

## **CHAPTER II**

### **MARKETING PLAN**

#### **2.1 Market Size**

Based on research conducted through both qualitative and quantitative methods, it was proven that the market for the business was quite large. The data obtained by the owner from a total of 40 respondents and owner from Byarin Coffee was considered very helpful for the sustainability of the business to be initiated. With the respondents' honest opinions, the owner was able to develop ideas to further refine the business.

##### **2.1.1 Interview Result**

The owner conducted initial research using a qualitative method and chose Byarin Coffee as the interview source, due to its location on Jl. Melawai / Blok M and its earthy concept, which aligns with the concept of Baked O Clock. The owner stated that location is one of the key factors that determine whether a business can run successfully. Based on their current situation, they believed that the Blok M / Jl. Melawai area supported their business operations. The demographic in Blok M was considered active not only on weekends but also on weekdays. Although weekdays were not as busy as weekends, weekday sales were still sufficient to cover the break-even point (BEP) for Byarin Coffee.

The owner of Byarin Coffee emphasized the importance of a café's visual appeal, including the menu, food, and drinks served. They explained that these elements play a significant role in attracting and retaining customers. According to them, the majority of their customers were young people or co-workers, generally within the age range of 18 to 27 years old. To support the success of Byarin Coffee, they relied heavily on social media marketing, particularly through Instagram and TikTok.

In order to define the products market size, the owner uses quantitative method by Google Form. By creating a questionnaire that will be distributed to minimum of 40 respondents.

Table 2.1 Quantitative Market Survey

Attribute	Components	Percentage
Gender	Male	55%
	Female	45%
Respondents Age	16-20	55%
	21-25	30%
	26-35	15%
Monthly Expenses	Rp 800.000 – Rp 1.200.000	45%
	Rp 1.300.000 – Rp 1.600.000	35%
	Rp 1.700.000 – Rp 2.000.000	17,50%
	Rp5.000.000	2,50%
Respondents Domicile	Jakarta	25%
	Tangerang	60%
	Diluar Jabodetabek	15%
Occupation	Students	72,50%
	Part Time Worker	12,50%
	Full Time Worker	15%
Did respondents like bread products?	Yes	97,50%
	No	2,50%
Bread products respondents often consume?	White bread	15%
	Sweet bread	52,50%
	Donut / bomboloni	15%
	Sour dough	10%
	Bagel	7,50%
Did respondents know about bagel?	Yes	95%
	No	5%
Did respondents ever consume bagel?	Ever	82,50%

	Rarely	10%
	Never	7,50%
How much they want to try our bagel? (1-8)	2	2,50%
	4	2,50%
	6	5%
	7	27,50%
	8	62,50%
Range price that right for these bagels?	Rp 15.000 – Rp 20.000	27,50%
	Rp 22.000 – Rp 30.000	52,50%
	Rp 30.000 – Rp 40.000	17,50%

Based on the data table above, the survey received more than 10% male respondents. Of the respondents above, this survey was mostly filled by people aged 16-20 years with 55%, 21-25 years with 30%, and the remaining 26-35 years with 15%. The café will open at Blok M, which is a cool hangout and gathering place with a stable number of visitors. This questionnaire was sent to people who live in Jakarta, Tangerang and outside Jabodetabek areas. The reason of send to respondents outside Jabodetabek is the desire to increase sales if we find a market out there. From the table above, 72.5% of them are students, 12.5% are part time workers, and 15% are full time workers.

The spending power spent each month also turns out to be different, starting from the smallest, namely, IDR 800,000 – IDR 1,200,000 to get 45%. IDR 1,300,000 – IDR 1,600,000 as much as 35%, 17.5% for IDR 1,700,000 – IDR 2,000,000, and 2.5% for IDR 5,000,000.

Based on the survey above, it was found that the number of respondents who liked bread was 97.50% and the remaining 2.50% did not like bread. Furthermore, sweet bread fans are in the highest percent at 52.50%, but bagels are in a low percent at 7.50%. With this, the owner draws the conclusion that bagels can still enter this market even though the demand is far below sweet bread. The




supporting point is the number of survey respondents, 95% of whom know bagels and 82.50% of whom have consumed bagels.

