

CHAPTER II

MARKETING PLAN

2.1 Market Size

The data was collected through interviews and questionnaires, with the main objective of obtaining detailed information on customer demographics, geographic location, psychographics, and behavioral patterns. This data was gathered to help store owners better understand customer preferences and how competitors operate in the market. Questionnaires were distributed to 37 respondents. The purpose of the survey was to gather information about the target market's age, tastes, and opinions, so that the right strategy could be determined based on customer needs.

2.1.1 Qualitative

The store owner conducted interviews to understand customers and develop Frunolotto's business. Chat interviews were conducted with potential customers, such as Saskia from Gading Serpong, staff, and managers of Bittersweet by Najla. They provided unique insights into fruit mousse desserts, helping to understand preferences and opportunities. The store owner ensured permission before the interview and kept the data confidential. From their opinions, valuable ideas were obtained to improve the business and serve the market better.

Table 2.1 *Qualitative Questions Structure*

No.	Manager	Staff	Potential Customer
1.	Brand Main Advantage	Product Selling Challenges	Interest in the Product
2.	Customer Attraction Strategy	Material Selection Process	How Often Buy a Product
3.	Taste Innovation	How to Handle Complaints	Product Combination
4.	Customer Loyalty Program		Reason for Choosing

1) Interview Result from Manager of Bittersweet by Najla, Tangerang

The manager of Bittersweet by Najla, located in Tangerang, shared insights on the business and strategies to maintain customer satisfaction and competitiveness. According to the manager, their main strength lies in offering

premium quality products and being a pioneer in dessert boxes in Indonesia. They use high-quality ingredients such as Belgian chocolate to ensure customer satisfaction. Key strategies to attract customers include promotions through social media platforms such as Instagram and TikTok, collaborating with culinary influencers, and providing attractive promotions such as discounts, bundling, and seasonal special editions. Popular flavours include Belgian chocolate, salted caramel, Oreo, and Biscoff, with special flavours introduced during the festive season.

2) Interview Result from Staff of Bittersweet by Najla, Tangerang

Based on the interview with Bittersweet by Najla's staff, their biggest challenge lies in maintaining the consistency of product quality, as desserts must always be fresh. High demand, especially during promotions or special events like Christmas, can sometimes overwhelm the team. The selection of high-quality ingredients like Belgian chocolate, imported cream, and other premium materials is made by working with trusted suppliers and carefully checking quality before production. Customer complaints are handled quickly through social media or WhatsApp. If there is a mistake, solutions like product replacement or compensation are offered to keep customers happy and loyal.

3) Interview Result from Potential Customer, Tangerang

From interviews with potential customers, it was found that the idea of cannoli with fruit mousse was interesting because it was a unique dessert concept they had never seen before, and they wanted to try. Many people buy desserts occasionally, usually once a month, as a special treat or when craving something sweet. The combination of cannoli with fruit mousse was appealing because fruit is usually used as a garnish rather than a filling, making it a fresh and new idea. What would encourage customers to choose this product over competitors is the chance to see how a small business makes its products, as well as their preference to support local businesses that deserve more recognition and customer support.

2.1.2 Quantitative

Several questions were given to potential customers, with 37 respondents filling out the survey, which included various types of questions such as demographic, geographic, psychographic, 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 Frunolotto business.

a. Demographic

From the demographic questions distributed, responses from participants were gathered, enabling the owner to gain deeper insights into their familiarity and interest in Frunolotto.

Table 2.2 *Demographic Result*

Age	15 – 20	89,2%
	20 – 25	10,8%
	25 – 30	0%
	30 – 35	0%
	>35	0%
Gender	Male	43,2%
	Female	56,8%
Job	Student	100%
	Employed Full Time	0%
	Employed Part-Time	0%
Status Relation	Single	70,3%
	Taken	29,7%
	Married w/ Children	0%
	Married w/o Children	0%

From the survey results, it can be concluded that Frunolotto products are more in demand by people aged 15-20 years, so they are the main target. The data also shows that Frunolotto buyers are mostly women, meaning that this product is more popular among women. In addition, most of the survey respondents were single, although some had partners. This shows that Frunolotto products are often purchased for personal consumption, but also have the potential to be purchased to be shared with friends or family, or for certain events. High interest is also seen among students, perhaps because their social environment likes sweet snacks like Frunolotto as a practical choice.

b. Geographic

To determine the target market in a particular area, it is important to know where potential customers live. This information can be collected through distributed surveys, which helps Frunolotto identify key locations and regions to prioritize to attract potential customers.

