

CHAPTER II

MARKETING PLAN

2.1 Market Size

The data was collected by conducting interviews and share the questionnaires. The purpose is to gather information about the demographics, geography, psychographics, and behaviour of customers. From the data collected, the shop owner will gain more insights about competitor strategies and customer preferences. Through the questionnaire, the owner received 31 responses. This quantitative method will provide survey data that will later be used to improve the store.

2.1.1 Interview Result

To better understand customer expectations and gather various information that will impact the development of MICO's business, the owner conducted qualitative research through interviews. This method allows the owner to obtain information and feedback from people involved directly or indirectly in the biscuit and bread industry. The process included several groups willing to be interviewed, such as 1 customer who frequently buys cookies in Cimone, Tangerang; 1 worker from Holland Bakery in Green Lake, Tangerang; and 1 leader from Olive Bakery in Green Lake, Tangerang. Through these interviews, we can gain insight into their perspectives on cookies. The interviews were conducted face-to-face with audio recordings using a phone, ensuring that the responses and information received were more accurate. All participants gave their consent, and we ensured that their personal information remained protected. Through this process, it is hoped that MICO's business will gain more strategies to grow.

Table 2.1 Qualitative Question Structure.

No.	Leader Questions	Staff Questions	Customer Questions
1.	Build brand awareness	Handling complaints	Reasons for choosing a store
2.	Competitive building strategy	Favourite variants	Price Sensitivity
3.	Pricing strategy	Biggest challenges	Shopping Experiences
4.	The influence of social media on business	Up selling	Usage
5.	Biggest challenges	Display product durability	Packaging Importance
6.	Keep the standards of quality	Keep the standards of quality	Willingness to Pay

Participant 1: Staff of Holland Bakery in Green Lake City, Tangerang.

One of the store employees who agreed to be interviewed mentioned that a common complaint received by the store is that the taste of the products doesn't always match the preferences of the buyers. However, many people still purchase the cookies offered by the store because certain products like nastar and lidah kucing use Wisman butter, which gives off a savory aroma when bitten. There are also challenges that the staff face while working, such as certain products being difficult to sell, like corn flakes, because the strong milk flavor is not liked by all customers.

With that, the store has their own way to promote and upsell to increase sales. For example, offering and providing information about the product, stating that the product being offered is a favorite, and explaining the flavors that can be experienced. The staff can offer products like nastar, sharing information such as the premium ingredient used, like Wisman butter, and explaining that the product has

sold a lot because many people agree and buy it. This way, customers can feel that the product being offered has quality, making it more appealing to purchase.

Based on the length of time a product is displayed, it will be done for around 3 weeks. The staff also explained that if a product is displayed for more than 3 weeks, its quality will decrease, which could affect customer satisfaction. Product consistency and sales results can be achieved by maintaining product consistency such as monitoring targets in certain seasons. Based on this particular season, the stock of products, especially favorites, will be increased.

Participant 2: Leader of Olive Bakery in Green Lake City, Tangerang.

A leader at Olive Bakery kindly shared his thoughts on market size. His answer was as follows: Through promotions like Instagram and connections that the owner has, a brand can grow from small beginnings. After building a brand, the owner will face competitors, and one way to deal with this is through targeted promotions. For example, because Olive Bakery is located in Green Lake Housing Complex, promotions can be done around holidays. We also focus on the product quality by using premium ingredients, which is why many of our cookies sell quickly.

The leader of Olive Bakery also explained pricing strategies. Prices are determined by identifying the target market and considering the store's location. For example, since Green Lake is an upscale neighborhood, we can assume that the residents' income is more than sufficient. This allows us to set appropriate prices for our products. Sales can also be boosted by social media and food delivery services like Grab Food and Go Food, which have a large user base in Indonesia. These platforms help sellers reach more customers, making it easier for people to order without visiting the store.

