

CHAPTER II

MARKETING PLAN

2.1 Market Size

2.1.1. Interview Result

With the help of qualitative research, exploration of mousse cake business in Indonesia can be done through multiple angles. For this purpose, owner of Mousseline had selected some other key figures in the food and beverage market for detailed interviews. One such interviewed was a customer possessing deep interest in mousse cake, Stevanie, an outlet supervisor of its competitor business, Franz Antonio, and Faris Muhaji, the manager of Exquise in Gading Serpong.

The focus behind this qualitative strategy was to explore more about the potential clientele and positioning goals of Mousseline by considering their expectations as well as industry standards and norms. Further, for ethical and empirical purposes, all research participants had a consensus on recording of the sessions, the interview and its policies, and confidentiality of the data prior to the research.

Mousse cakes are appreciated not only by consumers but also professionals due to their elegance in taste, various flavors, and impeccable texture. Potential customer Stevanie endorses these characteristics and is prepared to spend money on good looking and premium quality desserts. Besides, she expressed interest to use more local klepon and kacang hijau which add more innovation on the idea and diversify the target market.

Table 2.1. Qualitative Questions Structure

No.	Manager and Supervisor	Customer
1.	Demographic and Business Introduction	Demographic
2.	Food and Beverage Trends	Petit Mousse Cake Product Interest
3.	Struggle in FnB Industry	Struggle in FnB Industry
4.	Petit Mousse Cake Product Interest	Petit Mousse Cake Innovation Knowledge

5.	Petit Mousse Cake Innovation Knowledge	Mousseline's Interest
6.	Mousseline's Interest	
7.	Opinion and Suggestion	

Participant 1 : Ms. Stevanie Augustine B, Worker

Stevanie is happily employed and lives independently in Gading Serpong, and she particularly enjoys having quality dessert on mousse cakes. After sampling the mousse cakes in Exquise, Stevanie considers mousse cake as unique, and carries this description, "Has a wonderful lightness and airiness, but flavor-wise is totally rich without being too heavy." This interesting aural sound complemented with flavor combinations is something she appreciates a lot. Generally speaking, Stevanie's choice in desserts has a lot to do with both the taste and aesthetics of the mousse cake. She is impressed by mousse cakes' taste and look especially since Exquise creations are quite honest and she thinks that nice looking cakes are indeed very important when cakes are made to be presented.

The price of a product is what Stevanie considers to be the most important thing. However, she is willing to pay more than Rp60.000 if they are very high quality and have an interesting story to tell, especially, if they are comfortable to use or endowed with witty designs which make them beautiful and thus interesting to look at. She feels if she not only has an amazing cake but also if it tastes very good then it is absolutely the best when she purchases it on special occasions or as a gift. It is important for Stevanie that packaging is eco-friendly. Although packaging is the factor that affects the most shopping experience, she does not normally buy products for regular days but for times when she wants to treat herself or have a great gift for someone special. Furthermore, Stevanie would rather eat a small part of the cake as she is not so much of a fan of a large piece of it, she could either eat it while on the go or not be concerned about the presence of any leftovers of the cake to give it to others.

On the other hand, Stevanie is interested when asked about the addition of local flavors to mousse cakes. The idea of introducing Indonesian flavors like

klepon or kacang hijau into the line of mousse cakes is interesting, as it would add a new and unique twist to an already sophisticated dessert. She thinks that these flavors could be appealing to both local consumers and those looking for new experiences. Although Stevanie is quite satisfied with The Harvest, she is open to trying new brands like Mousseline, especially if they have new products that reflect a fresh perspective, such as using local flavors in their mousse cakes.

In terms of pricing, Stevanie feels that a very reasonable range for a mousse cake, especially those with unique local flavors or sophisticated design, would fall between Rp70.000 to Rp90.000. The price will reflect quality, taste, and presentation she is expecting. Although Stevanie has always been loyal to The Harvest because it always provided good quality products, she said she would switch to Mousseline if the latter came up with something new and exciting, especially if it spoke to her desire for innovation within the dessert space.

