

CHAPTER II

MARKETING PLAN

2.1 Market Size

Before fully open the business, author conducted a quantitative survey via forms which was filled in by 33 people. and qualitative interviews. By conducting surveys and interviews, the author can decide the STP, marketing strategies, and pricing strategy properly for S'ROLL.

2.1.1. Qualitative Result

Participant 1: Mrs. Hana ignatia

Mrs. Hana Ignatia, a student at Le Cordon Bleu Sydney with a passion for baked and sweet foods, shared valuable insights during the interview about her decision-making process when choosing food products. She emphasized that key factors influencing her choices include location, price, taste, and quality. Crepes, for example, attract her due to their comforting and nostalgic value. She is drawn to products made with fresh ingredients and often relies on recommendations. Conversely, she is discouraged from trying or purchasing products that are overpriced and of poor quality, as her background in baking gives her a keen awareness of product standards.

Participant 2: Mr. Rey Christian, owner of Martabak Pecenongan 78

Mr. Rey Christian, the owner of the well-known dessert brand Martabak Pecenongan 78, shared valuable insights on the success of his business, which has expanded across Indonesia and even internationally to Australia and Hong Kong. He emphasized that the key to building a strong food and beverage business lies in maintaining consistent product quality through the use of premium ingredients. Additionally, effective marketing through engaging social media content, excellent customer service, and collaborations with influencers or food bloggers play a

crucial role in attracting and retaining customers. His experience highlights the importance of both quality and strategic promotion in achieving sustainable growth in the culinary industry.

Participant 3: Mrs. Elvira, owner of Pukis kota baru

Mrs. Elvira, owner of the newly established yet rapidly growing Pukis Kota Baru, emphasized that the key to success in the food and beverage business lies in prioritizing product quality and taste that suit local preferences. She was drawn to the s'roll product due to its unique, eye-catching packaging and portability, which, combined with a reasonable price, made it appealing to customers. She highlighted the importance of excellent customer service and fast, creative promotions through social media—particularly TikTok—as essential strategies for increasing visibility and attracting buyers. Her insights underline that quality, service, attractive packaging, and effective digital marketing are crucial elements for building a successful culinary brand.

2.2.2. Quantitative Result

Quantitative or conduct surveys is our way of finding out the market for our products by distributing questionnaires about our products.

Table 2.1 Quantitative Demographic

Question	Answer	Result
Demographic	Tangerang	50%
	Jakarta	33.3%
	Outside Jabodetabek	16.7%
Gender	Female	72.7%
	Male	27.3%
Age	<18	15.2%
	18-23	51.5%
	24-28	27.3%
	>30	6.1%
Profession	University Student	57.8%
	Student	15.2%
	Employee	21.2%

	Entrepreneur	6.1%
Spending power per month	200.000-500.000	12.1%
	500.000-1.000.000	39.4%
	>1.000.000	48.5%

Based on demographic data, the majority of respondents came from Tangerang with a proportion of 50 percent, followed by Jakarta with 33.3 percent and the remaining 16.7 percent came from outside Jabodetabek. In terms of gender, the female group dominated with a percentage of 72.7 percent, while men only 27.3 percent. When viewed in terms of age, respondents aged 18 to 23 years occupied the largest percentage of 51.5 percent, followed by ages 24 to 28 years at 27.3 percent, ages under 18 years at 15.2 percent, and the rest over 30 years at 6.1 percent. In terms of profession, the majority of respondents were university students with a percentage of 57.8 percent, then students at 15.2 percent, employee 21.2 percent, and entrepreneur 6.1 percent. Meanwhile, their purchasing power is quite strong, with 48.5 percent of respondents having expenditures above Rp1,000,000 per month, 39.4 percent in the range of Rp500,000–Rp1,000,000, and the remaining 12.1 percent having expenditures of Rp200,000–Rp500,000 per month. This figure shows that the potential market segment for roll crepes products is young women domiciled in Tangerang and the surrounding area, having status as students or young workers, and having relatively high purchasing power.

Most respondents are university students, making up 57.6%, followed by employees at 21.2%. Meanwhile, students account for 15.2%, and entrepreneurs represent 6.1% of the total. This indicates that most of the participants come from an academic background, particularly university students.

Given this composition, a viable marketing strategy is to position roll crepes as a delicious and visually appealing modern dessert. Roll

crepes are not only enjoyed as a snack but can also become part of a contemporary lifestyle, especially due to their aesthetic appeal and ease of social media sharing. With this positioning, consumers will see roll crepes not just as food, but also as an experience and a trend symbol. Emphasis on quality ingredients, innovative flavor variations, and attractive packaging will strengthen this image.

