

CHAPTER II

MARKETING PLAN

2.1 Market Size

The data was collected through interviews and survey, with the main objective of obtaining detailed information on customer demographics, geographic location, psychographics, and behavioral patterns. This data collection process aims to help our store gain a deeper understanding of customer preferences and competitor strategies in the market. We have distributed the survey to 38 respondents. The purpose of this survey is to collect information about the age, preferences, and opinions of the target market, helping our brand to adjust its strategy to meet customer satisfaction.

2.1.1 Interview Results

We had conversations with Aisyah from Tangerang, who has tried the Flavorful Bliss product, and a manager and staff from Bittersweet by Najla Tangerang. The interviews were done over chat, making it easier to document accurate responses. We also make sure to obtain permission and consent from the ones we're interviewing. The purpose of this interview is to gain information and knowledge. From Manager level until staff that are working from the same industry. The insight would be useful to develop and expand the Flavorful Bliss business.

Insight from Participant 1: Manager of Bittersweet by Najla:

Manager of Bittersweet by Najla, Tangerang The manager of Bittersweet by Najla, located in Tangerang, gave some highlights of their best-selling dessert jars. Because of their popularity and suitability for gifting or enjoy for personal enjoyment, flavors like tiramisu, red velvet, and chocolate overload are very popular. Although sweet desserts continue to be the most popular, health-conscious consumers are increasingly requesting fruit-based and low sugar desserts. Their preferred pricing range for high-end desserts is Rp 50,000 – Rp 100.000, which corresponds with consumers' demands for both quality and affordability. Direct customization, such as event-specific toppings or personalized lettering. Using

fresh ingredients helps handle the major difficulties of keeping consistent flavor and texture, particularly during deliveries.

Insight from Participant 2: Staff of Bittersweet Najla:

Staff of Bittersweet by Najla, Tangerang Based on the interview with one of Bittersweet by Najla staff, under the name Nadia. She emphasizes that their dessert boxes, especially the regal and Nutella variants, are the best-selling because of their rich flavor, smooth texture, and high-quality ingredients. All of which comes in stylish packaging that can be given as gifts or enjoyed on its own. To keep customers interested, new flavors and limited-edition products are released for special occasions like Ramadan, Eid, and Valentine's Day. The brand is pursuing this market while maintaining its distinctive flavor in response to the growing desire for healthier choices, such as desserts that are low in sugar or gluten free. Its items' visual appeal is also a strong point; its instagrammable design increases brand visibility and encourages consumers.

Insight from Participant 3: Potential consumer:

Potential consumer, Tangerang Based on the interview with the Potential consumer, Aisyah. She has interest in the cake and fresh fruit combinations, describing it as a unique and lighter option compared to overly sweet desserts. She shared that she typically buys desserts about 1-2 times per week. She agrees that the use of high-quality ingredients, the serving size are reasonable for the price. She mentioned that if her friends and family like desserts with flavors of fresh fruit, she would be happy to suggest the product to them. She was particularly impressed by the product's appealing visual appearance, which she thought was more creative and unique compared to other desserts on the market.

2.1.2 Survey Results

Several questions were given to potential customers, with 38 respondents filling out the survey, which included various types of questions such as demographic, geographic, psychographic, and behavioral questions. The answers to these questions will be used as a reference for our business to set the target market and the price.

a. Demographic

From the demographic question distributed, responses from participants were gathered. With this, we can gain deeper with their interests in Flavorful Bliss.

Table 2. 1 Demographic results

Age	15 – 20	71.1%
	21 – 25	21.1%
	26 – 30	5.3%
	31 – 35	0%
	Above 35	2.6%
Gender	Male	50%
	Female	50%
Status Relation	Single	60.5%
	Taken	31.6%
	Married without children	2.6%
	Married with Children	5.3%
Jobs	Full-time worker	10.5%
	Part-time worker	10.5%
	Self-employed	0%
	Student	78.9%
Income	Less than Rp 2.000.000	21.1%
	Rp 2.000.000 – Rp 4.000.000	28.9%
	Rp 4.000.000 – Rp 6.000.000	34.2%
	Rp 6.000.000 – Rp 8.000.000	5.3%
	More than Rp 8.000.000	10.5%

Based on the survey results, the majority of respondents belong to the 15–20 age group (71.1%), indicating that Flavorful Bliss primarily appeals to students and young consumers. The gender distribution is evenly balanced, with 50% male and 50% female respondents, suggesting that the product has the potential to attract customers regardless of gender.

