

CHAPTER II

MARKETING PLAN

2.1 Market Size

Market size refers to the overall potential demand and revenue opportunities within a specific industry or product category. For Crispy Bites, understanding market size is essential to evaluate how many consumers are likely to purchase sandwiches, how much they are willing to spend, and the scale of growth that can be achieved. The purpose of analyzing market size is to provide a realistic estimate of the business opportunity, guide strategic decisions, and demonstrate to stakeholders that the product has sufficient potential to sustain operations and generate profit. By identifying the total addressable market and narrowing it down to the most relevant customer segments, Crispy Bites can position itself effectively and pursue attainable market share targets.

2.1.1. Interview Result

In the booming health food industry, understanding what consumers want and product quality are the essential keys to a brand's success. Grainsly, which top-selling item Slim Toast, has embraced winning market research, flavor breakthroughs, and promotional tactics to capture consumers' hearts. Not only does this product gain popularity among office workers and students because of its convenience, but also many repeat orders because of the crunchy texture of the bread and delicious filling.

In addition, consumer review shows that the blending of flavor as well as the quality of the packaging also matters in their experience. By maintaining its signature nature and continuing to innovate, such as by introducing local flavor variations, Grainsly has managed to continue existing within the market. The following interview provides clearer understanding regarding product development plans, consumer

preference, as well as the potential of newer brands like Crispy Bites in becoming popular.

Participant 1: Store manager of Grainsly

Grainsly developed Slim Toast by researching popular healthy food trends, then brainstorming to come up with something healthy and delicious. The kitchen staff experimented with various bread and topping options until the right recipe was found, before testing it on loyal customers and making adjustments based on feedback. To attract consumers, Grainsly relies on storytelling of the healthy and delicious Slim Toast, supported by attractive visuals on social media and bundling promotion strategies, such as combining Slim Toast with smoothies. The product is a bestseller especially during breakfast and lunch and contributes to around 30-40% of total sales with many customers making repeat purchases. The direct target of this product is office workers and students who need functional healthy food and people who like food that has a pleasant aesthetic appearance.

To ascertain customers' desires in the form of taste and varieties, Grainsly continuously collects feedback through direct customer interaction and social media polls. Additionally, they ensure consistent quality by following strict SOP in the kitchen and regular training for the staff. The biggest challenge in managing this product is maintaining fresh stocks of ingredients and managing operations during the period when the outlet is full, but this can be controlled with clean management.

Participant 2: Rita, Worker of Grainsly

The customers prefer to buy Slim Toast compared to other companies because its crunchy bread, rich fillings, and nice flavors such as savory tuna and succulent chicken are available. The most popular reviews received state that consumers like the quality of the crunchy

bread and the combination of flavors. Most customers want to buy Slim Toast with a take away system, and thus Grainsly ensures that the packaging material utilized is functional and maintains the quality of the product until it reaches the customer. In maintaining product quality at the outlet, there are no significant challenges, but the biggest challenge is maintaining consistency of taste and texture on a daily basis.

Grainsly is renowned for its crunchy bread and authentic taste compared to others, so they try to maintain this aspect ongoing. In addition, customers have also asked for more local flavor variations, and Grainsly has launched a rendang flavor variation in collaboration with Devi Anastasia, which was popular among customers.

Participant 3: Merry Aprilia, Customer

The interviewer mentioned that they have already tested Slim Toast in Grainsly and that the most critical factor they had for a product was its taste. They further mentioned that since Grainsly had healthy fast food with a clear bread texture, taste then became the most critical factor in choosing their products. They suggested that if Slim Toast can be combined with local taste such as rica or Balinese spices, then it can offer a new differentiation. But they also indicated that the challenge would be balancing those tastes with the existing theme of Slim Toast.

Also, the respondent said that price, serving size, and packaging were also critical aspects in deciding on food products. They indicated that they did not mind paying more provided the quality of the product was good and the packaging was hygienic and convenient. Asked if a new product like Crispy Bites using true Indonesian spices is viable the respondent was interested, particularly since they prefer spicy food. They foresaw that the right price tag for such a product would be Rp 55.000 to Rp 75.000 based on the ingredient quality and presentation.

