

CHAPTER II

MARKETING PLAN

2.1 Market Size

To know the market of Rookies, there are several ways that the owner could use. In this case, the owner uses in-depth interview with prospective customers, the manager of a similar business, and the staff of a similar business. The other method that the owner use is online questioners that spread to prospective customers.

The questioners that the owner spread was filled with a total of 106 valid respondents. The owner's purpose was to gather information about prospective customers' demographics, preferences, as well as opinions. Meanwhile, the interview that the owner conducted was to gather information about competitors' market segmentation, challenges and opportunities, as well as their advice and suggestions for rookie cookie business.

2.1.1 Interview Result

To understand customer's preferences and opinions about Rookies, the owner conducts qualitative research to a staff of a similar business competitor and also a prospective customer of Rookies. The owner search and analyzes the interviewee candidates so that the information given by the interviewee will be aligned with the owners' desires. While conducting the interviews, all parties have reached a mutual agreement on voice recording, company interviews, as well as privacy policy.

Table 2.1. Qualitative Questions Structure

Staff	Customer
General Business Information	Customer's Profile
Pricing and Sales	Breakfast Preference and Behavior
Customer Preference and Behavior	Interest in Cookie Cereal
Marketing and Branding	Factors Influencing Purchasing Decisions
Challenges and Opportunity	Shopping Behavior
Opinion and Suggestions	Opinion and Suggestions

Participant 1: Mr. Bayu, staff Goed Bos

Since 2020, GoedBos has been offering different types of cookies and Original Chocolate Chip Cookies are the customers favourite. The target customers, Mr. Bayu says, are children and teenagers craving sweet snacks. GoedBos sets up booths in places like universities, schools, and public areas where these demographics exist. While Mr. Bayu initially thought elderly customers never bought the cookies because of health issues, the interviewer noticed that a handful of middle-aged customers and parents were purchasing the cookies at the booth in Paramount Modern Market for their children.

The rest being a whole range of cookies, from soft cookies to moist gooey cookies, Nutella filled Red Velvet Cookies, S'mores Cookies and many other more. For children, they have something called the Monster Cookie, which is a blue cookie that is stuffed with an original cookie. Other flavors available at the booth are pistachio and peanut butter, as well as the seasonal star, Chocolate Dubai Pistachio Kunafa, which has recently become a hit. The cookies of GoedBos are priced at IDR 22,000 to IDR 33,000, a price that reflects the quality of its

ingredients, like Wijsman Butter, which ensures the cookies are soft and fragrant.

To pull customers, GoedBos offers permanent promotions and discounts (e.g., buy 5, get 1 free and 10% for following their Instagram and putting a story about GoedBos' products). All of these promotions can be applied in the same transaction and represent outstanding value. People love the taste of cookies, but some are skeptical of the higher price point. Mr. Bayu explains that the premium ingredients make it worth it. He added that price and taste are the biggest factors driving students' purchasing decisions, given their budgets. A permanent promotion and high-quality ingredients set GoedBos apart from competitors who may sell at the same price but do not match their quality or offer consistently great deals. However, there are several challenges, including low customer visit rates at times and weather issues, particularly at their outdoor stand. Yet, within that structure, he salves a lot of trends, for example introducing the honorable Chocolate Dubai item.

For those considering a similar business, Mr. Bayu said that operating from a shophouse rather than an outdoor booth can eliminate problems with the weather and make for smoother operation. These simple methods, along with keeping pace with trends in the cookie business, could serve a business well for successful growth in the cookie business.

Participant 2: Ms. Starleen, University student

Ms. Starleen is a university student largely living on campus and in her boarding house. In a typical day she goes to classes which she does in the morning and then assigns herself as homework or help. She stays on campus for the remainder of the day if she has additional sessions after her classes; if she does not have classes, she returns to her boarding house and resumes her work and rest. She insists that breakfast is essential: It gives them the energy they need to get through the day. Because she is always on the go, she looks for things that are easy to eat for breakfast. Talking on that idea of cookie cereal, she thought it was interesting, but she thought it can't be too sweet or hefty because cookies are more of a dessert item than a breakfast one for her. Peanut butter, she said, would be another great flavor for cookie cereal because it is similar to peanut butter toast, a breakfast favorite. Deriving from her consideration as a college student living in a boarding house, Patel considered a cost range of about IDR 20,000 to 30,000 acceptable for a daily-use breakfast product to adapt with cookie cereals.



