

CHAPTER II

MARKETING PLAN

2.1 Market Size

In doing business, especially in the culinary sector, there is only a little chance of creating a product that is really different from other competitors. From that similarity or near-similar product, we can gain insight and experience from other competitors about how they manage to run their business. To gain more information and insights from one of the competitors regarding their experience, the owner of STUFFED conducted an interview with the owner and staff of the business itself. Not only did the owner conduct an interview to gain information from the competitor, but the owner also distributed a questionnaire that consisted of 22 questions that are related to the respondent's demographic, psychographic, geographic, behavioural, and product preferences.

2.1.1. Interview Result

The purpose of this interview is to gain more information and experience from the owner or staff that are having or working in a place that focuses on the Food and Beverage sector. By doing an interview, it is easier to be done and also it can give a more detailed answer related to the questions that were asked. An interview could help a lot in gaining information because the questions that were asked to the interviewee are customized on what was needed and what wanted to be known. Before the owner did an interview with the owner and staff of the other Food and Beverage business, the owner has gained permission to conduct an interview with the interviewee and have explained the purpose of this interview and the questions overview about what it will be like. The owner of STUFFED also conducted an interview with one of the relatives that was classified as a potential customer of STUFFED to have his overview about STUFFED. It is important to know about what the customer thinks related to the product since the target of the Food and Beverage sector businesses are people who buy the food for their consumption.

Table 2.1 List of Questions for Interview

No.	Owner and Staff	Customer
1.	Are there any times that the demand for the product increases?	What factors affect you on buying this kind of product (price, taste, uniqueness, etc)?
2.	What kind of strategy do you use to attract the customers?	What did you consider this product as (snack, main course, dessert, etc)? Why?
3.	What makes your products different from the other sellers?	What makes you think that this product is unique compared to other products?
4.	How to make the price that you offer feel interesting to the customers?	Are you interested in trying products that combine traditional concepts with modern innovation?
5.	Is there any constraint when you want to raise the price?	What is the main obstacle that keeps you from purchasing this product?
6.	What kind of challenges do you face while selling the product and choosing the location?	

Participant 1 : Mr. Iqbal (Owner of Risoles Mentari)

Mr. Iqbal is the owner of Risoles Mentari shop that is located in front of Planet Ban Danau Kelapa Dua, Kecamatan Kelapa Dua, Kabupaten Tangerang, Banten. Risoles Mentari sells 3 variants of fillings, which are Telur Mayonaise, Ragout, and Ayam Pedas. What makes the owner of STUFFED feel interested in buying the product is that all of the Risoles were sold at a uniform price, which is Rp3.500,00 each. Therefore, the owner of STUFFED decided to conduct an interview with the owner of Risoles Mentari to gain more insight and knowledge on maintaining the business, especially in giving low prices but still making a profit from it.

In order to gain experience as a business owner, the owner of STUFFED tries to gain information on when the product will sell the most.

Mr Iqbal said that sales of their product are usually stable. However, during the fasting period, people tend to buy the Risoles as a takjil, and during the interview time, there are a bunch of people who queue to buy the Risoles, and it is mostly in large amounts. Mr Iqbal is also planning to add more variants of fillings to attract more customers. When asked what differentiates Risoles Mentari from other sellers who sell Risoles, Mr. Iqbal said that he sells the product at a really affordable price with a really high-quality ingredient for their fillings. Compared to other sellers who sell Risoles, most of the products were sold with a price around Rp4.000,00 up to Rp6.000,00 each. The other factors that differentiate Risoles Mentari from the other Risoles seller is because he started the business 4 years ago, which can be a supporting factor, as the name has already gained its fame.

Mr. Iqbal shared his strategy in order to make the pricing feel appealing to the customers by pressing the COGS (Cost Of Goods Sold) in order to give the most affordable prices to the customers. So far, Mr. Iqbal has not had any issues or plan on increasing the selling price. However, if one day he needs to increase the selling price, he will not find any issues since there will be its own calculation for setting the selling price. When asked about whether there is any challenge while selling the product, the main issue was the rental cost for the place itself. Mr. Iqbal said that the rental price was increasing each and every year, and it became a huge challenge for them. Sometimes, buying the ingredients for the Risoles also became a challenge for them, yet they managed to find the solutions by buying the ingredients in large amounts or so-called bulk orders.

Participant 2 : Mr. Candi (Staff worker at Kebab Bang Aji GS)

Mr. Candi worked as a staff worker at one of the branches of Kebab Bang Aji Arabian Kebab near the owner of STUFFED house, since it is a franchised business and has many other branches. Kebab Bang Aji itself mainly sells kebabs with mainly the same fillings and only differentiated by

the size. The kebab is available in 3 different sizes, which are the small, large, and also the XL. Each size is also available for additional topping, which is either grated cheese or sliced cheese.