Table 2.3 *Geographic Result*

Domicile	Serpong	48,6%
	Tangerang	45,9%
	Graha Raya Bintaro	0%
	BSD	5,4%

From the data collected, the majority of respondents live in Serpong (48.6%), so this area is the main target for Frunolotto. Followed by Tangerang (45.9%) and BSD (5.4%), which are also potential markets for this product. The close location facilitates the distribution of Frunolotto products. The survey results show that the target market is in accordance with expectations, so there is a great opportunity to develop business in the Tangerang and Gading Serpong areas.

c. Psychographic

This question aims to explore the preferences of potential buyers, helping the owner understand the main factors that influence their decision when purchasing Products from Frunolotto. In addition, this question gives buyers a clearer understanding of the products that the Frunolotto business will offer in the future.

Table 2.4 *Psychographic*

The most important thing when buying dessert	Price	83,8%
	Taste	100%
	Packaging	29,7%
	Health Benefits	29,7%
	Ingredients	32,4%
	Service Quality	35,1%
How interested in trying Cannoli products with fruit mousse filling	Very not Interested	0%
	Not Interested	2,7%
	Neutral	10,8%
	Somewhat Interested	35,1%
	Very Interested	51,4%
	Mango Mousse	54,1%
	Strawberry Mousse	78,4%
	Dragon Fruit Mousse	24,3%

The most interesting variant to try	Banana Mousse	32,4%
	Pineapple Mousse	24,3%
How interested in promotions such as discounts or product bundling?	Very not Interested	0%
	Not Interested	0%
	Neutral	5,4%
	Somewhat Interested	43,2%
	Very Interested	51,4%
The importance of social media for food product information	Very not Interested	0%
	Not Interested	0%
	Neutral	5,4%
	Somewhat Interested	37,8%
	Very Interested	56,8%

Based on the data result, taste is the main factor in choosing dessert (100%), followed by price (83.8%). Cannoli filled with fruit mousse attracts many people (51.4% very interested). Strawberry mousse is the most popular (78.4%), and banana mousse is more popular than pineapple mousse. Promotion and social media are effective in attracting consumer attention. Banana mousse has greater potential.

d. Behaviour

The behavioural section explores customer habits, decisions, and preferences to understand their motivations when choosing and using a product. This helps develop effective marketing strategies, target markets accurately, and boost customer satisfaction and loyalty.

Table 2.5 Behavior Result

Have you ever tried Cannoli before?	Yes	45,9%
	No	54,1%
Price range for 1 Piece of cannoli	< Rp. 20.000	29,7%
	Rp. 20.000 – Rp. 25.000	62,2%
	Rp. 25.000 – Rp. 30.000	8,1%
	>Rp. 30.000	0%
How do you find out about a new dessert shop?	Social media	51,4%
	Recommendations from friends/family	27%
	Online Reviews	16,2%
	Advertisements from websites/apps	5,4%
	Customer Reviews	48,6%

The factors that most influence decisions in purchasing desserts	Advertisement or Promotion	27%
	Friend Recommendation	24,3%

Based on the survey, 54.1% of respondents have never tried cannoli, while 45.9% have. For the price, the majority (62.2%) chose IDR 20.000 - IDR 25.000, followed by prices below IDR 20,000 (29.7%). Only 8.1% were interested in the price of IDR 25.000 - IDR 30.000. Respondents more often find out about new dessert shops through social media (51.4%), followed by recommendations from friends/family (27%). Customer reviews are the most influential factor when buying dessert (48.6%), followed by advertising/promotions (27%) and recommendations from friends (24.3%). In conclusion, social media, customer reviews, and competitive prices (IDR 20.000 - IDR 25.000) are important to attract cannoli consumers.

2.1.3 Conclusion

In conclusion, premium quality and unique products are the main attractions in the dessert business. Quality ingredients and innovative flavors, such as fruit fillings, make Frunolotto products stand out. Promotion through social media, influencers, and loyalty programs is also effective in increasing brand awareness. The biggest challenge is maintaining product quality when demand is high, especially during promotions. Having a quick response and a solution is important for maintaining customer satisfaction.

2.2 Competitor Analysis

2.2.1 Direct Competitor

Frunolotto is a UMKM business that sells Cannoli products with fruit mousse filling. So here are some direct competitors for the Frunolotto business.