Because we serve a variety of customers, their attitudes can differ—some are kind, while others are more difficult. We handle this by communicating professionally and not letting emotions influence our responses. This is advice for small business owners or those who are just starting out.

Lastly, the leader added that maintaining quality means using high-quality ingredients, even during inflation or rising ingredient costs. Olive Bakery is also active in attracting new customers through both online and offline promotions. In addition to promotions, customer service is key to maintaining store quality. Creating a friendly and welcoming atmosphere for customers is very important, as it greatly impacts customer satisfaction.

Participant 3: Consumer Cookies

Based on the feedback the owner received from a consumer, a cookie needs to taste good and be priced reasonably, which is why they choose GoedBos. The consumer considers a reasonable price to be around Rp25.000 – Rp30.000 for a medium-sized cookie with premium quality. The size and the sweetness level are also important factors when deciding to buy cookies. In addition, the consumer feels that attractive packaging adds extra value, as a cute appearance makes the product more appealing.

The consumer usually buys cookies for personal enjoyment but also for gifting on occasions like birthdays or holidays. Aside from packaging, unique flavors also influence their decision to pay more, especially when the taste is good.

2.1.2 Survey Result

Some questions were given to potential customers, with 31 respondents filling out the survey that included different types of questions such as demographic, geographic, psychographic, and behavioral questions. The answers from these quantitative questions

will be used as a reference for the owner to set the target market and pricing for the MICO business.

2.1.2.1 Demographic.

From the demographic questions that were distributed, the answers from the respondents have been gathered, allowing the owner to better understand their awareness and interest in Milano Cookies.

Table 2.2 Demographic Result

Age	15 – 20	64,5%
	26 – 35	16,1 %
	27 – 35	9,7%
	36 – 55	6.5%
	More than 56	3,2%
Gender	Women	58,1%
	Man	41,0%
Status Relation	Single	51,6%
	Married without have children	22,6%
	Married with have children	19,4%
	Not married but have children	6,5%
Job	Student	58,1%
	Employed-full time	22,6%
	Employed-part time	6.5%
	Housewife	12,9%

Based on the survey results that have been collected, are potential that people aged 15-20 are more interested in Milano cookies, making them the right target. The data also shows that there are more women than men, meaning that cookies are more popular with women. Personal consumption is also a likely reason, as most of the survey respondents are single. However, it is also possible that Milano cookies are bought for other purposes, such as gifts or hampers. This is further supported by the fact that many students are interested in Milano cookies, which could be due to their young age and the social

environment, encouraging buyers to enjoy Milano cookies either for themselves or with friends.

2.1.2.2 Geographic.

To determine the target market in a certain location, it is important to know where potential buyers live, which can be gathered through the survey that has been distributed. This activity will be very helpful for MICO to understand the locations and areas that will become the target for buyers in the future.

Table 2.3 Geographic Result

Domicile	Cipondoh	19,4%
	Cimone	22,5%
	Cengkareng	9,7%
	Sewan	6,5%
	Sangiang	6,5%
	Bogor	3,2%
	Sukarasa	3,2%
	Kampung Melayu	3,2%
	Kapuk	3,2%
	Karawaci	3,2%

The data collected shows that 31 respondents live in various locations. From this data, it can be concluded that most respondents live in Tangerang, which means this area will be the target for MICO. This is also an advantage for the owner since the production location is also in Tangerang. In addition to Tangerang, there are also areas in Jakarta like Kapuk, which are still close to Tangerang, making product distribution easier for the owner. The survey data helps confirm that the target market aligns with the owner's predictions, assuring the owner that there

is still an opportunity to sell MICO in both Tangerang and Jakarta.

2.1.2.3 Psychography.

Through this question, the owner wants to know the references of potential buyers. The main goal is to understand what factors buyers want when purchasing cookies from MICO. This approach also helps buyers better understand the products that MICO will sell in the future.

