

CHAPTER II

MARKETING PLAN

2.1 Market Size

Market size is the measurement of the total potential demand, sales or revenue within a particular industry or market segment, and it serves as a fundamental indicator of business opportunity. It provides an estimate of how many customers exist, how much they are willing to spend, and the overall value that can be captured by companies operating in that space. According to Martin Taggart (2025) by understanding market size, businesses can evaluate whether entering or expanding in a market is financially viable and strategically worthwhile. In practice, market size analysis often begins with defining the scope of the market whether it is broad and global or narrow and local.

In highly competitive culinary market, establishing a clear point of differentiation is crucial for long-term viability. Stewyy achieves this through a fusion food approach, blending traditional Western cooking techniques with familiar local palates via yoshoku style. According to Khairunnisa and Rahmawati (2021), product innovation through fusion concepts serves as an effective differentiation strategy that offers both added value and a unique dining experience for consumers. By presenting Cream Stew with a distinct profile compared to conventional soups, Stewyy positions itself as a modern and innovate culinary alternative in the Gading Serpong area.

2.1.1. Qualitative

The purpose of conducting a quantitative interview is to clearly measure market tendencies revealed in the discussions, such as the interest of students and young professionals in small cafes offering creamy comfort food and their expectations for affordable pricing. By turning these insights into quantitative data, the findings can be tested and compared, providing an objective picture of the market that serves as a solid foundation for Stewyy business strategy to meet the needs of customer segments not fully reached by larger restaurants.

1. Interview Result from Manager of De Boni Cucina Italiana (Ms. Diana)

When asked how Ms. Diana sees the market potential for menu items like Cream Stew in the Gading Serpong area, she explained that comfort food with a creamy and warm profile is considered promising, as customers often seek such dishes during cooler weather. In response to whether consumer interest in restaurants with a simple yet casual concept differs from larger establishments like De Boni, she noted that smaller, casual dining spots are increasingly favoured by younger customers such as students and young professionals who look for affordable, quick, yet high-quality food experiences. On the question of whether there are customer segments that De Boni has not yet reached, she acknowledged that the restaurant more formal setting may not fully cater to this demographic, leaving a gap in the market that smaller cafés could fill. Regarding consumer interest in main courses such as pasta or pizza compared to soups or creamy dishes, she emphasized that pasta and pizza remain dominant choices, though creamy dishes and soups continue to hold steady demand, often as appetizers or lighter meals. Finally, from a business perspective on opportunities for small restaurants like Stewy that focus on comfort food at more affordable prices, she expressed confidence that with effective branding, a strategic location, and consistent quality, such a concept has strong potential to succeed in the competitive Gading Serpong market.

2. Interview Result from Staff of De Boni Cucina Italiana (Ms. Naya)

When asked whether customers at De Boni often seek light, creamy dishes like Zuppa Soup or Cream Stew, a staff member noted that many do occasionally look for quick-to-serve meals with a comforting profile, such as soups or Cream Stew-like options. In response to whether customers prefer a relaxed, quick meal or a longer dine-in experience, it was observed that a significant number especially younger visitors like students and young professionals gravitate toward casual, relaxed settings where meals can be enjoyed quickly rather than in a formal atmosphere. On the question of whether customers inquire about dishes beyond the menu, the staff confirmed that there are regular instances where guests express

interest in alternatives, particularly creamy soups or lighter dishes not prominently featured. Regarding customer groups most drawn to simple, cozy meals, young couples, students, and office workers were highlighted as segments that consistently favor filling yet easy to consume options. Finally, when asked if customers would be attracted to a mini café concept like Stewyy serving Cream Stew, the staff expressed confidence that such a smaller scale, affordable Italian comfort food concept would likely be well-received by these market segments.