2.1.2 Survey Result

The owner spread a questionnaire to prospective customers of RookieS. By doing so, the owner could understand and find RookieS' target segmentation. The survey itself was filled with 60 valid respondents. With spreading and conducting the questionnaire, the owner could gather as much information as needed about the demographics, preferences, as well as opinions of the target markets.

a. Demographics

In the demographics section, the survey includes questions about age, gender, employment status, monthly income, and family status. This demographic information will help the owner to know the specific persona of RookieS target market.

Table 2.2 Quantitative Questions Structure

Attribute	Componentes	Percentage
What is your age group?	18-24	61.3%
	25-34	24.5%
	35-44	14.2%
Gender	Male	41.5%
	Female	58.5%
Employment Status	Employed full-time	24.3%
	Employed part-time	3.8%
	Entrepreneur/self-employed	11.3%
	Student	61%
What is your monthly income	Less than IDR 2,000,000	45.8%
	IDR.2.000.000 – IDR. 4.000.000	14.2%
	IDR 4,000,000 – IDR. 6,000,000	8.5%

	IDR 6,000,000 – IDR. 8,000,000	2.8%
	Above IDR 8,000,000	28.7%

The survey results show that most significant respondents are between 18-24 years old (40%) and 35-44 years old (35%), with a nearly equal number of males (46.7%) and females (53.3%). In terms of employment, the majority are full-time workers (45%) or students (35%), indicating a mix of professionals and young adults still studying. Regarding income, a large portion earns more than IDR 8,000,000 (51.7%), while 30% make less than IDR 2,000,000, showing a variety of financial backgrounds. These findings help to better understand the key demographics that may affect product or service preferences.

b. Psychographic

The psychographic sections include various questions: breakfast frequency, breakfast factors, importance of breakfast, eating habits, willingness to try new food, as well as sustainability and environmentally friendly knowledge. This section will help the owner to gain information about target market's habits and preferences.

Table 2.3. Quantitative Psychographic

Attribute	Components	Percentage
What type of breakfast would you choose	Carbohydrate (Rice, Noodle, etc.)	33.3%
	Protein (Egg, meat, poultry, etc.)	40%
	Sweets (bread, pastries, cereals, etc)	21.7%
	None	3%

What is your main reason for having breakfast?	Health conscious:	9.1%
	Energy needs	44%
	Hunger	37.5%
	Convenience	2.8%
	Dietary Goals	6.6%
What is the most important thing for you when choosing a breakfast menu?	Taste of the food	30%
	Price	10%
	Healthiness of the food	30%
	Convenience	25%
	Portion	5%
How do you view you're eating habits?	Health-conscious	13.7%
	Indulgent	11%
	Balanced between health and indulgence	49%
	I don't think much about it	26.4%
How willing are you to try new food experiences?	Very willing	48.8%
	Somewhat willing	31.1%
	Neutral	18.3%
	Unwilling	0%
	Very unwilling	0%
How important are sustainability and environmentally friendly practices in your food choices?	Very important	20.9%
	Somewhat important	33.8%
	Neutral	34%
	Not very important	10.2%
	Not important at all	1.1%

The survey results show that most significant respondents prefer protein-based breakfasts (40%), followed by carbohydrates (33.3%) and sweet options (21.7%). The main reason for eating breakfast is to gain energy (53.3%), while hunger (25%) is another key factor. When selecting breakfast, people prioritize both taste and health benefits (30%), with convenience (25%) also being important. More than half of the respondents describe their eating habits as a balance between health and indulgence (56.7%), and many are open to trying new foods (43.3% very willing, 31.7% somewhat willing). Additionally, sustainability matters to 55% of respondents, showing a moderate concern for eco-friendly food choices. These findings highlight that breakfast decisions are driven by energy needs, taste, and health, with a positive attitude toward new food experiences and environmental responsibility.

c. Geographic

The geographic sections provide a couple of questions: current address, and ordering food online frequency. This section will help the owner gain information about RookieS' target market's location.

