 2.15 Respondents' Opinion about The Product's Pricing**

In this last question, the owner wanted to know what the preferred price for Pasta Ball's product are in the eyes of the respondents. 45,5% or 20 respondents answered Rp. 21.000-Rp.25.000, 25% or 11 respondents answered Rp 15.000 - Rp 20.000, 18,2% or 8 respondents said Rp 26.000 - Rp. 35.000, 6,8 or 3 people answered Rp 36.000 - Rp 45.000, and lastly 2 people or 4,5% said more than Rp. 45.000. This indicates that the price range should be no more than Rp, 35.000 and are preferred to be in the Rp. 15.000-Rp. 25.000 range.

### Quantitative Conclusion

The survey results provide valuable insights into Pasta Ball's market strategy. The majority of respondents are young, college students with a low-moderate spending power, indicating a potential target audience. Taste, price, and appeal emerged as key factors influencing snack choices, with the majority of respondents showing interest in trying Pasta Ball's products. The ideal price range falls between Rp. 15.000 to Rp. 25.000, with a preference for not exceeding Rp. 35.000. Cheese, carbonara, and Bolognese sauces seems to be

avored almost equally whilst respondents also added some suggestions for other potential sauces for product development. Fried snacks seem to be purchased from various locations, not only from online platforms but also from kiosks, stalls, and malls indicating diverse distribution channels and competitors everywhere. Overall, targeting young adults with a low-moderate spending power with flavorful offerings, affordable pricing, and accessible distribution channels is crucial for Pasta Ball's success in the market.

### 2.1.2 Qualitative

Participant 1: Mr. Wenny Ray Peppy Hutajulu, Owner of Doea Tjangkir & Café Hortus Bogor

Mr. Wenny is a successful entrepreneur who bought Doea Tjangkir and established Café Hortus and are now the official owner of these 2 establishments. Doea Tjangkir was originally opened by another person sometime in the 1980s. But the business did not seem to hold up well with this modern era as their concept lean more towards the traditional and historical era of Indonesia and sadly was on the verge of bankruptcy when the COVID-19 pandemic hits. During that time, Mr. Wenny saw an opportunity to get this business back on its feet, so he decided to purchase it and make some very big changes to it. He divided Doea Tjangkir's location into 2 establishment, which makes half of it a café named Hortus (Garden in Latin) and the other half to stay as Doea Tjangkir. But he decided to change the menu, concept, and many other things to keep the establishment more relevant to this newer era. At the moment, Doea Tjangkir not only serve traditional menu, but now had improved the menu by expanding it and including other varieties like the western cuisines, Asian cuisines, and many more. Now, Doea Tjangkir are much more successful compared to before, making the restaurant and café almost always crowded especially during the night time.

After explaining and mentioning details about Pasta Ball, Mr. Wenny seems intrigued by the concept. However, he gave the owner numerous insights so that the owner can prepare his business even better. Mostly, he gave the owner

tips and steps to take to analyze the market. He told the owner to check thoroughly the competitors that will be around Pasta Ball's physical location in Sedayu City. He told the owner to compare prices with the neighboring competitors and set where Pasta Ball's product want to be in the price level, whether it is at the lower side, medium, or higher than others, and think of a reason why the owner should set it at that level. He also stated to focus on the uniqueness which of the product which is the Pasta Ball, but at the same time also have to provide a variety to the menu but not too much so that consumer will still notice the main product. He also mentioned to be smart in attracting consumers by making promotions and strategy to develop a certain appeal to consumers. But overall, he is excited to see how the business will grow and told the owner that the idea is unique, new and innovative. He said that it might have a chance to succeed in this tight competition of the Food and Beverage Industry.

Participant 2: Ms. Josephine Clarissa, Student

Ms. Josephine is a high school student who have a deep love of pasta. She often visits new places that sell pasta and are very up to date when it comes to foods that went viral. Ms. Josephine said that the reason she loves pasta is because of how her grandmother like to take her to a pasta restaurant every time she is celebrating her birthday. Sadly, her grandmother passed away a couple years back due to COVID-19. Ms. Josephine stated that her deep love of pasta was created through her memories of eating them with her grandmother and every time she got to eat pasta, it reminded her of the simpler time that she used to spend with her grandmother. But not only that, she also loves the rich history of the pasta cuisine and loves the texture and flavor and numerous types of pasta.

