

## **CHAPTER II**

### **MARKETING PLAN**

#### **2.1 Market Size**

PannacoTea!'s marketing plan is rooted in a detailed understanding of the target customer base and a strong dedication to effective and efficient marketing practices that support long-term success. Indonesia ranks third in Southeast Asia for sugar-sweetened beverage (SSB) consumption, with an average of 20.23 liters per person annually (Buwana, 2023), indicating a strong local interest in sweet beverages. A descriptive test by Elkarima et al. (2023) also showed that tea was the most frequently ordered beverage through online platforms, accounting for 12.95% of daily orders. Additionally, discounts were found to significantly influence consumers' reasons for purchasing online.

In response to this behavior, PannacoTea! aims to implement attractive discount offers as part of its online sales strategy to enhance customer engagement and increase order volume. These promotions will be emphasized in marketing campaigns to attract budget-conscious customers and encourage repeat purchases.

These insights highlight the need for a strategic approach that combines the popularity of tea with the influence of price incentives to drive online sales. Emphasizing the use of premium ingredients and eco-conscious practices in marketing materials allows PannacoTea! to showcase the quality and value of its tea-infused panna cotta drinks. Engagement with the target audience is further supported through social media, particularly Instagram. Given the platform's wide reach, where 63% of users aged 13–17 use it daily, 34% are millennials, 22% log in at least once a day, and 38% access it multiple times per day (Wadhwa, 2023)—Instagram serves as a highly effective channel for reaching potential customers. Sharing visually appealing content that highlights the uniqueness of each product enables PannacoTea! to capture audience attention effectively.

PannacoTea!'s brand presence and visibility are also strengthened through participation in school and university bazaars, as well as by supplying beverages for various events such as birthdays, weddings, and private parties.

### 2.1.1 Quantitative

Success depends on the ability to understand customer preferences. Surveys are the fastest way to reach an audience and collect data (Gürbüz, 2017). To gain insights into consumer preferences, purchasing patterns, and general interest in the unique tea and panna cotta combinations, PannacoTea! conducted a quantitative survey. This data enables a more focused and effective approach by aligning products, services, and advertisements with customer expectations. Below are the results of the quantitative survey:

Quantitative Market Survey (52 Respondents)

**Table 2.1** Demographic Questions

Demographic		
Questions	Answers	Results
Gender	Male	57.7% (30)
	Female	42.3% (22)
Age	<18	28.8% (15)
	18 - 24	63.5% (33)
	25 - 34	5.8% (3)
	>35	1.9% (1)
Profession	Student	40.4% (21)
	College Student	48.1% (25)
	Employee	11.5% (6)

	Business Owner	0%
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The survey shows that 57.7% of the respondents identify as male, and 42,3% identify as female. This shows that PannacoTea!s products are seemingly enjoyable by both male and female.

According to the results, 63.5% of the respondents fall into the 18-24 age range, 28.8% are below 18 years old, 5.8% in the 25-34 age range, while only 1.9% are above 35. This shows that PannacoTea! draws major attention to Gen Z, Millennials, and teenagers. Data shows that 87% of Gen Z think about dessert one or more times in a day (Thompson, 2018), making them perfect for PannacoTea!'s main target market.

**Table 2.2** Financial Questions

<b>Financial</b>		
Questions	Answers	Results
Spending Power (per month)	Rp 200.000 - Rp 500.000	34.5% (18)
	Rp 500.000 - Rp 1.000.000	28.8% (15)
	Rp 1.000.000 - Rp 1.500.000	9.6% (5)
	> Rp 1.500.000	26.9% (14)
How much would you be willing to pay for a single serving of PannacoTea!?	< Rp 15,000	19.2% (10)
	Rp 16,000 - Rp 25,000	59.6% (31)
	Rp 26,000 - Rp 35,000	15.4% (8)
	Rp 36,000 - Rp 45,000	3.8% (2)

	> Rp 45,000	0%
	Other	1.9% (1)

The data above states that 34.5% has a monthly spending power of Rp 1.000.000 - Rp 1.500.000, 28.8% has Rp 500.000 - Rp 1.000.000, 26.9% above Rp 1.500.000, and about 9.6% has Rp 1.000.000 - Rp 1.500.000. And with the majority of the respondents willing to purchase a single serving of PannacoTea! for Rp 16.000 - Rp 25.000, the owner has set the pricing at a mid to lower range.