In terms of relationship status, most respondents are single (60.5%), followed by respondents who are in a relationship (31.6%). This indicates that Flavorful Bliss products may be purchased as personal treats, gifts, or desserts to be enjoyed with friends and partners. Although the percentage of married respondents is relatively

small, there is still potential for the products to be shared among family members during gatherings or special occasions.

Regarding occupation, the majority of respondents are students (78.9%), which aligns with the dominant age group identified in the survey. Although 71.1% of respondents fall within the 15–20 age range, the percentage of students is slightly higher at 78.9%. This is reasonable because some respondents aged 21–25 may still be pursuing higher education at universities or colleges. Therefore, the age and occupation data remain consistent and further support the identification of students and young adults as the primary target market for Flavorful Bliss. Furthermore, most respondents have a monthly income ranging from Rp 2.000.000 to Rp 6.000.000, indicating moderate purchasing power and a preference for products that offer good value for money.

Overall, the demographic profile aligns well with Flavorful Bliss’s target market, which consists primarily of students, young adults, and early-career professionals seeking innovative, visually appealing, and moderately priced dessert products.

b. Geographic

With the Geographic question distributed is to determine the target market in these particular areas, it is important for us to know where they currently live so we know where most customers will likely be.

Table 2. 2 Geographic results

Domicile	Serpong	60.5%
	BSD	15.8%
	Tangerang	23.7%

With these survey results. The majority of them lived in Serpong with the percentage of 60,5%, coming in second is Tangerang, with the percentage of 23,7%. In these locations, they are known for their growing population towards younger adults and families, which makes it ideal for our business, especially since our

business is a take-away purpose. GoFood and GrabFood is more available and go to those areas consistently.

c. Psychographic

With the psychographic questions distributed, this will help and explore the preferences of our customers and it will also have a clear understanding of the product that we will be producing today, the present, and in the future.

Table 2. 3 Psychographic results

What is the most Important thing When buying dessert	Price	71.1%
	Taste	92.1%
	Packaging	21.1%
	Health benefits	13.2%
	Ingredients	23.7%
	Service quality	28.9%
The most interesting Variant to try	Orange cream cake with whipped cream	34.2%
	Lemon cake with cream cheese	39.5%
	lemon cake with chocolate ganache	52.6%
	Red velvet with cream cheese	42.1%
	Cheesecake topped with chocolate ganache	47.4%
How interested are you in promotion such as Discounts or product Bundling	Very disinterested	0%
	Not interested	5.2%
	Neutral	7.9%
	Somewhat interested	34.2%
	Very interested	52.6%
How important is the Presence of Social Media for food product information	Very unimportant	0%
	Not important	7.9%
	Neutral	10.5%
	Somewhat important	42.1%
	Very important	39.5%

Based on the survey results, the majority of them say taste is the most important for consumers when buying desserts, with the percentage of 92,1%, coming in second place is the price with a percentage of 71,1%, there is also a strong interest in fruit bowl cakes. With the 5 varieties, the most interesting is the lemon

cake with chocolate ganache, with the percentage of 52,6% followed by cheesecake topped with chocolate ganache with the percentage of 47,7%, the remaining varieties, Red velvet with cream cheese with the percentage of 42,1%, Lemon cake with cream cheese with the percentage of 39,5%, and coming in last is orange cream cake with whipped cream with the percentage of 34,2%, promotions like discounts or product bundling seem to be highly effective, with the percentage of 52,6% for very interested and for somewhat interested with the percentage of 34,2%. To the next data, social media may play a big role in sharing information about the products. 42,1% says its somewhat important, and 39,5% of the result says its very important. Overall, the survey, cheesecake topped with chocolate ganache has better market potential than orange cream cake with whipped cream. Adding in promotions and bundling will be highly effective towards customers, and social media may play a big role as our key to communicate towards customers about our products and information.

d. Behavior

To better understand our potential customers, we conducted a behavioral survey focused on dessert consumption. The behavioural question that we distributed explores the customers' habits, decisions, and preferences. With this, it will help develop effective marketing strategies and reach the target market accurately and effectively. This will also help boost customer satisfaction and loyalty.