In terms of promotion, the recommended strategy is to optimally utilize digital media. The younger generation, as the primary target, is highly active on Instagram, TikTok, and other digital platforms, so promotion through creative content such as videos of roll crepes being made, engaging photos, and customer testimonials will be highly effective. Collaborating with local food bloggers or influencers can also expand reach and build brand credibility. Promotional programs such as student-only discounts, bundled packages, or attractive giveaways can increase initial purchase interest and build customer loyalty. Furthermore, participation in culinary events or campus bazaars in Tangerang and Jakarta will introduce the product directly to the desired market segment.

In terms of pricing, a relevant strategy is to use a value-based approach. Roll crepes, positioned as a premium dessert with high-quality ingredients and an attractive appearance, can be sold at a mid- to high-end price point. For example, the price could be set in the range of IDR 25,000–IDR 35,000 per piece, which is still affordable for the majority of the target market, whose monthly expenditure exceeds IDR 500,000. To increase initial appeal, promotional pricing can be implemented at the launch of new variants, such as discounts or value packages. Furthermore, using psychological pricing, such as setting a price of IDR 29,900, will make the price more psychologically appealing to young consumers.

By combining a deep understanding of market segmentation, selecting the right target audience, and establishing strong positioning, supported by creative promotional strategies and appropriate pricing, roll crepes businesses have significant potential for growth. The market, dominated by young women with dynamic lifestyles and relatively high purchasing power in the Tangerang and Jakarta areas, provides ample opportunity for innovative dessert products. The presence of roll crepes that are not only delicious but also visually appealing is able to meet the market demand for delicious and trendy food, so it is hoped that it can become the main choice for consumers who want to enjoy quality desserts with a different experience.

2.2.3. Conclusion

Insights from interviews with key figures in the food and beverage industry—Mrs. Hana Ignatia, Mr. Rey Christian, and Mrs. Elvira—combined with survey data, reveal that the success of a dessert product like roll crepes depends heavily on product quality, attractive packaging, appropriate pricing, and strong digital marketing. All interviewees emphasized the importance of using fresh ingredients, maintaining consistent taste, and offering visually appealing products that resonate with consumer emotions and preferences. The survey further supports this by identifying a promising market segment: predominantly young women aged 18–23, mostly students or early-career professionals in Tangerang and Jakarta, with strong purchasing power and active social media usage. This aligns perfectly with roll crepes positioned as a trendy, premium dessert experience. Therefore, to succeed, businesses should focus on delivering quality and aesthetic value, supported by TikTok and Instagram-driven promotions, influencer collaborations, and strategic pricing. This approach not only meets the expectations of the target

market but also has the potential to turn roll crepes into a lifestyle dessert trend across urban youth markets.

2.2 Competitor Analysis

2.2.1 Direct Competitor

Below are the analysis table of direct competitors for S'ROLL.

Table 2.3 Direct Competitor Analysis

Factors	S'ROLL	Milles Crepes	D'Crepes
Strategy	Affordable	Affordable	Affordable
Core	Cake	Cake	Crispy Crepes
Costumer	General, sweet lovers	General, sweet lovers	General
Competitive	Food innovation	Brand knowledge	Brand Knowledge
Advantage	Taste	Taste	Taste
Revenue	Food Product	Food Product	Food Product
Cost Mode	Variable & Fixed cost	Variable & Fixed cost	Variable & Fixed cost

Based on the competitor analysis in Table 2.3., S'ROLL operates in a competitive landscape alongside Milles Crepes and D'Crepes, all offering affordable dessert products with a cake or crepe base. While Milles Crepes and D'Crepes leverage their strong brand knowledge as a competitive edge, S'ROLL differentiates itself through food innovation, aiming to attract general sweet lovers by offering creative and modern dessert variations. All three brands share similar revenue models focused on food products and operate under both variable and fixed cost structures. S'ROLL's advantage lies in its emphasis on taste and novelty, which provides an opportunity to stand out in a market dominated by well-established brands, particularly if it continues to innovate flavors and presentation while maintaining affordability and quality.

2.2.2 Indirect Competitor

Below are the analysis table of direct competitors for S'ROLL.