**Table 2.3** Consumption Pattern

<b>Consumption Pattern</b>		
Questions	Answers	Results
How often do you consume tea?	Daily	13.5% (7)
	Twice a week	23.1% (12)
	Once a week	19.2% (10)
	Twice a month	17.3% (9)
	Once a month	21.2% (11)
	Never	5.8% (3)
What type of tea do you prefer?	Black Tea	44.2% (23)
	Green Tea	61.5% (32)
	Oolong Tea	36.5% (19)
	Herbal Tea	15.4% (8)
	Floral Tea	26.9% (14)
	Yellow Tea	9.6% (5)
How likely are you to try a tea-infused panna cotta drink?	1	0%
	2	1.9% (1)

	3	21.2% (11)
	4	38.5% (20)
	5	38.5% (20)

It is shown that tea-drinking patterns from the respondents vary very diversely. 23.1% of the respondents drink tea twice a week, 21.25 once a month, 19.2% once a week, 17.3% twice a month, 13.5% daily, and only 5.8% never drink tea. The majority of the respondents show a habit of drinking tea two to four times a month. With the preferred tea being Green Tea, stated by 61.5% of the respondents, Oolong tea being the second most often consumed (36.5%).

Although there were respondents stating they never drank tea, no one stated that they would not try a tea-infused panna cotta drink, and only 1.9% of the total respondents saying they are unlikely to try a tea-infused panna cotta drink. 38.5% of the respondents say it would be likely for them to try, and the same percentage would be very likely.

**Table 2.4** Factors of Interest

<b>Factors of Interest (Not likely at all to Very likely)</b>					
Factors	1	2	3	4	5
Price	0%	5.8% (3)	23.1% (12)	36.5% (19)	34.6% (18)
Menu Variations	0%	3.8% (2)	25% (13)	32.7% (17)	38.5% (20)
Facility	3.8% (2)	3.8% (2)	23.1% (12)	51.9% (27)	17.3% (9)
Social Media Appearance	3.8% (2)	3.8% (2)	23.1% (12)	34.6% (18)	34.6% (18)

A significant 71.1% (very likely and likely combined) respondents indicated that price is an important factor in their decision-making process. Menu variations were highly regarded, with the majority of the respondents (71.2% (very likely and likely

combined)) expressing a strong interest in diverse menu options. The facility was also a notable factor, with 51.9% of respondents indicating its importance. Also, social media appearance holds substantial weight in customers' interest, with 69.2% of respondents (very likely and likely combined) highlighting its influence on their likelihood to engage with PannacoTea!.

**Table 2.5** Product/Business Preferences

<b>Product/Business Preferences</b>		
Questions	Answers	Results
What Flavors of tea-infused panna cotta drinks would you be interested in?	Classic Milk & Tea! (Milk and Oolong)	69.2% (36)
	Dark Earl Grey (Earl Grey and Bittersweet Chocolate)	55.8% (29)
	It's Mango, Jasmine! (Mango and Jasmine)	51.9% (27)
	Out of the Blue (Jasmine and Butterfly Pea)	42.3% (22)
	It's Green, Honey (Green Tea and Honey)	34.6% (18)
	It's Green, Jasmine! (Green and Jasmine Tea)	30.8% (16)
What kind of variations would you like to see in PannacoTea!?	Menu variations	59.6% (31)
	Packaging variations	17.3% (9)
	Size variations	23.1% (12)
Where would you be	Online	34.6% (18)

most likely to purchase PannacoTea!?		
	Grocery Store	13.5% (7)
	Bazaar	51.9% (27)

The survey shows the most interesting flavor out of all is the Classic Milk & Tea!, with a significant 69.2% showing interest. Dark Earl Grey and It's Mango, Jasmine! also have a strong appeal, with 55.8% and 51.9% interest precisely.




Menu variations are the most desired kind of variations in PannacoTea!, with 59.6% of respondents expressing as such. This indicates that PannacoTea! would have to continue to grow and innovate new and unique flavors.

Bazaars are the preferred purchasing location for the majority of the respondents, with 42.3% stating so. Online purchases also present a significant opportunity, with 25% of respondents favoring this option.

## 2.2 Competitor Analysis

When starting a business, it's critical to conduct a competitor analysis because it offers valuable information about the advantages and disadvantages of the enterprise. A company may determine its brand positioning in the market and inspire potential customers to choose its products or services by having a thorough understanding of its competition.