Lastly, the respondent said that they liked Grainsly because its products were tried by different people, including artists and influencers, and were defined by their distinct bread-like texture. However, they were open to trying newer brands like Crispy Bites provided that the flavors offered something new and differed from existing products.

2.1.2. Survey Result

Several questions were given to potential customers, with 36 respondents filling out a survey that included various types of questions such as demographic, psychographic, geographic, and behavioral questions. The answers to these quantitative questions will be used as a reference for the owner to set the target market and price for the Crispy Bites business.

1. Demographic

From the demographic questions distributed, answers from the respondents were collected, which allowed Crispy Bites to better understand their awareness and interest in Crispy Bites.

Table 2. 1 Demographic Result

Description	Choices	Percentage
Gender	Female	69,4%
	Male	30,6%
Age	15-22	75%
	22-30	22,2%
	30-35	2,8%
Occupation	Students	66,7%
	Employed full-time	25%
	Employed part-time	5,6%
	Self employed	2,8%
Income	<Rp 2.000.000	50%
	Rp 2.000.001 - Rp 4.000.000	25%
	Rp 4.000.001 - Rp 6.000.000	16,7%
	Rp 6.000.001 - Rp 8.000.000	5,6%
	> Rp 8.000.000	2,8%
Status Relation	Single	55,5%

	Taken	41,7%
	Married w/o children	0%
	Married w/ children	2,8%

Based on the demographic results collected, the majority of respondents who are interested in Crispy Bites are from the 15-22 age group with a percentage of 75%. In terms of gender, more women showed interest in this product, which is 69.4%. In terms of occupation, most respondents are students with a percentage of 66.7%. Meanwhile, in terms of income, the majority of respondents have an income of less than Rp 2.000.000 per month, which is 50%. In terms of relationship status, most respondents are still single with a percentage of 55,5%. This data shows that the main target market for Crispy Bites is female students aged 15-22 who have low incomes and prefer practical and affordable food.

2. Psychographic

This question aims to explore the preferences of potential buyers, helping owners understand the key factors that influence their decision when purchasing Crispy Bites slim toast. In addition, this question provides buyers with a clearer understanding of the products that crispy bites will offer in the future.

Table 2. 2 Psychographic Result

Description	Choices	Percentage
Dine out	Everyday	8,3%
	A few times a week	44,4%
	Once a week	8,3%
	A few times a month	27,8%
	Rarely	11,1%
Choosing restaurant	Taste of the food	69,4%
	Price	19,4%
	Ambience	2,8%
	Service quality	2,8%
	Convenience	2,8%
	Trendy or unique dining experience	2,8%
Eating habits	Health-conscious	8,3%
	Indulgent	5,6%

	Balance	55,6%
	Don't think much	30,6%
Try new food	Very willing	30,6%
	Somewhat willing	30,6%
	Neutral	36,1%
	Unwilling	2,8%
Sustainability and environmentally	Very important	25%
	Somewhat important	30,6%
	Neutral	38,9%
	Not very important	2,8%
	Not important at all	2,8%

Based on psychographic data, the majority of respondents eat out several times a week with a percentage of 44,4%, followed by respondents who eat out several times a month with 27,8%. In choosing a restaurant, the main factor that is most considered by consumers is the taste of the food with a percentage of 69,4%. Other factors such as price (19,4%) and other aspects such as ambience, service quality, comfort, and unique experiences only get a small percentage of 2,8% each. Regarding eating habits, most respondents (55,6%) have a balanced diet, while 30,6% do not think too much about their diet. In terms of trying new foods, the majority of respondents have an open attitude with 30,6% very willing and 30,6% quite willing to try new foods. Finally, regarding awareness of sustainability and the environment, most respondents are neutral (38,9%) in considering this factor when choosing food.

3. Geographic

Geographic segmentation makes it easier for companies to understand consumer preferences and behavior based on geographic location or location of residence or activity. This information is very helpful for crispy bites in determining the location and area to focus on for potential customers in the future.