After mentioning details about Pasta Ball, her first thought was that deep lovers of pasta would not be happy when seeing this product, as it is a big twist to the traditional version of the cuisine. On the other hand, she told the owner to relax and said that people would not really care much about traditions anymore nowadays. She told the owner that she liked the concept and that the idea is very creative and unique. She added by saying to make the dipping's sauce as tasty

and delicious as possible and try to experiment more on it before selling it. She also told the owner to bring the product when it is ready so she can give further insights about it. She also thinks that the price is excellent if it were to be under Rp. 25.000 because it will make it a very affordable pasta product compare to other competitors. Ms. Josephine is also from Kelapa Gading and said that Sedayu City is an excellent location to open this business. Overall, she thinks that the concept is marvelous and the success of the business will depend more on how the owner will be able to gain brand recognition and how Pasta Ball can adapt to changing trends later on in the future.

**Participant 3: Louis Nicholas, University Student**

Mr. Louis is a university student who has a deep love for snack. He often consumes all sorts of snacks including fried snacks like chips and crackers. He is also a big fan of Macaroni Ngehe, which is one of the future competitors of Pasta Ball. Mr. Louis is also a big fan of pasta, although he did not consume it very often. Because of his deep love and daily consumption of fried snacks, his knowledge and insight may be valuable for Pasta Ball's business plan.

After explaining and telling him details about Pasta Ball, he immediately grew excited and could not wait to try the product. He told the owner that if the owner were to be able to get the texture and taste just right, it would be a very special and distinctive snack that would stand out. He also reminded the owner to not forget about the packaging and that packaging may even be the one to attract consumers. He also told the owner to boost on advertising and pay influencers to promote the product to gain more recognition as he thinks that Pasta Ball has a good chance of going viral in social media because of its unique concept. Overall, he thinks that the idea is new and innovative. However, he told the owner that usually unique ideas like this tends to grow very fast at first but will start decreasing slowly after a while since many consumers can start to grow bored after consuming it a number of times. That is when he told the owner to also focus on developing strategies to cope and adapt with this issue by making

other unique menus or even collaborating with other brands to attract consumers again.

### **Qualitative Conclusion**

The feedback from various participants highlights both enthusiasm and concerns regarding the Pasta Ball concept. Mr. Wenny, a successful entrepreneur, emphasized the importance of market analysis, pricing strategy, and promotion to ensure competitiveness. Ms. Josephine, a pasta enthusiast, appreciated the creativity of the idea but stressed the need for delicious dipping sauces and affordability. Meanwhile, Mr. Louis, a snack lover, expressed excitement about the product's potential but cautioned about the need for continuous innovation and adaptation to maintain consumer interest. Overall, there is optimism about the unique concept of Pasta Ball, but careful consideration of market dynamics and consumer preferences will be essential for its success.

## **2.2 Competitor Analysis**

### **2.2.1 Competitor**

Before entering a market of interest, entrepreneurs must first create a comprehensive plan. A sustainable business has a variety of essential components that must all be implemented at the same time, including staffing, operational procedure, financial planning, product development, client segmentation, and competitor analysis. Entrepreneurs must plan a marketing strategy before launching a business, and since competition is a constant for any industry, one of the most important aspects of this process is identifying competitors.

As seen from the quantitative survey, fried snack seller and distributors are everywhere. Ranging from online platforms to kiosks, tenants, and malls. This indicates that competitors of Pasta Ball will not be the only one that sells a certain class of product and that competitors are everywhere. It is crucial for us to be able to identify

and learn from competitors. The brand may then use the rivals' strategy as a foundational model for how their business should operate by learning from them. Sorting rivals according to the goods they choose is one way to do this. By using a competitor's business plan or operational plan as an example while assessing and establishing a business, a competition analysis may serve as a guidance for new business. There are a number of methods to learn about and comprehend rivals, including benchmarking, comparing planning and operational matrix data, and getting directly involved as employees to acquire tacit knowledge. Analysing competitors may also aid in a company's expansion and inspire fresh concepts for the development of new ideas and products.