Participant 2 : Franz Antonio, Outlet Supervisor

Franz, who has been with Exquise as a supervisor for over a year, describes how mousse cakes are positioned in the product portfolio. According to him, "mousse cakes are their bestseller in the store, which is ordered to celebrate most occasions or anniversaries and birthdays. Exquise targets people who would like their dessert course to be more sophisticated and upscale. Thus, though it sells other bakery products like croissants and danishes, the line of mousse cakes has always been its bread-and-butter products. Franz shares that the mousse cakes are more popular as gift items due to their visuals and serving portions, good for a company or celebration.

Franz goes further and declares that even though clients know in which direction the product will be marketed, their responses about mousse cakes are predominantly positive. While not everybody loves mousse cakes due to their subtle flavors and creamy texture, those who do find it a truly indulgent experience. He further stresses that the texture-smooth, light, and velvety-along with refreshing flavors, is what has made the product popular. Franz said that the mousse cakes in Exquise differ from their competitors, for example, Emilie,

through various rare ingredients being used like fresh mango, avocado, and langsung.

Franz says that Exquise is very keen on cleanliness and product knowledge for quality control. Producing a quality product continuously will entail cleanliness and employee knowledge of the ingredients to use. He says that since hygiene affects the outward look and safety of the product, it should always be the first priority. The employees are trained in customer service and product knowledge quite frequently to ensure the best customer experience.

Even though customers have not been asking for an increase in regional flavors in mousse cakes, Franz believes Exquise might benefit from tinkering with new Indonesian-inspired tastes. He said regional preferences like klepon or kacang hijau could give the product a bit of playfulness and curiosity for novelty among customers. Franz admits that Exquise has not explored this concept so far, but he also points out that they are always seeking new ways to innovate and adapt to the market.

Participant 3 : Faris Muhaji, Store Manager

Faris is the store manager and has been with Exquise for almost a year. He summarized the product development of the mousse cakes at Exquise. The product portfolio is reviewed quarterly, after which the composition of the products is changed based on the sales outcome. The better-performing products would be continued, while those with lower performance are re-created or phased out. According to Faris, such constant perfection will definitely enable Exquise to move along with consumer preferences and the dynamic environment of the industry. Exquise's dessert selection has a staple of best-selling mousse cakes, and he often has offerings on the menu to keep customers coming back for more. He also emphasized customer service, and his employees are trained to respond promptly and with care to both in-store and online orders.

He attributes it to Exquise's ability to draw in customers because of the consistency in the flavor, presentation, and the customer service given by the firm. Faris believes that the only way to keep consumers happy, more so in the

competitive pastry industry, is by offering them great service. The employees are trained in customer contact as well as product expertise, and how to be attentive and responsive. Faris adds that he doesn't just remain at the outlet as a manager. In the course of expanding Exquise, he meets regularly with competitors, researches the market, and looks for opportunities to take on joint ventures. According to him, "Only by being well in advance can a businessman expect success in the highly competitive food market.

These mousse cakes comprise in excess of 40 percent of Exquise's total sales for the month-an extremely huge portion of sales. Faris says the target audience for mousse cakes usually includes those having a certain occasion to celebrate, given that mousse cakes are considered a higher-end dessert. Prices are mid-to-high-range, accordingly reflecting the high-end service Exquise aims at offering. Faris also addresses the issue of the importance of product homogeneity. This can be attained by focusing on levels of cleanliness and presentation, along with a constant source of quality raw materials.

Faris says that Exquise constantly checks customer feedback and demand regarding innovation. If a product works well, it may be revised or carried forward for future sales. Faris continues, however, that "some of the regional flavor variants were killed but could make a comeback next year with enhanced flavors and in a new avatar". In any case, new flavors or product introduction will mainly depend on customer's request and performance of sales. While still being a part of the constant strategy for product development for Exquise, introducing other regional tastes is in consideration, but there are no plans to do that at the moment.

Faris finishes off by highlighting how Exquise differentiates themselves with creative product designs, unique taste profiles, and a consistent best customer experience. While some rivalry may exist, he thinks innovation and the ability to adjust to change will continue to differentiate Exquise from its competitors.