Table 2.4. Quantitative Geographic

Attributes	Components	Percentages
Where do you currently live?	Gading serpong	19.6%
	Alam sutera	5.7%
	Jakarta	53.8%
	BSD	19.6%
How often do you purchase food online?	Frequently (once a week or more)	36.6%
	Occasionally (a few times a month)	28.4%

	Rarely (once a month or less)	35%
	Never	0.9%

The survey results show that most significant respondents live in Jakarta (53.3%), followed by BSD (28.3%), while fewer reside in Gading Serpong (13.3%) and Alam Sutera (5%). In terms of online food purchases, 38.3% order frequently (at least once a week), while 33.3% buy occasionally (a few times a month). A smaller percentage (26.7%) order rarely (once a month or less), and only 1.7% never purchase food online. These findings suggest that the majority of respondents are located in urban areas, where online food ordering is a common habit, with most people making purchases at least a few times a month.

d. Behavioral

The behavioral sections consisted of several questions: platform about new food product, cereal preference, budget, and loyalty programs. This section will help the owner to know RookieS' target market preference, budget, as well as their information source.

Table 2.5. Quantitative Behavioral

Attributes	Components	Percentage
How do you mostly find out	Social media	57.3%
	Recommendations from friend/family	30%

about new food product?	Online reviews (google, tripadvisor, etc)	4.1%
	Ads on websites or spam	0%
	While passing by	6.7%
What kind of social media you use often?	Instagram	66.7%
	Tiktok	18.3%
	Facebook	1.7%
	Twitter	3.3%
	Threads	0%
	Youtube	10%
What type of cereal do you prefer, or do you eat when having breakfast?	Chocolate cereal	36.3%
	Honey cereal	13.3%
	Rice puffs cereal	5.7%
	Granola	19.5%
	Corn cereal	7.5%
	Oat cereal	17.9%
If you have to choose, which cookie cereal flavor would you eat for breakfast?	Original	21.2%
	Chocolate	26.4%
	Matcha	11.7%
	Cookies & cream	19.3%
	Peanut butter	7.1%
What is your budget for breakfast?	Less than IDR 15,000	35%
	IDR 15,000 - IDR 20,000	37.2%
	IDR 21,000 - IDR 25,000	15.9%
	More than IDR 25,000	11.9%

How often do you use restaurant loyalty programs (memberships, voucher, etc.) or special promotions?	Always	4.6%
	Often	16.5%
	Sometimes	40.9%
	Rarely	31.6%
	Never	6.4%

The survey results show that most significant respondents discover new food products through social media (46.7%), with Instagram (66.7%) being the most used platform. Chocolate cereal (33.3%) is the top breakfast choice, and among cookie cereal flavors, chocolate (30%) and original (26.7%) are the most preferred. Budget-wise, 48.3% of respondents spend IDR 15000 - IDR 20,000 on breakfast, while fewer are willing to pay more. Additionally, while 38.3% sometimes use restaurant loyalty programs, a notable percentage (28.3%) rarely take advantage of them. These findings suggest that affordable pricing, social media marketing, and chocolate flavors play a key role in influencing breakfast choices.

