

B. Geographic

Table 2. 5 Domicile

Domicile				
Gading serpong	Tangerang Kota	Bogor	Tangerang Selatan	Jakarta
60%	20%	10%	5%	5%

Table 2.5. shows that the majority of respondents (60%) reside in Gading Serpong, followed by Tangerang Kota (20%), with smaller percentages from Bogor, Tangerang Selatan, and Jakarta. This indicates that WeiLai noodle kiosk's STP strategy should prioritize targeting local consumers in the Gading Serpong area, where the highest concentration of potential customers is located. For the promotion strategy, focusing marketing efforts on platforms and community channels specific to Gading Serpong—such as local social media groups, campus communities, or nearby events—will be the most effective in reaching and engaging the core market.

C. Psychographic

Table 2. 6 Behavioral

Indicator	Option	Value
How often you dine out?	Everyday	40%
	Once a week	35%
	Once a month	25%
What is most important to you when choosing a restaurant?	Ambience	40%
	Price	35%
	Taste of the food	25%

Table 2.6. shows that 40% of respondents dine out daily, 35% weekly, and 25% monthly. When choosing a restaurant, ambience is the top priority (40%), followed by price (35%) and taste (25%). For WeiLai noodle kiosk, this suggests the STP strategy should target frequent diners who value an enjoyable and aesthetic dining environment. In terms of promotion, emphasizing the kiosk's cozy or visually pleasing ambience—such as through Instagrammable design and vibrant food presentation—will resonate with this audience. For the pricing strategy,

maintaining reasonable prices remains important, as affordability is a key decision factor for many respondents.

D. Factors of Buying Foods

Table 2. 7 Factors of Buying

Factors					
Score	1	2	3	4	5
Does food looks matter ?			15%	25%	60%
Does packaging looks matter ?	10%		20%	30%	40%
Does price matters ?		10%	25%	20%	45%

Table 2.7. reveals that 60% of respondents' rate food appearance as highly important (score 5), followed by packaging (40%) and price (45%). This indicates that visual presentation has the strongest influence on purchasing decisions, with price and packaging also playing significant roles. For WeiLai noodle kiosk, this insight suggests that its STP strategy should focus on consumers who value visual appeal and quality presentation. The promotion strategy should highlight aesthetically pleasing food and attractive packaging through visual platforms like social media. Meanwhile, the pricing strategy should maintain affordability to remain competitive, while ensuring that quality and presentation are not compromised.

In conclusion, The survey results indicate that WeiLai noodle kiosk's target market consists primarily of young, male college students aged 15–25, mostly residing in Gading Serpong, with moderate spending power and a high frequency of dining out. Key purchasing factors include visual food appeal, ambience, price, and packaging. These insights suggest that WeiLai should position itself as an affordable, visually appealing, and student-friendly brand, with strong local promotions in Gading Serpong and visually driven marketing on social media. Emphasizing food presentation, cozy ambience, and value-for-money offerings will be essential to attract and retain its core audience.

2.2 Competitor Analysis

2.2.1 Competitor

When the writer starting an FnB business, the writer need to know about the writer's competitors, to make the writer's company better than any other company the writer need to know what other company have done to make people comes, and when the writer knows about it the writer can do it more so that the writer can get more customers. The price of the writer products is less expensive than the other company and the writer's product taste will have the iconic that no company has. Below are the analysis of three similar competitors of the writer's business.

Table 2. 9 Direct Competitors analysis

Factors	Mie Garing Sulawesi	Bakmi RY	Bakmi Holic
Location	GTown	GTown	GTown
Core product	Mie Panggang	Bakmi ayam	Bakmi baso
Price	Rp. 39.000	Rp. 28.000	Rp. 30.000
Customer	Middle class	Middle class	Middle class
Service	Dine in & to go	Dine in & to go	Dine in & to go
Marketing	Online (Instagram, Gojek & Grab)	Online (Instagram, Gojek & Grab)	Online (Instagram, Gojek & Grab)

The table presents a comparison of WeiLai noodle kiosk's direct competitors—Mie Garing Sulawesi, Bakmi RY, and Bakmi Holic—all located in GTown and targeting the middle-class segment. Each offers a different noodle variant as its core product: grilled noodles (Mie Garing Sulawesi), chicken noodles (Bakmi RY), and meatball noodles (Bakmi Holic), with prices ranging from Rp. 28,000 to Rp. 39,000. All competitors provide both dine-in and take-out services and actively market their products online via Instagram and food delivery platforms like Gojek and Grab. This indicates a competitive environment where price, product variety, and online presence are key, suggesting WeiLai must strategically position itself through unique offerings, competitive pricing, and strong visual marketing to stand out in the local noodle market.

Table 2. 10 Indirect Competitors analysis

Factors	Shem Ramen Signature	Gomachi Butadon	Roji Ramen
Location	Ruko Pisa Grande	Ruko Pisa Grande	Ruko Pisa Grande
Core product	Shem Signture Ramen	Spicy Buta Ramen	Kuro Ramen
Customer	Middle class	Middle class	Middle class
Service	Dine in & to go	Dine in & to go	Dine in & to go
Marketing	Online (Instagram, Gojek & Grab)	Online (Instagram, Gojek & Grab)	Online (Instagram, Gojek & Grab)

The table shows WeiLai noodle kiosk's indirect competitors—Shem Ramen Signature, Gomachi Butadon, and Roji Ramen—located in Ruko Pisa Grande and catering to middle-class customers. These establishments offer more premium Japanese-style dishes such as signature ramen, spicy buta ramen, and kuro ramen. All provide both dine-in and takeaway services and rely on online marketing through Instagram and food delivery platforms like Gojek and Grab. Although positioned slightly differently from WeiLai in terms of cuisine style and potentially higher pricing, these brands still compete for similar customer segments and dining occasions. To differentiate itself, WeiLai should emphasize its authenticity, affordability, and unique visual presentation to attract customers seeking value and variety in the noodle market.