2.2.2. Survey Result

The owner managed to collect 34 usable answers to a questionnaire that was distributed on a wider scale with the view of understanding the

market. This research was meant to obtain as much information as possible about the characteristics, preferences, and attitudes of Mousseline's potential customers. The data collected shall enable Mousseline to understand what to expect from its target market and to work on its products to meet consumer needs. The survey is divided into 4 categories including demographic, geographic, psychographic and behavioral preferences.

The important demographic factors that were considered in the survey comprise of gender, age, place of residence, and capacity to spend. These elements are pretty important to identify the commercial plans of Mousseline as far as designing packaging, competitive pricing, and the best shop locations. With this data, Mousseline would be capable of targeting its market precisely and setting an industrial benchmark concerning high-end mousse cakes.

Table 2.2. Quantitative Demographic

Attribute	Components	Percentage
Gender	Male	67,6%
	Female	32,4%
Age	15-20	47,1%
	21-25	41,2%
	26-30	11,8%
Domicile	Gading Serpong	82,4%
	Tangerang	11,8%
	Jakarta	5,9%
Occupation	Student	50%
	Self Employed	5,9%
	Employed Part-Time	14,7%
	Employed Full-Time	29,4%
Monthly Expense	Less than Rp.2.000.000,-	32,4%

	Rp.2.000.001 - Rp.4.000.000,-	23,5%
	Rp.4.000.001 - Rp.6.000.000,-	11,8%
	Rp.6.000.001 - Rp.8.000.000,-	8,8%
	Above Rp.8.000.000,-	23,5%
Marital Status	Single	100%

Based on the survey results, the majority of respondents (47,1%) fall within the 15–20 age group, followed by 21–25 (41,2%) and 26–30 (11,8%). Most participants are located in Gading Serpong (82,4%), with the rest residing in Tangerang, including Alam Sutera (11,8%), and Jakarta (5,9%). In terms of gender, male respondents dominate at 67,6%, while females make up 32,4%. Half of the respondents are students (50%), with the remainder comprising full-time workers (29,4%), part-timers (14,7%), and self-employed individuals (5,9%). Income levels vary, with 32,4% earning below Rp. 2.000.000 and 23,5% earning more than Rp. 8.000.000. Notably, all respondents (100%) are single, indicating a young and largely independent demographic ideal for Mouseline’s target market.

Table 2.3. Quantitative Geographic

Location	Percentage
Gading Serpong	82,4%
Tangerang	11,8%
Jakarta	5,9%

The geographic distribution of respondents shows a strong concentration in Gading Serpong, which accounts for 82,4% of the total participants. This indicates that Gading Serpong is the primary area of interest and relevance for the survey. Tangerang, including areas such as Alam Sutera, follows with 11,8%, while Jakarta contributes 5,9% of the responses. These results suggest that the target market is predominantly centered around Gading Serpong, supporting Mouseline’s plan to establish its business in that location.

Table 2.4. Quantitative Psychographic

Category	Response	Percentage
Dessert Consumption Frequency	Every day	2,9%
	A few times a week	38,2%
	Once a week	20,6%
	A few times a month	17,6%
	Rarely	20,6%
Factors In Choosing Patisserie	Taste of the product	73,5%
	Price	14,7%
	Healthy Preferences	8,8%
	Trends/Unique product	2,9%

The psychographic data provides insights into consumer behavior and preferences regarding dessert consumption and patisserie selection. A large portion of respondents (38,2%) consume desserts a few times a week, followed by 20,6% who enjoy them either once a week or rarely. Meanwhile, 17,6% consume desserts a few times a month, and only 2,9% do so every day, suggesting a moderate frequency overall.

When choosing a bakeshop or patisserie, the majority of respondents (73,5%) prioritize taste of the product, making it the most critical factor. Price ranks second at 14,7%, while healthy preferences and trends/unique products account for 8,8% and 2,9% respectively. These results highlight that while innovation and health-consciousness are appreciated, the flavor remains the top consideration for most customers. This insight supports Mouseline's focus on perfecting its mousse cake flavors to satisfy the core preferences of its target market.