Table 2. 4 Behavioral results

Have you ever tried fruit bowl cake before?	Yes	81.6%
	No	18.4%
Price range for 1 Piece of fruit bowl cake	Less than Rp 40.000	10.5%
	Rp 40.000 – Rp 45.000	42.1%
	Rp 45.000 – Rp 55.000	44.7%
	Above Rp 55.000	2.6%
How do you find Out about new Dessert Shops?	Social media	55.3%
	Friends / family	28.9%
	Review online	5.3%
	Advertisements from websites / applications	10.5%
what factors most	Customer reviews	34.2%

influence your decision to purchase Desserts?	Advertising or promotions	36.8%
	Friend recommendations	28.9%

Based on the survey results on consumer behaviour, 81,6% of respondents have tried fruit bowl cakes, while 18.4% of the respondents haven't tried it. For the price of 1 piece of fruit bowl cake, the majority of respondents prefer the price range of Rp 45.000 - Rp 55.000 with a percentage of 44,7%, followed by Rp 40.000 – Rp 45.000 with the percentage of 42,1%, moving on to the next data, most respondents found out about new dessert shops through Social media, with the percentage of 55,3%, followed by recommendations from friends or family, with the percentage of 28,9%. Next data about factors that most influence their decision to purchase desserts. The majority of them pick advertising or promotion with the percentage of 36,8%, coming in second is customer reviews, with the percentage of 34,2%. Overall, from these results, with the price range of Rp 45.000 – Rp 55.000 but we also need to be aware of budget-friendly consumers, for them to also get a taste of our product. Social media and advertising or promotions play a high role in influencing the consumers.

2.1.3 Conclusion

In conclusion, the interview and survey provide Flavorful Bliss with a better understanding of the opportunities and challenges within the dessert industry. The findings indicate that product quality, unique presentation, and appealing flavors are among the main factors that attract customers. Therefore, using fresh ingredients and offering innovative fruit bowl cake concepts can help the business differentiate itself from competitors. The survey results also show that most consumers prefer purchasing desserts through online platforms, highlighting the importance of maintaining product consistency and ensuring that products are carefully packaged so they arrive in good condition and meet customer expectations. Furthermore, promotional strategies through social media, influencer collaborations, and customer loyalty programs can effectively increase brand awareness, attract new customers, and encourage repeat purchases.

2.2 Competitor Analysis

2.2.1 Direct Competitor

Flavorful Bliss is an UMKM operating in the food and beverage sector, specializing in fruit bowl cakes made using real fruit peels as serving containers. Located in Gading Serpong, the business targets students, young adults, families, and dessert enthusiasts seeking unique and visually appealing desserts. As the dessert industry continues to grow, Flavorful Bliss faces competition from several businesses that offer similar products and target comparable customer segments. The following direct competitors were selected based on their dessert-focused offerings, target market, pricing, and presence within the Aniva Grande area, which represents a relevant competitive cluster for premium dessert establishments.

Table 2. 5 Direct competitor

Factors	DOLCE Dessert Bar	Monu Bakehouse	Helio Artisan Cakery
Location	Aniva Grande Blok GC.17, Gading, Serpong Sub-District, Tangerang Regency, Banten 15334	Paramount Land Serpong, Ruko Aniva Blok GF no 11, Medang, Pagedangan, Tangerang Regency, Banten 15336	Aniva Grande Paramount, Blok GA.8, Gading, Kec. Serpong, Kabupaten Tangerang, Banten 15334
Main Product	Cakes, pastries, desserts, and café-style treats	Cakes, pastries, and dessert	Celebration cakes, artisan cakes, and desserts
Price range	Rp 30.000 – Rp 120.000	Rp 25.000 – Rp 120.000	Rp 40.000 – Rp 150.000
Target Customer	Young adults, families, and café visitors	Young adults, students, and dessert enthusiasts	Families, young adults, and celebration customers
Service	Dine-in, takeaway, online ordering, and delivery	Dine-in, takeaway, online order	Cake pre-orders, takeaway, and delivery service
Distribution Channel	Physical stores, Instagram, and	Physical store, social media, food delivery apps	Physical store, Instagram,

