

## CHAPTER II

### MARKETING PLAN

#### 2.1 Market Size

Interviews and surveys are conducted before opening a business to gather valuable market insights and reduce risks. These methods will help Frost and Flour understand consumer preferences, behavior, and purchasing power, allowing it to tailor their products or services accordingly. Interviews provide in-depth qualitative feedback, while surveys offer quantitative data on demographics, pricing expectations, and market demand. By doing so, Frost and Flour can identify its target market, analyze competitor positioning, and define its unique selling proposition (USP) more effectively.

##### 2.1.1. Qualitative Survey

For the interview, Frost and Flour interview university students and young adults who are loves to eat. The interviews with Arif, Yoko, and Abraham highlight several important insights for identifying Frost & Flour's STP (Segmentation, Targeting, and Positioning), promotion, and pricing strategies. The respondents—young adults aged 21–25, mostly university students and young professionals—represent a market segment that values visual appeal, product innovation, and unique flavors. Frost & Flour's positioning as a premium, aesthetically pleasing, and innovative dessert aligns with the lifestyle of a social media-savvy generation that seeks more than just taste—they want a shareable and exclusive experience. For promotion, leveraging visually driven platforms like Instagram and TikTok is essential, as respondents cited visual presentation as a major purchase motivator. Collaborating with influencers or utilizing user-generated content could further enhance brand reach. Regarding pricing, although the product is seen as premium, pricing strategies should strike a balance between exclusivity and accessibility. Occasional purchase behavior suggests that a mid-to-high price point is acceptable if justified by high quality and unique

experience, while offering value bundles or “treat-yourself” promos could maintain regular engagement without compromising perceived value.

### 2.2.2. Quantitative Survey

Table 2.1 Demographic Survey Result

Question	Answer	Result
Age	18-21	66.7%
	21-25	30.6%
	>25	2.8%
Domicile	Tangerang City	36.1%
	South Tangerang	25%
	Jakarta	13.9%
	Alam Sutera	13.9%
	Karawaci	11.1%
Occupancy	University Student	69.4%
	School Student	11.1%
	Employee	13.9%
	Entrepreneur	5.6%
Gender	Female	55.6%
	Male	44.4%

Table 2.1. indicates that the majority of respondents are aged 18–21 (66.7%), followed by those aged 21–25 (30.6%), with a very small portion above 25 years old (2.8%). In terms of domicile, most reside in Tangerang City (36.1%) and South Tangerang (25%), with a smaller yet notable percentage from Jakarta (13.9%), Alam Sutera (13.9%), and Karawaci (11.1%). The largest group by occupation are university students (69.4%), followed by school students (11.1%), employees (13.9%), and entrepreneurs (5.6%). In terms of gender, female respondents dominate at 55.6%, while males make up 44.4%.

These demographics strongly suggest that the primary target market for Frost & Flour or similar dessert brands should focus on young, urban, and mostly student female consumers in the Tangerang area. The STP (Segmentation, Targeting, Positioning) strategy should emphasize the needs and lifestyle of Gen Z and young millennials who value visual

aesthetics, social media appeal, and affordability. For promotion, social media platforms such as TikTok and Instagram are ideal for engaging this digitally active group, particularly through influencer marketing, creative content, and visual storytelling. Pricing should consider students' limited budgets; while premium pricing may still be viable, it should be offset with value offerings such as bundling, promotions, or limited-edition items to maintain accessibility and encourage repeat purchases.

