

## CHAPTER II

### MARKETING PLAN

#### 2.1 Market Size

In opening a business, understanding the market size is a crucial aspect. It is one of the critical factor in determining the long-term sustainability of a company. Estimating market size refers to the number of individuals potentially purchasing a product or service. Companies can estimate the potential success of a business in the future through market size. If a business is created without measuring the size of the market, the market may be too small, resulting in few purchases and the potential for business discontinuation. The market can be too small when the chosen market falls within a niche that is too narrow.

Tea has become one of the popular beverages in Indonesia, with packaged tea consumption ranking second after mineral water. Consumption trends have been consistently increasing year by year. According to data from the Indonesian Soft Drink Industry Association (Asrim) in 2014, packaged tea consumption in Indonesia reached 2 billion liters or about 0.5kg of tea leaves per person per year.

This widespread popularity presents a strong opportunity for Tea Tales to enter and reach the target market, given the popularity of tea as a beverage. A deepet understanding of the market shows that tea is widely appreciated not only for its flavor, but also for its numerous health benefits, such as its positive effects on the body and its ability to provide a calming psychological effect. Additionally, the type of tea favored by Indonesian society is known for its refreshing and delightful taste.

There are numerous tea stores in Indonesia, but many still focus focus on conventional flavors such as sweet iced tea, lemon tea, and lychee tea. Looking at this opportunity, Tea Tales creates unique flavors by blending various tea leaves and flowers with unique tastes. However, we also recognize the need to stay connected to our roots, which is why Tea Tales also offers original tea blends without added flavorings, catering to those who prefer or are curious about the authentic taste of pure tea blends.

Besides introducing new tea flavors to the community, Tea Tales also operates as a slow bar, allowing guests to have conversations with our bartenders and expand their knowledge about the products they order. This offers a fresh experience to the public, particularly tea and beverage enthusiasts. Young adults and millennials that intrigued by new trends also will be curious to try Tea Tales for its unique experience.

There are multiple methods for acquiring further knowledge about clients. One approach involves gathering data regarding their consumption pattern, purchasing power, interests, and more. Another effective strategy is by conducting detailed interviews or using online surveys to gain deeper insights.

To better understand our potential audience, the owner distributed a questionnaire with a total of 145 valid respondents. This quantitative survey aimed to collect data on the demographics, preferences, and viewpoints of the target audience.

### **1.3.1 Qualitative**

Through qualitative research, it becomes helpful to understand more about diverse perspectives regarding customers' views on the tea business in Indonesia. With a purposeful approach, the owner selectively engaged with relevant individuals in the food and beverage sector for detailed interviews. Specifically, the owner chose a tea enthusiast, a restaurant manager, and a café owner, all based from Bandung. These in-depth interviews aimed to provide valuable insights into Tea Tales' products and offerings.

Participant 1: Ms. Nayaka Ratu Faisha, College Student

Ms. Nayaka is a college students who regularly consume tea and has sampled one of Tea Tales' products. Recognizing her enthusiasm for tea and has tried Tea Tales' product, the owner values her insights and opinions on the brand's products. Having sampled the "Berry Potion" from Tea Tales, Ms. Nayaka believes that Tea Tales has the potential to thrive in the market due to its distinctive flavor profile.

Ms. Nayaka expresses her curiosity and enjoyment in trying new tea flavors at cafes, appreciating the creativity displayed by the bartenders. She recognized the

popularity of tea in Indonesia and its numerous health benefits, she believes there's potential for Tea Tales in Indonesia, especially considering the limited availability of unique tea flavors. She suggested to introduce distinctive flavors to attract consumers. Looking at the pricing, she finds it reasonable and worth the product, experience, and quality. She believes the diverse flavor offerings of Tea Tales cater to a wide range of different age groups. She advises Tea Tales to continuously innovate its products to maintain competitiveness in the market.

**Participant 2: Ms. Andrea Jacklyn, Manager of a Restaurant**

Ms. Andrea Jacklyn is the manager of a restaurant in Lembang, Bandung. Given her managerial experience, the owner trusted her opinion and conducted an interview. According to Ms. Jacklyn, the branding of the product holds an important role, followed by the quality of the ingredients, which influence the aroma, taste, acidity, tannin levels, and benefits. She noted that most consumers these days are into aesthetically pleasing and creatively packaged options. They are also into photogenic and aesthetic places, which makes it important for Tea Tales to consider the slow bar furnishings, decorations, color scheme, and ambiance.