3. Interview Result from Customer for Potential Customer (Ms. Putri student of MNP)

When asked whether they enjoy creamy or soupy foods like Cream Stew and how often they consume them, a potential customer expressed clear interest, noting that such dishes are especially appealing during colder days or when craving comfort food, typically enjoyed a few times per month. In considering what factors matter most when choosing a restaurant or café, they emphasized affordability, taste, atmosphere, cleanliness, and overall comfort, with a preference for cozy and aesthetically pleasing settings suitable for casual meet-ups or solo dining. On the question of whether they would be interested in trying a new café called Stewyy that offers a variety of Cream Stews, they showed strong curiosity and willingness, particularly if the menu is unique and served in an inviting environment. Regarding price expectations, they suggested that a reasonable range for Cream Stew would be between Rp 30.000 and Rp 55.000, depending on portion size and ingredients. Finally, when asked what they would like to see in a café serving comfort food, they highlighted the importance of a diverse and creative menu, visually appealing presentation, friendly service, and an ambiance that is both cozy and “Instagram-able,” with convenience and quick service as additional factors that could encourage frequent visits.

2.1.2. Quantitative

To gain deeper insight into the market, the writer distributed a larger scale questionnaire. A total of 36 respondents participated. The aim of this quantitative survey was to collect data on the demographics, preferences, and opinions of the

target markets. Through this questionnaire, it is hoped to better understand the target market's preferences regarding Stewyy business.

a. Demographic

These demographic questions help the writer understand their target market better by identifying age groups, gender distribution, employment status, income levels, and family status. Within this framework, the primary audience consists of university students and young professionals who juggle fast-paced routines with growing attention to nutritional value. According to Sayekti et al (2021) reinforces this focus, showing that students favor practical, ready-to-eat options when time efficiency is crucial, while internal survey data highlights strong interest in warm, convenient dishes perfectly aligned with Stewyy offerings.

Table 2. 1 Demographic Survey

Attribute	Components	Percentage
Gender	Male	44.4%
	Female	55.6%
Age	18 – 24	86.1%
	25 – 34	5.6%
	More than 34	8.3%
Occupation	Full time employees	2.8%
	Part time employees	5.6%
	Entrepreneurs	5.6%
	Student	86.1%
Monthly Expense	Less than Rp 1.000.000	25%
	Rp 1.000.000 – Rp 2.000.000	25%
	Rp 2.000.000 – Rp 3.000.000	16.7%
	More than Rp 3.000.000	33.3%
Family Status	Single	94.4%
	Married without children	-
	Married with children	5.6%

Based on the provided demographic table, it is evident that a significant portion of respondents are interested in the products and concept offered by Stewyy. With 86.1% of the respondents in the 18-24 age group and 86.1% being students, it shows that younger individuals and students are particularly attracted to Stewyy offerings. Additionally, the high percentage of female respondents (55.6%) indicates a strong appeal among women. The varied monthly expenses of the respondents suggest that

Stewyy pricing strategy is well-received across different income levels. The fact that 94.4% of respondents are single further emphasizes the attraction of Stewyy concept, providing a unique and engaging experience for individuals in this demographic. Overall, the demographic data highlights the broad appeal and interest in Stewyy products and concept.

b. Geographic

These geographic questions are designed to understand the location preferences and habits of the respondents. By asking where they currently live, the survey identifies the primary catchment areas and potential customer base. Questions about the distance they are willing to travel to visit a restaurant help determine the geographical reach and convenience factors important to customers. Understanding the frequency of dining out and traveling outside their area for meals provides insights into their dining habits and the potential demand for Stewyy offerings in various locations. This information is crucial for tailoring marketing strategies, delivery options, and location-specific promotions to better serve the customers' needs.

Table 2. 2 Geographic Survey

Attribute	Components	Percentage
Current place of residence	Gading Serpong	77.8%
	Medang	2.8%
	BSD	19.4%
Willingness to travel distance to visit a restaurant	Less than 5km	36.1%
	5km – 10km	50%
	More than 10km	13.9%

Based on the provided data, the majority of respondents (77.8%) reside in Gading Serpong, with smaller percentages in BSD (19.4%), and Medang (2.8%). Regarding their willingness to travel to visit a restaurant, 36.1% are willing to travel less than 5 km, 50% are comfortable with 5-10 km, and 13.9% with more than 10 km. This data indicates strong regional interest and varying levels of travel willingness for dining experiences, highlighting the importance of convenient location and accessibility for Stewyy customers.

c. Psychographic

These psychographic questions aim to gather insights into respondents' dining habits, preferences, and attitudes, which are crucial for understanding their behavior and needs. By asking how often respondents eat out, the survey identifies their dining frequency. Questions about important factors when choosing a restaurant (e.g., taste, price, atmosphere, service quality) help determine what influences their decisions. This information is vital for businesses to tailor their offerings and marketing strategies to better meet the needs and preferences of their target audience.

