

CHAPTER II

MARKETING PLAN

2.1 Market Size

The consumption of sweet desserts has a significant percentage in Indonesia with 40.1% consuming more than once per day (Putri & Sonny, 2023). Dessert jar, which is one of the popular sweet desserts made by Sinyo Custard Cream Pudding, has a promising opportunity to find its sales target. Accordingly, gathering secondary data is one of the important and effective strategies to find segmentation in sales targets. Data on interests, behavior, population patterns, culture, and financial spending patterns are important factors in adjusting the target market. Therefore, the data can be collected using interviews with relevant interviewees and online questionnaires.

The online questionnaire was distributed by the owner to 43 respondents to find out information about the demographics, interests, purchasing power, and opinions related to the target market that the owner will observe.

2.1.1. Interview Result

To understand the customer's opinion about the dessert jar business in Indonesia becomes more clear with valid data through qualitative research. The owner targeted interviewees who are relevant to the dessert business and business in the university canteen to increase the relevance of the targeted market. The owner chose one person who is interested in consuming sweets, especially dessert jar, one of the dessert business staff in the university canteen, and one of the food business owners in the university canteen located in Gading Serpong. The owner hopes to get useful insights about the dessert jar business, especially related to the Sinyo Custard Cream Pudding product.

Table 2.1 Qualitative questions structure

No.	Owner and Staff	Customer
1.	Demographic and Business Introduction	Demographic
2.	Food and Beverage Trends	Dessert Jar Knowledge
3.	Challenge in F&B Industry	Dessert Jar Interest
4.	Dessert Jar Knowledge	Sinyo Custard Cream Pudding Interest
5.	Dessert Jar Interest	Opinion and Suggestion
6.	Sinyo Custard Cream Pudding Interest	
7.	Opinion and Suggestion	

Participant 1: Ms. Putri Asni, College Student

Ms. Putri Asni is a college student that frequently consumes dessert every week and has tried Sinyo Custard Cream Pudding's product. Since she is likely to be interested in dessert and sweet snacks products and has tried Sinyo Custard Cream Pudding's product, her opinion can be trusted by the owner to gain perspective from consumers of Sinyo Custard Cream Pudding's product.

Ms. Putri has been introduced by the owner to Sinyo Custard Cream Pudding, and excited about the product, since it is a new kind of dessert jar that is based on custard cream pudding that is popular in Korean Cafes with various flavors that rarely exist in Indonesia. She has tried Choco Matcha Pudding and Cheddar Cheese Pudding which has become her preferably flavor that is familiar yet appetizing for her. She mostly consumed ice cream and dessert jar as her companion for dessert time or self reward time since dessert can become her mood booster. Yet in the university canteen area, there are only a few choice stations that sell dessert to purchase and consume at breaktime, so it has become suitable for Sinyo Custard Cream Pudding to

sell dessert in the canteen area. She also added the visual appeal point that Sinyo Custard Cream Pudding has to attract customers to consume the product. Based on the price, it is worth buying for the quality and experience to try a rare yet appetizing flavor that every taste bud can enjoy. She suggests that the promotion may use word-of-mouth and product testers strategy to attract and gain customers to try the Sinyo Custard Cream Pudding product.

Participant 2: Ms. Hani, Owner of F&B Station in University Canteen

Ms. Hani is an owner of one of the F&B stations in the university canteen in Gading Serpong. Since she has been introduced to the Sinyo Custard Cream Pudding product and has knowledge and experience of the food and beverage industry, her opinion can be trusted by the owner to gain perspective of the F & B industry especially in the university canteen area. Based on her opinion about the market of the F & B industry, it has become her consideration on how to attract customer behavior on purchasing a product especially for Gen Z. In her perspective, Gen Z like to try new things such as trending and unique products that the other brands may not have, especially for culinary products. She also thought about her business that can sell 100-120 portions of products daily because of her innovation and creative strategy to promote her business.

After being introduced to Sinyo Custard Cream Pudding products, Ms. Hani can tell that the custard cream pudding products are attractive for customers since they look unique, appetizing, and compact to consume, especially for university students. She also added the eye-catching point in the variations of Sinyo Custard Cream Pudding products that even each of the variations has not been found in other dessert brands in Tangerang. She said that the uniqueness of the flavor and compact packaging can be the selling point of the Sinyo Custard Cream Pudding, but she suggest that promotion should be done effectively to promote and introduce the product itself, and for the Sinyo Custard Cream Pudding since it becomes the new

product that may unfamiliar with, she thoughts promotion content in social media and product tester can be applied to gain brand product awareness to customers.