Table 2.5. Quantitative Behavior

Category	Response	Percentage
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Budget for a serving of dessert	< Rp. 50.000	50%
	Rp. 51.000 - Rp. 100.000	38,2%
	Rp. 101.000 - Rp. 150.000	8,8%
	>Rp. 150.000	2,9%
How do you find new bakeshop/patisserie?	Social Media	64,7%
	Friends/Family Recommendations	32,4%
	While Passing By	2,9%
Loyalty Program Usage	Always	11,8%
	Often	32,4%
	Sometimes	32,4%
	Rarely	20,6%
	Never	2,9%

The behavioral data reflects consumer tendencies in dessert spending, patisserie discovery, and loyalty program engagement. A majority of respondents (50%) prefer to spend less than Rp 50.000 per dessert serving, while 38,2% are willing to spend between Rp 51.000–Rp 100.000, indicating that most customers favor moderately priced desserts. Only a small portion is open to spending above Rp 100.000, suggesting that premium-priced offerings should remain limited or tailored for special occasions.

When it comes to discovering new bakeshops or patisseries, social media plays a dominant role, with 64,7% relying on it as their main source, followed by 32,4% who trust recommendations from friends or family. This highlights the critical importance of online visibility and word-of-mouth in attracting customers. Physical exposure like passing by only contributes to 2,9%, emphasizing that offline discovery has minimal impact.

Loyalty program usage shows promising engagement: 32,4% of respondents often use them, another 32,4% sometimes, and 11,8% always participate. Only a small percentage rarely (20,6%) or never (2,9%) use such

programs, suggesting that a well-designed loyalty system could be an effective tool for encouraging repeat visits and enhancing customer retention.

2.2.3. Conclusion

Survey and interview results provide valuable insights that shape Mouseline's brand and marketing direction. Psychographic findings reveal that dessert consumption is a regular habit, with the majority of respondents enjoying desserts a few times a week (38,2%) or once a week (20,6%). Taste is the most important factor when choosing a patisserie (73,5%), followed by price and product uniqueness. This aligns perfectly with Mouseline's focus on delivering visually distinctive, flavor-rich mousse cakes that stand out in both taste and appearance. Additionally, interest in seasonal and limited-edition products supports the plan to launch occasion-based mousse cake collections throughout the year.

In terms of pricing, 50% of respondents prefer desserts priced under Rp. 50.000, and 38,2% are willing to spend up to Rp. 100.000. This supports a pricing strategy that balances affordability for regular customers while offering premium options for those seeking elevated flavors or designs.

Behavioral insights reinforce Mouseline's decision to operate as a grab-and-go and delivery-focused brand. Most customers discover new dessert brands through social media (64,7%), highlighting the importance of platforms like Instagram and TikTok for visibility and engagement. Friend and family recommendations also play a key role (32,4%), indicating the value of word-of-mouth and customer satisfaction.




Moreover, the data shows strong interest in loyalty programs, with over 75% of respondents using them at least occasionally. This supports Mouseline's plan to introduce a tier-based rewards system that not only encourages repeat purchases but also builds deeper customer relationships.

Overall, the results validate Mouseline's strategy of offering high-quality, trend-driven mousse cakes through an efficient and visually engaging grab-and-go model—supported by strong digital marketing and loyalty initiatives to attract, delight, and retain customers.

2.2 Competitor Analysis




2.2.1 Direct Competitor

Table 2.6. Direct Competitor Analysis

Factors	Mouseline	The Harvest	Exquise
Logo			
Location	Tangerang, focusing on small-scale, local presence	Multiple locations in Greater Jakarta area	Several locations in Jakarta and surrounding areas
Core Product	Unique, aesthetically designed petit mousse cakes	Cake slices, cakes, and pastries	Elegant, premium mousse cakes and desserts
Price Range	Middle to high ranged of pricing with several packages and discounts	Higher-end pricing for cakes and pastries	Premium pricing, focusing on exclusivity and high-quality
Target Customer	Middle to upper-middle class, cake lovers, special events	Upper-middle to high-income individuals, premium cake seekers	High-income individuals, those seeking luxurious treats
Service	Customization and personalization, loyalty program with exclusive experiences	Standard customer service, focus on dining experience	Premium customer service, exclusivity in experience
Distribution	Primarily in-store with plans for online order options	In-store, with a more established online presence	Primarily in-store, limited online presence