#### 2.2.1.1 Direct Competitors

Pasta Ball as brand that has the idea to create an innovative and new way of eating Pasta currently does not have a direct competitor with same exact idea especially in the region of Jakarta. However, there are numerous other companies and brands that offer a somewhat similar type of product although it is not the exact same form or kind. By creating deep fried balls with pasta as the filling, Pasta Ball's most appealing competitors are brands that sell a product with a similar taste, texture, and experience. Some of the examples of those type of competitors are Macaroni Ngehe and Potato Corner. Macaroni Ngehe is brand that created the crispy macaroni snacks that is covered with spicy powders. It is a very convenient, simple, and tasty snack that can be eaten practically anywhere. The company was founded in 2013 and it came from a humble beginning. Started from a small outlet near Binus University in Anggrek Jakarta, the business has now expanded ever since and now has more than 35 outlets in many parts of the Java Island. In Jakarta alone, Macaroni Ngehe have over 12 outlets and has made the brand very well-known amongst young adults in the city.



Another direct competitor of Pasta Ball is Potato Corner. Potato Corner is a well-known Flavtheed French Fries selling brand that was founded back in 1992 in the Philippines. Potato Corner specializes in selling flavtheed French fries that are covered with tasty flavthe powders and has been dubbed to be the best brand to sell the flavtheed fries. Potato Corner has expanded to 11 countries world-wide and have over 98 branches here in Indonesia. Their focus is to sell a convenient and tasty snack which in this case is French fries, with an affordable price. Potato Corner has made a name for themselves and are very iconic in the eyes of children, teens, and young adults here in Indonesia. Now, they have expanded their menu and start selling other fried snacks as well to adapt to newer trends. Some examples of their new products include the boneless fried chicken snacks, flavtheed nachos, and newer forms of fries. To this day, Potato Corner are still considered a go-to snack in many big malls here in Jakarta.

**Table 2.1 Direct Competitor Matrix**

	Pasta Ball	Potato Corner	Macaroni Ngehe
Strategy	Low Cost/Affordable, Tasty	Low Cost/Affordable, Tasty	Low Cost/Affordable, Tasty & Spicy
Core	Fried Ball with Pasta as filling	French Fries	Deep fried dry macaroni
Customer	Students, snack-lovers	Students, snack-lovers	Students, snack-lovers
Competitive Advantage	Food innovation Taste	Tasty Fries Taste	Spicy taste Taste
Revenue	Food Products	Food Products	Food Products
Cost Model	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost

#### 2.2.1.2 Indirect Competitors

An indirect competitor refers to a business or product that offers different food or beverage options addressing similar customer needs or desires as ythe own establishment, without directly competing with ythe specific offerings. Unlike direct competitors, which offer similar menu



items or cuisines targeting the same customer base, indirect competitors provide alternative dining experiences or food choices but still fulfilling a similar need or wants of the customer. Understanding indirect competitors is essential for strategic planning and market analysis in the F&B industry. By identifying indirect competitors and analysing their menu offerings, pricing strategies, and customer experience, Pasta Ball can gain insights into consumer preferences and market trends.

The indirect competitors of Pasta Ball are brands that sell food products that has a not very identical but still in the same category of Pasta Ball's product. For example, Gerobak Jepang is a brand that specializes in selling Sushi and other Japanese cuisines. Sushi and Pasta Ball are not similar at all to each other, one is aa Asian cuisine whilst the other is a Western food product, but they have similarities when it comes to consumers that are looking for a food that is convenient and tasty but also quite filling. Gerobak Jepang is brand that sell a variety of Japanese foods and mainly sell sushi. The brand was founded back in 2023 as an MSMI type of business. It opened its first store in Mall of Indonesia, then after a year, it opened another store in Sedayu City which makes it a competitor for Pasta Ball.

Another example of Pasta Ball's indirect competitor is Les Bonnes Pasta. Even though, Les Bonnes Pasta does not mainly sell snacks or fried snacks, Les Bonnes Pasta do sell the same type of food product as Pasta Ball which is Pasta and other Italian cuisines. Les Bonnes Pasta was founded in 2023 and opened its first store in Gading Festival, Sedayu city which also makes it a competitor for Pasta Ball. Both of these businesses are considered as an MSME, have the same location but different kinds of menus, yet similar customer base.