Table 2. 3 Psychographic Survey

Attribute	Components	Percentage
Frequency of how often respondents consume cream soup	twice a week	2.8%
	Once a week	8.3%
	Once a month	38.9%
	Once every 6 month	50%
Respondents know about new places to eat	Social Media	80.6%
	Recommendation	11.1%
	Online Review	2.8%
	Passing by	5.6%
Respondents budget for eating at a cafe	Event or Promotion	-
	Less than Rp 50.000	11.1%
	Rp 50.000 – Rp 74.000	52.8%
	Rp 75.000 – Rp 95.000	11.1%
	More than Rp 95.000	25%

The consumption habits of cream soup were observed, with the majority consuming it only once every six months. It was noted that others consumed it once a month, once a week, or, in rare cases, twice a week. New dining places were found primarily through social media, as reported by most respondents, while recommendations, online reviews, and physical proximity were occasionally mentioned as sources. The respondents' budget for dining in cafes was identified,

with most allocating Rp 50.000 to Rp 74.000, while smaller groups allocated budgets either above Rp 95.000 or below Rp 50.000.

4. Behavioral Segmentation

These consumer behavior questions aim to gather insights into how respondents discover new restaurants, their dining preferences, budget, and motivations. Understanding how respondents find out about new dining places helps businesses identify effective marketing channels. Asking about preferred cuisine types helps determine popular food preferences. Budget questions provide insights into the acceptable price range for meals. Assessing the likelihood of ordering delivery or takeout versus dining in helps businesses understand dining habits and preferences. The main reasons for dining out reveal motivations, such as convenience, socializing, special occasions, trying new foods, or not cooking at home. Lastly, the frequency of using loyalty programs or special promotions helps gauge customer engagement with marketing initiatives. This information is essential for tailoring marketing strategies, and promotional activities to better meet the needs and preferences of the target market.

Table 2. 4 Behavioral Segmentation Survey

Attribute	Components	Percentage
How respondents interested Cream Stew	Yes	88.9%
	No	11.1%
Respondents ever consume cream soup	Yes	86.1%
	No	13.9%
Location respondents usually buy cream soup or similar dishes	Fast Food	72.2%
	Family Restaurant	13.9%
	Fancy Restaurant	8.3%
	Café	-
	Bazaar	-
Likelihood of order takeout compared to dining in	E-commerce (Go-Food, GrabFood, ShopeeFood)	5.6%
	Frequently	25%
Main reasons for dining at café or restaurant	Never	75%
	Can be a gathering place for friends or family	50%
	Can try new types of food	8.3%
	I don't cook at home very often.	2.8%

	Looking for a new and comfortable atmosphere	38.9%
Frequency of using cafe loyalty programs or special promotions	Frequently	58.3%
	Never	41.7%
Type of promotion respondent like the most	Discount	69.4%
	Bundling	13.9%
	Cupon	5.6%
	Member Points that can be exchanged with food/drink	11.1%

The interest and consumption habits of respondents regarding cream stew were analyzed, showing that 13.9% of respondents had never consumed it. Fast food establishments were identified as the primary source of purchase, while family restaurants, fancy restaurants, and e-commerce platforms were reported as less frequent choices. Takeout was noted as an occasional preference, with dining in being more common. Social gatherings and the search for a new atmosphere were recognized as the main reasons for dining at cafes or restaurants, while trying new foods and infrequent cooking at home were less commonly cited. Loyalty programs and special promotions were used frequently, with discounts preferred over bundling, coupons, and member points.