2.2.2 Indirect Competitor

Table 2.7. Indirect Competitor Analysis

Factors	KIBO	Dapur Cokelat	Union
Logo			
Location	Jakarta and surrounding areas, with a focus on café ambiance	Multiple locations across Jakarta, focusing on convenience	Located in prime areas of Jakarta, with a focus on trendy dining
Core Product	Premium chocolate desserts and cakes	Chocolate-based cakes and pastries	High-end patisserie with a variety of sweet and savory options
Price Range	Moderate to high-end pricing, catering to dessert lovers	Mid-range pricing for chocolate desserts	Higher-end pricing for gourmet cakes and pastries
Target Customer	Middle to upper-middle class, dessert enthusiasts	Broad target market, chocolate lovers	Upper-middle to high-income individuals, trendy foodies
Service	Relaxed, café-style service with a focus on dessert experience	Standard customer service with quick delivery options	High-quality service with a sophisticated dining experience
Distribution	In-store with a modern café setting and some delivery options	In-store with extensive delivery service	Primarily in-store with limited delivery options

2.2.3 SWOT Analysis

Table 2.8. SWOT Analysis

Strengths	Weaknesses
<ol style="list-style-type: none">1. Premium yet approachable concept2. Customizable products3. Innovative flavors and designs	<ol style="list-style-type: none">1. Limited brand awareness2. Short shelf life3. Limited production scale
Opportunities	Threats
<ol style="list-style-type: none">1. Celebration & gifting market2. Seasonal product trends3. Online delivery expansion	<ol style="list-style-type: none">1. Strong competitors2. Rising ingredients cost3. Delivery damage risk

Mouseline's main strength lies in its premium yet approachable concept, making the brand suitable for celebrations and gifting while still feeling accessible to a wide range of customers. The business also offers customizable mousse cakes that allow customers to personalize products based on their preferences and special occasions. In addition, Mouseline focuses on innovative flavors and aesthetic designs that follow market trends and customer preferences. However, as a new business, Mouseline still has limited brand awareness compared to established competitors. The products also have short shelf lives because mousse cakes require proper cold storage and careful handling, while the current limited production scale may affect the business's ability to handle sudden large orders. Despite these challenges, Mouseline has strong opportunities within the growing celebration and gifting market, especially for birthdays, weddings, graduations, and seasonal events such as Valentine's Day, Eid, and Christmas. Seasonal product trends and online delivery services also allow the business to increase customer engagement and expand its market reach beyond its physical location. On the other hand, Mouseline faces threats from established competitors with stronger market presence and customer loyalty. Rising ingredient prices may also affect profitability, while delivery damage and temperature issues during transportation can negatively impact customer satisfaction and brand image because mousse cakes are highly fragile products.

2.3 Sales Goal

Table 2.9. Mouseline's Sales Goal

Sales Goals	Year 1	Year 2 (75%)	Year 3 (50%)
Annual Revenue	Rp 1.008.000.000	Rp 1.764.000.000	Rp 2.646.000.000
Gross Profit	Rp 697.823.250	Rp 1.221.190.688	Rp 1.831.786.031
Unit Sold	12531	21930	32895
New Customer Acquisition	3600	3600	3600
Customer Acquisition Cost	Rp. 6.944	Rp. 6.944	Rp. 6.944

Mouseline's sales goal shows steady business growth over the first three years of operation. In Year 1, the business targets an annual revenue of Rp1.008.000.000 with a gross profit of Rp697.823.250 from selling 12,531 mousse cakes. In Year 2, the company projects a 75% increase in sales, resulting in annual revenue of Rp1.764.000.000, gross profit of Rp1.221.190.688, and total sales of 21,930 units. By Year 3, Mouseline aims to achieve an additional 50% growth, reaching annual revenue of Rp2.646.000.000 with gross profit of Rp1.831.786.031 from selling 32,895 units. Throughout the three-year period, the business plans to acquire 3,600 new customers annually through social media marketing and promotional activities. Based on an annual marketing budget of Rp25.000.000, the customer acquisition cost is estimated at Rp6.944 per customer. These sales targets reflect Mouseline's strategy to achieve sustainable business growth by increasing sales volume, maintaining profitability, expanding its customer base, and strengthening its market presence through consistent digital marketing efforts.