Table 2. 3 Geographic Result

Description	Choices	Percentage
Currently live	Gading Serpong	66,7%
	Alam Sutera	22,2%

	Karawaci	2,8%
	Cisauk	5,6%
	Medang	2,8%
Travel to visit a restaurant	<5km	33,3%
	5-6km	33,3%
	11-20km	30,6%
	21-50km	2,8%
Desire to purchase certain foods online	Frequently	27,8%
	Occasionally	30,6%
	Rarely	41,7%
Travel outside for dining	Frequently	22,2%
	Occasionally	47,2%
	Rarely	27,8%
	Never	2,8%
Purchase food online	Frequently	25%
	Occasionally	33,3%
	Rarely	41,7%

Based on geographical results, the majority of respondents live in Gading Serpong with a percentage of 66,7%, followed by Alam Sutera with 22,2%. In terms of traveling to visit restaurants, the majority of respondents are willing to travel a distance of 5-6 km (33,3%) or less than 5 km (33,3%). The desire to buy certain foods online was mostly answered with "rarely" at 41,7%, indicating that most respondents still prefer to buy food directly. Regarding trips out to eat, the majority of respondents do it occasionally (47,2%), indicating that they are still interested in trying food outside the home, but not too often. In terms of purchasing food online, most respondents rarely make such purchases (41,7%), while 33,3% do it occasionally. This shows that even though online food services are available, most respondents have not made it a main habit.

4. Behavioral Segmentation

The behavioral section includes questions designed to explore customer decisions, habits, and preferences when choosing a product. The goal is to help Crispy Bites gain deeper insights into customer behavior and motivations when deciding, purchasing, and using a product. The information gathered from these questions is expected to

help in developing more effective marketing strategies, targeting markets accurately, and increasing customer satisfaction and loyalty.

Table 2. 4 Behavioral Segmentation

Description	Choices	Percentage
Find new restaurants	Social media	77,8%
	Recommendations from friend/family	13,9%
	Online reviews	2,8%
	While passing by	2,8%
	Events/Promotions	2,8%
Cuisine prefer	Indonesian	25%
	Chinese	27,8%
	Western	19,4%
	Japanese	27,8%
Budget	<Rp 50.000	16,7%
	Rp 50.000 – Rp 100.000	52,8%
	Rp 100.000 - Rp 150.000	13,9%
	Rp 150.000 - Rp 200.000	13,9%
	>Rp 200.000	2,8%
Order delivery or Takeout	Very likely	8,3%
	Somewhat likely	22,2%
	Neutral	44,4%
	Somewhat unlikely	22,2%
	Very unlikely	2,8%
Main reason dining at restaurant	Convenience	13,9%
	Socializing	41,7%
	Special occasions	5,6%
	Trying new food	33,3%
	Don't cook often at home	5,6%
Use loyalty programs or special promotions	Always	2,8%
	Often	36,1%
	Sometimes	33,3%
	Rarely	16,7%
	Never	11,1%

The majority of respondents found new restaurants through social media with a percentage of 77,8%, indicating that digital platforms play an important role in culinary marketing. In terms of food preferences, the majority of respondents like Chinese and Japanese cuisine with the same percentage, which is 27,8%. In terms of budget, most respondents allocate funds between Rp 50.000 - Rp 100.000 per meal, with a percentage

reaching 52,8%. Regarding delivery or takeout services, most respondents are neutral about this option, with a percentage of 44,4%. The main reason respondents eat at restaurants is to socialize, with the highest percentage of 41,7%, indicating that the experience of eating together plays an important role in their decision. In the use of loyalty programs or special promotions, the majority of respondents often use them with a percentage of 36,1%, indicating that promotions can be an effective strategy in attracting customers.

2.1.3. Conclusion

The survey findings reveal that social media serves as the primary catalyst for restaurant discovery, significantly outperforming traditional word-of-mouth or conventional advertisements. This underscores the necessity for Crispy Bites to prioritize a robust digital marketing strategy, utilizing engaging content such as "behind-the-scenes" culinary processes and authentic customer testimonials to cultivate brand loyalty. Although there is a high market affinity for East Asian cuisines, the data indicates a strong demand for high-quality dining experiences within the Rp 50.000 to Rp 100.000 price bracket. Crispy Bites is uniquely positioned to capture this segment by offering its "crispy slim toast" infused with traditional Indonesian flavors such as Rica-Rica and Balinese spices providing a distinctive and competitively priced alternative to the current market offerings.