Table 2.4 Psychographic Result

The importance of consuming cookies that are freshly made.	Not important	9,7%
	A bit not important	9,7%
	Neutral	19,4%
	A bit important	29%
	Important	32,3%
Factors that influence the decision to purchase	Price	22,6%
	Price and brand	6,5%
	Price, brand, and packaging	3,2%
	Price, brand, packaging, and ingredients	3,2%
	Price, packaging, and ingredients	3,2%
	Price and ingredients	9,7%
	Brand, health benefits, and ingredients	3,2%
	Packaging	6,5%
	Health benefits and ingredients	3,2%
	Ingredients	3,2%
	Not answered	19,4%

Decision to choose a store	Taste of food	61,3%
	Price	22,6%
	Service quality	9,7%
	Packaging	3,2%
	Ingredients	3,2%
Interested in trying MICO Matcha	Very uninterested	3,2%
	Uninterested	12,9%
	Neutral	19,4%
	Interested	19,4%
	Very interested	45,2%
Interested in trying MICO Vanilla	Very uninterested	3,2%
	Uninterested	3,2%
	Neutral	19,4%
	Interested	25,8%
	Very interested	48,4%
Interested in trying MICO Banana	Very uninterested	6,5%
	Uninterested	19,4%
	Neutral	19,4%
	Interested	16,1%
	Very interested	38,7%
Interested in trying MICO Cheese	Very uninterested	6,5%
	Uninterested	0%
	Neutral	16,1%
	Interested	22,6%
	Very interested	54,8%
Interested in trying MICO Strawberry	Very uninterested	3,2%
	Uninterested	3,2%
	Neutral	22,6%
	Interested	22,6%
	Very interested	48,4%

The survey shows that freshly made cookies are very important for consumers 61,3%, and taste is the main factor influencing purchase decisions 93,5%, followed by price 62,3%. This means MICO should focus on maintaining high product quality, especially in taste and freshness, while keeping the price reasonable. Other factors like ingredients are still considered but are less important compared to taste and price.

In addition, branding and product variety also play a role in attracting customers. Respondents showed high interest in MICO flavors, especially Matcha 64,6%, Cheese 54,8%, and Vanilla 48,4%. This indicates that offering popular and appealing flavors can help increase customer interest, while strong branding can support customer trust and purchasing decisions.

From the results of this psychographic survey, it can be concluded that respondents prioritize taste as the main factor in making a purchase decision. Additionally, vanilla and strawberry flavors are the most eagerly awaited flavors by respondents.

2.1.2.4 Behavior.

In the behavior section, several questions will be asked about their decisions, habits, and preferences when choosing a product. The goal is for the owner to better understand the behavior and motivation of customers in deciding, buying, and using a product. With these questions, it is hoped that the data collected can be used to create more effective marketing strategies, target the market more accurately, and improve customer satisfaction and loyalty.

Table 2.5 Behaviour Result

Cookies texture reference	Crispy	38,7%
	Soft	38,7%
	Dry	19,4%
	Chewy	3,2%
Preferred level of sweetness of cookies	Not sweet	0%
	A bit not sweet	35,5%
	Neutral	32,3%
	A bit sweet	19,4%
	Very sweet	12,9%
Cookie packaging format	Single packaging	29%
	Family package	19,4%
	Bundle package	51,6%
Frequency of purchasing cookies	Once a week	9,7%
	Twice a month	12,9%
	Once a month	29%
	Once every few months	48,4%
Buying cookies location	Supermarket	48,4%
	Bake shop/bakery	22,6%

	Online shop	16,1%
	Hand made	12,9%
Frequency of consuming cookies	Breakfast	12,9%
	Special event	19,4%
	Anytime	67,7%
Willing to buy 12pcs	More than Rp50.000	58,1%
	Rp500.001 – Rp100.000	19,4%
	Rp200.001 – Rp300.000	12,9%
The urge to try a new cookie brand	Special discount	41,9%
	Promo on media social	16,1%
	Friends recommendation	41,9%

Most respondents prefer crunchy and soft textures 38,7% and slightly sweet cookies 35,5%, so MICO should focus on balanced taste and texture. The most preferred packaging is bundle packaging 51,6%, which is suitable for gifts or hampers. In terms of buying habits, most people purchase cookies only a few times a year 48,4%, meaning cookies are usually for special occasions.