The owner of STUFFED chose to interview the staff of the kebab seller since it has a similar concept where a filling is needed to be eaten with the bread or the tortilla dough itself. By doing the interview, the owner wanted to learn and know about the struggles, pros and cons, and the overview related to the sales and marketing strategy. The staff said that during the weekend, their sales might increase compared to weekdays. However, during the fasting season, the sales also increased since people tend to buy kebab as a takjil for them to end their fasting.

In promoting the product, since it is a franchised business, Kebab Bang Aji have their own social media and a marketing team to promote its product. Although many other people sell food in the area since it turned into a small food stall area at night, Kebab Bang Aji is also classified as a famous one in the area. The staff said that the reason for their fame was purely because of their product. The staff told the interviewer that the ingredients used for the product were self-produced so that it would differentiate itself from other kebab brands. The strategy that was used to make their pricing seem interesting to the seller was by giving a low price but with a generous amount of fillings.

As a staff member, Mr. Candi did not have the authority to increase the prices since the business was a franchised business, the increasing of prices would be assigned by the head office. If one day the head office needs to raise it, Mr. Candi will try to communicate to the customers by saying that it is caused by the rising prices of the main ingredients that were being used, and it is because of the regulations that were assigned by the head office. So far, the staff said that he has not met any challenges while selling the product, instead felt helped with the area since there are many other tenants that sell food. Mr. Candi shared that people often buy Kebab Bang Aji because while they are waiting for the other food that they buy, they see the

Kebab Bang Aji stand and decide to buy while waiting for it. Their location also brings a big impact since it is easy to be found, and they also have their online tenants at Grab and Gofood.

Participant 3 : Mr. Bryan Nicolas (Potential Customer of STUFFED)

Mr. Bryan is a college student who regularly dines out and often consumes several types of food, starting from appetisers to desserts. The main reason for choosing Mr. Bryan as a potential customer of STUFFED is that he has tried STUFFED during the research and development time. Based on Mr. Bryan's opinion, the main reason why he buys foods that he consumes is because of their prices. Every person who buys food for sure wants the best price with the best quality. If the price was high while the quality was bad, it would break the trust between the seller and the buyer. He considers STUFFED products as a snack because of the size, and they are really suitable to be eaten while hanging out with friends. What makes Mr. Bryan think that the product is unique is mainly because of the fillings that STUFFED offers. STUFFED offers various types of fillings from Western to Indonesian-style fillings. STUFFED also combines modern concepts with traditional fillings that makes Mr. Bryan feel interested to try the product, since some of the trends that he knows do offer combinations of concepts and it worked out. One of the obstacles that he thought might keep him from buying the product is the price or location. Wrong pricing strategy and difficulty in reaching the selling location might be a barrier for customers to buy the product.

2.1.2. Survey Result

Besides the interview that the owner did, the owner of STUFFED also spread a questionnaire that consists of 22 questions to relatives and mutuals and gained a total of 31 responses from 31 respondents. The questionnaire consists of several questions related to the respondents demographic,

psychographic, geographic, behavioural, and product preferences. The purpose of this questionnaire is to gain more information related to the potential customers preferences and habits on consuming foods. It is important since it is hard and inefficient to interview many people to gain data and information, especially when the information needed is a basic thing. The owner of STUFFED really wished that the questionnaire result might be useful for the future of STUFFED products.

a. Demographic Questions

In the demographic questions, the type of questions asked consist of their age, gender, employment status, monthly income, and marital status. Demographic questions are important because they will be used to determine the price and also our target market, whether they're suitable with the product or not.

Table 2.2 Demographic Questions

Questions	Choice of Answers	Results in Percentage
Age	18-22	90,3%
	23-27	9,7%
	28-32	-
	33-37	-
	38+	-
Gender	Male	41,9%
	Female	58,1%
Employment Status	Student / College Student	90,3%
	Full-time Worker	6,5%
	Part-time Worker	3,2%
	Entrepreneur	-
	Unemployed	-

Monthly Income	Less than Rp2.000.000,00	45,2%
	Rp2.000.001,00 - Rp4.000.000,00	35,5%
	Rp4.000.001,00 - Rp6.000.000,00	6,5%
	Rp6.000.001,00 - Rp8.000.000,00	9,7%
	More than Rp8.000.001,00	3,1%
Marital Status	Single	61,3%
	Taken	38,7%
	Married with Children	-
	Married without Children	-

Based on the questionnaire which was distributed to 31 respondents, most of the respondents who filled up the questionnaire are Female with 58,1% as results, followed by the Man with 41,9% results. Most of them are Student / College Students with 90,3% results, followed by Full-time workers with 6,5% results and Part-time workers with 3,2% results. Their monthly income is mostly less than Rp2.000.000,00, with 45,2% results followed by those who have a monthly income between Rp2.000.001,00 - Rp4.000.000,00 with 35,5% results. Most of the respondents are single, with a result of 61,3%, followed by those who are taken, with a 38,7% result. Based on the demographic questions' results, it can be concluded that most of the respondents have a low monthly income that might have an impact on their buying frequency and habits. Lower income might make them rarely buy food from outside, and if they often buy food outside, good pricing might be one of the buying motivations for those who think that price is important.

b. Psychographic Questions

After knowing respondents' demographics, information about their psychographics is needed to know what is important for them when buying a product. The psychographic questions consist of what motivates them to buy new products like Calzone or Pizza Tutup, what is the most important thing for them when choosing a restaurant, and what is their habit in consuming food.