Furthermore, while consumer attitudes toward delivery services remain neutral, Crispy Bites' "Grab & Go" framework presents a significant opportunity to capitalize on the convenience of online platforms like GrabFood, ShopeeFood, and GoFood. By implementing specialized packaging that preserves texture and offering online-exclusive promotions, the brand can effectively transition occasional buyers into regular delivery customers. Additionally, since socialization is identified as the core motivation for dining, Crispy Bites should enhance the social aspect of its service through shareable packaging designs and a welcoming outlet

atmosphere. Integrating a structured loyalty program, including point-based rewards and bundling incentives, will be essential in maintaining a competitive edge and ensuring sustainable business growth in a saturated F&B landscape.

2.2 Competitor Analysis

Defines competitor analysis as a structured evaluation of both current and potential rivals within a particular market or industry (Nick, 2024). The primary objective of this process is to gain a deeper understanding of how competitors function, the strategies they adopt, and the ways they position themselves, enabling businesses to strengthen their market presence, anticipate possible challenges, and emphasize their distinctive value. The analysis generally begins with identifying competitors, which includes direct competitors those offering similar products or services to the same target audience and indirect competitors those providing alternative solutions that still meet customer needs. Once identified, each competitor is examined in terms of product offerings, pricing strategies, target market, distribution channels, and promotional approaches.

2.2.1 Direct Competitor

Crispy Bites operates in competitive markets with several other brands that offer similar products. In order to understand the position and superiority, below comparison with direct competitors has been made.

Table 2. 5 Direct Competitor

Factors	Grainsly	Inroll	Broodjie
Location	Ruko Maggiore Square, Gading Serpong.	Pisa Grande 2, Gading Serpong.	Ruko Maggiore Grande, Gading Serpong
Main Product	Crunchy Slim Toast	Artisan Focaccia and pastry	Sandwiches
Price range	Rp 49.000 - Rp 69.000	Rp 34.000 - Rp 82.000	Rp 38.000 - Rp 90.000
Target Customer	Young professionals	Middle to upper class culinary	Sandwich lovers from students,

	and students who are looking for a healthy, practical, and quality breakfast at a medium to upper price.	enthusiasts who love artisan bread, premium pastry, and exclusive dining experiences.	office workers, and families who are looking for practical food at competitive prices.
Service	Dine-in, takeaway, and online delivery through platforms such as GrabFood and GoFood.	Dine-in with the concept of artisan bakery, takeaway, and online delivery.	Dine-in with a cozy atmosphere, takeaway, and online delivery.
Distribution Channel	Sales through dine-in, takeaway, and online platforms such as GrabFood and GoFood.	Distribution through physical stores (dine-in and takeaway) and online through GrabFood, ShopeeFood, and GoFood.	Reaching customers through dine-in, takeaway, and online services such as GrabFood and GoFood.
Marketing Strategy	Using social media for branding, discount promotion on delivery platforms, and collaboration with food influencers.	Focus on premium branding through social media, word-of-mouth strategy, and digital marketing such as ads and promo bundling.	Using social media for branding, and collaboration with food influencers.

2.2.2 Indirect Competitor

Although Crispy Bites focuses on slim toast sandwiches, there are also indirect competitors that offer different products but can be an alternative for customers with similar preferences. Here are some indirect competitors that have the potential to compete with Crispy Bites.