	food delivery platform		WhatsApp, and delivery service
Marketing Strategy	Social media content, seasonal promotions, and customer engagement.	Social media marketing, visually appealing product content, seasonal promotion	Social media marketing, customized cake promotions, and customer referrals .

2.2.2 Indirect Competitor

In addition to direct competitors, Flavorful Bliss also faces indirect competition from businesses that offer alternative dessert products to similar customer groups. Although these businesses do not provide fruit bowl cakes, they compete for consumers' spending on desserts, snacks, and sweet treats. These competitors typically offer greater convenience, wider product selections, or established brand recognition, making them viable alternatives for customers seeking dessert options.

Table 2. 6 Indirect competitors

Factors	Supermarkets Hypermarket / Farmers	Starbucks	Tous Les Jours
Location	Nationwide with locations in malls and commercial areas	Worldwide locations, with outlets across Indonesia	Nationwide, including outlets in Tangerang and Gading Serpong
Main Product	Ready-to-eat cakes, pastries, and desserts at budget-friendly prices	Offers a wide range of desserts and beverages	Cakes, pastries, breads, desserts, and beverages
Price range	Rp 20.000 – Rp 70.000 (single servings)	Rp 40.000 – Rp 90.000 (desserts)	Rp 25.000 – Rp 150.000
Target Customer	Budget-conscious families and individuals	Rp 50.000 – Rp 100.000 (dessert + drinks)	Young adults, students, families, and bakery café customers

Service	Self-service and takeaways	Young adults, students, and coffee enthusiasts seeking a lifestyle-oriented dining experience	Dine-in, takeaway, online orders, and delivery services
Distribution Channel	Available in physical stores and a few online grocery applications	Dine-in, takeaway, and online orders	Physical stores, website, GoFood, GrabFood, and other delivery platforms
Marketing Strategy	Relies on in-store promotions and digital advertisements	Physical stores, and delivery platforms like Go Food and Grab Food	Social media marketing, seasonal promotions, loyalty programs, and brand campaigns

2.2.3 SWOT

Understanding every business' strengths and weaknesses is the key to growing successfully. Flavorful Bliss' SWOT analysis examines the brand's strengths, areas for improvement, risks and possibilities in the competitive dessert market. This will help us to focus on what makes Flavorful Bliss special while also figuring out how to get over obstacles and make new opportunities.

Table 2. 7 SWOT analysis

SWOT Analysis	
Strength	<ol style="list-style-type: none"> 1. Unique fruit bowl cake concept that combines cakes with real fruit peels, creating a distinctive product that stands out from conventional desserts. 2. Creative and visually appealing presentation that attracts customers and encourages social media sharing. 3. Use of fresh fruits and quality ingredients to enhance flavor, freshness, and customer satisfaction. 4. Reduced use of packaging materials through the utilization of natural fruit peels as serving containers.
Weakness	<ol style="list-style-type: none"> 1. As a new business, Flavorful Bliss may face challenges in building brand awareness and customer trust. 2. The use of fresh fruits may result in a shorter product shelf life compared to conventional cakes and desserts. 3. Production costs may fluctuate depending on the availability and seasonal prices of fruits.