Table 2.2 Consumer Dessert Consumption Pattern

Frequency of Consuming Dessert in a month	2-5 Times	30.6%
	5-10 Times	36.1%
	>10 Times	33.3%
Food Purchase Location Preferences	Street food bazaar	83.3%
	Mall	8.3%
	Canteen	5.6%
	Shophouse	2.8%
Monthly Spending Power	Rp.500.000-Rp.1.000.000	22.9%
	Rp.1.000.000-Rp.1.500.000	54.3%
	>Rp.1.500.000	22.9%

Table 2.2. reveals that 36.1% of respondents consume desserts 5–10 times per month, followed closely by 33.3% who consume desserts more than 10 times, and 30.6% who do so 2–5 times monthly—indicating a strong and frequent demand for desserts. A significant majority of 83.3% prefer purchasing food at street food bazaars, while only a small portion prefers malls (8.3%), canteens (5.6%), or shophouses (2.8%). Regarding spending power, most consumers (54.3%) have a monthly dessert budget between Rp1.000.000–Rp1.500.000, while 22.9% spend either Rp500.000–Rp1.000.000 or more than Rp1.500.000, indicating moderate to high purchasing capacity.

These insights are crucial for shaping the STP, promotion, and pricing strategies. In terms of segmentation and targeting, businesses should focus on young, frequent dessert consumers with medium to high

spending power who favor street food-style experiences. Positioning should highlight affordability, convenience, and indulgence, aligning with the casual yet trendy ambiance of street food bazaars. Promotional efforts should be heavily oriented toward offline pop-up events or bazaar participation, while digital marketing on platforms like Instagram and TikTok can amplify reach. Pricing strategies should remain within the Rp25.000–Rp35.000 range per item to match consumer spending patterns, with bundle deals or loyalty programs introduced to encourage frequent purchases.

## 2.2 Competitor Analysis

Selling ice cream products has been done by other brands and this is very general in the marketplace. Therefore, Frost & Flour has existing ice cream seller competitors. The following are 3 Frost flour competitors who are also one of our product role models

### 2.2.1 Direct Competitor

The direct competitor table is used to identify and compare businesses that directly compete with Frost & Flour those offering similar products and targeting the same market. In this case, direct competitors are shops or brands that also sell affordable ice cream or desserts with a similar concept and customer base.

Direct competitor:

1. Minus 18 Creamery (-18°)



Figure 2.1 Minus 18 Creamery Product  
(Source: Google Reviews)

## 2. Montblanc Dessert



Figure 2.2 Montblanc Dessert Product  
(Source: Detik.com)

Table 2. 3 Direct Competitor Analysis

Factors	Minus 18 Creamery (-18°)	Montblanc Dessert	Frost & Flour
Location	Ruko Maggiore Grande, Blok I No. 6. Jl. Springs Boulevard, Gading Serpong	G-Town Gading Serpong	G-Town Gading Serpong
Core Product	An variety flavors of Gelato served with variety types of toppings	Sponge cake with ice cream	Ice cream with bread
Price range	Rp.30.000-Rp.45.000	Rp.25.000	Rp.25.000
Target Customer	Food trend and unique experience for dessert	Food trend and ice cream lovers	People who like ice cream and mostly like by the young people
Service	Dine in to go	Dine in to go	Dine in to go
Distribution	Online ordering	F&B Tenant	online ordering methods also will be part of F&B tenant at several event.
Marketing	Social media	Social media	Social media

### 2.2.2 Indirect Competitor

Indirect competitors are businesses that do not sell the same products as Frost & Flour but still offer similar experiences. Even if their main product isn't ice cream, the brand competes because customers might choose them instead when looking for a snack or dessert. Identifying

these competitors is important to understand market dynamics and customer preferences beyond direct competition.

Indirect Competitor:

# 1. Bread Pudding by Pudding Pals



Figure 2.3 Bread Pudding by Pudding Pals Product  
(Source: @Gtown\_square Instagram Account)

# 2. Japanese Coin Pancake



Figure 2.4 Japanese Coin Pancake  
(Source: PergiKuliner.com)

Table 2. 4 Indirect Competitor Analysis

Factors	Bread Pudding by Pudding Pals	Japanese Coin Pancake	Frost & Flour
Location	G-Town Gading Serpong	G-Town Gading Serpong	G-Town Gading Serpong
Core Product	a pudding served with a variety off toppings.	Pancake coin shaped with mozzarella cheese inside	Ice cream with bread
Price Range	Rp.30.000-Rp.45.000	Rp.25.000	Rp.25.000



<b>Target Customer</b>	all sectors of society who like sweet dessert	Food trend fan	People who like ice cream and mostly like by the young people
<b>Service</b>	Dine in to go	Dine in to go	Dine in to go
<b>Distribution</b>	Online delivery	Online delivery and ordering	Online ordering methods also will be part of F&B tenant at several event.
<b>Marketing</b>	Social media	Social media	Social media

### 2.2.3 SWOT

To identify the different strengths and weaknesses from within the brand, as well as the opportunities and threats from the outside environment this SWOT Analysis was made.