## 2.2 Competitor Analysis

### 2.2.1 Direct Competitor

For the direct competitors that sell bagel around Jakarta area are Mad Bagel and D'Bagels. Mad Bagel is the most popular bagel store in Jakarta and right now has 8 branches around Jakarta, their first store in Kemang, South Jakarta. For D 'Bagels currently there are 3 branches in Jakarta, and their first store in Menteng Central.

Table 2.2 Direct Competitor Analysis




	Baked O Clock 	Mad Bagel 	D'Bagels 
<b>Strategy</b>	Operations time, premium ingredients, and location	Competitive Price, Premium Ingredients	Competitive Price, Premium Ingredients
<b>Core</b>	Up than 10 variations of Bagels	Bagel and Cream Cheese Spread	Bagel and Cream Cheese Spread
<b>Customer</b>	Aged start from 10-50 years old, and sandwich lovers	General, Bagel lovers	General, Bagel lovers
<b>Competitive</b>	Many variations, bundling package, and fresh made everyday	Menu variation, and locations	Menu variation, and locations
<b>Advantage</b>	Innovation, comforting place and facilities	Health benefits.	Health benefits.

<b>Revenue</b>	Food and beverages product	Food and beverages product	Food and beverages product
<b>Cost Model</b>	Fixed cost and Variable cost	Fixed cost and Variable cost	Fixed cost and Variable cost

### 2.2.2 Indirect Competitor

Companies that target the same client demographics as another business are considered indirect rivals. Although indirect competitors provide distinct goods or services, Baked O Clock both fulfill the same client demand. It's important to know and interact effectively with business competitors to establish a strong target market. Below are the indirect rivals for Baked O Clock.

Table 2. 3 Indirect Competitor Analysis

	<b>Baked O Clock</b> 	<b>Subway</b> 	<b>Jiwa Toast</b> 
<b>Strategy</b>	Operations time, premium ingredients, and location	Premium quality	Premium quality
<b>Core</b>	Up than 10 variations of Bagels	Toppings, Sauces	Toppings, Sauces
<b>Customer</b>	Aged start from 10-50 years old, and sandwich lovers	General	General
<b>Competitive</b>	Many variations, bundling package, and fresh made everyday	Having many branches, international franchise	Having many branches, strong brand knowledge
<b>Advantage</b>	Innovation, comforting place and facilities	Premium sandwich	Premium sandwich
<b>Revenue</b>	Food and beverages product	Sandwich and beverages	Sandwich and beverages
<b>Cost Model</b>	Fixed Cost and Variable Cost	Fixed Cost and Variable Cost	Fixed Cost and Variable Cost

### 2.2.3 SWOT

Every business needs a SWOT to analyse their business and to gain knowledge for the business to improve by doing a SWOT analysis, a business could see its strengths and keep them up, see the weakness then improve it, see the opportunities and use it well, and knowing threats so they can be careful. Here is the SWOT analysis done by the owner of Baked O Clock.

Table 2.5 SWOT

<b>Strength</b>	<b>Weakness</b>
<ol style="list-style-type: none"> <li>1) Baked O Clock opening in strategic area which is near to the crowded at Blok M, Literacy Park, and Blok M Plaza.</li> <li>2) Baked O Clock having many variations that fit a lot of people.</li> <li>3) Baked O Clock having a photobooth space, it makes people who come to take photos will recognize the café.</li> </ol>	<ol style="list-style-type: none"> <li>1) Operational time is not like the other café.</li> <li>2) Baked O Clock use premium raw materials, it can be limited and getting pricy in terms of time at the market.</li> <li>3) The product is not really suitable for dinner.</li> </ol>
<b>Opportunity</b>	<b>Threats</b>
<ol style="list-style-type: none"> <li>1) Baked O Clock can do a collaboration with other businesses.</li> <li>2) Baked O Clock will joining bazaar or events for getting brand exposure</li> <li>3) Expand selling to online platforms like Gojek, Shopeefood, Grabfood.</li> </ol>	<ol style="list-style-type: none"> <li>1) Baked O Clock is selling from two platforms, online and offline stores. If in the offline stores get a high demand from orders, these things could make the shipping for online orders late.</li> <li>2) Baked O Clock has more well-known indirect competitors who selling a same sandwich style.</li> <li>3) Indonesians still prefer to eat familiar breakfast food rather than bagels.</li> </ol>

## 2.3 Marketing Strategy

### 2.3.1 Product

The bagels is producing every day and fresh baked every morning and are free from preservatives. The main ingredient that Baked O Clock use is one of the best ingredients and good quality. Every day at store all variations of bagels is ready to be ordered. Start from the plain bagels,

savory bagels, and sweet bagels, Baked O Clock also selling some of beverages to pairing the bagels. The packaging type is handy to bring, efficient and plus thing, the packaging based on bagasse or sugarcane pulp.