For distribution, most respondents buy cookies in supermarkets 48,4%, making it an important sales channel. The preferred price range for 12 pieces is Rp50.001–Rp100.000 58,1%, so MICO should stay competitive within this range. Most people enjoy cookies anytime 67,7%, and they are mainly

influenced by discounts and friends' recommendations 41,9% when trying a new brand.

From this data, MICO's marketing strategy could focus on a balanced taste, discount promotions, and attractive bundling packages. MICO also plans to expand distribution channels by collaborating with small booths, local stores, and consignment systems to support product sales. This strategy is supported by survey results showing that many respondents usually buy cookies from supermarkets. Therefore, combining online sales through TikTok Shop with offline product placement can increase product accessibility and improve sales opportunities.

2.1.3 Conclusion

Based on both quantitative and qualitative research it could be concluded into several points:

1. A sales strategy using social media like Instagram or upselling in online by highlighting the quality of ingredients.
2. Professional and friendly service such as providing waiting chairs for delivery drivers, this action can maintain customer satisfaction, and keeping the right sweetness level, attractive packaging, and unique flavor variants can increase customer appeal.
3. Most respondents like cookies, especially those made with premium ingredients and a sweet flavor, which gives MICO an opportunity to use this to develop the product.
4. The majority of respondents are young and single, making them the main target market for personal consumption, or to buy for friends or special events.
5. Most respondents are from Tangerang which matches MICO's production location, making local distribution and promotion easier.
6. The main factors influencing purchases are taste and freshly made cookies.

7. Most respondents buy cookies only a few times a year, and they prefer bundle packaging, so special discounts and friend recommendations are effective promotional tools for introducing a new cookie brand.

2.2 Competitor Analysis

2.2.1 Direct Competitor

Milano cookies originally from the United States. Because of this, the production of Milano cookies in Indonesia is very low, but there are a few competitors selling products similar to Milano cookies. Dizzy Fudgy and Gio's Bake House have different packaging, prices, and target markets. To gain better insights into the competition, a straightforward matrix with a list of competitors and their profiles is provided below.

Table 2.6 Direct Competitor Analysis

Factors	Dizzy Fudgy	Gio's Bake House	MICO
Location	Dizzy Fudgy operates mainly online from Karawaci, Tangerang, and serves customers through multiple digital platforms.	Gio's Bake House operates from Gading Serpong, Tangerang, with ordering mainly through online pre-order systems.	Determine social media users who usually shop at TikTok Shop.
Core Product	Dizzy Fudgy focuses mainly on handmade cookies and also offers brownies, cheesecake, and seasonal hampers.	Focus on homemade cookies with limited flavor options and also offer milk coffee and seasonal hampers.	Focuses on one type of cookie, Milano cookies, with unique flavors and creative packaging.
Price range	Rp45.000 – Rp434.000	Rp20.000 – Rp25.000	Rp25.000
Target Customer	Customers who look for premium handmade cookies, gift hampers, custom orders, and	Young customers and Instagram users who prefer simple ordering and homemade snack products.	Targeting young people looking for snacks around Tangerang.

	convenient online shopping.		
Service	Provide custom orders, bulk orders, nationwide shipping, halal products, and responsive customer service through online platforms.	Provide pre-order service through WhatsApp without minimum order requirements and offer self pick-up or delivery options.	service to contact the store via media platforms such as WhatsApp and Instagram as well as fast delivery via third parties.
Distribution	Products are distributed through WhatsApp, Shopee, Tokopedia, TikTok Shop, GoFood, GrabFood, and shipping services across Indonesia.	Products are distributed through Grab, Gojek, Paxel Delivery, and self pick-up.	Products are distributed and available through TikTok Shop.
Marketing	Dizzy Fudgy uses active social media content by sharing product introductions, production processes, seasonal campaigns, and hamper promotions to increase customer engagement.	Mainly use Instagram for promotion, focusing on product displays and occasional seasonal campaigns such as Ramadan hampers.	Using social media with video content, free sample, paid advertising and discount promotions.