Table 2. 5 Analysis SWOT

<b>Strength</b>	<b>Weakness</b>
1. Unique product offering 2. Have good quality product ingredients 3. Have variety of toppings	1. Frost & flour products cannot withstand extreme temperatures 2. have limit of flavors
<b>Opportunity</b>	<b>Threat</b>
1. Frost & Flour can be a food option at the F&B booth at a festival 2. frost & flour could revive the "ice cream with bread" food trend	1. Because it is easy to become a trend, the Frost & flour concept is also easy to imitate.2. 2. Consumers easily get bored if Frost & Flour does not increase the variety of flavors of the products sold.

The SWOT analysis of Frost & Flour highlights its strengths in offering a unique product with high-quality ingredients and a variety of toppings, positioning it as an innovative dessert brand. However, it faces weaknesses such as limited flavor options and sensitivity to extreme temperatures, which could affect product durability and logistics. Opportunities exist in reviving the "ice cream with bread" trend and participating in festivals or F&B events to increase exposure. Nonetheless, the concept is easy to imitate, and without continuous innovation in flavors, there's a risk of

customer boredom—emphasizing the need for constant creativity and market engagement to stay competitive.

### 2.3 Sales Goal

This sales goal is aimed at finding out how much sales revenue each product will produce within 1 day. This sales goal calculates the gross margin obtained from the nominal difference between selling price and cogs per day. Sales goals are the number of each product that must be sold per day to recover the costs that have been used. Total gross revenue is obtained from the selling price multiplied by the sales target per day (sales goals). The last one is total daily COGS, obtained from COGS per menu multiplied by the product sales target in 1 day.

Table 2.6 Sales Goal

Product	COGS (daily)	Selling Price	Gross Margin	Gross Margin %	Sales Goal (daily)
Choco Bites	Rp8,002	Rp25,000	Rp16,998	67.99%	15
Strawberry bites	Rp7,902	Rp25,000	Rp17,098	68.39%	10
Vanilla bites	Rp8,487	Rp25,000	Rp16,513	66.05%	10
Choco Mint	Rp7,079	Rp25,000	Rp17,921	71.68%	10
<b>TOTAL</b>					<b>45</b>

Based on Table 2.6., all products are sold at a uniform price of Rp25,000, with daily cost of goods sold (COGS) ranging from Rp7,079 to Rp8,487. The Choco Mint variant yields the highest gross margin percentage at 71.68%, while Vanilla Bites has the lowest at 66.05%. The total daily sales goal is 45 units: 15 units of Choco Bites and 10 units each of the remaining three flavors. In conclusion, to meet its revenue and margin targets, Frost & Flour should aim to sell a minimum of 45 units per day across all variants.

### 2.4 Marketing Strategy

#### 2.4.1 Product

Frost & flour has quite rare and unique food combination ideas. Apart from that, Frost & Flour also guarantee consistency in the taste and



quality of our own products. Apart from that, this is our product packaging designs that have been approved based on a survey.