2.4 Marketing Strategy

2.4.1 Product



Figure 2.1. Mouseline's Products
Source: Owner's Assets

Mouseline specializes in premium, aesthetically designed mousse cakes that cater to various occasions. One of the brand's main unique selling points is its commitment to following festive seasons and trends by continuously introducing special menu collections for celebrations such as Chinese New Year, Ramadan, Christmas, Valentine's Day, and other seasonal events. These limited-time menus allow customers to enjoy unique and themed desserts that make celebrations feel more memorable and exclusive. However, because these products are seasonal and only available during specific periods, sales and customer demand may become less stable and more difficult to predict compared to permanent menu items.

Despite this challenge, Mouseline sees seasonal innovation as an important part of its brand identity and customer experience. The business continuously develops new flavors, cake designs, and concepts based on customer preferences, trends, and feedback. This allows Mouseline to stay relevant, creative, and responsive to changing market demands. Some seasonal or experimental products may eventually become permanent menu items if they receive strong positive responses from customers. Alongside these innovations, Mouseline continues to maintain its signature main menu products to provide consistency and familiarity for loyal customers while balancing creativity with brand stability.

2.4.2 Place



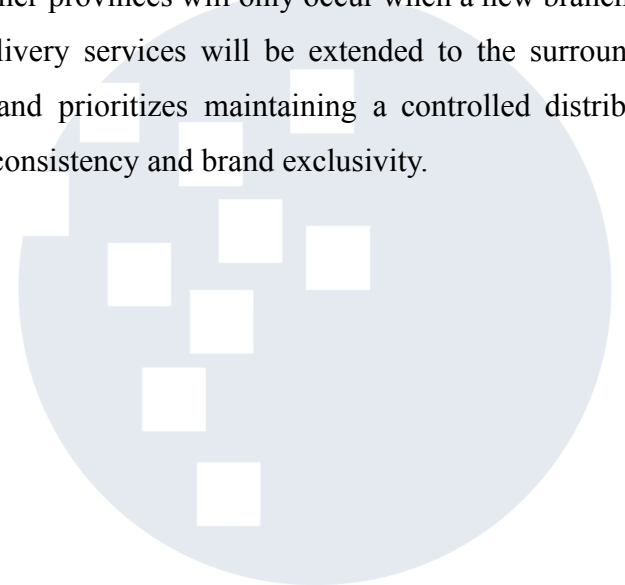
Figure 2.2. Store Mockup Plan and Layout
Source: AI Generated Assets

The proposed Mouseline store is designed as a 5 × 15-meter, single-floor grab-and-go pâtisserie that emphasizes both operational efficiency and a premium customer experience. The exterior features a sophisticated dark brown façade with gold accents and an illuminated "M" logo, reflecting the brand's luxurious identity. Inside, the front of the house occupies a compact area, consisting of a refrigerated display showcasing Mouseline's signature petit mousse cakes, a cashier and pickup counter, and a small seating area for customers who wish to enjoy their desserts on-site. The layout supports the brand's grab-and-go concept while providing a clean, elegant, and welcoming atmosphere.

The majority of the shop is dedicated to the production kitchen, which is equipped with stainless-steel working tables, a mixing station, baking area, packaging station, dishwashing area, dry storage, upright chiller, freezer, and blast freezer to ensure an efficient pastry production workflow. At the rear of the shop, a back office, storage room, supplier receiving entrance, and staff restroom support daily operations and inventory management without interfering with customer circulation. Overall, the layout is designed to maximize production capacity, maintain food quality and safety, and provide a seamless workflow from

ingredient receiving and preparation to decorating, packaging, and customer pickup, supporting Mouseline's positioning as a premium yet accessible grab-and-go dessert shop.