**Table 2.6** Direct Competitor

Factors			
Location	Widely available in malls.	Present in malls, commercial areas, and standalone shops.	Booth at bazaars, online orders, catering events
Price	Moderate,	Moderate,	Moderate,

	affordable for middle class consumers.	affordable for middle class consumers.	balancing between affordability and premium quality.
Service	Fast and efficient, focus on customer service.	Fast and efficient, focus on customer service.	Efficient online ordering, friendly, fun, and welcoming service at events.
Promotion	Regular promotions, seasonal specials.	Regular promotions, loyalty rewards, seasonal specials.	Emphasizing eco-conscious practices, and on social media.
Market Segment	Teens to young adults, families.	Teens to young adults, families.	Tea enthusiasts, eco-conscious consumers, and sweet-tooths seeking unique flavor combinations.
Uniqueness	Wide variety of bubble tea flavors, known for its tea macchiatos.	Wide variety of bubble tea flavors, known for its customizable drinks.	Combines traditional panna cotta with tea flavors, emphasizes eco-conscious practices.

**Table 2.7** Indirect Competitor

Factors			
Location	Available in university bazaars.	Available in university bazaars.	Booth at bazaars, online orders, catering events.



Price	Moderate, affordable for low and middle class consumers.	Moderate, affordable for low and middle class consumers.	Moderate, balancing between affordability and premium quality.
Service	Fast and efficient, focus on customer service.	Fast and efficient, focus on customer service.	Efficient online ordering, friendly, fun, and welcoming service at events.
Promotion	Regular promotions	Regular promotions, loyalty rewards, seasonal specials.	Emphasizing eco-conscious practices, and on social media.
Market Segment	Teens to young adults, families.	Teens to young adults, families.	Tea enthusiasts, eco-conscious consumers, and sweet-tooth seeking unique flavor combinations.
Uniqueness	Wide variety of flavored milk drinks.	Wide variety of juices.	Combines traditional panna cotta with tea flavors, emphasizes eco-conscious practices.

This detailed differentiation makes PannacoTea!'s unique market position easier to comprehend and highlights the tactical opportunities to draw in its target market by concentrating on its advantages and successfully countering the competition. PannacoTea! has the potential to carve out a niche in the competitive market and appeal to a growing segment of eco-conscious consumers and sweet-tooths by utilizing its innovative product characteristics and commitment to being eco-conscious.

Combining the contemporary appeal of panna cotta with the rich heritage of Indonesian tea culture, PannacoTea! occupies a unique position in the market.

Targeting lovers of tea and milk tea as well as environmentally conscious customers, PannacoTea! offers a unique blend of tea-infused panna cotta in contrast to KOI Thé and ChaTime, which specialize in light puddings and customizable bubble teas, respectively. A further feature that sets PannacoTea! apart from its competitors is its emphasis on eco-consciousness and environmentally friendly practices.

To gain a deeper understanding of PannacoTea!'s positioning, it is essential to differentiate between direct and indirect competitors, building upon a competitor analysis. Direct competitors like KOI Thé and ChaTime offer similar pricing and target demographics, but they focus primarily on milk tea and bubble tea variations. While ChaTime highlights its loyalty rewards and diverse menu of customizable drinks, KOI is recognized for its premium tea macchiatos and seasonal offerings. PannacoTea!, on the other hand, distinguishes itself with its inventive tea-flavored panna cotta and smooth texture, appealing to young adults looking for memorable and delightful experiences.

Even though they serve similar customer segments and operate within the broader beverage and dessert industry, indirect competitors such as Warsumi and NatureBoost have distinct product focuses. These brands are commonly found in university bazaars and offer affordable milk-based drinks or fruit juices, prioritizing fast service and regular promotions. While they cater to the same youthful demographic, their offerings do not overlap directly with PannacoTea!'s signature tea-based panna cotta drinks. PannacoTea! sets itself apart with its premium quality, creative tea pairings, and eco-friendly brand ethos—capturing the attention of sweet-tooths and environmentally conscious consumers seeking something refreshingly different.

### **2.2.1 SWOT**

The owner conducted a SWOT analysis to determine PannacoTea!'s strengths, weaknesses, opportunities, and threats, in order to obtain a thorough understanding of the brand. This analysis assists the owner in effectively applying their advantages to draw in customers and set their

brand apart from competitors. Furthermore, PannacoTea!'s weaknesses are identified with the help of the SWOT analysis, allowing the owner to develop solutions. This analysis assists PannacoTea! in identifying possible business threats and creating strategies to seize opportunities.