Table 2.6 *Direct Competitor Analysis*

Factors	Frunolotto	Chicory European Patisserie	Corica Pastries Wijaya
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Location	Located in Gading Serpong, Tangerang, and focusing on takeaway and delivery services.	Located in Central Jakarta, serving customers seeking premium European pastries.	Located in South Jakarta, serving customers looking for premium bakery and pastry products.
Main Product	Fruit mousse cannoli in five flavors and cold-brew tea beverages.	European pastries like cannoli, cakes, and desserts.	Premium pastries like cannoli products, cakes, and breads.
Price range	Around Rp. 15.000 – Rp. 25.000	Around Rp. 30.000 – Rp. 70.000	Around Rp. 50.000 – Rp. 125.000
Target Customer	Students, young professionals, and families aged 15–35 years.	Middle- to upper-income consumers and dessert enthusiasts.	Middle- to upper-income consumers seeking premium bakery products.
Service	Has a service to contact the store via media platforms such as WhatsApp and Instagram as well as visiting the outlet store directly.	Online ordering system, responsive customer service, and reliable delivery services.	Online ordering from their website, In-Store pick-up and delivery options
Distribution Channel	Grab-and-go kiosk, social media, GrabFood, and GoFood.	Dine-in, takeaway, custom orders, and delivery.	Takeaway, online orders, and delivery services.
Marketing Strategy	Instagram, TikTok, sponsored ads, bundling packages, flash sales, and seasonal promotions.	Social media marketing, premium branding, and customer loyalty programs.	Social media promotion, product showcases, and seasonal campaigns.

2.2.2 Indirect Competitor

Frunolotto is a business that offers desserts and snacks that are not directly similar to the original cannoli, but still cater to a customer base that shares a love

of sweet treats. These competitors may include brands that focus on other types of desserts, beverages, or unique culinary experiences that appeal to Frunolotto's target audience.

Table 2.7 Indirect Competitor Analysis

Factors	Bittersweet by Najla	Starbucks	Bakerzin
Location	Primarily operates through online platforms and delivery services across Indonesia.	Thousands of locations worldwide, including a significant presence in Indonesia's major cities.	Originating from a Singapore-based café and patisserie with outlets in Indonesia, particularly in Jakarta and Surabaya.
Main Product	Offers a Dessert boxes with layered cakes, cream, and various toppings.	Offers a wide range of beverages, including specialty coffees, teas, and seasonal drinks, alongside food items like pastries, sandwiches, and salads.	Specializes in a variety of desserts, including cakes, pastries, and artisanal breads, as well as a selection of main courses and beverages.
Price range	Around Rp. 40.000 – Rp. 80.000 (depending on size and variants)	Around Rp.25.000 – Rp. 65.000 for beverages and food items (depending on size and customization)	Around Rp. 50.000 – Rp. 100.000 for dessert and starting around Rp. 80.000 – Rp. 100.000 for the main course
Target Customer	Young adults and consumers looking for trendy dessert products.	Primarily targets young, urban, and affluent consumers, including professionals and students aged 25-44	Targeting families, professionals, and expatriates seeking a sophisticated dining experience with high-quality desserts and meals.
Service	Online ordering and nationwide delivery services.	Provides in-store dining with comfortable	Offers full-service dining with a focus on customer

		seating, free Wi-Fi, mobile ordering through the Starbucks app, and a loyalty program	experience, including dine-in, takeaway, and delivery services.
Distribution Channel	Online platforms and delivery services.	Operates through company-owned stores, licensed locations, and partnerships,	Operates through strategically located outlets in upscale shopping malls and commercial districts.
Marketing Strategy	Social media marketing, influencer collaborations, and viral content campaigns.	Utilizes in digital marketing, social media campaigns, and seasonal promotions to attract and retain customers.	Focusing on social media platforms, collaborations with lifestyle influencers, and participation in culinary events to enhance brand presence.

It can be concluded that Frunolotto faces both direct and indirect competition within the dessert industry. Direct competitors, such as Chicory European Patisserie and Corica Pastries Jakarta, offer cannoli and other European-style pastries that target consumers seeking premium dessert products. These businesses compete with Frunolotto by providing similar pastry-based products, although at higher price ranges and with a stronger focus on premium market segments.

On the other hand, indirect competitors such as Bittersweet by Najla, Starbucks, and Bakerzin offer alternative dessert products, pastries, and sweet treats that appeal to the same target market. While their products differ from Frunolotto's fruit mousse cannoli, they still compete for consumer spending within the dessert category. By understanding both direct and indirect competitors, Frunolotto can strengthen its market position through its unique fruit mousse cannoli concept, affordable pricing, grab-and-go convenience, and active social media marketing strategy.