Participant 3: Mrs. Dina, Staff of F & B Station in University Canteen

Mrs. Dina is a staff member of one of the F & B stations in the university canteen in Gading Serpong. As a staff of F & B Station in university canteen and preferably to has some knowledge in dessert and sweet snacks business area with the knowledge of Sinyo Custard Cream Product that has been introduced by the owner, her opinion can be trusted as to gain perspective of the owner in F & B industry businesses. Based on her perspective, since her customers are most likely to be teenagers to young adults that like to try trending things, she said that F & B products especially dessert should follow the customer preferences that are evolving every time, for example the viral dubai chocolate that becomes the discussed topic for dessert enthusiasts. She also informed that the effective strategy must be implemented to attract customers to buy the products, as she mentioned she sells 100 -150 portions of products per day. Regardless of the product she sells, she said that the market segments and target must be recognized by business owners and staff, including the F & B business.

Having been introduced to Sinyo Custard Cream Pudding brands and products, she is likely to say that the product is appealing and attracts customers to buy the product. Since she likes to try the familiar dessert that she has been consuming, she chose choco matcha as her favorable variance. She also mentioned that the packaging in a compact jar can become the selling point, especially for university students who are busy. As to gain more customers, she said that it would be more effective if the Sinyo Custard Cream Pudding brand has their collaboration with foodvlogger or other brand to engage more brand awareness

2.2.2. Survey Result

To obtain a more detailed overview of the targeted market segmentation, the owner distributed a survey to 43 respondents related to their interest in sweet foods, especially desserts and snacks. Information taken in the form of data related to the demographic, psychographic, behavioral, and preferences of the market segmentation to be targeted. By conducting this survey, it is expected that the target market preferences for Sinyo Custard Cream Pudding can be targeted effectively.

a) Demographic

The demographic information is to gather information about the personal data about the respondents that are projected to be the target market based on segmentation of gender, age, profession and spending power. Market segmentation overview can be described by this demographic data to highlight the information about the market that product needs to be targeted.

Table 2.2 Quantitative demographic

Question	Answer	Result
Gender	Male	30.2%
	Female	69.8%
Age	16-20	76.7%
	21-25	23.3%
Profession	High-school student	2.3%
	College student	97.7%
Spending power (per-month)	<200.000	11.6%
	200.000-500.000	27.9%
	500.00-1.000.000	25.6%
	>1.000.000	34.9%

According to the data that has been collected, most of the respondents are 69.8% female and 30.2% male, with the majority of the age are 16-20 years old for 76.7% respondents including 23.3% are 21-25 years old. Almost all of the respondents are college students by percentage of 97.7%, followed by the high school students at 2.3%. It is projected that

the majority of the respondents are still teenagers into young adults that still become students.

For the expenses per month, the data following projected that the respondents spend more than Rp 1.000.000 per month, following that 25.6% of respondents spend Rp 500.000-1.000.000 and 27.9% of respondents spend Rp 200.000-500.000 per month. Only 11.6% respondents spend below Rp 200.000 per month.

b) Dessert Consumption Preferences

To analyze products consumed in market segments, dessert consumption preferences are gathered to know what kind of dessert is mostly consumed by the respondents. Frequency of dessert consumption information is also collected to outline how often respondents consumed dessert and sweets. It is important to find out dessert preferences for consumption to gain an overview on customers that buy Sinyo Custard Cream Pudding products by their consumption habits.

Table 1.3 Customer's dessert consumption preferences

Types of sweet foods that are often consumed	Dessert box	11.6%
	Pudding	11.6%
	Cake	9.3%
	Bread and puff pastry	39.5%
	Biscuit, cookies, and cracker	27.9%
Frequency of consumption (a week)	1 time	14%
	2-3 times	39.5%
	3< times	30.2%
	Don't really like sweets	16.3%

Based on the data that has been shown, it is clear that types of sweet foods that often consumed by respondents are 11.6% dessert box, 11.6% pudding, 9.3% cake, 39.5% bread and puff pastry, and the last 27.9% prefer to choose biscuit, cookies, and crackers.

