

CHAPTER II

MARKETING PLAN

2.1 Market Size

2.1.1. Interview Result

The writer of this proposal has conducted interview in Warkop near the cisauk train station with two interviewer consisted of Mr.Abdul the manager/owner of a warkop, and the customer of said warkop. Here are the question the writer given to the interviewer:

Here is the question given to the owner/manager of the warkop

- 1 What are the current trends in the coffee shop or warkop business?
- 2 What are the best-selling products in your warkop?
- 3 Why are instant noodles and toasts popular among customers?
- 4 What is the main challenge in running a modern coffee shop?
- 5 What factors are most important to compete with other coffee shops?
- 6 How does promotion affect customer interest in your business?
- 7 What strategy helps retain customers in the long term?

Here is the question given to the customer of the warkop

Why do customers choose small cafés or warkop instead of large cafés?

- 8 What menu items do customers usually order?
- 9 What is the ideal price range for snacks according to customers?
- 10 What makes customers switch from one coffee shop to another?
- 11 What types of promotions attract customers the most?
- 12 How does social media content influence customer decisions?

The interview with the owner of the warkop shows that the biggest trend in the coffee shop business today is unique, fast and simple snacks. The best selling items are instant noodles and toasts because they are affordable and filling. The main challenge in running a modern

coffee shop is heavy competition. Making taste, price, and location crucial. Simpel promotional content like making noodles or toast tends to go viral, and consistency in taste is what keeps customers coming back. From the customer side, they buy snacks at small cafés because they're cheap, fast, and have the right portion size. Their go-to items are toast and noodles, with an ideal price range of 10,000–20,000 rupiah. They switch coffee shops when looking for a cleaner, more comfortable place. Promotions that attract them include weekly deals, buy-one-get-one offers, combo menus, and delicious-looking TikTok content.

2.1.2. Survey Result

Table 2.1 survey form

Question	Answers	Result
Age	<17	16.7%
	18-22	53.3%
	23-27	30%
Gender	Male	26.7%
	Female	73.3%
Employment status	Student	23.3%
	Full time worker	40%
	Part time worker	36.7%
Income	<Rp 2.000.000,-	23.3%
	Rp 2.000.000-4.000.000,-	23.3%
	Rp 4.000.000-6.000.000,-	43.3%
	>Rp 6.000.000,-	10%
Recidency	Kelapa dua	23.3%
	Gading serpong	36.7%
	Kabupaten tanggerang	40%
Mode of transportation	Walking	0%
	Motorcycle	66.7%
	Car	26.7%

	Online gojek	6.7%
The main reason you come to warkop	Hanging out	33.3%
	Doing work	46.7%
	Spending time	20%
The most important thing when choosing a warkop	Affordable price	23.3%
	Taste	20%
	Cozy vibe	40%
	Location	16.7%
How often do you visit Warkop in a week?	1 time	6.7%
	2-3 time	60%
	4-5 time	20%
	everyday	13.3%
The price range that are considered reasonable for food at a Warkop	<Rp 10.000,-	3.3%
	Rp 10.000-15.000,-	36.7%
	Rp 15.000-20.000,-	33.3%
	>Rp 20.000,-	26.7%
Would you interested in trying creative menu like Pizza mie or toasted bread variants?	Very interested	96.7%
	Interested	3.3%
	casual	0%
	Not interested	0%
Which media do you most often used to find new place?	Instagram	33.3%
	Tiktok	26.7%
	Word of mouth	23.3%
	Gofood/Grabfood	16.7%
If theres a modern warkop concept with affordable price in your area, would you be interested to visit?	Very interested	100%
	Interested	0%
	Maybe	0%
	Not interested	0%

2.1.3. Conclusion

The survey result offer clear guidance for developing Urban Bites Warkop marketing plan. The majority of respondent, who were mostly female and between the ages of 18-27 year old, work either full time or part time and make between Rp4,000,000-6,000,000 a month. This suggest that Urban Bites Warkop should focus on young adults with stable income who actively spend on affordable food and casual dining experience. A local neighborhood based marketing strategy will be proven to be the most effective because most responder live around Kelapa Dua, Gading Serpong, and Tangerang Regency.

Behavioral data shows that customers mainly visit warkop to work, hang out, and spend time, with cozy atmosphere being the most important factor when choosing a warkop, followed by affordable price and taste. This insight supports Urban Bites Warkop's concept of combining a comfortable, modern vibe with affordable menu pricing. Since most respondents visit warkop two to three times per week, customer retention strategies such as consistent service quality and a comfortable environment are essential.

Price sensitivity analysis reveals that the most acceptable food price range is between Rp10,000-20,000, which aligns directly with Urban Bites Warkop's pricing strategy. The extremely high interest in creative menu items such as pizza mie and toasted bread confirms the decision to offer unique yet familiar products as a key differentiator.

Marketing channels should focus primarily on Instagram, supported by word-of-mouth and food delivery platforms. With 100% of respondents expressing strong interest in visiting a modern warkop with affordable pricing, Urban Bites Warkop has strong market validation and a clear opportunity to execute targeted digital marketing and local promotion strategies.