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2.1.3 Conclusion

The survey results show that RookieS has a great opportunity to serve young adults, especially students and young professionals, who need a breakfast that is affordable, convenient, and tasty. Since most people choose breakfast to get energy (53.3%) and prefer protein-based (40%) or carbohydrate-based (33.3%) meals, RookieS' cookie cereal is a good match for their needs. The preferred budget of IDR 15,000 - IDR 20,000 (48.3%) also fits our planned pricing, making it accessible to our target customers. Chocolate (30%) and original (26.7%) are the most popular flavors, confirming our flavor choices. As social media, particularly Instagram (66.7%), is the main way people discover new food, RookieS will focus on digital marketing to attract more buyers. These insights show that RookieS can provide a breakfast option that is tasty, easy to eat, and affordable, making it a great choice for our audience.

2.2 Competitor Analysis

2.2.1 Direct Competitor

RookieS specializes in cookie cereal and offers five special flavors: Original, Chocolate, Matcha, Peanut Butter, and Cookies and Cream. We specifically target students and young adults who want a quick, cheap and fun breakfast product. RookieS's direct competitors are GoedBos, Dough Lab, and Aldough Indonesia since they belong to the same product concept, target market as well as the price segment.

Table 2.6 Direct Competitor Analysis

Factors	Alldough Indonesia	GoedBos	DoughLab
Location	Alam Sutera	Alam Sutera	Gading Serpong
Core Product	Specializes in cookie cake, soft cookies, and cereal cookies.	Focuses on soft cookies but also offers traditional cookies	Specializes in artisanal cookies, including large, chewy, chocolate chip cookies, as well as gluten-free options like “The New Yorker”
Price range	IDR 15,000 – 30,000	IDR 22,000 – 33,000	IDR 27,000 – 77,000
Target Customer	Young adults and students that are active on social media and looking for trendy sweets	Primary university and school students	Aimed for young adults and professionals who value high-quality cookies
Service	Primarily online-based service using social media platforms, such	Offers online orders and offers hampers for holidays	Offers same-day and next-day delivery, with premium packaging

	as Tiktok Shop ans Shopee		options for gifts and events
Distribution	Primarily through online platforms to distributes across Indonesia	Operates through online platforms but often opens bazar booths in universities and schools	Primarily through website, limited delivery areas, and collaborations with events or promotions
Marketing	Promotes through Instagram and Tiktok account with aesthetic and appealing posts	Actively promoted through Instagram as well as promos offered to consumers by featuring GoedBos on Instagram	Utilizes storytelling in their product descriptions and Instagram to connect emotionally with customers, highlighting the premium ingredients and handcrafted process

GoedBos is an established business focusing on baked good, especially cookies and snack based on cookies. They have established a good online presence so well as in certain retail stores.

GoodBos sells various cookie products, and its product portfolio includes standard cookies, cookie dough bites, and mini-cookies — directly overlapping with RookieS' product offerings. GoodBos also markets their product as a premium quality snack by highlighting its high-quality ingredients and eye-catching, sustainable packaging. No but their prices are a little bit higher, so they lean towards the premium end of the scale.

Another interesting competitor in the market is Dough Lab. Dough Lab first became known for their hot and fresh cookies, as well as cookie-influenced desserts. Dough Lab's flavor lineup also features crowd pleasers such as chocolate chip, oatmeal raisin and peanut butter. To keep customers engaged and boost seasonal sales, they often add time-limited flavors. Their contemporary social media presence, influence partnerships, and innovative packaging designs afford them a competitive advantage, especially with the youth demographic.

RookieS found a similar business model that also primarily sells cookies as well as cookie cereal through online services, Although Indonesia. This business operates mainly through social media platforms such as Instagram and TikTok as its primary marketing strategy, allowing it to reach a wide audience of digitally active consumers. Although Indonesia offers a range of cookie products, including cookie cereal which are similar to RookieS' product concept. The brand focuses on visually appealing and aesthetic product presentation to attract young customers. In the terms of pricing, However, as an online-based business, the operations are limited to digital transactions and delivery services. Compared to Although Indonesia, RookieS has the advantage of combining both offline and online channels, allowing for greater accessibility.

While they are competitive, RookieS stands apart with unique flavor options such as Matcha and Peanut Butter for more adventurous palates. The brand also sells their products in eco-friendly packaging at affordable prices targeting students who are cost sensitive. For a deeper dive into the competitive space, we provide a summary of competitors and their profiles in the matrix below.