Most of the respondents significantly for 39.5% consumed dessert 2-3 times a week, following 30.2% of the respondents consumed dessert more than 3 times a week. The other 14% of respondents prefer to

consume dessert once a week and 16.3% respondents don't really like to consume dessert often in a week.

c) Sinyo Custard Cream Pudding Product Preferences

For the overview of the business, the owner introduced the respondents about the Sinyo Custard Cream Pudding brand and the products, and gave some of the respondents the tester of the products. Product preferences information is gathered to find out what kind of customer desires to choose the Sinyo Custard Cream Pudding products.

Table 2.4 Customer's preferences on Sinyo Custard Cream Pudding

Have you ever consumed "Sinyo Custard Cream Pudding?"	Yes	44.2%
	No	55.8%
Desired variations	Taste	65.1%
	Presentation	18.6%
	Packaging	16.3%

As to inform the Sinyo Custard Cream Pudding brand and products, 44.2% of the respondents have been tried Sinyo Custard Cream Pudding products, while the other 55.8% respondents not yet try Sinyo Custard Cream Pudding products, but has known the information of the brands presentation. For the preferences related to the variation, 65.1% respondents choose to be interested in Sinyo Custard Cream Pudding products since the taste is variative and likeable to try, while 18.6% of the respondents choose presentation and 16.3% respondents choose packaging as their reason why to choose Sinyo Custard Cream Pudding products.

In conclusion, most of the respondents are female, and the majority of the respondents age is 16-20 years old with low to medium spending power, significantly Rp 200.000 - 1.000.000 until more as a college student. Majority the respondents consume sweets 2 - 3 times a week, and often choose to consume dessert boxes, pudding, bread and puff pastry. Since almost half of the respondents have tried the Sinyo Custard

Cream Pudding and the other respondents have been introduced to the brand, the respondents mostly choose the flavor taste choices over presentation and packaging as the attractive point to buy the Sinyo Custard Cream Pudding products.

2.2.3. Conclusion

Based on the conducted market size observation using interview and surveys as the qualitative and quantitative research, the market size research can be summarized with several points:

1. Most of the respondents are more likely to be interested in consuming dessert often every week, making it potential for dessert business.
2. Every respondent of the survey has been introduced with Sinyo Custard Cream Pudding brand products, but not really familiar with variations of custard cream based dessert jar.
3. Despite the new kind of dessert jar that is unfamiliar, the respondents are interested with the fresh brand new custard cream dessert jar and excited to try the product.
4. Each of the respondents for the qualitative survey said that the Sinyo Custard Cream Pudding products have unique selling points because of their flavor variations and compact packaging.
5. For effective brand awareness, the respondents recommend giving testers for the product to customers, since it is a brand new product with unique flavor.

2.2 Competitor Analysis

2.2.1 Direct Competitor

Every business has a product to sell and of course, competitors sell similar products, which is usually referred to as a direct competitor. Similar to Sinyo Custard Cream Pudding, other brands certainly sell a similar category of product, especially dessert in the canteen area. Based on the product and targeted market, Sinyo Custard Cream Pudding direct competitors are S.Krim Komika and Crepes Libro. Both of the similarities with Sinyo Custard Cream Pudding are product category, target customer, and distribution channel.

S.Krim Komika can be considered as one of the students' favorite cold dessert snacks to buy and consume because of its sweet, light, and cold taste, as well as the price that students can still afford. In addition to S.Krim Komika, Crepes Libro sells a variety of dessert crepes that offer various flavors of crepes in the sweet, salty, and cold sweet categories, making it attractive for students to try desserts that are still friendly to student budgets and delicious to consume. S.Krim Komika and Crepes Libro are direct competitors of Sinyo Custard Cream Pudding, in terms of distribution channels in the university canteen area and also the product category sold, which is dessert.

To understand the competitors faced, the matrix below has a list of competitors that have the following profiles below.

