

CHAPTER II

MARKETING PLAN

2.1 Market Size

Understanding the size of the market is crucial for any business, especially in the Food and Beverage (F&B) industry, as it is used to identify potential customers, recognize trends, and determine the strategy to use for marketing a business. Indonesia's food and beverage (F&B) industry is very crucial to the country's economy. In the first half of 2024, it made up 7.15% of the GDP, showing how big the impact is (Mulya, 2024). Knowing the market size can be a powerful tool for cafes to plan their strategies.

Gading Serpong, Tangerang, is growing rapidly and has become a popular spot for trendy cafes. With many students, young workers, and families, the area holds high potential. Lots of establishments have already met the demand with good products and a trendy interior design. Therefore, to know the Gets Batter Cafe market size, the owner has conducted qualitative research and quantitative market research. The quantitative method is held by using Google Forms, with a total of 31 respondents.

2.1.1. Interview Result

The owner has done qualitative research by interviewing customers and the owner of a dessert shop. Through this interview, the owner has gained valuable insight into customer preference, purchasing behavior, and customer expectations. The result of the interview can be seen in the appendix.

Based on the interview with customer's, it can be concluded that visual appeal, taste, and type of dessert are the key factors that influence their dessert choices. Recommendations from friends and personal preference also play a crucial role in their decision-making. From the customer's point of view, nice packaging, plating, and discounts can catch their attention. However, customers express dissatisfaction when

the product pricing is high, but the flavor is not guaranteed, and brands that lack originality. Cleanliness and flavor consistency are essential to encourage repeat customers.

From the interview with the owner of Throwbake Café, the primary customer demographic at the café consists of families. Basque cheesecake is the best-selling menu item in her café, largely due to its popularity on social media. The owner of Throwbake actively promotes the café through social media and engages with customers via a local community WhatsApp group. Although the café just recently opened in March, it has successfully attracted new customers through promotional activities held during its grand opening event.

2.1.2. Survey Result

The table below is the quantitative research focusing on the demographic market segmentation to identify what gender, age, profession, and spending power are suitable for Gets Batter, based on a survey of 31 respondents.

Table 2. 1 Quantitative Research

Questions	Components	Result
Gender	Male	22.6%
	Female	77.4%
Age	18-24	41.9%
	25-30	41.9%
	31-35	16.1%
Profession	Student	43.3%
	Employee	56.7%
Spending Power (per-month)	Rp. 1.000.000 - Rp. 1.500.000	12.9%

	Rp. 1.500.000 - Rp. 2.000.000	29%
	Rp. 2.000.000 - Rp. 2.500.000	58%
How often do you go to cafe and consume cakes?	Rarely (once a month)	6.5%
	Sometimes (Every two weeks)	29%
	Often (minimum once every week)	64.5%
What kind of dessert do you often consume?	Cakes	64.5%
	Baked goods (cookies)	16.1%
	Ice creams	19.4%
What flavor do you interest the most when buying cakes?	Strawberry	22.6%
	Mint	19.4%
	Coffee	22.6%
	Jasmine Tea	16.1%
	Matcha Anko	22.6%
What price range do you usually have to buy cakes?	Rp.40.000 - Rp.45.000	22.6%
	Rp.45.001 - Rp.50.000	38.7%
	Rp 50.001-Rp 55.000	38.7%

How much are you able to spend for the cake above? (insert pic)	Rp.40.000 - Rp.45.000	16.1%
	Rp.45.001 - Rp.50.000	51.6%
	Rp 50.001-Rp 55.000	32.3%
What is the main reason you buy a cake from a certain shop?	The cake taste	83.9%
	The cake size	9.7%
	The cake toppings and decorations	6.5%
What is your preferred location for a cafe to hang out in Gading Serpong area?	Ruko Maxwell	16.1%
	Ruko Golden 8	12.9%
	Ruko Pisa Grande	71%
What are the main factors you choose when you dine out in a cafe? (please arrange for the most important to least important).	<ol style="list-style-type: none"> 1. Location 2. Price 3. Influencers / Social Media 4. Friends' recommendation 5. Cafe concept (Instagrammable) 6. Cafe's facility (good wifi, clean toilet, comfortable furniture) 7. Products' taste 	7-2-1-3-6-5-4

2.1.3. Conclusion

The interview and survey results sum up Gets Batter's marketing strategy (4Ps).

a. Product:

Gets Batter should focus on visually appealing and high-quality desserts since 83.9% of respondents prioritize taste for repeat purchases. Packaging and presentation should also be emphasized, as they influence customer buying decisions.

b. Price:

51.6% of the respondents are willing to spend between Rp. 45.000 – Rp. 50.000 per cake, which fits with the price Gets Batter is planning. It is also suitable for their target market, which mostly earns around Rp. 2.000.000 to Rp. 2.500.000 per month.

c. Place:

Ruko Pisa Grande is chosen by 71% of the respondents as their favorite hangout place in Gading Serpong, making it the ideal place for Gets Batter café.

d. Promotion:

Location, price, and social media/influencers are the top factors people consider when dining out at a café. There is a positive effect of using social media on brand awareness so that it can influence other dimensions of brand equity and affective image of the cafe. It might also make other people willing to carry out WOM communication (Armielia et al., 2023). Meaning Gets Batter needs to promote the café on social media to appeal visually-driven audience within the 18-30 age range, according to the survey responses.