2.2.3 SWOT

The SWOT analysis for Frunolotto is designed to evaluate the brand's internal and external factors. This analysis shows Frunolotto's strengths, such as fruit mousse cannoli, as well as areas for improvement, such as low brand recognition. There are opportunities to combine Italian tradition with Indonesian flavors and threats from competition and changing tastes. By understanding this, Frunolotto can develop strategies to maximize strengths and reduce risks.

Table 2.8 *SWOT Analysis*

SWOT Analysis	
Strength	<ol style="list-style-type: none"> 1. Unique cannoli product with fruit mousse, fresh ingredients 2. Distinctive brand identity in a niche market 3. Has a lower price than other brands
Weakness	<ol style="list-style-type: none"> 1. Limited brand recognition and lack of appeal to the market 2. As a new small business, it may not yet be as recognized as established competitors. 3. It has a short shelf life, so it requires proper storage
Opportunity	<ol style="list-style-type: none"> 1. Combining Tradition and Innovation between Italian and modern Indonesian desserts 2. Into a light dessert for consumption 3. Can expand locations or open branches in other cities.
Threat	<ol style="list-style-type: none"> 1. The emergence of competition with traditional desserts from other brands 2. There are changes in consumer preferences 3. The price of fresh fruit can fluctuate, which causes production costs and selling prices to change.

Frunolotto has its strengths in its unique cannoli combined with fruit mousse, fresh ingredients, and affordable prices, making it stand out in the niche market. However, as a new brand, the business faces challenges such as a lack of recognition and the need for proper storage due to its short shelf life. The opportunity lies in the fusion of Italian and Indonesian flavors, which can position the product as a light dessert and expand its reach to other cities. However, threats such as increasing competition, changing consumer preferences, and fluctuations in fruit prices can affect business operations. By focusing on branding, quality, and strategic marketing, Frunolotto can strengthen its position and grow in the dessert industry.

2.3 Sales Goal

To reach a certain number of customers each month and achieve the sales targets outlined in the table, Frunolotto plans to implement strategies to achieve the target number of customers each year, as shown in the table below.

Table 2.9 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Annual Revenue	Rp 842.400.000	Rp 884.520.000	Rp 928.746.000
Gross Profit	Rp 529.863.360	R556.356.528	Rp 584.174.354
Unit Sold	49.920 units	52.416 units	55.037 units
New Customer Acquisition	6.240 customers	6.552 customers	6.880 customers
Customer Acquisition Cost	Rp 4.006	Rp 3.816	Rp 3.634

The table above presents Frunolotto's sales goals and growth projections for the first three years of operation. The business targets annual revenue of Rp 842.400.000 in Year 1, with a projected growth rate of 5% per year, resulting in estimated revenues of Rp 884.520.000 in Year 2 and Rp 928.746.000 in Year 3. Gross profit is also expected to increase proportionally from Rp 529.863.360 in Year 1 to Rp 584.174.354 in Year 3, reflecting the business's ability to maintain healthy profit margins while expanding sales.

To support this growth, Frunolotto aims to sell 49.920 units in Year 1, increasing to 52.416 units in Year 2 and 55.037 units in Year 3. The business is projected to acquire approximately 6.240 new customers in Year 1, with customer acquisition increasing alongside sales growth. Through social media advertising, promotional campaigns, bundle offers, and food delivery platforms, Frunolotto expects to continuously attract new customers while encouraging repeat purchases.

The Customer Acquisition Cost (CAC) is projected to decrease from Rp 4.006 in Year 1 to Rp 3.634 in Year 3. This indicates that marketing activities are expected to become more efficient as brand awareness increases and more customers are acquired through organic referrals and repeat purchases. Overall, the sales projections demonstrate sustainable business growth supported by effective marketing strategies, increasing customer reach, and strong product demand.

2.4 Marketing Strategy

2.4.1 Product

Frunolotto offers a unique dessert experience through Italian-inspired cannoli made with crispy rolled puff pastry shells and filled with light, creamy fruit mousse. The combination of the crunchy puff pastry texture and refreshing fruit mousse creates a distinctive product that differs from traditional pastries and desserts available in the market. To ensure quality and freshness, Frunolotto uses high-quality ingredients, including freshly baked butter puff pastry and real fruit pieces.