Table 2.3 Psychographic Questions

Questions	Choice of Answers	Results in Percentage
What motivates you to buy new products like Calzone or Pizza Tutup?	Curiosity	83,9%
	Wanting to try something new	54,8%
	Recommendations from friends	29%
	Currently trending / viral	25,8%
What is the most important for you when choosing a restaurant?	Taste of the food	96,8%
	Ambience	45,2%
	Price	87,1%
	Healthiness of the food	19,4%
	Convenience	12,9%
	Trending and the uniqueness of the food	25,8%
What is your habit in consuming food?	Prefer fast food	32,3%
	Prefer self cooking	32,3%

	Love to try new and unique food	67,7%
	Buying food because cannot cook well	19,4%

Based on the results, the respondents are motivated to buy products like Calzone or Pizza Tutup mainly because of their curiosity (83,9%) and followed by those who want to try something new (54,8%). 96,8% of the respondents think that the taste of the food is the most important for them when choosing a restaurant to eat, while the other 87,1% think that price is the most important. Most of the respondents have a similar habit in consuming food, which is they love to try new and unique food, with a 67,7% results. Based on the results, it can be concluded that with most of the respondents who have an income of less than Rp2.000.000,00 in the Demographic Questions, it is really important to focus on selling good food while also giving a good price to the customers because those are the two most important things for the respondents while they are choosing a restaurant.

c. Geographic Questions

After knowing the respondents psychographic, it is important to know about the geographic of the respondents themselves. It is important to know about the respondents' geography since it can be used to do a forecast about where and how many target markets we might have if we open a business in city A, etc. The questions consist of where they live, how often they dine out, and whether the area where they live affects their decision on buying food.

Table 2.4 Geographic Questions

Questions	Choice of Answers	Results in Percentage
Where do you live?	Gading Serpong	67,7%

	Alam Sutera	3,2%
	BSD	22,6%
	Karawaci	6,5%
How often do you dine out?	Very often	38,7%
	Quite often	48,4%
	Rarely	9,7%
	Very Rarely	3,2%
Did the area where you live affect your decision on buying food?	Very affecting	35,5%
	Quite affecting	58,1%
	Not too affecting	6,5%
	Did not affect	-

Based on the results above, most of the respondents live in Gading Serpong (67,7%), and the others live in BSD (22,6%), Karawaci (6,5%) and Alam Sutera (3,2%). Most of the respondents often dine out (48,4%), with only 3,2% of them who rarely dine out. From 31 respondents, 58,1% of them think that the area where they live is quite affecting their decision while they want to buy food, and 35,5% think that it is very affecting for them. Based on the results, it can be concluded that choosing the right place to start a business is really important, especially since the owner of STUFFED lives in Gading Serpong, so it is really suitable with the respondents since most of them also live in Gading Serpong.

d. Behavioural Questions

Knowing the demographic, psychographic, and geographic of the respondents is not enough to gain information for the business. Therefore, behavioural questions related to the respondents' habits while buying food are needed. Before the respondents answer the questions, they have been informed about what Calzone or Pizza Tutup is and what it looks like. The behavioural questions consist of : did they ever try Calzone or Pizza Tutup before, how often they buy this kind of product, what factors affect them when buying this kind of product, in what kind of situation they will buy this kind of product, and how they will buy this kind of product.

Table 2.5 Behavioural Questions

Questions	Choice of Answers	Results in Percentage
Have you ever tried Calzone or Pizza Tutup before?	Yes	48,4%
	No	51,6%
How often did you buy this kind of product?	Very often	-
	Quite often	6,5%
	Rarely	25,8%
	Very rarely	67,7%
What factors affect you on buying this kind of product?	Taste	90,3%
	Price	67,7%
	Packaging	12,9%
	Nutrition	9,7%

	Uniqueness of the product	51,6%
In what kind of situation will you buy this kind of product?	Personal consumption	80,6%
	To be shared with friends / family	16,1%
	For special occasions	3,3%
	For gifts	-
How will you buy this kind of product?	In a physical store	51,6%
	In a bazaar or food exhibition	38,7%
	Online platform (Social media, e-commerce)	9,7%