Dizzy Fudgy, Gio's Bake House and MICO the Milano Cookies all operate mostly through online platforms, but each has a different focus. Dizzy Fudgy has a wider market reach and stronger online presence because it sells through multiple platforms such as WhatsApp, Shopee, Tokopedia, TikTok Shop, GoFood, and GrabFood, while Gio's Bake House mainly relies on Instagram and WhatsApp pre-order. Dizzy Fudgy also offers more product variety, including cookies, brownies, cheesecake, and seasonal hampers with a broader price range. On the other hand, Gio's Bake House focuses more on homemade cookies with

limited flavor options and targets younger customers who actively use Instagram. Both businesses use handmade concepts and seasonal promotions to attract customers, but Dizzy Fudgy appears more aggressive in marketing and distribution, while Gio's Bake House emphasizes a simpler and more personal customer experience. Overall, all three brands use online distribution and social media, but they differ in product variety, target market, and marketing style.

2.2.2 Indirect Competitor

There are already many types of biscuits sold in various cake or bread shops. Not only Milano cookies, but the sales of other cookies or biscuits are also popular among buyers. By analyzing indirect competitors in Tangerang, it is hoped that MICO can take some lessons that can be used for business.

Table 2.7 Indirect Competitor Analysis

Factors	Mawar Sari Bakery	Global Bakery	Laritta Bakery
Location	Operates through online store such Gojek and offline stores, with several branches in different areas.	Sells through offline stores, Tik Tok Shop and Gojek.	Operates online through a delivery application and also connects with customers via Instagram and WhatsApp.
Core Product	Offer a wide variety of products, from wet cakes to dry cookies, including hampers.	Offer birthday cakes, breads, sponge cakes, and other bakery products, including hampers.	Sell various bakery products such as breads, wet cakes, dry cookies, and hampers.
Price Range	Rp10.000 – Rp200.000	Rp10.000 – Rp200.000	Rp3.500 – Rp1.000.000
Target Customer	Customers who look for bakery products for daily needs like breakfast or special events.	Families, from children to parents, who look for affordable and attractive bakery products.	Assigning a family or adult for the purpose of an event.
Service	Provide direct in-store service and can be contacted through phone, email, and social media.	Provide both offline and online service, with clear communication through social media.	Provide online and offline ordering service with responsive communication and regular promotions.

Distribution	Products are sold directly through offline stores and Gojek as online store	Products are distributed through offline and online stores such as TikTok Shop and Gojek.	Products are distributed through delivery apps and offline store.
Marketing	They use active social media like Instagram, X, and Facebook, and regularly update product content.	Heavy use of social media, influencer endorsements, and special event promotions.	They use active social media content like reviews, endorsements, discounts from apps, and giveaways to attract customers.

Mawar Sari Bakery, Global Bakery, and Laritta Bakery all offer a wide variety of bakery products, but they use different ways to reach customers. Mawar Sari focuses on offline stores with complete product options for daily needs and special events, supported by active social media. Global Bakery combines offline stores and TikTok Shop, targeting families with affordable products and attractive promotions like buy 1 get 1. Meanwhile, Laritta Bakery focuses more on online ordering through delivery apps, using social media, endorsements, and giveaways to attract customers. Overall, these brands are similar in product variety, but different in distribution and marketing strategies.

2.2.3 SWOT

In a new brand that is about to be built, there are various strategies that can be used. MICO is a cookie brand that has not yet launched its business, so no products have been sold yet. However, with the right marketing, it can attract potential buyers. This can start by identifying SWOT and 4P so that the brand can grow further.