	<ol style="list-style-type: none"> 4. The fruit bowl cake concept requires careful preparation and handling to maintain product quality during delivery.
Opportunity	<ol style="list-style-type: none"> 1. Increasing consumer interest in unique and visually appealing dessert products creates opportunities for Flavorful Bliss to attract new customers. 2. The growing popularity of social media platforms encourages customers to share creative and aesthetically pleasing food products. 3. Collaborating with food delivery platforms such as GoFood and GrabFood can increase accessibility and expand market reach. 4. The large student and young adult population in Gading Serpong provides a strong potential customer base for innovative dessert products.
Threat	<ol style="list-style-type: none"> 1. Competition from local dessert business such as Bittersweet by Najla, DOLCE Dessert Bar, and Helio Artisan Cakery, which target similar customer segments. 2. The availability of alternative dessert options offered by supermarkets, homemade cake businesses, and bakery cafés may reduce customers' willingness to try new products. 3. Changes in consumer preferences and dessert trends may affect demand for specific product variants. 4. Increases in fruit and ingredient prices may lead to higher production costs and affect business profitability.

In conclusion, the SWOT analysis highlights both the strengths and challenges faced by Flavorful Bliss as a growing dessert business. The business possesses a competitive advantage through its unique fruit bowl cake concept, creative presentation, and use of fresh ingredients, which help differentiate it from conventional dessert offerings. However, Flavorful Bliss must address challenges such as building brand awareness, maintaining product consistency, and managing fluctuations in ingredient costs. By leveraging social media marketing, food delivery platforms, and strategic partnerships, the business can capitalize on emerging market opportunities and strengthen its position among students, young adults, and dessert enthusiasts in the Gading Serpong area. Through continuous product innovation and effective marketing strategies, Flavorful Bliss has the potential to establish itself as a recognizable and trusted dessert brand in the local market.

2.3 Sales Goal

To support the growth and sustainability of the business, Flavorful Bliss has established sales goals for the first three years of operation. These targets are based on projected customer demand, expected sales volume, marketing activities, and the gradual development of brand awareness within the Gading Serpong market. The projected growth rates reflect a realistic and sustainable expansion strategy as the business builds its customer base and market presence.

Table 2. 8 Sales goals

Sales Goals	Year 1	Year 2	Year 3
Growth	0%	5%	10%
Annual Revenue	Rp 1.800.000.000	Rp 1.890.000.000	Rp 2.079.000.000
Gross profit	Rp 1.192.075.200	Rp 1.251.678.960	Rp 1.314.262.908
Unit sold	36.000	37.800	41.580
New customer acquisition	9.000	9.450	10.395
Customer Acquisition Cost	Rp 4.950	Rp 5.197	Rp 5.716

The annual revenue target for Year 1 is Rp 1.800.000.000, with a projected gross profit of Rp 1.192.075.200. This target is based on selling approximately 36.000 units annually, equivalent to around 100 units per day across the five product variants offered by Flavorful Bliss. As a newly established business, Year 1 focuses on introducing the brand to the market, building customer awareness, and attracting first-time customers. The target of acquiring 9.000 new customers is supported by marketing activities such as social media promotions, digital advertisements, and collaborations with food delivery platforms. The Customer Acquisition Cost (CAC) of Rp 4.950 represents the estimated marketing expenditure required to attract each new customer.

In Year 2, Flavorful Bliss projects a 5% growth in revenue, increasing annual revenue to Rp 1.890.000.000 and gross profit to Rp 1.251.678.960. Units sold are expected to rise to 37.800, while new customer acquisition increases to 9.450 customers. This growth is primarily driven by increased brand awareness, customer satisfaction, and repeat purchases from customers acquired during the first year. As

more customers become familiar with the brand and share their experiences through word-of-mouth and social media, Flavorful Bliss expects to attract additional customers while maintaining a stable growth rate. The Customer Acquisition Cost is projected to increase slightly to Rp 5.197 due to continued marketing efforts and increasing competition within the dessert market.

By Year 3, the business is expected to achieve a 10% growth rate, generating annual revenue of Rp 2.079.000.000 and gross profit of Rp 1.314.262.908. Units sold are projected to increase to 41.580, with new customer acquisition reaching 10.395 customers. The higher growth rate is expected as Flavorful Bliss establishes a stronger reputation in the local market, develops a loyal customer base, and benefits from increased customer referrals and repeat purchases. Furthermore, continuous social media marketing, participation in promotional campaigns, and collaborations with food delivery platforms are expected to improve brand visibility and customer reach. Although the Customer Acquisition Cost increases to Rp 5.716, the business is expected to generate greater returns through stronger customer retention and higher sales volume.