2.1.3. Conclusion

The interview and survey results provide valuable insights for creating a marketing strategy based on the 4Ps. For the Product, there is strong interest in creamy comfort dishes like Cream Stew, especially among younger customers, highlighting the potential to design a menu that emphasizes affordable, cozy Italian meals with creative presentation. In terms of Price, most respondents prefer meals priced between Rp 30.000 and Rp 55.000, signaling the importance of aligning the pricing strategy with this range to attract budget-conscious students and professionals. For Place, the majority of respondents reside in Gading Serpong and are willing to travel 5–10 km for dining, suggesting that a conveniently located and accessible spot in this area would be ideal. Lastly, for Promotion, the data indicates that social media is the most effective channel for reaching potential customers, with discounts being the preferred promotional method. Engaging social media

content, combined with loyalty programs and interactive campaigns, can further enhance visibility and customer engagement. Together, these insights lay the foundation for a well-rounded marketing strategy that aligns with customer preferences and market trends.

2.2 Competitor Analysis

According to Nick (2024), competitor analysis is the systematic study of existing and potential competitors within a specific industry or market. The purpose of this analysis is to gain insights into how competitors operate, what strategies they use, and how they position themselves in the market. By doing so, businesses can identify opportunities to strengthen their own position, avoid potential threats and develop strategies that highlight their unique value. The process typically begins with identifying competitors, which includes both direct competitors—those offering similar products or services to the same target audience and indirect competitors—those offering alternatives that can still satisfy customer needs. Once identified, each competitor is profiled based on their product, pricing, target market, distribution channels and marketing strategies.

After profiling, businesses conduct a strengths and weaknesses evaluation. Strengths may include brand reputation, advanced technology, or strong customer loyalty, while weaknesses might involve high pricing, limited service flexibility, or poor customer engagement. This evaluation helps companies discover gaps in the market that they can exploit, such as offering more affordable solutions, personalized services, or targeting underserved customer segments. Another key aspect is positioning, which refers to how a business differentiates itself from competitors. Effective positioning ensures that customers perceive the company as offering something unique and valuable compared to others in the market. This could be achieved through innovation, superior customer service, or focusing on niche markets. Ultimately, competitor analysis is not just about knowing who the competitors are, but about understanding the overall competitive landscape. It equips businesses with the knowledge to anticipate market trends, respond to challenges, and build sustainable strategies for growth.

2.2.1 Direct Competitor

Table 2. 5 Direct Competitor

Factors	De Boni Cucina Italiana	Good Life Culinary	Pizzeria Cavalese BSD
Location	Jl Springs Boulevard Ruko, South Jl. Goldfinch Raya No. 27 Blok C, Gading, Kec. Serpong	Ruko Voronez, Jl. Klp.Puan Raya No. 2 blok CA 24, Kelapa Dua	Jl. BSD Raya Utama, ICON 5 Business Park, Tangerang Selatan
Main Product	Authentic Italy Appetizer, main course, Pizza, any kind of beverages and home made dessert	Fusion course, Western and Indonesia	Authentic Italy Pizza, pasta and dessert
Price range	RP 75.000 – RP 670.000	RP 50.000 – RP 75.000	RP 35.000 – RP 320.000
Target Customer	Middle to upper-class customer, people who enjoy authentic Italian cuisine and seeking a formal or semi formal dining	Health-conscious community and lifestyle-focused individuals, interested in balance and nutritious meals, office workers and homemakers	Italian food lovers, such as family and young couple
Service	Full service dine-in	Casual dining, friendly staff, knowledgeable about food ingredients and benefits	Casual pizzeria concept, table service in a coz, laid-back setting, and Instagram-able atmosphere, great for social hangouts
Distribution Channel	On-site dining, takeaway, Online delivery (GoFood)	Dine-in, takeaway and Online Delivery (Go Food, GrabFood)	Dine-in, Online Delivery (GoFood, GrabFood), takeaway
Marketing Strategy	Active on Instagram with a focus on food presentation and	Highly active on social media, promo bundles	Heavy use of Instagram for storytelling and

	venue aesthetics, occasional use of food influencer and relies on word-of-mouth and customer reviews	and seasonal healthy menu campaign	artisanal pizza-making visuals, and collaborations with local food reviewers
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De Boni Cucina Italiana is located in Springs Boulevard, Gading Serpong, and offers a full-service dining experience specializing in authentic Italian appetizers, main courses, pizzas, beverages, and homemade desserts. It caters to a middle to upper-class market that enjoys formal or semi-formal dining. Their price range is significantly higher, from Rp 75.000 to Rp 670.000. The restaurant utilizes on-site dining, takeaway, and GoFood as distribution channels. Marketing efforts are centered on Instagram, showcasing food presentation and interior aesthetics, with occasional collaborations with food influencers and word-of-mouth strategies.