2.2 Competitor Analysis

2.2.1 Direct Competitor

When the product and target market of a business is identical its called direct competitor (*What Is Direct Competition: Examples /*

SendPulse,2023). Understanding its direct competitors can help a business identify its uniqueness, set pricing strategies, and recognize market trends. Gets Batter has three direct competitors in the Gading Serpong area: Stella Bella, December Coffee, and Amato Dessert Bar. Analyzing direct competitors can help the owner identify how Gets Batter can differentiate itself and offer unique value to customers.

Table 2. 2 Direct Competitor Analysis

Factors	Stella Bella	December Coffee	Amato Dessert Bar
Location	Pisa Grande	Unifarm Jl. Ir. Sukarno	Ruko Beryl
Core Product	Cakes and Patisserie	Dessert, coffee, and foods	Chiffon Cake
Price range	Rp. 45.000 – Rp. 55.000	Rp 18.000 – Rp. 62.000	Rp. 33.000 – Rp. 43.000
Target Customer	Cake and pastry lover who seek cozy café.	People who seek place to work from café (WFC)	Dessert lovers who seek chiffon cake with unique flavor and aesthetic café.
Service	Provide wifi and can make reservations.	Provide wifi, and comfortable seats.	Two floors café with aesthetic design.
Distribution	Dine-in and Take-away	Dine-in and Take-away	Dine-in and Take-away
Marketing	Social Media	Social Media	Social Media

2.2.2 Indirect Competitor

The opposite of a direct competitor, the indirect competitor is when a different product or service offered by two or more businesses (*What Is Direct Competition: Examples | SendPulse,2023*). There are three indirect competitor of Gets Batter: Weiji, Maza Gelato, and Bao Bao Shaved Ice.

Table 2. 3 Indirect Competitor Analysis

Factors	Weiji	Maza Gelato	Bao Bao Shaved Ice
Location	Ruko Crystal	Ruko Pisa Grande	Ruko Goldfinch
Core Product	Traditional snacks	Gelato	Taiwanese Shaved Ice
Price Range	Rp. 6.000 – Rp. 20.000	Rp. 27.000 – Rp. 40.000	Rp. 42.000 – Rp. 46.000
Target Customer	People who seek premium traditional snacks	Family, young people	Family, young people
Service	Direct purchase services in store	Tester, Comfortable seats	Comfortable seats
Distribution	Purchased at store or through delivery services such as Go-food	Dine-in and Take away	Dine-in
Marketing	Social Media	Social Media	Social Media

2.2.3 SWOT

Table 2. 4 Analysis SWOT

Strength	Weakness
<ol style="list-style-type: none">1. Gets Batter offerings an interesting flavor of Tres Leches2. Gets Batter located in a strategic location (near university and school)3. Gets Batter provides a warm atmosphere to create comfort for the customers and have 21 sitting capacities	<ol style="list-style-type: none">1. Lack of recognition will be the weakness of Gets Batter because they are a new brand2. No online ordering due to cold dessert3. Gets Batter Café do not have waiter and waitress
Opportunity	Threat
<ol style="list-style-type: none">1. Gets Batter can expand their business by opening another branch2. Gets Batter can work with influencer to increase brand awareness3. Gets Batter can do a collaboration with other brand	<ol style="list-style-type: none">1. The rising cost of raw material the is being use2. Increasing competition in pastrydessert business3. Other brand can imitate our menu

2.3 Marketing Strategy

2.3.1 Product

Gets Batter is a brand that sells Tres Leches in the form of Cafe. Tres Leches is a soft sponge cake that has been soaked with the right ratio of milk mixture (evaporation milk, condensed milk, and full cream milk) and finished with whipped cream. Unlike the usual Tres Leches which are just topped with strawberries, Gets Batter Tres Leches is made with a twist of flavor, such as Coffee, Mint Chocolate, Matcha Anko, and Jasmine Tea, however, Gets Batter will also sell the classic tres leches.

Presentation of the Tres Leches will also be considered. As we all know that nowadays products can easily be viralized by anyone through social media. The number of people who like to take a photo when visiting a cafe or even take a video and make it into an interesting short

content encourages F&B business owners to make their product not only delicate but also visually appealing.

2.3.2 Distribution

Gets Batter will be a dessert business in the form of a Cafe that is located in Ruko Pisa Grande, Gading Serpong which means we use direct distribution. Having a physical presence of business creates convenience to the customers. Gets Batter provides dine-in and take-away service therefore customers can try our Tres Leches by coming to the Cafe.

2.3.3 Promotion

Social media these days is very powerful, people went to a cafe and posted on social media such as TikTok and Instagram. They make it into a short video of the cafe and it has a lot of impact towards the cafe business because people that see the videos easily get interested in it whether it is because of the concept of the cafe or the food. Flavors, cafe concept, facility and social media being the reasons for Gets Batter customer purchasing decisions with that, the owner decided to leverage the power of Social Media Marketing with Instagram.