2.2.2 Indirect Competitor

RookieS is in the business of cookie cereal, a new kind of breakfast item that combines the convenience of cereal with the sweetness of cookies. Indirect competition breakfast places that serve similar customer needs. Indirect competitors of RookieS are Ci Eeng, Bakmi Toti, and Bubur Ayam Juna. These firms are indirect competitors as they provide other breakfast options to RookieS' target market.

Ci Eeng's specialty is Nasi Uduk, a traditional Indonesian dish of coconut rice, often served with fried chicken, sambal and other side dishes. Situated in Ruko Aniva in Gading Serpong, the stall has gained a following among locals and workers in the area seeking a hearty breakfast. The price range is friendly, IDR 15,000 – 26,000, target mainly to local food hunter. They offer a dine-in service with fast and fresh preparations and depend on a strong local presence and customer loyalty for marketing.

Bakmi Toti specializes in chicken noodles and operates one stall, inside Universitas Multimedia Nusantara (UMN) Canteen in Gading Serpong. As such, it is a hearty breakfast with a multitude of tasty toppings, and even a kwetiau and rice noodle alternative. By offering a price of between IDR 15,000 - 30,000, UMN students look for affordable and fast meals before they attend classes. Bakmi Toti has a good level of

service speed and relies on word-of-mouth (WOM) marketing from students, lecturers, and university staff.

Bubur Ayam Juna serves traditional Indonesian chicken porridge, which can be topped with quail eggs, liver and cakwe (fried dough sticks) to customers' liking. With a location at Ruko Aniva, Gading Serpong, this stall is popular among students and office workers, by offering a cheap yet inviting breakfast option, that costs around IDR 5,000 – 15,000. They do both dine-in and takeaway. Marketing is largely dependent on WOM (word-of-mouth) and receives a lot of promotion through people who review porridge on the internet.

Table 2.7 Indirect Competitor Analysis

Factors	Ci Eeng	Bakmi Toti	Bubur Ayam Juna
Location	Gading Serpong	Gading Serpong (Universitas Multimedia Nusantara)	Gading Serpong
Core Product	Sells Indonesian traditional <i>nasi uduk</i> and also <i>nasi liwet</i>	Focus on chicken noodles	A popular chicken porridge with satay variations
Price Range	IDR 10.000 – 26.000	IDR 15.000 – 30.000	IDR 5.000 – 15.000

Target Customer	Primary universities students and workers in Gading Serpong area	UMN Students that want a fulfilling breakfast	Local residents and workers in the area looking for convenient and comforting breakfast
Service	Known for its quick service, and offers a simple dine-in experience for casual breakfast and meals	Known for its quick service and its toppings and variation other than noodles (<i>kwetiau, rice noodles</i>)	Provides dine-in and take away
Distribution	Operates a single stall, emphasizing on-site service for customers dining in or taking away	Opens a single stall at UMN Canteen	Operates in a food cart in front of one of the Gading Serpong residence

Marketing	Relies on WOM (word-of-mouth), customer reviews, as well as Instagram promotions from @GadingSerpongUpdate	Relies on WOM (word-of-mouth) from students, lecturers, and university's staff who ate Bakmi Toti	Relies on WOM (word-of-mouth) and got a lot of promotions through people that review porridge online.
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They are highly indirect competitors as they serve the same consumer needs as RookieS; quick, cheap, and filling breakfast, although they do not serve the same product category. It is important for RookieS to understand how these competitors differentiate themselves in terms of pricing, distribution, and customer engagement to carve out their positioning in the breakfast market.

2.2.3 SWOT

RookieS is a brand new name and thus, marketing strategy would help RookieS in attracting customers and expanding its market. Although RookieS has a truly one of a kind offer, cookie-based cereal, a competitor could always rip off the concept. This is exactly why a marketing plan is absolutely crucial for the business owner to make sure they target the right audience and gain brand awareness. Finally, to create value and add engagement, useful information regarding the product is shared by the brand to differentiate themselves in the market. RookieS SWOT

Analysis, step two, understanding RookieS' strengths, weaknesses, opportunities, and threats.