Table 2. 6 Indirect Competitor

Factors	Shihlin	Krispy Kreme	Shirato
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Location	Summarecon Digital Center (SDC), Gading Serpong.	Summarecon Digital Center (SDC), Gading Serpong.	Ruko South Goldfinch, Gading Serpong.
Main Product	Crispy Chicken	Donuts	Sushi
Price range	Rp 34.000 - Rp 51.000	Rp 10.000 - Rp 100.000	Rp 27.273 - Rp 136.364
Target Customer	Teenagers, students, and office workers who are looking for practical, delicious, and affordable snacks with a typical Taiwanese flavor.	Students, office workers, families, and customers who are looking for practical food.	Sushi enthusiasts from all backgrounds, from students to working professionals, looking for sushi that is differently presented, with various qualities at varying costs.
Service	Takeaway and online delivery through platforms such as GrabFood and GoFood. Does not provide dine-in because the concept is more of a quick snack.	Quick service with dine-in, takeaway, and online delivery options.	Dine-in with the concept of sushi restaurant, takeaway, and online delivery through platforms such as GrabFood and GoFood.
Distribution Channel	Sales through physical outlets for takeaway as well as online services through GrabFood and GoFood.	Physical outlet, website, and GrabFood, GoFood, and ShopeeFood platforms.	Reaching customers through dine-in restaurants, takeaway, and online delivery services such as GrabFood and GoFood.
Marketing Strategy	Using social media for promotions, bundling discount offers on online delivery platforms, and location strategies in	Social media, product promo, seasonal campaign, and brand collaboration.	Using social media to build brand image, promo bundling or discount in delivery applications, as well as word-of-mouth strategy through a comfortable

	shopping centers or busy areas.		dine-in experience.
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2.2.3 SWOT

In running a business, one must comprehend strengths, weaknesses, opportunities, and threats in order to frame the right strategy. SWOT analysis helps Crispy Bites realize internal and external forces that impact business growth. A table of SWOT analysis that gives a thorough overview of the market position of Crispy Bites is as follows.

Table 2. 7 SWOT Analysis

Strength	Weakness
<ol style="list-style-type: none"> 1. Unique Products 2. Interesting Flavor Variant 3. Clear Target Market 4. Competitive Price 5. Grab-to-Go Concept 	<ol style="list-style-type: none"> 1. Does not Have a Strong Consumer Base 2. Brand Awareness is Still Low 3. Dependency on Online Platform
Opportunity	Threat
<ol style="list-style-type: none"> 1. Healthy & Practical Food Trends 2. Expansion to Campus & Office 3. Menu Innovation 	<ol style="list-style-type: none"> 1. Tough Competition 2. Raw Material Price 3. Delivery Platform Regulation

2.3 Sales Goal

For the realization of sustainable development, Crispy Bites establishes realistic target sales from market research and effective marketing tactics. The goal includes yearly revenues, gross profit, units sold, and the number of new customers acquired. Once the target is achieved, the company will develop step by step and entrench itself within the market.

Table 2. 8 Sales Goal

Sales Goal	Year 1	Year 2	Year 3
Annual Revenue	Rp 1.215.000.000	Rp 1.458.000.000	Rp 1.749.600.000
Gross Profit	Rp 636.789.764	Rp 764.123.717	Rp 916.948.460
Unit Sold	27.000	32.400	38.880
New Customer Acquisition	18.000	21.600	25.920
Customer Acquisition Sold	Rp 1.000	Rp 833	Rp 694

The sales target of Crispy Bites is determined based on the market potential, customer demand, and operational capacity of the business. As a Grab & Go food concept located in Gading Serpong, Crispy Bites targets students, young professionals, and customers who need practical yet high-quality meals. The annual revenue target is projected to increase from Rp 1.215.000.000 in Year 1 to Rp 1.749.600.000 in Year 3, supported by increasing sales volume and stronger brand awareness.

The transaction assumption is based on the estimated number of units sold per year. In Year 1, Crispy Bites targets 27,000 portions sold, which increases to 32,400 portions in Year 2 and 38,880 portions in Year 3. This growth projection assumes that customer demand will increase through offline purchases at the outlet and online ordering platforms such as GrabFood, GoFood, and ShopeeFood. The increase in sales volume is also supported by consistent product quality, strategic location, and effective marketing activities.

The growth from Year 1 to Year 3 is projected at approximately 20% annually. This growth is expected from expanding customer awareness, repeat purchases, promotional campaigns, and improved customer loyalty. As Crispy Bites becomes more recognized in the market, the business expects higher customer visits and stronger market penetration.