2.2.2 SWOT

Table 2. 11 Analysis SWOT

Strength	a. Affordable price b. Strategic place
Weakness	a. limited innovation b. Limited in reaching a broader audience
Opportunity	a. Growing local demand for authentic Asian noodle. b. Potential for brand expansion through franchising or new outlets.
Threat	a. Strong competitors b. Economic conditions

According to table 2.11, the SWOT analysis highlights WeiLai noodle kiosk's key strengths as its affordable pricing and strategic location, which attract price-

sensitive and convenience-seeking customers. However, its weaknesses lie in limited product innovation and a narrow market reach. Opportunities exist in the rising local demand for authentic Asian noodles and the potential for business expansion through franchising or opening new branches. On the other hand, WeiLai faces threats from strong local competitors and uncertain economic conditions that could affect consumer spending.

2.3 Sales Goal

WeiLai anticipates a steady rise in restaurant sales over time. WeiLai aims to enhance its brand image and reputation by doing online marketing in the first month following the debut of its products.

Table 2. 12 Sales Goal

Sales Goals	Year 1	Year 2	Year 3	Year 4
Customer	21,600	22,680	23,814	25,004
Growth(Profit)		5%	5%	5%
Total Revenue	Rp. 900,000,000	Rp.945.000.000	Rp. 992,250.000	Rp. 1,041.862.500
Marketing Expenses	Rp. 5,500.000	Rp. 5,000.000	Rp. 5.000.000	Rp. 5,000.000

WeiLai's sales goal shows a steady increase in customer base and revenue over four years, starting with 21,600 customers in Year 1 and reaching 25,004 in Year 4. Correspondingly, average revenue grows from Rp. 900,000,000 in Year 1 to Rp. 1,041,862,500 in Year 4. Profit growth is targeted at 5% in Year 2 to Year 4. To support this growth, marketing expenses are planned to scale proportionally—from Rp. 5,500,000 per year—indicating a strategy of increased promotional investment to drive long-term revenue and customer expansion.

2.4 Marketing Strategy

2.4.1 Product Characteristics

WeiLai's products are truly one-of-a-kind, distinguished by their homemade preparation, iconic flavors sourced from good raw materials, and the secret spice blend passed down from family. With a dedication each dish embodies the essence of tradition and carries a unique taste. By infusing the writer's family recipe into every meal, WeiLai ensures that customers experience a culinary journey unlike any other, characterized by flavors that resonate with new, like the katsu noodle is a fusion of Chinese noodle and Japanese katsu, the Teriyaki noodle is also fusion of Japanese teriyaki and Chinese noodle, then the kungpao noodle is a Chinese noodle mixed with kungpao sauce, charsiou noodle is a Chinese noodle with the topping of chicken charsiou, and then the seafood noodle is a Chinese noodle with shrimp and fish for the topping and with fish broth for the soup.

In addition to its exceptional food offerings, WeiLai's beverage selection adds another layer of authenticity to the dining experience. Featuring traditional Chinese tea crafted from genuine ingredients, WeiLai's tea stands out from the common sachet teas found elsewhere. By embracing Chinese culture and employing traditional brewing methods, WeiLai delivers a rich and aromatic tea experience that transports patrons to the heart of Chinese culinary tradition, further enhancing the overall dining experience with its genuine flavors and cultural depth.

2.4.2 Distribution

For distribution, WeiLai adopts a dual approach, leveraging both online platforms and a physical restaurant presence. Online sales serve primarily as a means to introduce customers to WeiLai's products and to facilitate brand awareness. The online platform acts as a virtual storefront, allowing potential customers to explore WeiLai's offerings and enticing them to visit the physical restaurant. This strategy not only promotes the brand's visibility but also lays the groundwork for expanding the restaurant's reach.

The physical booth serves as more than just a dining establishment; it offers an immersive experience into Chinese noodle with fusion. By combining authentic cuisine with a culturally immersive environment, the restaurant becomes a destination where customers can indulge in both exquisite flavors and the rich tapestry of Chinese noodle fusion, further cementing WeiLai's place in the culinary landscape.

2.4.3 Promotion

WeiLai use social media serves as a powerful tool for enhancing brand visibility and providing convenient access to information about the products. By actively engaging with customers on platforms like Instagram, WeiLai ensures that its offerings remain top-of-mind. Customers can easily find information about WeiLai, including location details, menu options, and operating hours, ensuring a seamless experience, even if they forget the physical location. Moreover, social media platforms offer the convenience of ordering products online, catering to customers who may live farther away from the restaurant.

Furthermore, WeiLai plans to leverage the influence of word of mouth from customers and family and friends to expand its reach and build credibility. By getting a review from customer, family and friends WeiLai's products and share their experience with their audience. Through strategic use of social media and collaborations with influencers, WeiLai attempts to establish itself as a prominent player in the culinary industry.

Table 2.14 Advertising Tools

Promotional Tools	Budget over 1 year
Print Menu	Rp. 100.000
Instagram post boost	Rp. 2,400.000
E-commerce	Rp. 3,000.000
Total	Rp. 5,500.000

2.4.4 Pricing

When it comes to making a business it very important to calculate the right price so that the writer can get a profitable business when the writer's opened the company. Most of people are willing to pay 10.000 or more for the Chinese tea per glass, and for the food they would pay 25.000 to 35.000 per portion.

WeiLai price have more affordable price than the other competitors since the writer targeted the writer's market segmentation low class to middle class people and also the writer want to make people come since it is cheaper than other people have.