Table 2.8 Analysis SWOT

Strength	Weakness
<ol style="list-style-type: none"> 1. The first cookie-based cereal brand in Indonesia's breakfast market. 2. Offers innovative flavors like matcha and peanut butter, appealing to adventurous consumers. 3. Practical and convenient breakfast solution for busy consumers. 4. Eco-friendly and budget-friendly packaging suitable for students. 	<ol style="list-style-type: none"> 1. Limited brand recognition as a new market entrant. 2. Perception of cookies as a snack rather than a complete breakfast.
Opportunity	Threat
<ol style="list-style-type: none"> 1. Expanding RookieS to other busy area, such as BSD, Bekasi, etc. 2. To expand RookieS, the company will create franchise. 	<ol style="list-style-type: none"> 1. Established competitors in the cereal and breakfast market. 2. Risk of new competitors imitating the product concept.

2.3 Sales Goal

In its first year of business, RookieS targets for 8,000 customers, and total revenue of IDR 784 million. In the second year, the owner aims to have 11,600 customers, bringing revenue to IDR 863 million, as the business grows. In the third year, RookieS targets to expand yet again, with 13,580 customers and revenues of IDR 906 million.

Table 2.9 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Annual Revenue	IDR 784,800,000	IDR 863,280,000	IDR 906,444,000
Gross Profit	IDR 418,125,600	IDR 459,938,160	IDR 482,935,068
Unit Sold	36.000	39.600	41.580
New Customer Acquisition	8.000	3.600	1.980
Customer Acquisition Cost	IDR 2,625	IDR 5,833	IDR 10.606

2.4 Marketing Strategy

2.4.1 Product

RookieS is taking breakfast cereal to the next level with their brand new 5-flavour collection of cookie-based cereal – original, chocolate, matcha, peanut butter, and cookies and cream. Ideal for busy students craving that sweet treat, these cookie cereals combine the nostalgic sweetness of cookies and the crunch and convenience of traditional cereals. RookieS sets itself apart from other cereal brands through its commitment to unique but approachable flavors. RookieS offers trendy flavors like matcha and peanut butter — that appeal to younger consumers, unlike many of the other cereal brands being sold, which offer plain or chocolate cereals. This tactic appeals way better than the regular milk cereals.

Figure 2.1 RookieS menu variants

Source: RookieS menu variants



Breakfast is often overlooked by many busy individuals due to time constraints, budgetary concerns, or limited appealing options. RookieS solves all these problems with an inexpensive, quick and delicious product. When most breakfast cereals are one dimensional, RookieS brings a diversity of flavors, from basic to exotic like matcha and peanut butter.

RookieS will adopt a full-fledged approach to retain customers. The top priority focuses on product satisfaction from both high quality and consistency. RookieS leverages social media platform (Instagram) to interact with customers and promote the products to other area. Encouraging feedback is another crucial element of

customer retention. In doing so, RookieS can focus on their specific needs and adjust accordingly. If customers show interest in healthier or more unique flavor profiles, for example, RookieS can reflect that in new product lines. The owner could also use a loyalty program, it can be very effective at keeping customers coming back, offering discounts or other perks for certain purchase milestones.

2.4.2 Place

RookieS will break out both offline and online channels for its products. The company will rent a shophouse in Greenlake as its offline store as well as the production location. RookieS decided to open an offline store in this area based on the survey that the owner has conducted before. The survey shows that most of the respondents live in Jakarta. Coming after Jakarta, there are Gading Serpong, BSD, as well as Alam Sutera. The result helped RookieS decide the location for its product distribution.

The offline store and the production location will be in a shophouse in Greenlake area. RookieS chose Greenlake for its location due to the result of the survey. Greenlake is closed to Tangerang area as well as Jakarta. It is a strategic location to cover both target locations. Customers from Jakarta can come to Greenlake store to buy the cookie cereal, while customers from Tangerang area can also come to RookieS' offline store or order from RookieS' online store.