Based on the results above, 51,6% of respondents never tried Calzone or Pizza Tutup before. 67,7% of the respondents also very rarely buy this kind of product. Many factors may affect their buying motivation. Most of the respondents think that taste (90,3%) is the most important factor that affects their buying motivation, followed by price (67,7%) and uniqueness (51,6%) of the product following it. Most of the respondents will buy STUFFED for their personal consumption (80,6%) and most likely will buy this product in a physical store (51,6%) and a bazaar or food exhibition (38,7%). Based on the results, it can be concluded that most of the respondents never tried products like Calzone or Pizza Tutup before. It might be a difficult start since the product might be unfamiliar to them. There are still possibilities for STUFFED to be famous since most of the respondents prioritise taste, price, and uniqueness of the product. It will be suitable for STUFFED to sell the product in a physical store or start with a food bazaar, since the respondents mostly buy the product for their personal consumption.

e. Product Preferences

The last part of the questionnaire is about product preferences. Product preferences are needed to know about the preferences of the respondents when buying food, especially related to the products that will be sold by STUFFED. The product preferences questions consist of what variant did they feel interested to try based on the filling given, are they interested to try Calzone with traditional filling such as Cakalang Balado, Ayam Kecap, and Gulai, what is the most suitable price for the fillings that have been mentioned before, if the product meet their expectations, how often will they buy it, and on what temperature would they like the food to be served on.

Table 2.6 Product Preferences Questions

Questions	Choice of Answers	Results in Percentage
From the filling below, what variant did you feel interested to try?	Cheese Burger	71%
	Creamy Spinach	58,1%
	Chicken Gulai	41,9%
	Cakalang Balado	25,8%
	Ayam Kecap	22,6%
Are you interested to try Calzone with traditional filling such as Balado and Gulai?	Very Interested	35,5%
	Quite Interested	51,6%
	Disinterested	12,9%
	Very Disinterested	-
What is the most suitable price for the fillings that	Rp10.000,00 - Rp15.000,00	9,7%

have been mentioned before?	Rp15.001,00 - Rp20.000,00	41,9%
	Rp20.001,00 - Rp25.000,00	45,2%
	Rp25.001,00 - Rp30.000,00	3,2%
	More than Rp30.001,00	-
If this product meets your expectations, how often will you buy it?	Everyday	-
	Every week	25,8%
	Once every 2 week	45,2%
	Once every month	16,1%
	Only during special occasions	12,9%
At what temperature would you like this food to be served?	Hot	41,9%
	Warm	45,2%
	Normal (Not hot, warm, or cold)	6,5%
	Can be reheated	6,5%

Based on the result above, the most favourite variant that makes the respondents interested to try is the Cheese Burger variant with the result at 71%. The respondents are not too interested in trying the Cakalang Balado (25,8%) and Ayam Kecap (22,6%) fillings since it might be a weird combination for the respondents. The respondents are also Quite Interested to try the traditional fillings with a result of 51,6%. Based on the fillings that have been mentioned before, the respondents mostly agree that Rp20.001,00 - Rp25.000,00 (45,2%) is the most suitable

price for STUFFED products. If the product meets the respondents' expectations, the respondents are willing to buy this product mostly once every 2 weeks (45,2%), and the respondents prefer this product to be served Warm (45,2%). Based on the results above, Cheese Burger fillings might be the most famous variants sold at STUFFED. Even though the Cakalang Balado and Ayam Kecap fillings are the least interesting variants based on the respondents' answers, they are still quite interested to try it. The respondents think that Rp20.001,00 - Rp25.000,00 is the most suitable for the product. The respondents will buy the product mostly once every 2 weeks, and they prefer the product to be served warm.

2.1.3. Conclusion

Based on the interview and survey that have been done by the owner of STUFFED, few things can be concluded :

1. Choosing the right location when starting a new business is really important to attract customers.
2. Make a reasonable price with a high-quality product so it will gain more popularity.
3. Cheese Burger is the most potential variant to be the best-selling product.
4. Ensure the quality of the product to increase customer satisfaction.
5. Starting by opening a bazaar or searching for a food market area to sell the product while building the brand.
6. Actively promoting the product using social media to the relatives, classmates, and everyone unfamiliar with Calzone or Pizza Tutup.

2.2 Competitor Analysis

When starting a business, it is a common thing that there might be other business who have been established first that might sell similar products to ours. It can be said that our business was the one that looked similar to theirs. The other

businesses that sell similar or substitute to ours are called direct and indirect competitors. Direct competitors are those who sell similar products to our product. Meanwhile, the indirect competitors are those who sell different types of products compared to ours, but have similar pricing. For example, STUFFED direct competitors will be Pizza Hut, Domino's Pizza, Pizza Marzano, Henks Pizza, Pizza Ranjang, and many other businesses that sell pizza. The indirect competitors of STUFFED will be any kind of food that has a price range between Rp15.000,00 up to Rp30.000,00, since STUFFED will have a price around that range. More details about direct and indirect competitors will be explained below.