Table 2.8 SWOT Analysis

Strength	Weakness
<ol style="list-style-type: none"> 1. Many people enjoy snacks like cookies in their free time. 2. Flexible packaging allows customers to choose different flavors in one purchase. 3. MICO is Suitable for many occasions like gifts, snacks, or special events. 	<ol style="list-style-type: none"> 1. Only 2 workers make the production of MICO limited. 2. Production takes more time because the process of making MICO is still handmade. 3. Storage time may be limited because the product is freshly made.
Opportunity	Threat
<ol style="list-style-type: none"> 1. Seasonal promotions from an event such as Christmas and Eid. 2. Can expand through online platforms and social media. 3. Not many competitors of Milano cookies especially in Tangerang. 	<ol style="list-style-type: none"> 1. High competition in cookie and snack market. 2. Business can be copied by other competitors. 3. Punctuating ingredients costs due to seasonal ingredients

From the table, MICO has strong potential because many people enjoy cookies and its flexible packaging allows customers to choose different flavors, making it suitable for many occasions. However, the business is still limited by small production capacity and handmade processes. There are good opportunities to grow through online platforms and seasonal promotions, but MICO also faces challenges such as strong competition and fluctuating ingredient costs.

2.3 Sales Goal

To know the plans for the future, sales goals can be used to give a clearer picture of sales for the first three years. From calculating percentages, measuring average order revenue, setting a marketing budget, and calculating customer acquisition costs, these can help MICO gain clarity on the growth targets to be achieved. Sales goals also help MICO evaluate revenue potential and future business financial planning. Sales growth can also be ensured through the establishment of a marketing budget and considering factors such as promotions and ads. To gain customers, there are also costs involved, which are spent on advertising. Therefore, calculating CAC is also necessary to determine whether marketing expenses are effective in bringing in new

customers and whether the company can maintain profitability with these costs. With sales goals, it is expected that the owner can make the right decisions in managing costs and revenue to achieve long-term objectives.

Table 2.9 Sales Goal

No.	Product	COGS (product)	Selling Price	Gross Margin	Gross Margin %	Sales Goal (daily)	Total Gross Revenue (daily)	COGS Daily
Bundles Package (12pcs)								
1	Vanilla	Rp9.651	Rp25.000	Rp15.349	61%	39	Rp975.000	Rp376.389
2	Banana	Rp12.550	Rp25.000	Rp12.450	50%	39	Rp975.000	Rp489.450
3	Green Tea	Rp10.941	Rp25.000	Rp14.059	56%	39	Rp975.000	Rp426.699
4	Strawberry	Rp9.846	Rp25.000	Rp15.154	61%	39	Rp975.000	Rp383.994
5	Cheese	Rp9.846	Rp25.000	Rp15.154	61%	30	Rp975.000	Rp383.994
					Total	195	Rp4.875.000	Rp2.060.526

From the data, we can see that MICO plans to sell 315 bundle packages daily, with each flavor variant contributing to this target. The total daily gross revenue from these sales goals is Rp2.060.526. This structured plan supports MICO's potential to meet financial targets and ensures all product variants are well represented in daily operations.

2.4 Marketing Strategy

2.4.1 Product

By the name, MICO is a handmade product inspired by Milano cookies from the United States. MICO focuses on unique flavors while maintaining high quality. Milano cookies also known for their slightly crisp, crumbly texture that is somewhat shortbread-like, with chocolate filling inside. The shop's name will be derived from the abbreviation of Milano Cookies, becoming MICO, offering five flavor variants: original vanilla, banana, green tea, strawberry, and cheese. Thus, Milano cookies will be sold in various flavors with different fillings. The size of the product for 1 piece is around 12 grams. With its size not

being too big but also can be eaten in 1-2 bites, MICO is perfect to enjoy as a light snack with coffee or tea.