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Table 2.5 Direct competitor analysis

Factors	Sinyo Custard Cream Pudding	S.Krim Komika	Crepes Libro
Location	Tangerang	Tangerang	Tangerang
Core Product	Custard cream dessert jar	Ice Cream and Croffle	Crepes
Price range	Rp 20.000	Rp 8.000-15.000	Rp 17.000-34.000
Target Customer	Students, Young Adult	Students	Students
Service	Flavorful custard cream with cookies and additional filling based on flavor	Various type of daily ice cream flavor and croffle	Various kind of sweet, savory, and cold crepes
Distribution	University canteen	University canteen	University canteen
Marketing	Bundling, merchandising, social media, promotion	Promotion	Promotion

2.2.2 Indirect Competitor

Indirect competitors have the same target market as the company but offer different kinds of products and have comparable value propositions. Hey Juice is one of the Sinyo Custard Cream Pudding's indirect competitors that has similar customer demand especially for craving sweet and cold products but in the distribution category in university canteen area. In addition, Hey Juice can be an indirect competitor of Sinyo Custard Cream Pudding since it has the same target market who searches for the same price range yet for snack-only products in the university canteen.

Another indirect competitor of Sinyo Custard Cream Pudding is Burger Spot. Burger Spot offers delicious easy-to-go snacks with various savory products such as chips and burgers. Having the same price range and product that fulfil customer demands to crave light snacks, Burger Spot sell products that are available for students to consume during snack time in class hours of studying and Sinyo Custard Cream Pudding similarly offers desserts that can be a companion for students during their snack time at break time.

To understand the competitors faced, the matrix below has a list of competitors who have the following profiles below.

Table 2.6 Indirect competitor analysis

Factors	Sinyo Custard Cream Pudding	Burger Spot	Hey Juice
Location	Tangerang	Tangerang	Tangerang
Core Product	Dessert Jar	Savory snacks and burgers	Refreshing juices
Price Range	Rp 20.000	Rp 16.000-25.000	Rp 15.000-22.000
Target Customer	Young adult, students	Students	Students
Service	Flavorful custard cream with cookies and additional filling based on flavor	Delicious and breaktime-friendly savory snacks and burgers	Refreshing variations of fruit juices to sweet and fresh treats in snacktime
Distribution	University canteen	University canteen	University canteen
Marketing	Bundling, merchandising, social media, promotion	Promotion	Promotion

2.2.3 SWOT

Owner's business and competitor SWOT comparison.

Table 2.7 SWOT analysis

Strength	Weakness
<ol style="list-style-type: none"> 1. Sinyo has a unique and innovative type of flavors. 2. Sinyo offers a complex experience of taste and texture of products. 3. Sinyo has a product appeal for customers that are likely to try new dessert kinds. 4. Sinyo has a price range that competes with other competitors. 	<ol style="list-style-type: none"> 1. Sinyo is not yet familiar compared to other competitors. 2. Sinyo needs to promote brand awareness to compete with another brand that is already popular. 3. Sinyo has a unique flavor that may become too niche for some customers who firstly knew the products.
Opportunity	Threat
<ol style="list-style-type: none"> 1. Sinyo can follow or even highlight the unique dessert trends that can rise in social media. 2. Sinyo has a potential to expand a new branch of business to another campus or canteen area when it becomes trending. 3. Sinyo can promote and collaborate with other brands as bundling to increase sales for both brands. 	<ol style="list-style-type: none"> 1. Sinyo, compared with other brands, has a competitive price range. 2. Sinyo may compete with diverse purchases that customers have to search for snack alternatives. 3. Sinyo can face customers' skepticism on experimental unique flavors that the product has. 4. Sinyo has price sensitivity that the price of the product has, especially for selling in university canteens where most of the students prefer full meals with nearly the same prices.

2.3 Sales Goal

Sales goal is a measurement of the owner's estimated expectation to be achieved in three years of business.

Table 2.8 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Total Customer	3696	4250	4888
Growth	-	15%	15%
Average Revenue	Rp443,520,000	Rp510,048,000	Rp586,555,200
Marketing Expenses	Rp27,600,000	Rp31,740,000	Rp36,501,000
Customer Acquisition Cost	Rp7,468	Rp7,468	Rp7,467

2.4 Marketing Strategy

2.4.1 Product

Sinyo Custard Cream Pudding offers a joyful experience of flavorful custard cream pudding that consumers can choose based on their preferences of favorite kind of taste, whether it is bitter, salty, sweet, or even aromatic-spice like dessert such as mint and cinnamon. As a pioneer of Custard Cream Pudding that is willing to innovate its product based on flavor, texture, visual, and experience, Sinyo can pull customers who enthusiastically try the Custard Cream Pudding that Sinyo has, as targeting to give a delighted journey to a new segment of dessert in Indonesia.