2.2.1 Direct Competitor

STUFFED is a brand that focuses on selling products, which are snacks that use Calzone dough as a base with 5 variants of fillings. Although it seems the first one to use this concept in Indonesia, STUFFED does have some direct competitors that sell almost similar products. The direct competitors that STUFFED have are Pizza Hut, Domino's Pizza, and Pizza Ranjang. Those 3 direct competitors have their own characteristics in selling their products. Pizza Hut focuses on making a high quality Pizza by giving a thicker and more generous cheese and fillings with many choices of crust for the Pizza itself, such as cheesy bites and sausage crust. Their Pizza might be more pricey compared to Domino's Pizza, but they always ensure in giving the best of their product to the customers. Meanwhile, Domino's Pizza focuses on selling a more affordable option of pizza compared to Pizza Hut. Domino's gives a cheaper option of pizza by giving a thinner and crunchier dough. Besides the dough comparison, Domino's excels in its service. They try to offer a perfect delivery option by guaranteeing their customers that their pizza will arrive in under 30 minutes, which is valid in certain countries. The last competitor is Pizza Ranjang by Bangor Group, where they offer the most affordable prices compared to other famous Pizza brands. What makes them excel as a middle-class brand is mainly because they sell a not so small size of Pizza at an affordable price with generous fillings and various variants. The reason why those 3 pizza brands are categorised as the direct competitors of STUFFED is that they have pizza as their

main product. Even though the shape of Calzone is different from the usual Pizza and did not have a name that is similar or even meaning as Pizza, it is still considered as Pizza in its origin, which is in Naples, Italia and the uniqueness creates an innovation to Pizza. The other reason why the brand is considered a direct competitor of STUFFED is that they have a branch near the area where STUFFED will be sold, which is at Pasar Modern Paramount. Even though the location is not exact at Pasar Modern Paramount, the area of the branch is still in Gading Serpong. For more info about the direct competitors, below is the complete information and analysis about the 3 direct competitors.

Table 2.7 Direct Competitor Analysis

Factors	Brand A : Pizza Hut	Brand B : Domino's Pizza	Brand C : Pizza Ranjang
Location	It has many branches in Indonesia but the one in Gading Serpong was located at Bez Plaza and Summarecon Mall Serpong.	It has many branches in Indonesia but the one in Gading Serpong was located at the Eat & Chat area across Ibis Hotel Gading Serpong.	It Has a total of 6 branches and the one in Gading Serpong was located in Ruko South Goldfinch.
Main Product	Mainly sells pizza with various choices of fillings and crust.	Focus on selling pizza based on the thickness of the dough such as thin crust and hand tossed crust.	Selling longer pizza with affordable prices and premium fillings.
Price range	Start from Rp80.000,00 up to Rp229.000,00 per person.	Start from Rp43.273,00 - Rp80.909,00 per person.	Start from Rp18.000,00 - Rp35.000,00 per person.
Target Customer	Family with children that want to have family time while having dinner.	College or school students who are craving for pizza.	People who want to eat pizza but only want to eat a slice or 2 slices.
Service	High-quality services with helpful staff and offer dine-in with modern	High quality services with dine-in, takeaway, and also delivery	high-quality services with dine-in options for those who want to eat at their

	style, takeaway, and delivery services.	service for those who buy their product.	restaurant area and also takeout services for those who want to eat their product in other places.
Distribution Channel	Having a physical store in many places such as at the Mall, stand-alone shops, bazaar at university, and also sell their product in online e-commerce such as Gofood and Grabfood.	Having a physical store in many places such as at the Mall, stand-alone shops, and also sell their product in online e-commerce such as Gofood and Grabfood.	Having a physical store in many places such as at the Mall, stand-alone shops, and also sell their product in online e-commerce such as Gofood and Grabfood.
Marketing	Actively using their social media to promote their product, often promote products using influencers and offer some promos at their social media.	Post daily about their product, make special offers and promotions in their social media.	Actively use their social media to promote their product by using their staff to make promotional content.

Based on the data retrieved above, it can be concluded that those 3 brands mostly focus on selling a “normal type” pizza, where the toppings go on top of a pizza dough. Most of them also have many branches since the business started a long time ago, and mostly have at least 1 branch in 1 area. To increase their sales, they rely on social media to promote their product and also sell their products at online e-commerce sites like GoFood and GrabFood to make it easier. Therefore, it is classified as an innovation for STUFFED to sell “calzone-type” pizza with an anti-mainstream choice of fillings.