Good Life Culinary, situated in Kelapa Dua, adopts a casual dining approach with a focus on healthy fusion cuisine combining Western and Indonesian flavors. Their target market includes health-conscious individuals, office workers, and homemakers. With an affordable price range of Rp 50.000 to Rp 75.000, this establishment promotes itself actively on social media through promo bundles and seasonal healthy campaigns, and operates via dine-in, takeaway, and online delivery (GoFood, GrabFood).

Pizzeria Cavalese BSD, located in BSD City, focuses on authentic Italian pizzas, pastas, and desserts in a cozy, casual setting. It appeals mainly to families and young couples seeking a relaxed and visually appealing environment. Prices range from Rp 35.000 to Rp 320.000. Their marketing relies heavily on Instagram storytelling, featuring artisanal pizza-making processes and collaborations with local food reviewers. They offer dine-in, takeaway, and online delivery via GoFood and GrabFood. This analysis helps Stewyy position itself by offering affordable, comfort-style Cream

Stew meals in a casual yet cozy café setting, catering to a broader market without direct competition on the same core product.

2.2.2 Indirect Competitor

Table 2. 6 Indirect Competitor

Factors	Eternal Coffee	Ejji Coffee Corner	No 27 Coffee & Bistro
Location	Ruko Maxwell, Medang, Gading Serpong	Ruko Faraday, Medang, Gading Serpong	Ruko Paramount, Curug Sangereng, Gading Serpong
Core Product	Serving main food and beverages	Serving light snack and beverages	Serving main food, light snacks and beverages
Price Range	Rp 25.000 – Rp 50.000	Rp 25.000 – Rp 50.000	Rp 25.000 – Rp 50.000
Target Customer	Students, workers, coffee enthusiasts, casual visitors	Coffee enthusiasts, and warm beverage lovers, attract students, workers, and local residents with Japanese style	Coffee enthusiast and warm beverage lovers, attract students, workers and local residents like a family
Service	Free Wi-Fi, comfortable location, diverse menu, open 24 hours with both	Variety of high-quality coffee, also offers light snacks such as toast, karaage and	Provides a variety of high quality coffee, variety of menu main food, light

	indoor and outdoor areas and friendly service	fries. Additionally, the custom drink service	snack, another beverages like tea & soda, free Wi-Fi
Distribution	Offline store, at Ruko Maxwell, Gading Serpong	Offline store, at Ruko Faraday. And also have online ordering at GoFood, Grabfood and ShopeeFood	Offline store at Ruko Paramount, and also have online ordering at GoFood
Marketing	Social media promotion, and collaboration with local influencer	Social Media and online ordering platforms like GoFood. The café frequently runs promotions and discounts to draw in more visitors	Social Media like an Instagram, the café frequently runs promotions and discount like a Food Happy Hour and Beverage Happy Hour

According to the Google, Stewyy also faces competition from several indirect competitors that primarily operate as coffee shops or casual dining cafés. These establishments, while not offering cream stew, still compete for the same customer base through ambiance, pricing, and casual dining experiences. Eternal Coffee, located in Ruko Maxwell, Medang, Gading Serpong, offers a diverse menu of food and beverages in a spacious setting with both indoor and outdoor seating. Open 24 hours, it caters to students, office workers, casual visitors, and coffee enthusiasts, offering free Wi-Fi and friendly service. With prices ranging from Rp 25.000 to Rp

50.000, Eternal Coffee maintains a strong local presence through offline dining and promotions via social media and collaborations with influencers.