Ms. Jacklyn found that many other stores that sell beverages only offer generic flavors that lack of uniqueness, she emphasized the significance of Tea Tales' uniqueness and specialty in the market. She praised the existing variety of Tea Tales, suggesting the owner to focus on the slow bar appearance. Additionally, she highlighted Tea Tales' unique and diverse flavors as a promising advantage. Ms. Jacklyn also advises pricing that aligns with customer expectations, as she often finds other establishments fail in this regard. However, she doubts how to ensure that others will appreciate the unique flavor combinations.

**Participant 3: Mr. Titanium Cyan, Owner of a Cafe**

Mr. Titanium Cyan has been the owner of his own cafe since 2020. Recognizing the value of his insights, the owner trusted him to provide helpful feedback to Tea Tales and conducted an interview. Mr. Titanium noted the current trend in the Food and Beverage industry, emphasizing comfort food establishments offering affordable prices while maintaining a café-like ambiance. He highlighted the importance of menu variety and competitive pricing to encourage repeat

customers. He also mentioned that there are several drawbacks from the current beverage business. Firstly, market oversaturation, where items sold are more or less similar across various price ranges, from affordable options to five-star establishments. He also often visits places where the facilities are not an issue, with drinks of sufficient quality, but due to a lack of compelling unique selling point, he prefers trying out new places. According to him, a strong unique selling point and exceptional beverage quality are crucial for customer retention.

Mr. Titanium sees an opportunity to establish a slow bar focused on tea mocktails. He believes factors such as product visuals, glassware, packaging, quality, price, taste, and overall experience influence purchasing decisions. He commended the reasonable pricing of Tea Tales products but suggested adding basic menu options for customers who prefer simpler flavors. For effective promotion, he recommended utilizing social media with content tailored to customer needs and keeping engaged with customers. Additionally, Mr. Titanium gave recommendation to invite food bloggers to assist with product promotion as part of Tea Tales' marketing strategy.

### **1.3.2 Quantitative**

To gain further insights about the market, the owner distributed a questionnaire to a larger audience. The questionnaire is filled with a total of 145 valid participants. The purpose of this quantitative survey was to collect data on the demographics. Preferences, and opinions of the target market. By utilizing this questionnaire, the hope is to gain a deeper understanding of the target market's preferences regarding Tea Tales business.

#### **A) Demographic**

The quantitative demographic of the customers includes their gender, age, occupation, and buying power. These details help the owner in determining an appropriate pricing strategy to effectively appeal to the target market.

Table 2.1 Demographic

Attribute	Components	Percentage
Gender	Male	44.1%
	Female	55.9%
Age	< 18	0.7%
	18 - 23	12.4%
	24 - 29	4.1%
	> 30	82.8%
Profession	Student	12.4%
	Employee	54.5%
	Self-employed	33.1%
Spending Power per Month	< Rp 500.000	2.8%
	Rp 500.000 - 1.000.000	2.8%
	Rp 1.000.000 - 2.000.000	5.5%
	Rp 2.000.000 - 3.000.000	11%
	> Rp 3.000.000	77.9%

Source: Google form Questionnaire

The survey results show that 55.9% of respondents identified as female, while 44.1% identified as male, this shows that females are more interested in tea beverages rather than men.

According to the table, a significant 82.8% of respondents were above 30 years old, with 12.4% falling in the 18-23 age range, and 4.1% in the 24-29 range. The remaining 0.7% were below 18 years old. This highlights adults, Millennials, and Gen Z as Tea Tales' primary target market. Based on this data, Tea Tales aims to create products appealing to younger generations and adults, emphasizing comfort for work and socializing. Considering the diverse respondent base, pricing will be set at a mid to lower range, as 77.9% of respondents reported monthly expenses above Rp 3,000,000.

#### B) Consumption Pattern of Beverages and Tea

To gain a deeper understanding of customers' consumption patterns of beverages and tea, by giving these questions, the owner can gain a better

understanding of how often guests consume tea, and the potential for other types of beverages to be consumed by guests as well.