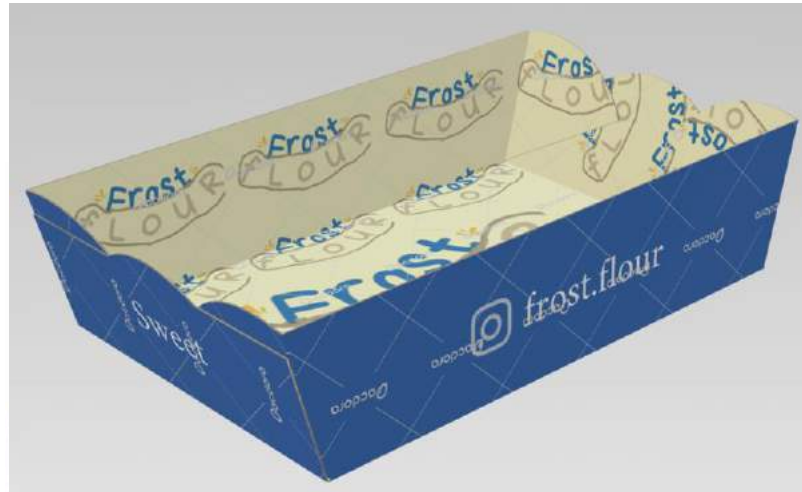


Figure 2.5 Frost & Flour Packaging Design  
(Source: Writer's Data)

Apart from that, Frost & Flour also have affordable prices with no less good quality and are strong enough for distribution. Frost & Flour will also provide several promos at various times and memberships so that customers who buy can feel the benefits when buying our food, such as extra promos for Frost & Flour member user.

#### 2.4.2 Distribution

Frost & Flour will be available offline and online. For offline use, Frost & Flour is available at G-Town Square Gading Serpong.



Figure 2.6 G-town Square  
(Source: google.com)

Frost & Flour provides digital marketing using several online platforms such as Instagram and Gojek. GoJek's role is as a service provider as well as our collaboration with external parties for the long term because this will increase relationships and reach new potential buyers. This will also provide a good image for Frost & Flour where Frost & Flour care about buyers who may not be able to come directly to the location. The role of Instagram is o providing information about the promos Frost & Flour have.

### **2.4.3 Promotion**

Various initiatives have been taken to support this goal, including the use of social media platforms. In Frost & Flour's case, Instagram is the primary platform of choice. Today, social media plays a crucial role in business growth, as many people tend to browse online platforms before deciding to visit a place in person. Therefore, strengthening Frost & Flour's presence on social media is essential. To achieve this, regular content updates are shared that reflect Frost & Flour's brand personality.

These updates not only help create a pleasant and engaging online presence but also build emotional connection with followers. Additionally, the content serves to communicate the brand's progress and responsiveness to feedback. The more visible this growth becomes online, the more people will recognize Frost & Flour as a brand that listens, adapts, and evolves with its audience.

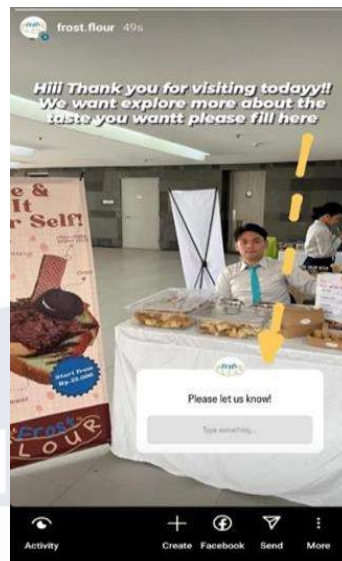


Figure 2.7 QnA  
(Source: Writer's Data)



Figure 2.8 Banner  
(Source: Writer's data)

Customer feedback, both criticism and suggestions, is received openly and used as a valuable input for improvement and to adapt for a better alignment with customer preferences as well as market demands. This not only helps enhance product quality but also ensures that offerings meet the evolving needs of the target audience. This below is the sample banner promotion.

#### 2.4.4 Pricing

Frost & Flour offers four ice cream flavors: Chocolate, Strawberry, Vanilla, and Chocolate Mint, each priced at Rp25,000 per serving. The pricing is above COGS (Cost of Goods Sold) calculation. COGS is determined by the total cost of ingredients used to produce one serving, including ice cream, bread, and toppings. Once the production cost is calculated, a reasonable profit margin is added to determine the final selling price. This method ensures that Frost & Flour's products remain affordable for customers while still being profitable and maintaining high quality.