Ejji Coffee Corner, situated at Ruko Faraday, Medang, is a Japanese-style café that serves high-quality coffee and light snacks such as toast, karaage, and fries. Its warm and cozy ambiance appeals to students, local residents, and workers seeking casual hangouts. In addition to in-store service, it leverages online delivery platforms like GoFood, GrabFood, and ShopeeFood, and regularly promotes custom drink options and online discounts through social media.

No 27 Coffee & Bistro, found in Ruko Paramount, Curug Sangereng, offers a broader menu that includes main courses, snacks, and beverages like tea and soda. It appeals to families, students, and coffee lovers by providing a comfortable environment with free Wi-Fi and a balance of dine-in and online services (via GoFood). The café frequently runs "Food Happy Hour" and "Beverage Happy Hour" promotions through platforms like Instagram to attract more visitors. This analysis highlights the importance for Stewyy to differentiate its product offering, focusing on its unique Cream Stew menu and positioning itself as a casual comfort food café while adopting similar marketing strategies such as social media campaigns, digital ordering, and loyalty programs to stay competitive in the same lifestyle-driven market segment.

2.2.3 SWOT

A distinct market gap has been identified for Stewyy within the competitive food and beverage landscape of Gading Serpong. While several Italian restaurants are currently established in the area, none of them have positioned Cream Stew as a signature or primary menu offering. Existing establishments such as De Boni Cucina Italiana and Pizzeria Cavalese are focused on authentic Italian cuisine, whereas Good Life Culinary has positioned itself within the health-conscious segment. As the result, the concept of a casual, small-scale Italian café that emphasizes warm, creamy

comfort food remain largely untapped. This niche has not been sufficiently addressed, particularly among customers seeking quick, affordable and cozy dining experiences. Furthermore, the demand for unique yet approachable menu items is increasing, especially among students, young professionals, and casual diners. Stewyy is therefore well-positioned to fill this gap by offering a differentiated product experience in a casual and inviting setting.

Table 2. 7 SWOT Analysis

Strength	Weakness
1. Unique selling point, Cream Stew as signature menu. 2. Affordable pricing and cozy café atmosphere, appealing to a wider range of customers. 3. Quick service, suitable for solo dinner or casual meals. 4. Strong product variety within a niche.	1. New brand with no existing market presence or loyal customer base. 2. Limited menu compared to full-scale Italian restaurants. 3. Limited initial budget for marketing and brand awareness. 4. Need to educate market on what Cream Stew is, especially those unfamiliar.
Opportunity	Threat
1. Market gap for creamy comfort food in casual Italian café format. 2. Potential to attract students, young professionals, and families seeking affordable Italian comfort meals. 3. Trend of cozy, compact, aesthetic cafes popular among Gen Z and Millennials. 4. Collaboration with local influencers and food bloggers for low-cost promotion.	1. Strong competition from established Italian restaurants with loyal followings. 2. Market saturation in Gading Serpong area with various F&B brands. 3. Economic fluctuations affecting eating-out behavior and spending. 4. Menu similarity could still lead to price wars or comparisons with larger players.

2.3 Sales Goal

Table 2. 8 Sales Goal

Product	Selling Price	Gross Margin	Gross Margin%	Sales Goal (Daily)	Total Gross Revenue (Daily)	Total COGS (Daily)
Chicken Cream Stew	Rp 50.000	Rp 38.121	76%	35	Rp 1.750.000	Rp 415.767

Shrimp Cream Stew	Rp 55.000	Rp 41.778	76%	35	Rp 1.925.000	Rp 462.766
Luncheon Cream Stew	Rp 45.000	Rp 32.696	73%	35	Rp 1.575.000	Rp 430.626
Tofu Cream Stew	Rp 40.000	Rp 26.174	65%	35	Rp 1.400.000	Rp 483.901
Vegetable Cream Stew	Rp 30.000	Rp 18.578	62%	35	Rp 1.050.000	Rp 399.766
Total				175	Rp 7.700.000	Rp 2.192.826