To promote Gets Batter, the owner will show the product in the form of high quality photos or videos which can appeal to people. Moreover, there are a lot of influencers on instagram that can help the owner to grow her brand. the owner will also use an ad tool to place advertisements with posts or stories. Furthermore, she can target the demographic segmentation to ensure it will reach the right audience which can be prospective buyers.

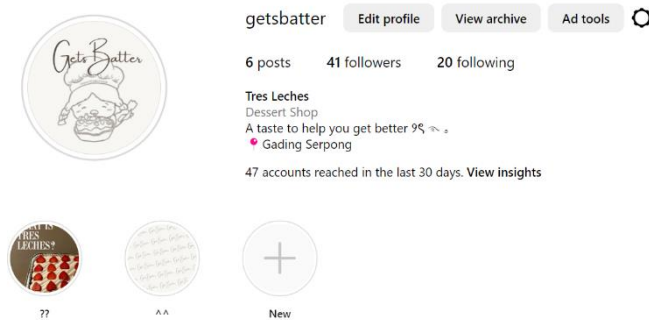


Figure 2. 1 Instagram

To maintain the relationship with customers, Gets Batter will provide informative content, such as giving the audience knowledge about Tres Leches. Through IG stories and reels, enlighten the audience about the origins, characteristics, and variants that Gets Batter has. The owner will engage with customers by reposting my customers' stories and reviews, it can build trust with customers and it also can convince people to buy our products.

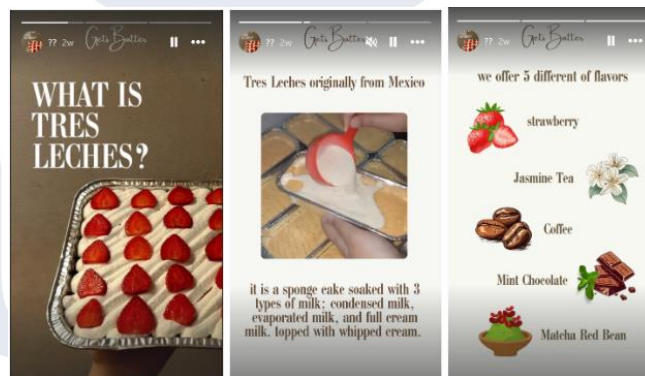


Figure 2. 2 IG Stories

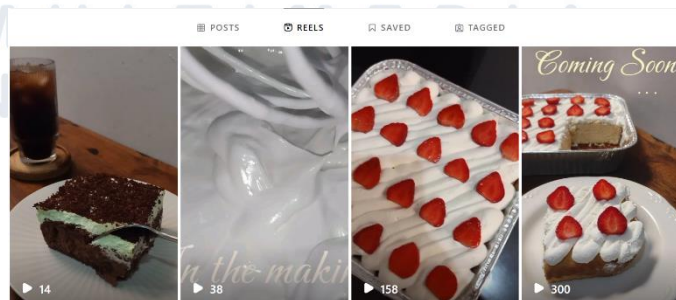


Figure 2. 3 IG Reels

The owner decided to provide a loyalty reward where they can collect 10 stamps and get 1 portion of The Classic Tres Leches. This method of marketing can encourage customers to repeat orders, enhance customer loyalty, and increase sales.

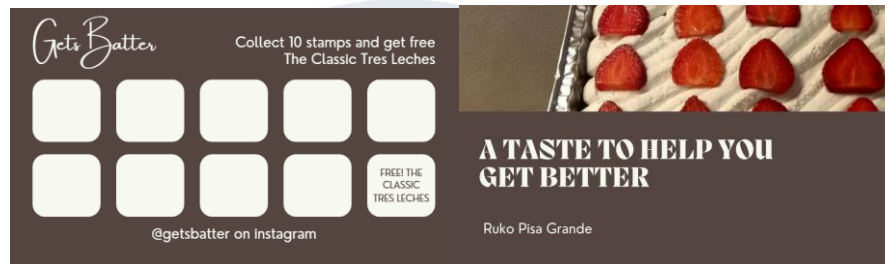


Figure 2. 4 Loyalty Card

Table 2. 5 Advertising Tools

Promotional Tools	Budget over 1 year
Advertising	Rp. 10.000.000
Collaborations with Influencers	Rp. 20.000.000
Loyalty Reward	Rp. 2.000.000
Total	Rp. 32.000.000

2.3.4 Pricing

Based on the market survey 73,5% willing to pay for Rp.45.000 to Rp. 55.000 for our Tres Leches. Therefore, our Tres Leches pricing ranges from Rp.45.000 to Rp.50.000 and for the beverages starts from Rp,35.000 - Rp.40.000.

Table 2. 6 Pricing

Product	Price
Strawberry Tres Leches	Rp. 45.000

Mint Choco Tres Leches	Rp. 47.000
Jasmine Tea Tres Leches	Rp. 47.000
Coffee Tres Leches	Rp. 47.000
Matcha Anko Tres Leches	Rp. 50.000
Americano	Rp. 35.000
Earl Grey Tea	Rp. 40.000
Aren Latte	Rp. 40.000