2.2.2 Indirect Competitor

Besides the direct competitors that have been mentioned before, there are still other businesses that are classified as indirect competitors of STUFFED. Indirect

competitors are those who sell products that can be a substitute when customers do not want to buy or consume STUFFED products. The 3 indirect competitors of STUFFED are Kebab Bang Aji, Burger Bangor, and Hisana Fried Chicken. The reason why those brands are classified as indirect competitors is mainly because of the similarity in pricing and how fulfilling it is. It is called an indirect competitor because when they did not want to buy STUFFED, they could buy a product from those 3 other brands at a similar price to STUFFED. Another reason why it is classified as an indirect competitor is because they have a branch in Gading Serpong, which is in the same area as STUFFED. For more information about the indirect competitors, below is the complete information and analysis that is summarised in the table below.

Table 2.8 Indirect Competitor Analysis

Factors	Brand A : Kebab Bang Aji	Brand B : Burger Bangor	Brand C : Hisana Fried Chicken
Location	Many branches since it is a franchised business.	Many branches with some of them are franchised.	Many branches since it is a franchised business.
Main Product	Kebab with beef and coleslaw.	Burger.	Crispy fried chicken.
Price Range	start from Rp10.000,00 - Rp19.000,00 per person.	start from Rp12.500,00 - Rp44.000,00 per person.	start from Rp5.000,00 - Rp53.000,00 per person.
Target Customer	Targeting people who want to eat simple but fulfilling food at an affordable price.	Targeting people who want to eat burgers but with more affordable prices compared to bigger brands such as Burger King, McDonalds, etc.	Targeting people who want to eat crispy chicken but want a more affordable price compared to McDonalds and KFC.
Service	Served by the owner or staff directly for every purchase.	Served by the staff directly when there is a purchase.	Served by the staff directly when there is order.
Distribution Channel	Selling their product in a physical stall near or in front of another	Selling their product in a physical stall that shares with another	Selling their product in a physical stall in many places, sometimes

	shophouse, not available for dine in and available for takeaway and via online food delivery.	shophouse, sometimes available for dine-in (depending on the location), available for takeaway.	available for dine in but depending on the store location, available product in an online food delivery app.
Marketing	Actively use their social media to promote their product and sometimes make a partnership with Indonesian celebrities and influencers.	Actively use social media to promote the product and share promotional offers.	Actively promoting their products on their social media and sharing promotional offers.

Based on the data above, it can be concluded that they have very budget-friendly prices, with some of them also fulfilling. They focus on giving the most affordable prices to their customers while competing with other brands that sell various types of products. Most of them are franchised businesses with many branches and can be found in many places.

2.2.3 SWOT Analysis

As a new starting brand, STUFFED have several pros and cons regarding the start of the business itself. Every new brand might have its own difficulties that it needs to face while starting its business. Even though the familiarity and the product knowledge of STUFFED are still low, that does not obstruct STUFFED from growing and selling its product. Therefore, well-planned planning, measuring, and marketing are needed to help STUFFED grow. To achieve that goal, the owner has researched STUFFED and other competitors' products to gain more knowledge and understanding of how to close the gap and become a great product that is the top choice among customers.

Table 2.9 SWOT Analysis

Strength	Weakness
1. Low prices that offer high quality products. 2. Lots amount of fillings.	1. New brand so people may not be familiar with the product.

<ol style="list-style-type: none"> 3. Small size makes it easy to be consumed. 4. Using all locally sourced ingredients so it will be easy and cheap to get. 	<ol style="list-style-type: none"> 2. Not filling up compared to the food that was categorized as main course since the weight of STUFFED is around 110gr each. 3. Lack of capital.
Opportunity	Threat
<ol style="list-style-type: none"> 1. Can be sold to students and lecturers at UMN and people who live at Gading Serpong and nearby since the owner of STUFFED lives there. 2. Could be sold at many places that have a bazaar event to promote the product and make people familiar with STUFFED. 3. The high interest in trying unique products. 	<ol style="list-style-type: none"> 1. The product may not sell well since it is a new brand and there are less people that are familiar with Calzone or Pizza Tutup. 2. The product may not last long if kept for a long term since the product did not use any preservatives. 3. Similarity of the products compared to direct and indirect competitors.

Based on the table above, it can be seen that there are some weaknesses and threats listed on the table. Although some weaknesses and threats might occur during the time when the business starts, the owner of STUFFED is really confident that those weaknesses and threats can be solved and can be overcome by the strengths and the opportunities that may also appear during the start of the business. The owner of STUFFED believed that there was nothing that could not be passed. Everything can be passed as long as we work hard, try our best, and never give up.

2.3 Sales Goal

Every business does have their own target of profits and its hope about how its brand will become famous and earn many profits in return. It is true that the first year of a new start for a business is the hardest part since everything needs to be adjusted based on situations and conditions in real life. The owner of STUFFED itself does believe that one day, every energy and effort that has been expended will bring up good results in return. That is why, the owner of STUFFED will not set up a too high target for every day sales goals and let the every day sales of STUFFED be a trial year so that later on based on the total revenue per year obtained in the

future for the first year can be a benchmark to do an repair evaluation and evolution to become a better brand and serve better products. Based on the total revenue of the first year, the owner of STUFFED will fix every single aspect that is still not enough so in the future, it will make the customers even more satisfied with STUFFED. By adapting to the opinions and input, the owner believes that STUFFED will gain more and more customers in the upcoming years. For further information and plans related to STUFFED sales goals, will be presented in the table below.