Table 2. 2 Consumption Pattern

<b>Types of Drinks Frequently Consumed</b>	Coffee	61.4% (89)
	Tea	56.6% (82)
	Juice	29% (42)
	Carbonated Drinks	7.6% (11)
	Milk	19.3% (28)
<b>Frequency of Consumption (a month)</b>	Less than once a month	47.6%
	Once a month	13.1%
	More than once a month	39.3%

Source: Google form Questionnaire

It is known that 56.6% of respondents often drink tea, while the most preferred choice is coffee, with 61.4% of respondents. This indicates that busy adults tend to look for caffeinated beverages, although tea leaves actually contain higher levels of natural caffeine than coffee.

29% of respondents chose juice, suggesting an idea for the owner to create beverages consisting of a combination of tea and fruit juice. Afterward, 19.3% of respondents chose milk, and lastly, carbonated drinks were selected by 7.6% of respondents. All of these responses provide new insights to the owner that many people enjoy tea and offer new ideas for the owner to create beverage blends using these ingredients.

#### C) Determining Factors for Purchasing Tea Tales

Knowing the factors that influence Tea Tales product consumers is also important to understand what influences the consumers. Here are factors such as price, menu display, social media, packaging, location, place facility, and menu variants that can be chosen with respondents with their affecting levels ranging from 1 to 5.

Table 2. 3 Factors for Purchasing

<b>Factor</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Price	13.1% (19)	13.1% (19)	38.6% (56)	15.2% (22)	20% (29)
Menu Display	5.5% (8)	7.6% (11)	22.1% (32)	29.7% (43)	35.2% (51)
Social Media	6.9% (10)	7.6% (11)	33.8% (49)	27.6% (40)	24.1% (35)
Packaging	5.5% (8)	6.2% (9)	24.1% (35)	31.7% (46)	32.4% (47)
Location	4.8% (7)	6.9% (10)	20% (29)	30.3% (44)	37.9% (55)
Place Facility	4.8% (7)	4.8% (7)	20.7% (30)	33.8% (49)	35.9% (52)
Menu Variants	3.4% (5)	6.9% (10)	19.3% (28)	32.4% (47)	37.9% (55)

Source: Google form Questionnaire

Respondents express that the pricing of Tea Tales holds significant influences over customers' purchasing decisions, emphasizing the owner to establish pricing structures that are affordable to all middle-income demographics. The owner committed to offering tea at rates that align with the financial capacities of the customers.

Beyond pricing, the visual looks and the readability of the menu display are also important. With an attractive and readable menu display, consumers can see the products sold and understand the ingredients used in each product.

Social media is also important for some of the respondents since it is a platform for customers to obtain information about Tea Tales even when they are not on-site. Therefore, Tea Tales will manage its social media platforms such as Instagram and TikTok to keep customers engaged.

Nearly all respondents agree that the packaging or appearance of Tea Tales products influences their purchasing decisions. Packaging can include cups and the final product appearance, with eye-pleasing designs and attractive colors. For takeaway or online delivery options, packaging is also important to ensure that beverages are delivered safely without spills.

A strategically location and easily accessible place holds significant influence over respondents' decision to visit and purchase Tea Tales, the amenities provided by the slow bar also carry considerable effects. Therefore, Tea Tales has agreed to open in a strategically located and easily accessible place, with



comprehensive and comfortable facilities for visitors to relax or engage in work-from café activities.

Lastly, the menu variants that offered by Tea Tales really affect respondents in buying Tea Tales. Tea Tales offered a diverse menu option available, allowing guests to tailor their choices to their preferences.

#### D) Product Overview

This section focuses on Tea Tales products, exploring respondents are interest in trying Tea Tales, their preferred type of packaging, and their desired location for purchasing Tea Tales. By gathering this information, the owner can determine the appeal of their products to respondents, identify the preferred packaging, and understand where the respondents wish to purchase Tea Tales products.

Table 2. 4 Product Overview

<b>Interest in Trying Product</b>	Yes	87.6%
	No	12.4%
<b>Desired Packaging (250ml)</b>	Bottled	67.6%
	Glass	39.3%
<b>Location Preferences to Buy Product</b>	Mall	33.8%
	Food Court/ Food Bazaars	27.6%
	Cafe	70.3%
	Minimarket	0.7%
	Online Delivery	2.1%

Source: Google form Questionnaire

70.3% of respondents want to buy Tea Tales products in places like cafes, indicating that they seek a comfortable environment to linger and relax with friends or to work.