**Table 2.2 Indirect Competitor Matrix**

	Pasta Ball	Les Bonnes Pasta	Gerobak Jepang
Strategy	Low Cost/Affordable	Menu Variety	Moderate Cost/Affordable

Core	Fried Ball with Pasta as filling	Pasta	Sushi
Customer	Students, snack-lovers	General, Families	Students, Japanese-lovers
Competitive	Food innovation	Affordable pasta product	Authentic Japanese
Advantage	Taste & Price	Taste	Taste
Revenue	Food Products	Food Products	Food Products
Cost Model	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost	Variable Cost and Fixed Cost

### 2.2.2 SWOT

Based on the research and the analyzing of Pasta Ball's competitors, below are the SWOT (Strength, Weakness, Opportunity, and Threat) analysis of Pasta Ball:

**Table 2.3 SWOT Analysis**

Strength	Weakness
<ol style="list-style-type: none"> <li>1. Unique/New product</li> <li>2. Affordable price</li> <li>3. Fast on the go snack</li> <li>4. Convenient snack</li> <li>5. Halal ingredients</li> <li>6. Full-filling snack</li> </ol>	<ol style="list-style-type: none"> <li>1. Unhealthy</li> <li>2. Made by a college student</li> <li>3. A newly emerged brand</li> <li>4. Limited menu</li> </ol>
Opportunity	Threats
<ol style="list-style-type: none"> <li>1. Indonesians love fried and flavorful snack</li> <li>2. Growing Street Food Culture</li> <li>3. Collab with other brands</li> <li>4. Expansion to other cities</li> <li>5. Selling frozen versions of the product</li> </ol>	<ol style="list-style-type: none"> <li>1. Tight Competition with many other snack brands</li> <li>2. Changing customer preferences</li> <li>3. Increase in ingredient prices</li> </ol>

In conclusion, Pasta Ball presents a unique and affordable new snack option that caters to Indonesian consumers' love for flavorful, fried snacks. It is a convenient, fast, and filling option, using halal ingredients to appeal to the majority Muslim population. However, it faces challenges such as being perceived as unhealthy, being managed

by an inexperienced college student, limited brand recognition, and a limited menu. Despite these weaknesses, there are significant opportunities for growth, including tapping into the growing street food culture, potential collaborations with established brands, expansion to other cities, and selling frozen versions of the product. However, the business must navigate certain threats, including intense competition from numerous other snack brands, the risk of changing consumer preferences, and the possibility of rising ingredient prices, which could impact product affordability and pricing strategies. Overall, while Pasta Ball has a solid foundation and several growth opportunities, it must strategically address its weaknesses and threats to succeed in the competitive snack market.

**Table 2. 4 Competitor Analysis**

<b>Factors</b>	<b>Macaroni Ngehe</b>	<b>Pizza Hut</b>	<b>Pasta Ball</b>
<b>Location</b>	Multiple Locations	Multiple Locations	Sedayu city, Kelapa Gading
<b>Core Product</b>	Deep-fried dry Macaroni	Pizza and Italian food products	Pasta Ball and Italian food products
<b>Customer</b>	Low-Middle class	Middle-High class	Low-middle class
<b>Service</b>	Take away	Dine in and take away	Take away
<b>Distribution</b>	Stalls and tenants	Restaurant	Stalls
<b>Marketing</b>	WOM & social media	Brand recognition and social media	WOM & social media

### 2.3 Sales Goal

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

**Table 2. 5 Pasta Ball's Sales Goal Projection**

<b>Sales Goals</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Annual Revenue	Rp 695.700.000	Rp. 765.270.000	Rp 841.797.000
Gross profit	59%	60%	61%
Unit sold	9000	10.350	12.110
New customer acquisition	1800 person	2070 person	2.422 person

Growth			15%	17%
Customer Acquisition Cost		Rp 4.000,-/ pax	Rp 3.478,-/ pax	Rp 2.973,-/ pax

#### Assumptions:

1. Unit sold is 25 unit daily x 360 days a year.
2. With the target of marketing cost Rp. 600.000 per month and 25 products sold daily, Pasta Ball will do digital branding to acquire new customers. With the digital branding, Pasta Ball expected to get 5 new customers daily. Annually it will reach 1800 new customers who visit or buy Pasta Ball from digital promotion.
3. Pasta Ball promotion budget is Rp. 7.200.000 per year, with that amount, the cost for customer acquisition is roughly Rp 4.000,- per person for the first year and will grow accordingly to the table's data.
4. Every year, Pasta Ball is expected to achieve 10 percent increase in annual revenue and also an increase of 1% in gross profit.