The sales goal of Stewyy is established as a daily target of 35 portions for each cream stew variant, resulting in a total of 175 portions per day across all five products. This target is directly linked to the projected gross revenue, which amounts to Rp 7.700.000 per day, and is calculated by multiplying the selling price of each product by its respective sales goal. By setting equal targets for each variant, Stewyy ensures balanced production planning and consistent market availability, while also simplifying operational management. This sales goal serves several strategic purposes. First, it provides a clear benchmark for daily revenue expectations, ensuring that the business can cover its total daily cost of goods sold (COGS), which is Rp 2.192.826, and still generate a healthy gross margin. Second, it guides production planning, as the team can prepare raw materials and resources in line with the fixed daily targets. Third, it supports marketing and promotional strategies, since the company can design campaigns aimed at achieving or surpassing the set sales volume. Overall, the sales goal reflects Stewyy ambition to maintain consistent performance across all product lines, secure profitability through structured planning, and create a reliable foundation for future growth. It is not merely a numerical target but a strategic tool that aligns production, financial management, and marketing efforts toward sustainable success.

2.4 Marketing Strategy

A marketing strategy is a comprehensive plan that outlines how a business will reach its target customers, communicate its value, and achieve sustainable growth. It begins with identifying the target market understanding customer demographics, preferences, and purchasing behaviour so that products and services can be tailored to meet their needs. A strong marketing strategy also emphasizes the unique selling proposition (USP), which differentiates the business from competitors, whether through product quality, innovation, competitive pricing, or superior customer service.

The strategy is commonly structured around the marketing mix (4Ps) product, price, place, and promotion. Product refers to the goods or services offered and how they satisfy customer needs; price involves setting competitive yet profitable pricing; place focuses on distribution channels to ensure accessibility; and promotion encompasses communication methods such as advertising, digital campaigns, or events. Beyond these elements, a marketing strategy must include measurable objectives and implementation plans, such as increasing sales within a specific timeframe or expanding brand awareness through targeted campaigns.

Ultimately, a marketing strategy is not only about attracting customers but also about building long-term relationships, strengthening brand positioning, and ensuring that all marketing efforts align with the company's overall goals. It provides a roadmap for decision-making, resource allocation, and performance evaluation, making it a critical component of any business plan.

2.4.1 Product

Stewy is introduced as a cozy, mini-sized Italian café that is uniquely positioned in the market by offering a variety of cream-based stew dishes as its signature product. A selection of options such as Chicken, Luncheon Beef, Shrimp, Tofu and Vegetable Cream Stew is provided to cater to both meat lovers and vegetarian customers. These dishes are carefully prepared with quality ingredients and rich, slow-cooked sauces to deliver a sense of comfort and satisfaction. In addition to the signature stews, a curated menu

of pasta, thin-crust pizza, and dessert is offered to create a balanced dining experience. Beverages such as mocktail, iced coffee and specialty tea are also included to complement the meals. Designed as a fast-casual concept, the café is targeted toward individuals, students, and small group seeking warm meals in a cozy, aesthetic setting. All menu items are intentionally priced within an affordable range of Rp 30.000 to Rp 55.000, making comfort food more accessible to a wider audience.

2.4.2 Place

Beyond mere aesthetics, the use of natural wood and soft lighting at Stewyy is a strategic move to build a welcoming, approachable environment that feels personal rather than clinical. According to research by Listiana et al (2025), such an intimate atmosphere significantly boosts customer well-being, which in turn encourages longer visits and fosters a deeper sense of loyalty to the brand. This inviting interior, characterized by its minimalistic elements and warm tones, serves as the perfect backdrop for Stewyy true market differentiator: the positioning of Cream Stew as a flagship product a specialty that remains a rarity within the Gading Serpong culinary scene. By filling this market gap with a compact yet diverse menu and efficient service, Stewyy maximizes its visibility through a blend of direct on site sales and digital distribution channels. Strategically located in Gading Serpong ruko area, the café offers a seamless dine-in and takeaway experiences, ensuring that every face-to-face interaction strengthens the brand's relationship with its community and solidifies long-term customer loyalty.

To extend the reach to customers preferring online ordering, partnership with major third-party delivery platforms such as GoFood, GrabFood, and ShopeeFood will be established. These platforms are expected to provide access to a broader customer base, particularly among young professionals and students. By employing a hybrid distribution strategy that combines on-site service and digital convenience, Stewyy's accessibility to both walk-in guests and online consumers will be improved. Market penetration will be

increased, repeat purchases will be encouraged, and customer preferences will be adapted to effectively.