33.8% of respondents prefer purchasing Tea Tales products in malls, while 27.6% prefer food courts or food bazaars. Some respondents prefer to buy Tea Tales products through online delivery platforms such as GoFood, ShopeeFood, or GrabFood.



In conclusion, the primary target markets for Tea Tales are women aged 18 and above. The majority of respondents are adults, millennials, and Gen Z, with significant purchasing power. However, the respondents largely indicate that menu variety and the location of Tea Tales significantly influence their decision to purchase. Based on the data, many respondents frequently consume tea, with a preference for purchasing Tea Tales products at cafes, particularly with bottled options available.

## 2.2 Competitor Analysis

### 2.1.1 Competitor

Conducting a competitor analysis is important when launching a business, as it provides insights into the strengths and weaknesses of the business being pursued. Understanding competitors allows a business to discover its brand positioning in the market and persuade potential customers to choose its products or services. By conducting comprehensive competitor analysis, business can find out competitors' offerings and identify their target markets. Moreover, businesses can also leverage competitors' weaknesses to expand their product offerings and cater to consumer demands. By examining and studying larger competitors, business gain valuable insights and references to compare and project the growth of their business.

Table 2. 5 Competitor Analysis

<b>Factors</b>	<b>SMITH Coffee</b>	<b>Moanin'</b>	<b>Tea Tales</b>
<b>Location</b>	Jl. Kemuning, Riau, Bandung.	Ciumbuleuit, Bandung.	The Hallway Space, Bandung. A creative hangout spot.
<b>Core Product</b>	Coffee Mocktails	Mocktails	Tea-based mocktails
<b>Customer</b>	Coffee enthusiasts, and millennials.	College students, and beverage enthusiasts.	Tea enthusiasts, beverage enthusiasts, Adults, Millennials, Gen Z, and casual visitors.
<b>Service</b>	Customers place their orders at the counter and receive their orders at the tables.	Pet friendly, Customers place their orders at the counter and receive their orders at the tables. They are also available for	Personalized service with longer conversations between baristas and customers, focusing on educating

		events, such as karaoke event.	customers about the products.
<b>Distribution</b>	Physical location at Riau, along with existing at bazaars.	Physical location at Ciumbuleuit.	Physical location at The Hallway Space, supported by online ordering platforms like GoFood and ShopeeFood.
<b>Marketing</b>	Social media platforms (instagram)	Social media platforms (instagram)	Social media platforms (instagram and email), highlighting the unique tea experience. Invites food bloggers to attract customers.

SMITH (Shoot Me in the Head) Coffee is a coffee shop in Bandung. This brand has already been present outside of Bandung, the third outlet is located at Jalan Kemuning No.16, Riau, that are officially opened on March 7, 2020. The Interior has a unique concept that combines an industrial-style interior with pop culture. SMITH Coffee has a signature menu named coffee mocktails. In addition to coffee and coffee mocktails, this coffee shop also offers several other drink options, such as tea and chocolate menu. The beverage prices range from Rp 20.000,00 to Rp 38.000,00.



**Figure 2.1** SMITH Coffee Ambiance



**Figure 2.2** SMITH Coffee Product    **Figure 2.3** SMITH Coffee Logo

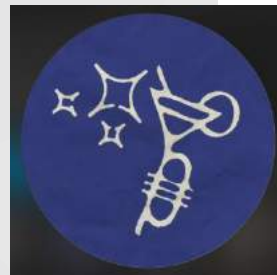
Moanin Slow Bar is a cafe located in Jalan Panumbang Jaya No. 9C, Ciumbuleuit, Bandung. Because of its location near one of the famous universities in Bandung, many students who study and work from the cafe. Moreover, this place offers a calm and cool atmosphere which is suitable for drinking coffee or hanging out. The beverage prices range from Rp 17.000,00 to Rp 30.000,00. The specialty menu of Moanin Slow Bar is mocktails based on tea and coffee, they also offer other beverages such as tea, chocolate, and standard coffee.