### **Strengths**

- a. PannacoTea! Combines panna cotta and tea, for consumers looking for a dessert, and a beverage at once
- b. PannacoTea! Ensures the use of good quality ingredients
- c. Eco-conscious packaging reinforces PannacoTea!'s commitment to appeal to environmentally aware consumers
- d. PannacoTea!'s products can be a better alternative, using dairy based ingredients supporting gut health, compared to conventional bubble tea toppings that usually contain preservatives and excessive sugar

### **Weaknesses**

- a. PannacoTea!'s products are sensitive to temperature, the delicate texture of the products may change in warmer temperatures, making it less enjoyable.
- b. PannacoTea!'s products are prone to spoilage, they would only last a couple days in cool temperatures.

### **Opportunities**

- a. Participate in school and university bazaars as a form of promotion so PannacoTea! Would have a much broader chance in getting awareness and interest.
- b. Offering PannacoTea!'s products for events, weddings, and other gatherings, bringing the products to new audiences.
- c. Focusing on the growing consumer interest in gut health and wellness, PannacoTea! can market its dairy-based products as an alternative to conventional sweet beverages.

## **Threats**

- a. The change in economic conditions may impact the popularity and interest of customer's spendings on non-essential items, like dairy sweet drinks or desserts.
- b. Dependence on specific items or suppliers may create risks for PannacoTea! in terms of supply chain disruptions.
- c. Tastes and preferences of customers may change with the trends, requiring PannacoTea! to change and adapt the menu offerings.

## **2.3 Marketing Strategy**

### **2.3.1 Product Characteristics**

Offering a unique and delightful blend of tea-infused panna cotta drinks is PannacoTea!'s pride. PannacoTea! create products that offer a modern take on classic favorites, appealing to both dessert and tea enthusiasts. Here are the main characteristics of PannacoTea!'s products:

#### **1. Unique Flavor Combinations:**

- a. Classic Milk & Tea!
- b. It's Dark, Earl!
- c. It's Mango, Jasmine!
- d. It's Green, Honey!
- e. Blue Matcha!

#### **2. High Quality Ingredients:**

PannacoTea! uses high quality ingredients, carefully sourced to ensure the best taste and texture. This includes High quality tea leaves and blends, premium syrups, and high-grade chocolate.

#### **3. Gut-Friendly Formulation:**

Unlike typical bubble tea toppings that often include preservatives, artificial flavors, and high sugar content, PannacoTea!'s panna cotta uses natural dairy ingredients which can

support gut health. This positions PannacoTea! as a unique indulgence that blends pleasure with mindful consumption.

#### 4. Eco-Conscious Practices:

PannacoTea! is committed to being eco-conscious by using rice straws, reusable plastic bottles, paper packaging, stamps instead of stickers, and bags made from cassava starch, to uphold the notion that the commitment to excellence is not only limited to the quality of PannacoTea!'s beverages, yet also environmental conservation.

#### 5. Innovative and Creative Presentation:

Aesthetic and appealing presentation of drinks, making them perfect for sharing on social media platforms. Each product of PannacoTea! is designed to be visually enticing, with layered colors and textures that reflect the sophisticated flavor combinations.

### **2.3.2 Distribution**

PannacoTea! focuses on three main methods of distribution: online purchases, bazaar participation, and event catering. This plan ensures an extensive consumer base, straightforward use, and opportunities for brand interaction.

PannacoTea! can interact and establish a more personal relationship with the target audience through this direct-to-consumer method, which increases brand loyalty. PannacoTea! guarantees that their goods are readily accessible and available to consumers wherever they are, be it in their university or school bazaar, their own events, or even the convenience of their own homes via online platforms. This is achieved by adopting a wide variety of distribution channels.

### **2.3.3 Promotion**

In order to grow sales, attract customers, and raise brand awareness, PannacoTea! will implement a thorough marketing plan. E-commerce can open up even greater business opportunities (Alexandra et al., 2024),

that's why PannacoTea! uses a combination of digital marketing, events, and relationships with customers to communicate the distinctive selling point.