Pasta Ball anticipates a gradual growth in sales over time as the business gain more and more recognition. Pasta Ball wants to focus first in improving social media advertising and enhance the brand's reputation. Pasta Ball expects to be able to reach around 1800 customers in the first year of opening. These sales and revenue will be achieved through selling directly to consumers through a tenant and also selling it through online (social media, website, and delivery platforms). Pasta Ball anticipates an ongoing decrease in marketing expenses as well as an increase in market awareness. Pasta Ball will also keep developing new strategies and future plans to adapt and boost the sales while keeping it stable and consistent at all times.

## 2.4 Marketing Strategy

### 2.4.1 Product Characteristics

PASTA BALL offer and introduced a unique new way of eating pasta in a form of bite-sized portable balls. People can enjoy a bite of their favorite pasta anywhere they want. Pasta Ball offer a

collaboration of crunchy mouth-watering texture filled with all sorts of pasta and other ingredients like beef ham and vegetables plus it is paired with a combination of additional flavorful dipping with a variety of options. Pasta Ball is a unique, bite-sized snack that reimagines traditional pasta dishes with a convenient, on-the-go twist. Each golden, crispy ball is filled with high-quality pasta and fresh ingredients, available in a variety of fillings like macaroni, spaghetti, and fettuccine filling, complemented by dipping sauces such as carbonara, cheese, and Bolognese dipping sauce. Designed for busy individuals, students, and workers, Pasta Balls offer a quick, satisfying meal. Deep-fried to perfection, they deliver a consistent, crunchy exterior and tender interior, all packaged in eco-friendly, visually appealing packaging that emphasizes brand identity. Not only Pasta Ball, the menu will consist of other varieties as well, including a Special Sauce Pasta, providing a mysterious and delightful flavor experience that keeps customers coming back for more. And for those craving a classic, creamy pasta dish, Spaghetti Carbonara is also available as an option. The package and eating tools will be designed to be as convenient as possible so that consumers can enjoy the product anywhere, they want. Ideal for young adults, families, and professionals, Pasta Ball stands out in the competitive food market as a trendy, innovative, and delicious snack option.

#### **2.4.2 Distribution**

For the distribution channels, PASTA BALL will be sold through social medias, internet, and delivery applications. Online selling method let us offer and sell the product to a broader audience that can go beyond the location we are selling the product at. Pasta Ball will focus on providing a fast and quick service through delivery apps and ensure that the information available in the online store are complete and enough for customers to understand the product and brand. Delivery applications that Pasta Ball will use includes GoJek, Grab

Food, and ShopeeFood (the application options may be modified or even be added as time goes). The owner believes that providing numerous channels for delivery options is crucial, because nowadays customers are always trying to find promotions through these delivery apps, and selling them through only one of the apps would not be enough for maximum engagement.

Pasta Ball will also plan to sell frozen version of the product (specifically Pasta Ball) through online stores like Tokopedia and Shopee so that people from other cities or further areas can enjoy the products as well. Pasta Ball also plans to open a physical store or a small food tenant in Sedayu city to sell the products directly to consumers. This place will be the central production for the products where delivery app's drivers will take the products and deliver it to the consumer. Consumers who visits the online store will also be able to enjoy the products on the location at Sedayu city as they provide dine in areas for visitors.

#### **2.4.3 Promotion**

PASTA BALL will mainly focus in promoting their product through online applications, social media, and the internet. Online promotion in this modern era has been the best way to introduce the product to a wider audience. Additionally, choosing Kelapa Gading as the location to launch PASTA BALL, was because of the demographics that showcases the busy lives of students, employees, etc. which fits into the need of having a convenient snack that can accompany their duties. Kelapa Gading's average population income also ranges mostly from low-moderate which fits with PASTA BALL price which may not be the cheapest but are still very much affordable. PASTA BALL target market will mostly target Students and Workers. PASTA BALL will make an account on various social media platforms to promote and update information regarding the brand and its products as well as service. PASTA BALL will have a designated