The increase in customer acquisition is influenced by several factors, including digital marketing strategies, social media promotion, customer recommendations, and promotional programs. The number of new customers is projected to increase from 18,000 customers in Year 1 to 25,920 customers in Year 3. Additionally, the customer acquisition cost decreases from Rp 1.000 in Year 1 to Rp 694 in Year 3, indicating improved marketing efficiency as brand awareness grows and existing customers contribute through repeat purchases and word-of-mouth recommendations.

2.4 Marketing Strategy

The marketing strategy is fundamentally anchored in the marketing mix (4Ps) framework, which serves as a blueprint for business execution. Product focuses on

aligning goods or services with consumer demands, while price involves establishing a strategic balance between market competitiveness and profit margins. Place emphasizes the efficiency of distribution channels to guarantee product accessibility, and promotion integrates various communication tools such as digital campaigns and advertising to stimulate market interest. To ensure efficacy, this framework must be supported by measurable objectives and structured implementation plans, such as defining specific sales growth targets or executing precision-targeted campaigns to broaden brand awareness within a set timeframe.

2.4.1 Product

Crispy Bites presents an innovative concept in the snack industry through Slim Toast, which combines traditional Indonesian flavors with modern culinary approaches. The product is developed to provide a different snacking experience by offering five main flavor variants: Rica Rica, Bumbu Bali, Bumbu Rujak, Teriyaki, and American Breakfast Flavor (ABF). Each variant is carefully developed using selected ingredients and standardized preparation methods to ensure consistent product quality, taste, and customer satisfaction.

The flavor variations offered by Crispy Bites represent different taste characteristics, including the spicy and aromatic profile of Rica Rica and Bumbu Bali, the sweet and savory combination of Teriyaki, the fresh taste of Bumbu Rujak, and the familiar taste of ABF. These variations are designed to accommodate different customer preferences while maintaining the core concept of providing an innovative snack product. The author focuses on maintaining product consistency by implementing quality control in ingredient selection and production processes to ensure that each product meets the expected standards.

Crispy Bites differentiates itself through the combination of traditional flavors and modern snack concepts, creating a unique positioning within the snack market. The product is designed not only to compete through affordable

pricing but also through product innovation, attractive presentation, and flavor diversity. To support long-term customer relationships, the author aims to maintain consistent quality, develop new product variations, introduce limited-edition Slim Toast products, and implement customer loyalty programs. Through continuous improvement and innovation, Crispy Bites aims to establish a strong market presence as a snack brand that offers quality products with distinctive flavor concepts.



Figure 2.1 Booth Design
(Source: AI Generated-ChatGPT)

2.4.2 Place

Crispy Bites sales strategy will be emphasized on physical kiosk located in strategic and busy locations to reach various age segments. These kiosk are designed to provide a fun and immersive face-to-face shopping experience to customers. The kiosk will be attractively displayed with clear signage, eye-catching design, and professional presentation that will highlight the uniqueness of Crispy Bites Slim Toast, which is full of flavor and innovative.

Apart from the presence of kiosk, Crispy Bites will utilize the power of social media through Instagram and TikTok to showcase their products and engage their customers. With attractive visual content, such as product pictures, videos of how Slim Toast is prepared, the audience will become

aware of the different flavors. This platform is going to be interactive for customers so that they can give their feedback or ask about some products for closer relationships or trust in the brand. For customer convenience, Crispy Bites will provide communication services through WhatsApp Business, allowing customers to place orders or ask questions before visiting the kiosk. The service allows a personal experience and will ease interaction with customers. More so, integration with local delivery services will allow Crispy Bites to reach customers wanting to enjoy Slim Toast at their convenience.

As an additional incentive, promotions such as free delivery for large purchases or special discounts will be offered, attracting more customers. By combining physical kiosk with effective digital marketing strategies, Crispy Bites aims to provide a comprehensive and accessible shopping experience, attracting customers from various walks of life, and building customer loyalty for sustainable growth.

2.4.2 Promotion

Table 2.9 Promotion Budget

Promotional Activit	Cost per Month (Rp)
TikTok Ads	Rp 400.000
Instagram Ads	Rp 400.000
Gym Partnership Promotion	Rp 250.000
Pilates Studio Partnership Promotion	Rp 250.000
Voucher & Flyer Distribution	Rp 100.000
Loyalty Program Materials	Rp 100.000
TOTAL	Rp 1.500.000

Crispy Bites can also use the power of social networking sites like TikTok and Instagram Reels to market Slim Toast. Video content has become among the most effective ways to capture customers attention, and Crispy Bites can surely leverage this trend in order to expose their unique taste variations. This can be the

created content showing how to make Slim Toast, creative ways of consuming the snack, or sharing customer testimonials praising their favorite taste.