2.2 Competitor Analysis

2.2.1 Direct Competitor

Table 2. 2 Direct Competitor Analysis

Factors	Warkop Kongkow	Roti Bakar Eddy	Begundall warkop
Location	Kelapa Dua Raya Street	near residential areas and campuses	Kelapa dua
Core Product	Instant noodles	toast	Coffee and cheap warkop menu
Price range	Rp10.000 – Rp25.000	Rp18.000 – Rp35.000	Rp1.000 – Rp25.000
Target Customer	Students	night workers	Students and local worker
Service	Dine in casual, online order & takeaway	Dine in, takeaway, fast service	Dine in, and take away
Distribution	GoFood, GrabFood, dine-in	GoFood, GrabFood, dine-in	GoFood, GrabFood, dine- in
Marketing	Simple word of mouth, and Instagram	Word of mouth promotion	Simple word of mouth

2.2.2 Indirect Competitor

Table 2. 3 Indirect Competitor Analysis

Factors	Local Warmindo	Roti bakar street stall	Local Angkringan
Location	Near boarding house and campus area	Roadside / street area	Residential area
Core	Instant noodles,	Grilled bread,	Rice, skewers,

Product	eggs, snacks	mini martabak	snacks
Price Range	Rp8.000 – Rp20.000	Rp10.000 – Rp25.000	Rp5.000 – Rp15.000
Target Customer	Students, and workers	Students, and young adults	Local residents, and students
Service	Simple dine in	Outdoor dine in	Dine in (street seeting)
Distribution	Dine in, take away, limited online delivery	Dine in, take away	Dine in, take away
Marketing	Word of mouth	Visual signage stall	Word of mouth

2.2.3 SWOT

Table 2. 4 Analysis SWOT

Strength	Weakness
<p>A. Affordable prices with modern warkop concept, making it accessible for students, casual worker, and local residents</p> <p>B. Unique and easy to enjoy menu, simple but creative food such as Pizza mie, fried spring role and variation of toasts options.</p>	<p>A. The seating capacity may be smaller than that of a large café.</p> <p>B. More promotion is needed to gain recognition as a new player.</p> <p>C. Margins may be lower than those of franchise cafés.</p>
Opportunity	Threat
<p>A. Many students and workers near the location result in high traffic market.</p> <p>B. Few competitors offering</p>	<p>A. Large franchises can lower prices and dominate digital advertising.</p> <p>B. Old coffee shops can</p>

a comfortable atmosphere at low prices.	modernize after seeing the trend.
C. Trend of "cheap aesthetic coffee shops" content.	C. Price competition on GoFood/GrabFood is very competitive.

2.3 Sales Goal

Table 2. 5 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Total Customer	36.000	48.000	54.000
Growth	—	33,3%	12,5%
Average Revenue	Rp389.063.355	Rp518.751.140	Rp648.438.925
Marketing Expenses	Rp 5.700.000	Rp 5.700.000	Rp 5.700.000
Customer Acquisition Cost	Rp 158	Rp 119	Rp106

2.4 Marketing Strategy

2.4.1 Product

Urban Bites Warkop offers modern snacks at affordable prices. Its three main products are pizza noodles, fried spring rolls, and chocolate/cheese/peanut butter and jam toast. Made with consistent flavors, attractive presentation, and satisfying portions, this concept sets Urban Bites Warkop apart from typical coffee shops that tend to sell standard menus.

The signature product, pizza noodles, is unlike the typical instant noodles usually served. Instead, pizza noodles are made by mixing instant noodles with an egg batter and cooking them into a round shape resembling a pizza. The fried spring rolls served at Urban Bites also

have more filling than usual and are freshly fried every day. They are served alongside toasted bread with generous, premium fillings.

2.4.2 Distribution

Customers can get products easily and quickly at Urban Bites Warkop. They can buy directly at the store, use online services, or pick up orders that have been prepared in advance.

First, customers who want to spend time hanging out or eating on site can come right in. Students can also do their homework or relax in the dine-in area.

Second, customers who need something quickly can order through the online delivery platform. Secure packaging for delivery ensures that food remains intact during transit.

Third, Urban Bites Warkop offers a pick-up order service, where customers can send a message via WhatsApp and pick up their order quickly.

2.4.3 Promotion

Table 2. 6 Advertising Tools and Budget

Advertising Tools	Yearly Budget
Food photography + video product content	Rp 900.000,-
Social Media ads (IG, Tiktok)	Rp 1.800.000,-
Promo and voucher	Rp 2.400.000,-
Promosi mlalui media kampus	Rp 600.000,-
Total	Rp 5.700.000,-

2.4.4 Pricing

Urban Bites Warkop implements an affordable pricing strategy while still providing consistent taste quality. Each product is tailored to the standards

of the modern coffee shop market in the Kelapa Dua area, so that customers feel that the price they pay is commensurate with the portion and experience they get.

Main product prices:

A. Noodle pizza: IDR 20,000

a signature menu item with a strong flavor and unique texture that keeps customers coming back for more.

B. Fried spring rolls: IDR 18,000

a light snack with savory fillings, perfect for customers who want to share.

C. Toasted bread with chocolate/cheese/peanut butter and jam: IDR 20,000

a comfort food option with various toppings, perfect for relaxing or enjoying with coffee.

D. Instant noodles (fried and soup): IDR12,000

Classic hot instant noodles with two variants Indomie goreng, and Indomie kuah. Served with soft boiled egg and spinach

E. Tea: IDR3,000

Sachet tea bag served hot or cold with ice cubes, a great company for enjoying the other foods and a great company while passing the time.

F. Black coffee: IDR5,000

An instant Kapal api black Coffee comes in sachet, served by pouring the coffee in a glass and mixed with hot water

G. Luwak white coffee: IDR5,000

Instant luwak white coffee that comes in sachet, can be served hot or cold with ice