person to control all the advertising and promotion to boost consumer reach. Pasta Ball may also collaborate and pay influencers to better promote the product and to gain public's interest. Aside from social media, PASTA BALL will also promote their product through delivery applications to make it easier for consumers to order and enjoy its product. We'd also hope to PASTA BALL can deliver a product that meets the consumer's' expectations so that they can also spread information about us through word of mouth. The owner will also create Pasta Ball's phone number and social media accounts like Instagram, TikTok, YouTube and delivery apps as a platform for information and for customers to contact us and order the product. The owner believes that having a platform where the customers can easily and efficiently reach Pasta Ball's information and a platform to order it is very crucial. Many businesses seem to underestimate providing information for their customers to easily access it, but the owner thinks that in the customer's journey, the first part, where they are trying to discover and get to know more about the business or brand, is the key to engagement. That is why Pasta Ball will create as many accounts in social media platforms and also a website to provide easy access to information and orders for customers. The author believes that the best way to reach new audiences and introduce the product is through social media as it is a cheap and cost-efficient way to promote the product. Pasta Ball's marketing team will be posting in social media that will focus on attracting consumers by visualizing the product as mouth-watering as possible, combined with promotions and discounts to make it more attractive. Pasta Ball will not only post photos but also videos, in which will be made following trends and viral videos to enhance brand engagement. Posts will be made one to three times a week because the author feels that posting too often or everyday will make us run out of ideas too fast. There will also be posts dedicated on

celebrating special days or public holidays to commemorate and celebrate the special occasion.



Figure 2.16 Example of Social Media Post



Figure 2.17 Example of Social Media Post

But the author felt that promoting it only through social media sometimes cannot be enough, and would probably need to use tools like paid promotes, and promoting through influencers to make the product go viral and to better boost the reach and engagement of the promotion. By paying influencers or social media celebrities to make a content out of Pasta Ball's product, it will help Pasta Ball gain brand



recognition and help attract curious consumers to want to try the product. The strategy is to make attract consumers with the concept of the new and innovative way of eating pasta, which will create a sense curiosity to consumers.

#### **2.4.4 Pricing**

Aside from targeting workers as the primary market, Pasta Ball also strategically targets students, recognizing the need to keep the pricing within an affordable range while remaining competitive with other snack options. The pricing strategy takes into account several crucial factors, including operational costs, equipment, rent, wages, and the use of high-quality ingredients. Despite these considerations, Pasta Ball maintains a pricing structure that is both affordable and offers excellent value, particularly for a pasta product. Each purchase of the signature Pasta Balls comes with a complimentary, delicious dipping sauce, enhancing the overall value for the customers.

One of the strategic reasons behind selecting Kelapa Gading as the launch location is the area's demographic profile. The residents of Kelapa Gading generally have a moderate-income level, making them well-positioned to afford the products. Sedayu City, known for its vibrant street food culture, predominantly features vendors offering moderately to expensively priced items, rather than low-cost options. This aligns well with the pricing strategy, ensuring that Pasta Ball can compete effectively within this market. The pricing reflects the quality and uniqueness of the offerings while remaining accessible to both students and workers.

Moreover, we plan to offer a diverse menu to cater to different preferences. In addition to the staple Pasta Balls, available in varieties like Spaghetti, Macaroni, and Fettuccine, each served with a tasty dipping sauce for Rp. 30.000, we also offer other appealing pasta dishes. The Secret Sauce Pasta is priced at Rp. 35.000 per portion, providing a mysterious and delightful flavor experience that keeps

customers coming back for more. For those craving a classic, creamy pasta dish, the Spaghetti Carbonara, priced at Rp. 32.000 per portion, is an excellent choice. The owner have did research on snack prices from competitors in the area of Sedayu City. Most of the snacks, especially fried snacks, are in the range of Rp. 28.000 – Rp. 40.000. This proves that Pasta Ball's price will be able to compete in Sedayu City. By balancing affordability with quality, Pasta Ball ensures that the products are attractive to both students and workers. The strategic location in Kelapa Gading, combined with the competitive pricing and high-quality offerings, positions Pasta Ball as a unique and appealing choice in the bustling street food scene of Sedayu City. We are confident that the innovative pasta snacks will quickly become a favorite among the diverse and dynamic population of this area.

**Table 2. 6 Product Pricing**

No.	Product	Size	Price
1.	Pasta Ball (Spaghetti)	3 pcs + 1 dipping	Rp. 30.000
2.	Pasta Ball (Macaroni)	3 pcs + 1 dipping	Rp. 30.000
3.	Pasta Ball (Fettucine)	3 pcs + 1 dipping	Rp 30.000
4.	Secret Sauce Pasta	1 portion	Rp. 35.000
5.	Spaghetti Carbonara	1 portion	Rp. 32.000

\*Note: Each piece of Pasta Ball is around 6 cm in diameter and 250 grams in weight.