Mouseline's will be located in Gading Serpong. Deliveries will be available within these regions and around, ensuring freshness and quality. Expansion to other provinces will only occur when a new branch is established, at which point delivery services will be extended to the surrounding area of that branch. The brand prioritizes maintaining a controlled distribution network to ensure product consistency and brand exclusivity.



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2.4.3 Promotion

Mouseline's promotion strategy mainly focuses on increasing brand awareness through word-of-mouth marketing and social media exposure. Since Mouseline is a new brand, the main objective is to introduce the brand to more consumers and build recognition within the premium dessert market. To achieve this, Mouseline will collaborate with nano and micro influencers because they require lower promotional costs while still having strong engagement and influence among targeted audiences. Through influencer reviews, social media content, and customer recommendations, Mouseline aims to encourage more people to recognize and consider the brand when searching for cakes or desserts for special occasions.

In addition, Mouseline will actively focus on social media promotion through platforms such as Instagram and TikTok to showcase product aesthetics, seasonal menu launches, and customer experiences. Visual content is expected to play an important role in attracting attention and encouraging online engagement. Mouseline will also use promotional strategies such as bundling packages, seasonal offers, and loyalty programs to attract new customers and encourage repeat purchases. The loyalty program will provide rewards and exclusive benefits for returning customers, helping Mouseline build long-term customer relationships and strengthen customer retention.

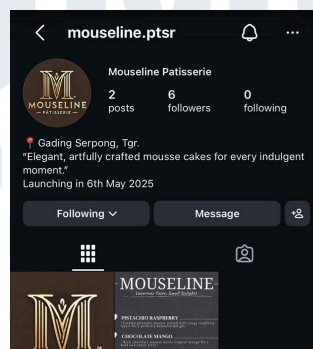


Figure 2.3. Mouseline's Social Media Source: Owner's Assets

Table 2.10. Promotion Budgeting

No	Marketing	Budget
1	Ads and Influencer Endorsement Budget	Rp 3.600.000
2	Discount and Voucher Budget	Rp 6.400.000
3	Bazaar and Events Budget	Rp 15.000.000

The promotion budgeting allocation is designed to support Mouseline's brand awareness and customer acquisition strategies throughout the year. The advertising and influencer endorsement budget will primarily be used to collaborate with nano and micro influencers, who are considered more cost-effective while generating authentic content and strong word-of-mouth promotion within the local community. The discount and voucher budget will be distributed across selected promotional periods throughout the year, such as festive seasons, store campaigns, and special occasions, to encourage repeat purchases and attract new customers. Meanwhile, the largest portion of the budget is allocated for bazaars and food festivals, as Mouseline plans to actively participate in dessert, bakery, and food-related events around Gading Serpong, BSD, and Jakarta. These events provide valuable opportunities to introduce the brand directly to potential customers, increase product sampling, expand market reach, and strengthen brand recognition in areas with high concentrations of the target market.

2.4.4 Pricing

Mouseline's pricing strategy follows a value-based approach, balancing affordability and exclusivity. The standard price range for mouseline mousse cakes is Rp55.000, with premium flavors like Hazelnut Espresso set at Rp60.000. Customization options, including size, color, and design, will have different pricing based on complexity. Seasonal or event-themed cakes will also have unique pricing to reflect their exclusivity. This pricing model ensures that Mouseline remains accessible while maintaining a premium image. Although Mouseline's products are positioned within the premium dessert segment, with most signature mousse cakes priced between Rp50.000–60.000,

this pricing remains justifiable based on the nature of the product and consumer purchasing behavior. While the survey results indicate that most respondents are willing to spend less than Rp50.000 for a single dessert serving, these responses primarily reflect desserts purchased after dining at restaurants rather than premium pâtisserie products intended for gifting or special occasions. In practice, consumers are already accustomed to purchasing whole celebration cakes ranging from approximately Rp400.000 to Rp900.000 as gifts for birthdays, anniversaries, holidays, and other special events. Mouseline offers an alternative by providing individually sized, luxury-crafted mousse cakes that deliver a premium gifting experience at a significantly lower price point than a whole cake, making the products both accessible and attractive for customers seeking elegant, high-quality desserts for celebrations or thoughtful gifts.