(Source: Photo taken by author)

Figure 2.7 MICO product and packaging per piece



(Source: Photo taken and edited by author)

Figure 2.8 Bundle MICO product and packaging

2.4.2 Place

MICO sales will focus more on online sales through TikTok Shop platforms. Since the target market is young people who are already familiar with internet, adding clear and attractive descriptions, as well as product photos on the platform, can make the store look more professional, which will help build trust with potential buyers. Besides e-commerce, using media social such Instagram and TikTok can also be a good way to distribute the products. Features like story, photo feeds, and videos can be used to show promotions or as a way for customers to ask questions, making it easier for them to reach the purchase link. Not only through social media that was mentioned before, using WhatsApp Business can also help to communicate directly with customers who want to order MICO. This will make it easier for both customers and the owner to make transactions. Finally, working with delivery services is important to ensure the product arrives quickly and safely. Offering promotions like free shipping for

certain purchases can make MICO more attractive and build more trust with customers. Through these platforms, MICO can maximize sales by doing promotions on social media, like creating content or running ads.

2.4.3 Promotion

Promotion is a very important things to do when open the new business. By promotion, product can be known before it's launched. Promotion can be done in every possible path such social media, inform to family, or even by free sample. From more efforts for make product can be known, it can be plus value beside flavor and packaging. The business can be seen as a professional by proper and creative promotion.

Table 2.10 Advertising Tools and Budget

Advertising Tools	Yearly Budget
Store promotions (discount and voucher cards)	Rp 10.000.000
Social media ads (IG, Tiktok)	Rp 18.000.000
Booth collaboration	Rp 6.000.000
Free sample	Rp 2.000.000
Total	Rp 36.000.000

Making videos on social media such as TikTok and Instagram has become one of the main promotional strategies for MICO because it allows small businesses to reach a wider audience with relatively low costs. Through content marketing, MICO can introduce products by showing the cookie-making process, flavor variations, packaging concepts, and ways to enjoy the product. To increase exposure, MICO also plans to use paid advertisements on Instagram and TikTok. The promotion budget is estimated at Rp18.000.000 per year, with advertisements scheduled once every week or approximately four times per month. This creates an estimated monthly promotion budget of

around Rp1.500.000 or around Rp357.000 per campaign. Each promotion is expected to reach thousands of viewers and increase account visits, product awareness, and potential purchases.

Besides online promotion, MICO also plans to expand distribution channels by collaborating with small booths, local stores, and consignment systems to support product sales. This collaboration allows customers to purchase products directly without relying only on online channels and helps strengthen MICO's offline presence. The allocated budget for booth collaboration is Rp6.000.000 per year, which is adjusted from the social media advertising budget to maintain total marketing expenses. This budget is estimated to be used evenly throughout the year, with an average allocation of Rp500.000 per month. The monthly budget covers several activities such as consignment fees, product display support, booth decoration, promotional materials, and joint promotional activities with partner booths. Depending on business needs and seasonal demand, the budget may also be adjusted for special events or periods with higher customer traffic.

Through this strategy, MICO expects to increase product visibility, attract new customers, improve product accessibility, and create additional offline sales opportunities. This strategy is supported by survey results showing that many respondents usually buy cookies from supermarkets and physical stores. Therefore, combining online sales through TikTok Shop with offline product placement can increase product accessibility and improve sales opportunities. Additional promotional activities include discounts, vouchers, free shipping, user-generated content (UGC), and free samples for first-time buyers and people around the business owner to build trust and encourage repeat purchases.

2.4.4 Pricing

Based on qualitative research, 58.1% of respondents answered that they are willing to pay Rp50.000 - Rp100.000 for 12 pcs of cookies. For pricing, MICO sells its product at Rp25.000 for one package containing 12 pieces. By using a customization strategy, customers can choose different flavors in one package so their preferences can be fulfilled. With this approach, it is expected that customers will have a satisfying experience by selecting the flavors they like. With this strategy, it is hoped that MICO can reach a wider target market while maintaining profit, especially among young people.