Table 2.10 Sales Goal

No.	Product	COGS (Daily)	Selling Price	Gross Margin	Gross Margin %	Sales Goal (Daily)	Total Gross Revenue (Daily)	Total COGS (Daily)
1.	Calzone Cheese Burger	Rp7.033,07	Rp22.000,00	Rp14.966,93	68%	20	Rp440.000,00	Rp140.661,40
2.	Calzone Creamy Spinach	Rp3.033,32	Rp15.000,00	Rp11.966,68	80%	20	Rp300.000,00	Rp60.666,40
3.	Calzone Ayam Kecap	Rp4.577,36	Rp18.000,00	Rp13.422,64	75%	20	Rp360.000,00	Rp91.547,20
4.	Calzone Chicken Gulai	Rp4.747,37	Rp18.000,00	Rp13.252,63	74%	20	Rp360.000,00	Rp94.947,40
5.	Calzone Cakalang Balado	Rp3.552,62	Rp16.000,00	Rp12.447,38	78%	20	Rp320.000,00	Rp71.052,40
Total						100	Rp1.780.000,00	Rp458.874,80

Based on the table above, the owner of STUFFED feel optimist on reaching and forecasting the target, even in the first year of the business. The owner of STUFFED is focused on selling a total of 20 pieces of each variant every day for 6 days per week (total active days of selling), with a total of 100 pieces sold per day. The owner of STUFFED is also targeting a total minimum of gross revenue of Rp1.780.000,00 daily with a net income of Rp1.321.125,20. The purpose of these sales goals is to have a minimum standard that needs to be achieved so that, in the end, there will be a profit in return.

2.4 Marketing Strategy

Before starting on a new business, a marketing strategy is needed to plan how the brand will attract its customers, make the products acknowledged by the potential customers, how to make the products become interesting for the potential customers, and many more. Proper planning and strategy can lead to the success of the brand, while poor strategy can lead to the downfall of the business itself. Therefore, everything must be listed and analysed thoroughly for every single aspect. The marketing strategy of STUFFED will be divided into 4 categories : product, place, promotion, and pricing. For further details and what to expect in the categories themselves will be explained in a more detailed way below.

2.4.1 Product

STUFFED is a whole new concept of combining a Calzone dough as a base with various types of fillings. Indeed, people might not be familiar with the product itself, which is why STUFFED came to give a whole new experience to all of the customers in trying unique and tasty food at one time. The production of STUFFED will be monitored and checked directly by the owner itself, so the quality and freshness of the product will not be doubted anymore. STUFFED also have a strong dedication in being “royal” to their customers by giving a lot amount of fillings in every piece of the product. STUFFED will ensure that every bite that the customers eat has a filling in it, so every time they bite, they will always feel the taste and sensations of eating a premium filling with their Calzone Dough. STUFFED will also ensure the simplest and easiest way to carry the product for the customers. Because customer comfort is STUFFED top priority.



Figure 2.1 STUFFED Packaging Design

2.4.2 Place

Since STUFFED is a whole new business, the owner will try to focus on selling STUFFED at a small stall at Pasar Modern Paramount, more precisely in front of the Tianlala store that is located in Jl. Boulevard Raya Gading Serpong in the future. In the meantime, while starting the business, the owner of STUFFED planned on selling the product at a school or university bazaar that is located in Gading Serpong, especially at UMN and nearby, for an introduction before going to a larger scale. The owner of STUFFED will also try to sell to her classmates, relatives, mutuals, etc. The purpose of selling the product in a bazaar at school or university is that the owner of STUFFED thinks that this product is really suitable for the young generation who love to try unique food with good taste but sell at a super reasonable price, and can be a way to analyse whether the customers like the product or not. To buy STUFFED, the customers just need to visit the STUFFED booth whenever there is a bazaar and when everything is settled, the customers can visit the kiosk in front of Tianlala at Pasar Modern Paramount. A small kiosk will be placed in front of the Tianlala store while still ensuring that it does not block the way.



Figure 2.2 STUFFED Kiosk Design

The information about the bazaar schedule and plan about where STUFFED will attend will always be updated on STUFFED's social media so that they can keep updated if they follow STUFFED on social media accounts. STUFFED will

also try to widen the business by opening up to those who are having a party and need snacks, etc. STUFFED will be available to be booked for special occasions such as birthday parties, family gatherings, and many more. The owner also planned on selling STUFFED at some online food delivery applications, such as GoFood, GrabFood, ShopeeFood, and many more, since those applications did not require a physical store to start, and the owner of STUFFED can sell the product from her home since it is a homemade product. Along with time, as per what have been mentioned before, the owner of STUFFED also planned to have a physical store or stall when the brand became bigger and wider.