**Figure 2.4** Moanin Slow Bar Ambiance



**Figure 2.5** Moanin Slow Bar Product



**Figure 2.6** Moanin Slow Bar Logo

### 2.1.2 SWOT

To gain a deeper understanding of Tea Tales' brand, the owner conducted a SWOT analysis identify the strengths of Tea Tales. This analysis helps the owner to leverage their strengths effectively to attract customers and differentiate the brand from competitor. Additionally, the SWOT analysis assist in identifying the weaknesses of Tea Tales, enabling the owner to find ways to address them. This analysis also helps Tea Tales in developing strategies on opportunities and recognizing potential threats to the business.

Table 2. 6 Analysis SWOT

<b>SWOT Analysis</b>	
<b>Strength</b>	<ul style="list-style-type: none"> <li>a. Offers a unique concept as a slow bar.</li> <li>b. Provides diverse and creative flavors combinations.</li> <li>c. Strategically located in a popular creative hangout spot in Bandung.</li> <li>d. Visually appealing and cozy store ambiance.</li> <li>e. Strong brand identity that sparks curiosity and emphasizes storytelling.</li> <li>f. Delivers personalized service that prioritizes the customers experience.</li> </ul>
<b>Weakness</b>	<ul style="list-style-type: none"> <li>a. High production cost due to the use of premium natural ingredients and syrups.</li> <li>b. Non-durable as product contain no added preservatives.</li> </ul>
<b>Opportunity</b>	<ul style="list-style-type: none"> <li>a. Innovate by exploring unique and local tea mocktail flavors.</li> <li>b. Maximize the growth of e-commerce in Indonesia to reach a wider audience through effective marketing and distribution.</li> <li>c. Rising consumer interest in unique and memorable experiences.</li> <li>d. Opportunity to attract a wide range of customers, including tea enthusiasts and casual visitors.</li> </ul>
<b>Threats</b>	The beverage industry is highly competitive, with many establishments offering similar products and experiences

In conclusion, Tea Tales has several strengths that position it positively in the market. The unique concept of operating as a slow bar creates deeper customer engagement and loyalty, complemented by a diverse product offering that sets it apart from traditional tea beverages. Moreover, its strategic location in The Hallway Space attracts tea enthusiasts and casual visitors.

However, Tea Tales faces challenges such as high production costs due to the use of premium-quality natural ingredients, which may limit profitability. In spite, opportunities exist for Tea Tales. Exploring unique and local flavors in tea mocktails can enhance product differentiation and appeal to consumers. Additionally, leveraging the growth of e-commerce in Indonesia offers an opportunity to reach a wider audience. Furthermore, the rising demand for unique experiences presents an opportunity for Tea Tales to cater to this trend and expand its customer base. Despite these opportunities, Tea Tales must prepared against

threats such as intense competition within the beverage industry.

## 2.2 Sales Goal

As a new business, Tea Tales relies on social media and The Hallway Space's casual visitors, Tea Tales expects the sales to increase slowly over time. To enhance brand exposure during the launch, Tea Tales will implement a marketing strategy. Before the launch, Tea Tales will invite food bloggers in Bandung to sample Tea Tales' products and promote them on their platforms.

Tea Tales had set the sales goals to achieve in terms of revenue or units sold within a certain period. By setting and tracking sales goals, Tea Tales can monitor their progress, make adjustments as needed, and ensure it is on track to meet the financial targets.

Tea Tales aims for slow but steady growth in the number of customer, ensuring that the quality promised by Tea Tales can be maintained, and all customers have a perfect experience every time they visit. In the second month, the owner expects that customers will know better about Tea Tales' existence from word of mouth and social media postings.

Table 2. 7 Sales Goal

No.	Product	COGS (daily)	Selling Price	Gross Margin	Gross Margin %	Sales Goal (daily)	Total Gross Revenue (daily)
1	Berry Potion	8,129	25,000	16,871	67.49%	15	375,000
2	Green Sparkle	8,539	26,000	17,461	67.16%	11	280,800
3	Lychee Blossom	7,163	22,000	14,837	67.44%	11	237,600
4	Periwinkle Spice	8,686	26,000	17,314	66.59%	9	234,000
5	Kombucha Splash	4,438	15,000	10,562	70.41%	14	216,000
						60	1,343,400

Note:

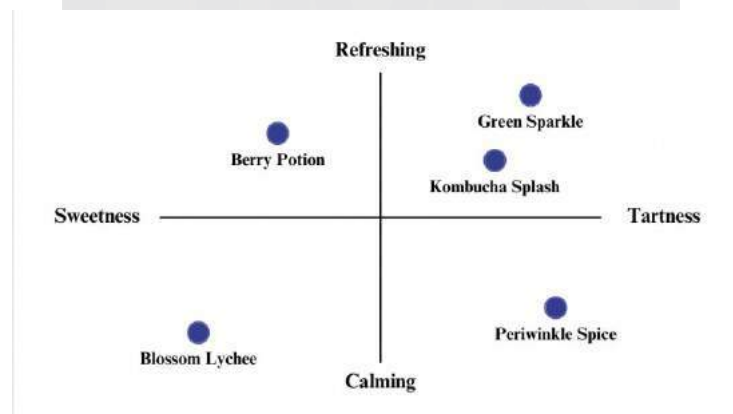
1. Sales Goal (Daily) is the number of units of each product that need to be sold daily to meet the sales goal. It is calculated based on the income statement.
2. Total Gross Revenue (Daily) is the total income generated from selling the product daily. It is calculated by multiplying the selling price by the number of units sold.

## 2.3 Marketing Strategy

### 2.3.1 Product Characteristics

Tea Tales prides itself on offering a unique blend of tea and mocktails, providing customers with a refreshing and new-tasting experience. The products are created with high-quality tea leaves, natural flavors, fruits, and herbs to create a diverse range of innovative beverages.

By blending traditional tea-making techniques with modern mixology, Tea Tales introduces a diverse range of beverages. At Tea Tales, each beverage is positioned based on its flavor profile, catering to a wide range of preferences. Whether customers craving something sweet, tart and tangy, refreshing, or calming, there's a Tea Tales creation to suit every mood and occasion.



**Figure 2.7** Product Characteristic Map

Using this map, it can visualize the unique characteristics of each beverage:

1. Berry Potion: Placed in top-left quadrant, it offers a balance of sweetness and tartness with refreshing coolness from mint and sweet from elderflower syrup.
2. Green Sparkle: Located in top-right quadrant, it combines the sweetness and tartness of green apple, with a refreshing cucumber flavor.
3. Blossom Lychee: Positioned towards the bottom-left quadrant, it offers a calming and sweet experience with the delicate aroma of Sakura and the sweet essence of lychee.
4. Kombucha Splash: Positioned in top-right quadrant, it provides a tangy and fizzy taste with a hint of sweetness from watermelon, offering a refreshing and slightly tart flavor profile.
5. Periwinkle Spice: Positioned towards the bottom-right quadrant, it offers a calming qualities with warmth from ginger and cinnamon complemented by hints of peach flavors.

Tea Tales' marketing strategy revolves around highlighting the unique flavor profiles of its beverages, positioning each product based on its distinct characteristics. By blending traditional tea-making techniques with modern mixology, Tea Tales creates a diverse range of innovative beverages to cater to a wide range of preferences. The use of a flavor map visually illustrates the flavor profiles of each beverage, helping customers easily identify the flavors they prefer and make informed choices. Through this approach, Tea Tales aims to engage customers and enhance their understanding of the diverse options available, eventually driving sales and loyalty. Additionally, Tea Tales utilizes social media platforms like Instagram and TikTok to showcase its offerings, engage with customers, and promote special events or promotions, further reinforcing its unique value proposition in the market.

### **2.3.2 Distribution**

Tea Tales is strategically located at The Hallway Space, a creative hangout spot in Bandung. This location ensures visibility and accessibility to both tea enthusiasts and casual visitors. The cozy and inviting atmosphere of The Hallway



Space complements the unique experience offered by Tea Tales, creating an ideal setting for customers to relax, socialize, and enjoy artisanal beverages.



**Figure 2.8** The Hallway Space Ambiance      **Figure 2.9** The Hallway Space Ambiance

Tea Tales ensures that customers can enjoy its beverages even if they are unable to visit the physical store. For the convenience of customers, Tea Tales offers online ordering options through popular platforms such as GoFood and ShopeeFood. Through these online ordering platforms, customers can browse through Tea Tales' menu, place their orders, and have their beverages delivered directly to their doorstep. This enables customers to order their favorite Tea Tales beverages from their homes, ensuring accessibility for those who may not be able to visit the physical store due to various reasons, such as distance or time constraints. By partnering with online ordering platforms, Tea Tales expands its reach beyond the confines of its physical location, reaching a wider audience and catering to the needs of customers who prefer the convenience of ordering from their smartphones or computers.