2.4.3 Promotion

To effectively establish Stewyy presence within the competitive culinary landscape of Gading Serpong, a well-balanced promotional strategy is planned using a both push and pull techniques. These efforts will be designed to generate initial awareness, attract potential customers, and encourage long-term brand loyalty. A push strategy will be implemented to directly place the product and brand in front of customers. During the café's soft opening phase, promotional deals such as discounted combo meals, and limited-time price offers will be introduced. These deals are expected to increase trial purchases and foot traffic during the brand's early market entry. In addition, physical flyers will be distributed in strategic locations, such as nearby university campuses, offices, and apartment complexes, so that offline awareness can be increased. Partnerships will also be arranged with local communities and events to further promote Stewyy presence in the neighborhood. On-site, visual merchandising will be applied using posters, display menus, and table tent cards to highlight signature dishes and limited-time offers.

Table 2. 9 Advertising Tools and Budget

Advertising Tools	Budget Monthly
Social Media Ads (Instagram)	Rp 250.000
Collab with local Influencers	Rp 2.500.000
In-Store Promotion (Discount using combo meals)	Rp 1.000.000
Content Design (Photo & Video)	Rp 800.000
Total	Rp 4.550.000

To effectively engage a target audience dominated by Generation Z, Stewyy will prioritize Instagram as its central promotional channel. This strategy focuses on high-quality visual content and strategic partnerships with local influencers to cultivate brand credibility. According Nasution (2021), leveraging social media influencers is a highly effective marketing tactic in the culinary industry to drive brand awareness and foster direct engagement with potential customers. Through authentic reviews and

aesthetic product presentations, Stewyy aims to generate organic interest and build a loyal customer base.

To maintain customer relationships and encourage repeat visits, direct digital communication will be utilized. Customers will be invited to join an email list, through which personalized promotions, new menu announcements, and loyalty program updates will be delivered. A digital loyalty program will be introduced where stamps or points will be accumulated with each purchase, and rewards will be automatically issued after reaching certain thresholds. This system is expected to increase customer retention and order frequency. Through the combination of these push and pull tactics, Stewyy will be effectively promoted as a fresh, accessible, and comforting dining experience for a diverse target audience. Awareness will be actively built while long-term engagement will be nurtured using a customer-centric and visually driven approach.

2.4.4 Pricing

Specific price points for Stewyy menu offerings have been established in the range of Rp 30.000 to Rp 55.000, depending on portion size and ingredient selection. These prices have been determined using a cost-plus pricing method, where base ingredient and operational cost were carefully calculated, and where base ingredient and operational costs were carefully calculated and a reasonable markup was added to ensure profitability while maintaining affordability. Consideration has also been given to value-based pricing, as the pricing was adjusted based on the perceived quality, comfort, and uniqueness of Cream Stew dishes within the local market. Compared to similar competitors such as De Boni Cucina Italiana, Good Life Culinary, and Pizzeria Cavalese BSD, Stewyy prices are positioned slightly lower to offer a more accessible alternative for both students and working professionals. This strategy was selected to support a penetration pricing approach, in which a competitive price is introduced during market entry to quickly gain awareness and customer adoption.

In addition, several promotional tactics will be implemented to support sales growth. During the café's soft opening and early launch period, discounted combo packages (e.g., Cream Stew + Drink for Rp 60.000) and limited-time offers such as *Buy 2, Get 1 Free* will be offered. These promotions are expected to increase first-time trial purchases and encourage customers to explore various menu items. Loyalty-based discounts will also be introduced through a stamp system where a free menu item will be granted after a set number of purchases. Pricing bundles and curated menu sets are being designed to not only increase average transaction value but also simplify the decision-making process for first-time visitors.

By implementing a pricing strategy that combines affordability, perceived value, and promotional incentives, Stewyy positioning as a casual yet high-quality mini Italian café is expected to be strengthened. The chosen approach supports the brand's broader goals of attracting a wide customer base while ensuring sustainability and scalability in the long term.