2.4.3 Promotion

Nowadays, there are a lot of techniques in promoting business, such as using social media, mouth by mouth, hiring social media influencers, and many more. For STUFFED itself, the owner planned on actively using social media for promotion. Before STUFFED started to sell the product, the owner planned on raising the brand awareness by creating some Instagram Stories related to the background history of the brand and product. The owner will do a storytelling related to the brand with an eye-catching design and concept to attract more people to read the story. The owner planned on being active to interact with the customers who have followed the social media of STUFFED to get closer to the customers.

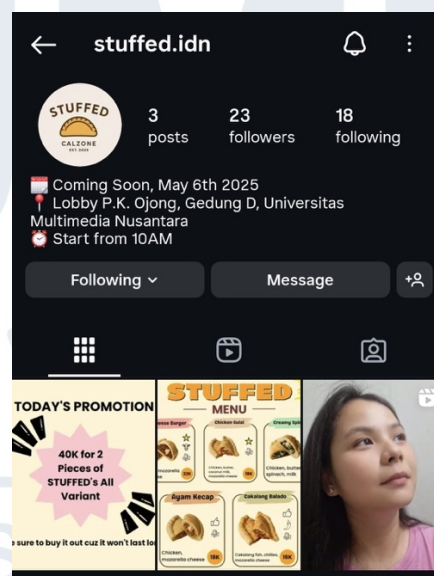


Figure 2.3 STUFFED Official Instagram Account

The owner also planned on actively promoting STUFFED on her own social media to gain more fame from her mutuals and relatives, since many of her mutuals and relatives might not follow STUFFED's social media. By interacting with the customers via social media, it can also help STUFFED to gain more information about the customer's perspective regarding the product. The information can be used to develop and to fix what needs to be fixed so it can be a better product in the future. The owner also planned on using social media ads to gain more popularity to those who did not follow STUFFED social media, since advertisements will be posted to those who have similar interests to what is being promoted, in this case, food, snacks or unique products.

For the offline promotion, STUFFED will offer a lower price to those who buy STUFFED in a bundle. The bundle system is available for STUFFED premium variants and STUFFED normal variants. Besides the bundling promotion, STUFFED will also use a standing banner to make the product visible to customers.



Figure 2.4 Bundling Promotion Flyer Design

More information regarding STUFFED promotions, advertising tools, and budget will be presented in the table below.

Table 2.11 Advertising Tools and Budget

Advertising Tools	Yearly Budget
Print Advertising (standing banner)	Rp 500.000,00
In-store promotions (discount by using bundling system)	Rp 1.000.000,00
Social Media ads (Instagram)	Rp 2.000.000,00
Total	Rp 3.500.000,00

Those are the expected expenses for STUFFED to attract potential customers. Print advertising for banners will be done once a year, or when there is a special occasion when the brand needs a new standing banner, such as the release of a new product variant or ongoing promotions. Social media advertisements will be posted daily or once every 2 days with a yearly budget of Rp2.000.000,00. The cost of a single advertisement itself will depend on how many clicks the audience did since the advertising system uses clicks as its type of promotion. The more often the viewers click the link, the balance will be automatically reduced. For the in-store promotions, the owner of STUFFED decided to have a discount by using a bundling system.

For the bundling promotions, it will be held during special occasions, such as Valentine's Day, Eid Al Fitr, or even Christmas Day. The bundling promotion will be divided into 4 to 5 special occasions, and with a limit of only the first 20 to 25 buyers on each event. The system of bundling promotions will be set between the combination of 1 premium and 1 normal variant. The example of the premium variants will be the Cheese Burger and Creamy Spinach while the normal variants will be the Chicken Gulai, Cakalang Balado, and Ayam Kecap. The total discount that will be given will be around Rp10.000,00 up to Rp12.500,00 for each person per transaction.

2.4.4 Pricing

Based on the results of the questionnaire that has been spread to 31 respondents, most of the income of the respondents is less than Rp2.000.000,00

per month. Considering that the income is classified as quite low, the owner of STUFFED will follow the results from the questionnaire regarding the best price that suits STUFFED products. STUFFED products will be sold with the price around Rp15.000,00 up to Rp25.000,00 depending on the variations. The reason for choosing the price itself is mainly because STUFFED is a homemade product that did not cost much to produce. STUFFED also uses ingredients that are basic and can be easily obtained while still prioritising the quality of the ingredients. STUFFED will also use a bundling system between the premium variants and the normal variants to give lower prices if sold in a range price between Rp25.000,00 - Rp30.000,00. The premium variants include the Cheese Burger and Creamy Spinach, while the normal variants are Cakalang Balado, Ayam Kecap and Chicken Gulai.