### 2.3.3 Promotion

Tea Tales uses multiple ways for promotion, combining both online and offline approaches to effectively reach its target audience. As in the past two decades, social media has changed the promotion and marketing communication scenes (Armielia et al., 2023), Tea Tales, will also use social media platforms like Instagram and TikTok to showcase the unique offerings of Tea Tales, to engage with followers, and promote special events or promotions. Additionally, collaborations with food bloggers help increase the brand presence in the community.

To strengthen offline engagement, Tea Tales will organize interactive events such as tea-tasting exhibitions, where potential customers can experience the scent, flavor, and storytelling elements of the brand firsthand. These events aim to attract participants in the sensory world of tea and deepen their appreciation of tea. In addition, Tea Tales plans to host workshops that explore various aspects of tea culture, including brewing techniques, ingredient pairings, and the history of tea to educate and engage the community. These initiatives not only serve as promotional tools but also reinforce Tea Tales identity as a brand that values creativity, connection, and cultural appreciation through tea.

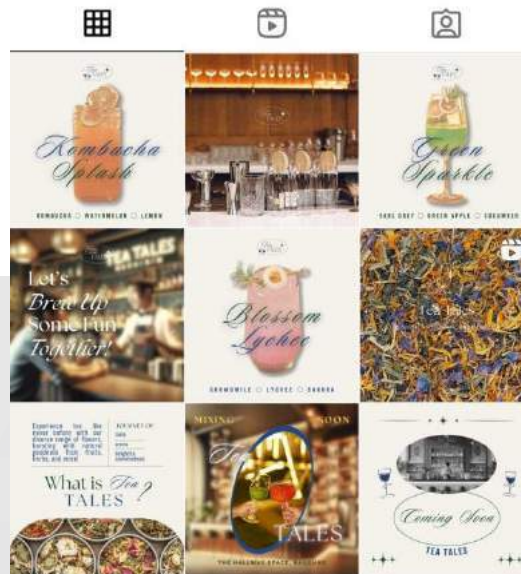
There will also be in-store promotions, including attractive signage and printed flyers to attract casual visitors, and word-of-mouth marketing also contribute to promoting Tea Tales as a destination for quality tea-based mocktails slow bar in Bandung.



**Figure 2.10** Promotional Flyer



**Figure 2.11** Promotional Flyer



**Figure 2.12** Instagram Feed Posts

### 1. Instagram Feed Posts:

- Coming Soon Teaser: using a black-and-white picture that hints at the presence of a new slow bar, creates curiosity among the audience.
- Mixing Soon Post with Location: share a behind-the-scenes image of Tea Tales beverages, adding the location tag to generate local interest.
- Explaining What is Tea Tales: educate the audience about the essence and concept behind Tea Tales.
- Product Introduction: showcase the product that Tea Tales offers using high-quality images highlighting its flavors.

**2. Instagram Reels:** create a visually captivating reel showcasing the introductory steps of crafting Tea Tales beverages.

The marketing strategy effectively makes use of both feed posts and reels on Instagram to generate interest, educate the audience, and showcase the unique offerings and ambiance from Tea Tales

Table 2. 8 Advertising Tools

Promotional Tools	Budget over 1 year
Print Posters	Rp 100,000
Beverage for Videos	Rp 400,000
Canva Pro	Rp 769,000
Total	Rp 1,269,000

#### 2.3.4 Pricing

Tea Tales uses a pricing strategy that combines aspects of premium pricing and occasional promotions to attract customers. With premium pricing, Tea Tales sets slightly higher prices for its beverages compared to traditional tea drinks, because Tea Tales use a high quality ingredients and offer personalized service, we believe customers are willing to pay more for the quality and experience we provide.

Tea Tales also offers special deals and discounts for second purchase or publishing Tea Tales on Instagram. These promotions help attract new customers and keep existing ones coming back for more. Tea Tales wants to position itself as a high quality slow bar, so we choose premium pricing to reflect the value of its ingredients and service. By occasionally offering promotions, they can still attract customers who are price-conscious while maintaining their reputation for quality.

The prices range from Rp 15.000,00 to Rp 26.000,00, with different drinks priced accordingly. Each price is carefully calculated to ensure the profitability while providing customers with value for their money.