**Table 2.8** Monthly Marketing Costs

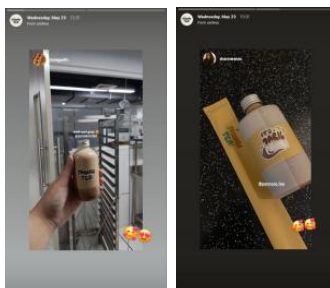
No	Category	Description	Monthly Cost
1	Instagram Ads	10-day campaign at 15,000/day	Rp150,000
2	Canva Pro	Editing	65000
3	Sampling	Mini samples	Rp30,000
4	Bazaar Fees	Average 1,250,000 per package	Rp2,500,000
5	Merchandise	Acrylic pin	Rp400,000
6	Miscellaneous	Small costs (transport, repairs)	Rp100,000
		<b>Total</b>	<b>Rp3,245,000</b>

### 1. Digital Marketing:



**Instagram:** Will be utilized to share visually appealing content showcasing PannacoTea! products, including promotional and informational stories, as well as interactive polls to engage customers. This approach helps keep followers informed and excited about new offerings.

*Figure 2.1 PannacoTea! Instagram Post 1*



**User-Generated Content:** will be encouraged by inviting customers to share photos and reviews of products in their stories while tagging PannacoTea!'s Instagram handle. Selected posts will be featured on the official Instagram page to build a community around the brand.

*Figure 2.2 PannacoTea! User-Generated Content*

## 2. Events and Experiences

**Bazaars and Local Events:** PannacoTea! will participate in local bazaars, university or school events, and food festivals. These events offer valuable opportunities to provide mini product samples, interact directly with potential customers, and create memorable brand experiences. To boost engagement, PannacoTea! will run an interactive voting poll where visitors can vote for their favorite flavors by placing colorful stickers on a poster at the booth. At PannacoTea!'s booth, customers can participate in a fun and easy voting activity by placing colorful stickers on a poster to vote for their favorite panna cotta drink flavors. This interactive experience not only engages visitors and makes them feel involved but also provides valuable feedback on customer preferences. Participants who join the vote, follow PannacoTea! on Instagram, and post an Instagram story tagging PannacoTea!'s Instagram username will receive an exclusive branded enamel pin as a thank-you gift. This fun, hands-on experience encourages customer interaction, increases social media visibility, and fosters a sense of community around the brand.



*Figure 2.3 PannacoTea! Instagram Post 2*

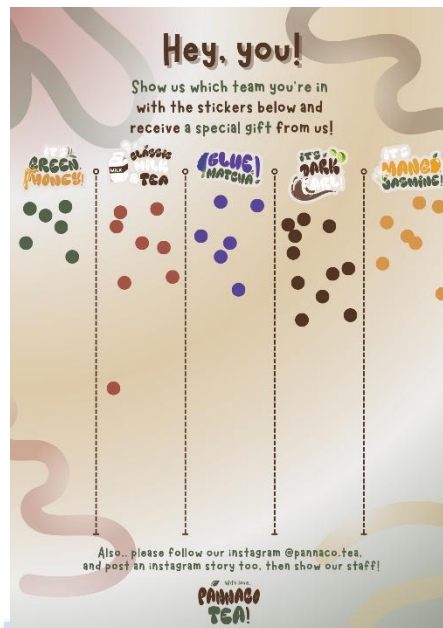


Figure 2.4 PannacoTea! 's Interactive Voting Poster

**Catering Events:** Promote catering services on Instagram so PannacoTea! reaches a wider audience at weddings, birthday parties, and other gatherings. Customized packaging and branding at these events will increase visibility and word-of-mouth referrals.



Figure 2.5 PannacoTea! Catering Service



#### **2.3.4 Pricing**

PannacoTea! will implement a strategic pricing approach designed to maximize the product's success in the dynamic specialty tea and dessert market. Grounded in comprehensive market research, the pricing strategy focuses on the perceived value of PannacoTea!, emphasizing the unique infusion of tea with panna cotta and innovative flavor combinations. During the initial launch, a price skimming strategy will be employed, setting the initial price slightly higher than perceived value to capture early adopters and assess customer willingness to pay for this distinctive culinary experience.

The chosen price point of Rp20,000 is strategically positioned to reflect the premium quality of ingredients and the novelty of the product, while remaining affordable to the core demographic of students and young professionals. Based on competitor analysis and feedback from product testing, Rp20,000 falls within the psychological sweet spot—perceived as accessible for a premium treat yet sufficiently high to signal quality. This pricing also allows for healthy profit margins while supporting a cost-plus pricing model that accounts for production, packaging, and distribution expenses.

To further support healthy growth and broaden appeal, a tiered pricing structure will be introduced to offer variety and cater to diverse customer preferences. Periodic promotional pricing, bundling options, and dynamic pricing strategies will be implemented to stimulate demand and respond effectively to market dynamics.