Table 2.10 Product

Name of Product	Description
 <p data-bbox="341 1144 778 1234">Figure 2.1 Mangonnoli <i>Source: Generated by the Author, using ChatGPT</i></p>	<p data-bbox="826 853 1359 1160">A crispy puff pastry cannoli filled with smooth mango mousse and topped with fresh mango pieces. This flavor offers a refreshing tropical sweetness and a rich fruity aroma, making it one of Frunolotto's signature products.</p>
 <p data-bbox="341 1653 778 1742">Figure 2.6 Sicilia Limone Tea <i>Source: Generated by the Author, using ChatGPT</i></p>	<p data-bbox="826 1270 1359 1525">A refreshing and premium cold brew tea infused with real lemon slices. The cold brewing process creates a smooth, less bitter flavor with a light citrus taste that pairs perfectly with Frunolotto's cannoli.</p>

2.4.2 Place



Figure 2.8 *Kiosk Place Illustration*
Source: SMS Google Website

Frunolotto is strategically located in the Melody 2 Commercial Area, Symphonia, Gading Serpong, Tangerang, a growing commercial district surrounded by residential areas, schools, and business centers. The location offers strong customer traffic and easy accessibility, making it suitable for Frunolotto's grab-and-go dessert kiosk concept. In addition to serving walk-in customers, Frunolotto utilizes GrabFood and GoFood to reach a wider market and provide convenient access to its products. This combination of offline and online distribution channels helps maximize customer reach and support business growth.

2.4.3 Promotion

Frunolotto's promotional strategy focuses on increasing brand awareness and encouraging repeat purchases through social media marketing, digital advertising, and sales promotions. The business utilizes Instagram and TikTok to share engaging content, including product photography, cannoli-making videos, customer reviews, and promotional campaigns. Sponsored advertisements are also used to reach potential customers within the Tangerang and Gading Serpong area.



Figure 2.9 Promotional Bundle Package
Source: Generated by the Author, using ChatGPT

To attract new customers and increase transaction value, Frunolotto offers various promotional programs such as the Sweet Duo, Cannoli Box Bundle, and Family Bundle. These bundle packages provide customers with better value while encouraging them to purchase multiple products at once. Seasonal promotions, flash sales, and limited-time discounts are also implemented to stimulate customer interest and increase sales volume.

In addition, Frunolotto collaborates with food delivery platforms such as GrabFood and GoFood to expand market reach and improve customer convenience. Promotional features available on these platforms, including discounts, free delivery offers, and featured listings, are utilized to attract new customers and strengthen brand visibility in the competitive dessert market.

Table 2.11 Advertising Tools and Budget

Advertising Tools	Yearly Budget
In-store promotions (discount and voucher cards)	Rp 10.000.000,-
Social Media ads (IG, TikTok)	Rp 15.000.000,-
Total	Rp 25.000.000,-

The table above presents Frunolotto's annual advertising budget of Rp 25.000.000. The budget is divided into in-store promotions and social media advertising. In-store promotions include discount vouchers, bundle packages, and seasonal offers that encourage customers to make purchases and return in the future. Meanwhile, social media advertising focuses on Instagram and TikTok to promote products, increase brand awareness, and reach potential customers in Tangerang and Gading Serpong. By utilizing both promotional channels, Frunolotto expects to attract more customers and strengthen its presence in the local dessert market.

2.4.4 Pricing

Frunolotto offers a variety of cannoli filled with fruit mousse at affordable prices, ranging from IDR 15.000 to IDR 25.000 per piece, depending on the variant. The premium options are Mangonnoli (mango) and Dragonnoli (dragon fruit), while the standard options are Pinenoli (pineapple), Berrinnoli (strawberry), and Banananoli (banana). Sicilia Limone Tea and Fragola Toscana Tea, both priced at IDR 15.000, are additional beverage options available at Frunolotto. Frunolotto offers several bundling packages to boost sales and promote larger purchase volumes. Customers can save IDR 3.000 over the standard price by selecting three regular cannoli (Pinenoli, Berrinnoli, or Banananoli) for IDR 42.000.

For IDR 50.000–60.000, a mixed bundle of three items is an additional choice. This bundle may contain mixes of regular and premium cannoli. Frunolotto provides better value for larger purchases by offering a 5-item bundle that starts at IDR 70.000 for regular variants and goes up to IDR 110.000 for mixed premium selections. Depending on the type of cannoli selected, beverage add-on bundles are also offered, such as 1 cannoli + 1 tea for IDR 27.000–35.000. Frunolotto also offers limited-edition menu items and seasonal promotions, such as 10% off on holidays like Christmas, Valentine's Day, and Eid al-Fitr. In order to draw in new clients and raise brand awareness, the company also conducts giveaway campaigns and flash sales with discounts of up to 15%.