Figure 2.1 Packaging Concept

### 2.3.2 Distribution

Since Baked O Clock have an offline shop at Blok M, most first distribution of course starts with offline purchases such as dine-in and takeaway. After that, Baked O Clock was also present on online food platforms such as Gofood, Grabfood, and Shopeefood so that customers who need it but don't have time to drive, can order via online delivery. Baked O Clock also will having a website for ordering and self-pick-up at the store to make customers time efficiently. So, they are going to ordering first at the website then pick-up the food.

For the range of shipping using Gofood, Grabfood, Shopeefood, the owner has already had a range thru from google maps. In the google maps, Blok M is really surrounded by crowded area like Park, Mall, Office, Supermarket, Hospital, and School. Which is in the 3 kilometers there are The Pakubuwono and Veranda Apartment. It makes owner

### 2.3.3 Promotion

Owners also do promotions in Online Food platforms to boosting up Baked O Clock name into bread and breakfast category, so whenever customers want to orders breakfast and they are typing on the search bar, Baked O Clock will be appear even though not typing the brands name.

Lastly, owners will do promotion by offering our products to supporting breakfast / meeting consumption at some office near Baked O Clock stores, owner will give a discount to bulk order and give some food samples, instead of getting ordered, owner wants to get the brand knowledge and exposure first.

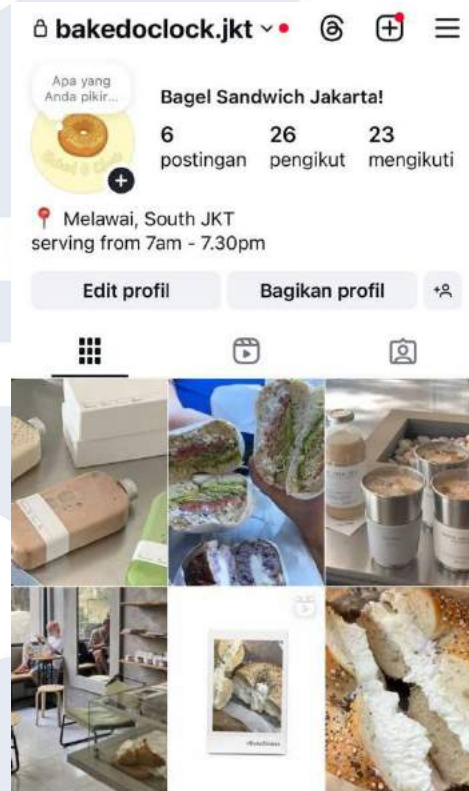


Figure 2.3 Instagram Account / Feeds

Here is the promotional tools that the owner will apply to the Baked O Clock sellings in the first year to get exposure and knowledge from customers and people near the stores.

Table 2. 4 Total Promotional Tools

Promotional Tools	Budget over 1 year
Advertising	Rp 10.000.000
In-store promotions	Rp 2.500.000
Bulk order outreach	Rp 3.000.000
Join Tenant / Bazaar Events	Rp 5.000.000
Total	Rp 20.500.000

### 2.3.4 Pricing

The product pricing range is from Rp 15.000 to Rp 50.000. Baked O Clock is choosing penetration strategy for pricing. Even all the bagels having their own price with significant price, Baked O Clock will be running discount on offline and online store buying, like what already mentioned in the Instagram reels. Because Baked O Clock first goals is to getting new customers and brand exposure from all people, also the owner can know is this strategy effective or not with us. All of the prices have already calculated the ideal markup price and the COGS. All of the ingredients' prices are also adjusted to the selling price, also to gives a profitable gross margin.



Baked O Clock Menu		
Original Bagel	.....	13K
Sesame Bagel	.....	16K
Meaty God	.....	50K
Sausage Cheedar	.....	35K
Tunacado Bomb	.....	50K
Chocosins	.....	25K
Chococheese	.....	29K

Figure 2.4 Pricing