Table 2.4 Indirect Competitor Analysis

Factors	S'ROLL	Dakkochi	Kimchi Roll
Strategy	Affordable	Affordable	Affordable
Core	Cake	Chicken	Snack
Costumer	General, sweet lovers	General	General
Competitive Advantage	Food Innovation	Food Innovation	Food Innovation
Revenue	Taste	Taste	Taste
Cost Mode	Food & Product	Food & Product	Food & Product
	Variable & Fixed cost	Variable & Fixed cost	Variable & Fixed cost

In the indirect competitor landscape, S'ROLL competes with brands like Dakkocchi and Kimchi Roll, which, although offering different core products (chicken skewers and Korean-style snacks), share similar strategies of affordability, food innovation, and taste-driven offerings. All three brands target a broad, general audience and apply a combination of variable and fixed costs in their operations. While S'ROLL's core lies in sweet cakes, Dakkocchi and Kimchi Roll appeal to savory snack lovers, making them indirect competitors in the same snacking and casual food consumption market. The shared emphasis on food innovation and taste suggests that S'ROLL must continue to deliver creative and flavorful desserts to maintain its relevance, especially as consumers may shift between sweet and savory options based on trends or preference.

2.2.3 SWOT

Below are the SWOT analysis for S'ROLL.

Table 2.5 Analysis SWOT

Strength	Weakness
1. The uniqueness of the product, S'roll has a unique appearance where the vrepe cake is rolled up to look like a rolled towel.	1. Production prices, making s'roll cakes require quality raw materials and a complicated manufacturing process. 2. Product durability, S'roll cake has a short shelf life.

<ul style="list-style-type: none"> 2. The texture is soft, s'roll has a soft texture and is easy to consume. 3. suitable for various businesses. S'roll can be eaten by all ages from children to elderly. 4. Having unique flavor variants, S'roll has various kinds of flavors. 	<ul style="list-style-type: none"> 3. Special skills, making S'roll requires a lot of patience because they are made in layers. 4. Competition is quite tight with other cakes.
Opportunity	Threat
<ul style="list-style-type: none"> 1. Increasing demand for premium desserts, customer interest in premium desserts opens great opportunities. 2. Digital marketing, S'roll will utilize social media to promote the product. 3. Market expansion, expanding branches by opening outside the city. 4. Collaboration and innovation, S'roll collaborates with influencers or food bloggers to promote the product. 	<ul style="list-style-type: none"> 1. Tight competition, many new innovations in the industry make competition even tighter. 2. Changes in consumer preferences, trends and customer tastes. 3. Increase in raw prices, raw materials that can affect production cost.

The SWOT analysis of S'ROLL highlights its key strengths in product uniqueness, soft texture, wide demographic appeal, and diverse flavor variants, making it suitable for a broad consumer base. However, it faces several weaknesses, such as high production costs, short shelf life, the need for skilled preparation, and intense competition with other cakes. Opportunities for growth lie in the rising demand for premium desserts, the effective use of digital marketing, market expansion, and strategic collaborations with influencers or food bloggers. On the other hand, S'ROLL must navigate threats including fierce industry competition, shifting consumer preferences, and rising raw material costs that could impact profitability.

2.3 Marketing Strategy

2.3.1 Product

S'ROLL stands out in the dessert market through its innovative rolled cake format, combining unique visual appeal with a soft, easy-to-eat texture that suits all age groups. Each variant is designed to bring indulgence with a twist, offering creative flavor profiles from classic to modern trends. Additionally, S'ROLL emphasizes quality and aesthetic presentation, making it perfect not just for snacking but also for social media sharing. Its combination of premium taste, attractive packaging, and continuous innovation provides a strong competitive edge in a crowded F&B market.

2.3.2 Distribution

S'Roll will open a food stall in G-town square, a place that is quite busy and easy to reach. Collaborating with online food delivery will also make it easier for customers to buy without having to go to the G-Town Square Food Stall.

2.3.3 Promotion

Promotion with influence endorsements really helps increase sales because the influencer is already verified on Instagram and promotes the influencer's social media. S'ROLL will also work with a food blogger to visit the sales place and review it directly at the location. S'ROLL also plan to create interesting content that can be uploaded to Instagram or TikTok platforms. Below are the advertising tools and promotion budget for S'ROLL:

Table 2.6 Advertising Tools and Budget

Advertising Tools	Yearly Budget
Social media Advertising / influencer and food blogger promotion	Rp 18.000.000
In-store promotion	Rp 5.000.000
Total	Rp23.000.000

2.3.4 Pricing

S'ROLL has quite competitive prices on the market, ranging from IDR 30,000. This price is in accordance with the use of high-quality raw materials. Prioritizing high quality food and quality service to customers so that customers not only pay for products but also pay for good service, feeling satisfied with S'ROLL products and services. S'ROLL also provides discounts for certain times. This happens at special events, for example at Christmas celebrations you will get a discount or at the Production prices, celebration of S'ROLL's 1st year opening.