Based on the small-scale business that Sinyo Custard Cream Pudding has, Sinyo wants to give augmented product experience to customers as part of the Sinyo Custard Cream Pudding business journey development.

2.4.2 Distribution

As the Sinyo Custard Cream Pudding business is still a home industry business, in the first year of operational sales, Sinyo Custard

Cream Pudding is planned to be sold with a consignment system in a private university canteen in Tangerang. For Tangerang private university, the owner plans to sell Sinyo Custard Cream Pudding at Universitas Multimedia Nusantara Canteen. Observing the consignment target locations that have been mentioned, the consumer profiles that can be the potential customers of Sinyo Custard Cream Pudding are mostly Gen Z with middle to high economic status, and are interested in viral dessert culinary which one of the target identities of the community is dessert or food that is compact for consumption as a busy person who is working and studying. In addition, these places have Sinyo Custard Cream Pudding product storage requirements, especially chillers and freezers to maintain the quality of the products consumed. To create product awareness of Sinyo Custard Cream Pudding, the owner will display a product modeling dummy that attracts the attention of potential customers for product display. As to increase the sales goals of the product during the holiday season, Sinyo Custard Cream Pudding will sell the product in open pre-order system by online based on Instagram and Whatsapp business.

2.4.3 Promotion

The different types of communication strategies in promotion are pull and push strategies. The pull strategy is to create a demand that is intentionally created for customers to be exposed to the demand that is created to attract the attention of customer buyers, such as advertising promotions. Apart from pull strategy, push strategy means to encourage a product to a market using methods such as selling products to distributors or with discounts so that consumers can perceive and are willing to buy the product.

The promotional strategy of Sinyo Custard Cream Pudding is to use one of the pulling strategy promotion systems, which is social media marketing promotion, where brand awareness can be achieved effectively and measurably with algorithmic data that has minimal costs

if it is implemented effectively. Content marketing as the part of social media marketing promotion creates emotional engagement with netizens who can become potential customers.

Content marketing that is currently trending but rarely used by marketers who promote Food and Beverage products is storytelling. For example, storytelling the profile of Sinyo Custard Cream Pudding or storytelling related to the presentation of how to make Sinyo Custard Cream Pudding with selected ingredients can be used as one of the content marketing ideas in the promotion of Sinyo Custard Cream Pudding. Storytelling can also create an emotional attachment between company and product profiles with customers with measurable communication strategies, such as reply comments, direct messages, and reaction features provided by social media.

Selling at the university canteen becomes the place to conduct strategies for pushing method promotion to customers to increase brand awareness, especially product presentations with testers and discounts. Writing testimonials on small boards or voting-stickers of favorite product flavors-after testers makes a customer engagement for Sinyo Custard Cream Pudding and promotes Sinyo's most favorite customer products as to attract customers to buy and try the favorite product of the customer's choice who has written testimonials and votes on voting-stickers. In addition, bundling promotion is to attract customers to buy more products, especially 'Discount 30%' products after 3 PM to sell remaining products and provide an opportunity for customers to buy the product with minimal price to purchase. For the promotion, these are the determination of advertising tools and budget:

Table 2.9 Advertising tools and budget

Advertising Tools	Yearly Budget
Print Advertising (X banner, menu, and voting sticker)	Rp 100.000,-
In-store promotions (discount and tester)	Rp 11.200.000,-
Social Media Specialist	Rp 7.800.000,-
Social Media ads (IG, Tiktok)	Rp 8.500.000,-
Total	Rp 27.600.000,-

2.4.4 Pricing

According to market size research using both qualitative and quantitative data gathering systems, most respondents have a range of expenses from Rp 500,000 to more than Rp 1,000,000 per month, with a frequency of dessert consumption up to 2-3 times a week. Looking at the average price of snacks and desserts in university canteens with a range of Rp 8,000 - 34,000, Sinyo Custard Cream Pudding can compete with this price range. Based on the COGS calculation, the COGS range of each product has a price between Rp 8,423 - 11,322. Gross profit that Sinyo Custard Cream Pudding has is about 48% of the variable cost on average. The overall price has been calculated by capital calculation and targeted sales goals based on Chapter IV using the cost-plus pricing system with a selling price of Rp 20,000 per product to have a cross-subsidy in stability profitability for the Sinyo Custard Cream Pudding brand.