Overall, the projected growth over the three-year period reflects a gradual and sustainable business expansion strategy. Rather than pursuing rapid growth, Flavorful Bliss focuses on building customer trust, increasing brand awareness, and maintaining product quality to support long-term business success.

2.4 Marketing Strategy

2.4.1 Product

Flavorful Bliss offers a unique dessert concept through its signature fruit bowl cakes, which combine cake flavors with creative fruit-based presentation. Each product is served in a real fruit peel, creating a distinctive and visually appealing dessert experience. The product range consists of five variants: Orange Dream Cake, Zesty Lemon Cream Cake, Choco Citrus Cake, Apple Velvet Berry Cake, and Chocolate Orange Cheesecake. These products are designed to appeal to students, young adults, families, and dessert enthusiasts who seek innovative and aesthetically pleasing desserts. Among the five variants, the Apple Velvet Berry

Cake is the best-selling product and serves as the signature item of Flavorful Bliss. The product features a red velvet cake made with apple puree, layered with cream cheese and whipped cream, topped with fresh apple slices, and presented in a natural apple peel. This variant best represents the brand's concept of combining creative presentation with enjoyable flavors and fresh ingredients. To maintain customer satisfaction, Flavorful Bliss focuses on product consistency, fresh ingredients, and continuous menu innovation through seasonal flavors and limited-time offerings.



Figure 2. 1 Best selling product

(Author's source)

2.4.2 Place

Flavorful Bliss will operate from a shophouse located in the Aniva Grande commercial area, Gading Serpong, Tangerang. The location was selected due to its strategic position within a developing residential and commercial district that attracts students, young professionals, families, and visitors. Aniva Grande is surrounded by residential neighborhoods, educational institutions, restaurants, cafés, and various lifestyle businesses, providing a consistent flow of potential customers throughout the day. In addition to serving walk-in and takeaway customers, Flavorful Bliss will offer online ordering through food delivery platforms such as GoFood and GrabFood to enhance accessibility and customer convenience. The business will also provide a small dine-in area where customers can enjoy the products on-site. By integrating a strategic physical location with

online delivery services, Flavorful Bliss aims to maximize customer reach while maintaining efficient and sustainable business operations.

2.4.3 Promotion

To increase brand awareness and attract customers, Flavorful Bliss will utilize social media platforms such as Instagram and customer engagement activities. Promotional efforts will include product advertisements, first-time buyer discounts, contests, and giveaways to encourage product trials and customer interaction.



Figure 2. 2 Promotional advertisement

(Source: Google Gemini)

Table 2. 9 Advertising tools and budget

Advertising Tools	Yearly Budget
Social media advertisements (Instagram and TikTok)	Rp 15.000.000
Influencer collaborations	Rp 10.000.000
First-time buyers discounts	Rp 7.000.000,
Contests and giveaways	Rp 5.000.000
Total	Rp 37.000.000

The promotional budget outlined above reflects a strategic allocation of resources across multiple marketing channels to increase brand awareness, attract new customers, and encourage customer engagement. Social media advertisements on Instagram receive the largest allocation because these platforms are widely used

by Flavorful Bliss's target market, particularly students and young adults. Influencer collaborations are utilized to expand brand reach and increase credibility through authentic product recommendations. In addition, first-time buyer discounts are designed to encourage customers to try the products, while contests and giveaways help increase engagement, social media interactions, and brand visibility. With a total annual promotional budget of Rp 37.000.000, these marketing activities aim to establish a strong online presence and support the growth of Flavorful Bliss during its early years of operation.

2.4.4 Pricing

Flavorful Bliss offers competitive pricing within the range of Rp 50,000 to Rp 100,000 per product, reflecting the premium quality of ingredients and creative presentation. Additionally, we offer bundle pricing for larger orders and event packages to encourage bundle purchases. Seasonal promotions, such as discounts for festive holidays or limited-edition flavors, will help us attract new customers and keep loyal customers entertained. For first-time customers, will be provided special discounts to enhance their purchase.