Figure 2.2 RookieS Shophouse

Source: RookieS' shophouse picture



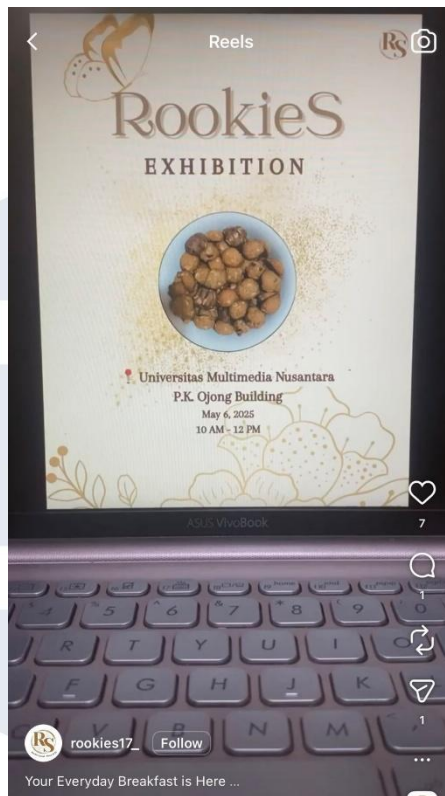
RookieS will also take orders through its WhatsApp contact number in addition to selling products directly. Customers can visit RookieS' Instagram to get all of the information about ordering and the menu. Providing an online store makes RookieS accessible for areas outside Jakarta.

2.4.3 Promotion

RookieS will leverage various promotional tools to drive awareness and establish a strong brand presence. Printed advertising materials will also be used — offline banners, stickers, and posters will be located in front of the booth in schools, universities, as well as small offices. This, in turn, will draw the attention of busy individuals as these materials will reflect the key selling points of RookieS, including a variety of flavors, affordable prices, and convenience.

Figure 2.3 RookieS' promotional video on Instagram

Source: rookies17_/Instagram.com



RookieS will also promote RookieS through social media marketing via Instagram. RookieS services are likely to be seen in the places where busy individuals spend most of their time. Content such as fun videos, collaborations with influencers, user-generated content, etc., will help re-instill brand recognition. Interactive campaigns such as challenges, giveaways, or polls can also get customers involved by inviting them to share their experiences or spread the word.

Table 2.10 Advertising Tools and Budget

Advertising Tools	Yearly Budget
Print Advertising (Banner, stickers, menu)	IDR 8,000,000, -
In-store promotions (discount and voucher cards)	IDR 10,000,000, -
Social Media ads (IG, Tiktok)	IDR 3,000,000, -
Total	IDR 21,000,000, -



2.4.5 Pricing

With the aim of being budget-friendly to their target market, though still maintaining a premium strong flavored product, RookieS have employed a smart pricing strategy. This is the ideal price to charge for RookieS, as based on survey and qualitative research results, the average salary of the target customer agrees to invest between IDR 15,000 to IDR 20,000 for breakfast cereal. RookieS, will price every packet at 200 gram as follows:

1. Original cookie cereal: IDR 15,000
2. Chocolate cookie cereal: IDR 25,000
3. Matcha cookie cereal: IDR 20,000
4. Peanut butter cookie cereal: IDR 25,000
5. Cookies and cream cookie cereal: IDR 25,000

The relatively lower price point on the original cookie cereal is useful for college students on a budget, while the more expensive flavors like chocolate, peanut butter, and cookies and cream appeal to those willing to pay more for distinctive or luxurious flavors. RookieS has ensured that it maintains this price range, providing affordable options for students and busy individuals but also encouraging premium options for those looking to spoil themselves. Therefore, this price framework resonates with the survey and qualitative research results confirming that RookieS is not into undercutting but also not into providing its customers with the product which they would never want to use.