In addition, if organic content is not yet having the desired impact, Crispy Bites can consider using paid advertising on TikTok and Instagram. With this advertising feature, Crispy Bites can ensure that their videos and social media pages often appear on users' homepages, increasing brand visibility and driving more traffic to their social media accounts. As more people become familiar with the brand, the chances of converting views into purchases will be higher.

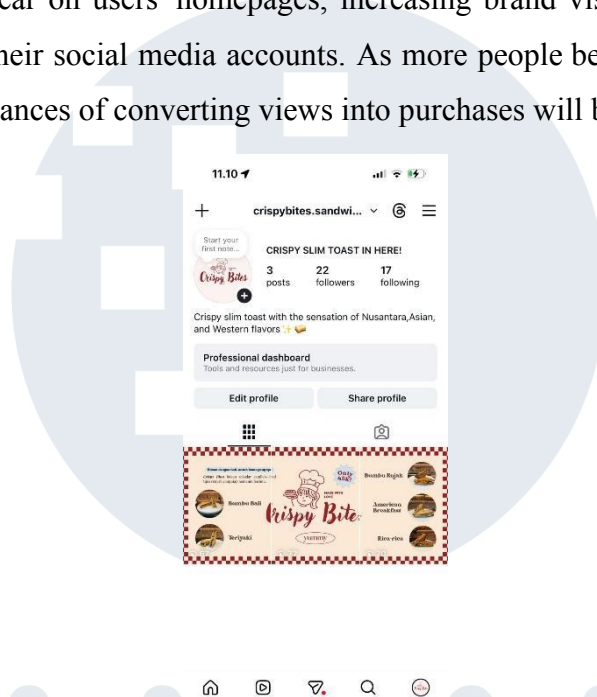


Figure 2.2 Instagram Promotion
(source: Author)

To strengthen customer relationships and encourage repeat purchases, Crispy Bites can introduce a loyalty program or member card. The benefits of this program are getting special discounts, free Crispy Bites, or limited flavor variants only for registered members. This loyalty program will not only attract new customers but also encourage existing customers to stay loyal and keep coming back for more products. The combination of attractive visual content and loyalty-based marketing approach will give Crispy Bites a huge strength in the market and a significant increase in sales.

In addition to digital marketing, Crispy Bites will establish paid promotional partnerships with nearby gyms and Pilates studios around Gading

Serpong. This strategy is aimed at reaching health-conscious consumers who seek practical and quality meal options after exercising. Through these partnerships, Crispy Bites will place promotional materials, provide exclusive discount vouchers for members, and offer special collaboration programs. This approach is expected to increase brand awareness, attract new customers, and strengthen customer loyalty while positioning Crispy Bites as a convenient grab-and-go meal option.

2.4.3 Pricing

Crispy Bites provides innovation within the snacking world, as it offers two delicious flavors of Slim Toast-both full of flavor and aroma, namely Rica-rica, Bumbu Bali, Bumbu Rujak, Teriyaki, and ABF. The price for each serving of this snack is around 160 grams, priced at Rp 45.000, offering a very delicious snacking experience with its premium ingredient quality and various flavors. To provide more value to loyal customers, Crispy Bites introduces an attractive loyalty program. By using a stamp-based loyalty card system, customers can collect stamps every time they make a purchase. When 5 stamps are collected, customers will get a 50% discount on their next purchase. Meanwhile, if they manage to collect 10 stamps, customers will get free products, providing a more enjoyable shopping experience. This loyalty program is designed to increase customer satisfaction and encourage repeat purchases, while rewarding those who faithfully enjoy Crispy Bites products. With affordable prices, a variety of flavors, and the benefits of a loyalty program, Crispy Bites is committed to creating a delightful culinary experience and building lasting relationships with customers.