

## **CHAPTER II**

### **MARKETING PLAN**

#### **2.1 Market Size**

Market size is the total potential demand and sales opportunity within a specific market or industry. It helps businesses understand how many potential customers may be interested in their products and how large the business opportunity can become. In the food and beverage industry, especially in the modern snack category, consumer demand continues to grow because people are increasingly looking for food that is practical, unique, and visually attractive. Many young consumers also prefer products that offer a balance between good taste, freshness, and modern food trends. In the competitive culinary industry, product differentiation is important to attract customers and create a strong brand identity.

LUVIE stands out by offering Vietnamese spring rolls with a fusion flavor concept that combines traditional Vietnamese food with popular modern flavors such as original, kimchi, BBQ, bulgogi, and salted egg. These flavor variations provide customers with more choices and create a unique eating experience compared to regular spring rolls available in the market. By combining fresh ingredients, modern flavors, and an attractive presentation, LUVIE positions itself as an innovative and trendy snack brand that targets young consumers and food lovers.

##### **2.1.1. Interview Result**

To better understand customer expectations and obtain valuable insights for the development of LUVIE, qualitative interviews were conducted as part of the market research process. This approach enabled the author to gather direct feedback from individuals who are familiar with Vietnamese spring rolls, either as potential consumers or industry practitioners. The author interviewed a prospective customer, Iqbal from Tangerang, a staff member from Pho Ba Ba at Puri Indah Mall, Jakarta, and the manager of the same establishment. Each participant provided

unique perspectives regarding Vietnamese spring rolls, contributing valuable insights into consumer preferences, industry challenges, and potential business opportunities.

The interviews were conducted through online chat to facilitate accurate documentation of responses and ensure reliable evidence for the research findings. Prior to the interviews, consent was obtained from all participants, and their personal information was kept confidential. The information gathered from these interviews provided important recommendations for product development, business improvement, and market positioning. As a result, this qualitative research serves as a significant foundation for supporting the growth and future success of LUVIE.

Table 2.1 Interview Result

No	Manager	Staff	Potential Customer
1.	Main Attraction	Most Ordered Products	Snack Preference
2.	Target Market	Customer Reaction to New Flavors	Trying New Product
3.	Consumer Trends	Frequent Complaints	Flavor Interest
4.	Promotional Strategy	Peak Times	Purchase Location
5.	Competition Strategy	Feedback Channels	Reason For Choosing

Participant 1: Mr. Toyo (Manager of Pho Ba Ba in Puri Indah Mall)

Mr. Toyo is the manager of Pho Ba Ba, a Vietnamese restaurant located in Puri Indah Mall, Jakarta. The author conducted an interview with Mr. Toyo to gain a deeper understanding of customer preferences, current food trends, and promotional strategies within the Vietnamese food industry. The interview aimed to identify valuable insights that could support the development and positioning of LUVIE in the market.

According to Mr. Toyo, the restaurant's best-selling menu items are Pho Signature and Goi Cuon Tom. These products consistently receive strong customer demand because they offer authentic Vietnamese flavors that are difficult to find in many competing establishments. The popularity

of these menu items indicates that consumers appreciate products that maintain authenticity while delivering a unique dining experience.

Regarding the target market, Mr. Toyo explained that Pho Ba Ba primarily serves young adults, families, and working professionals. These customer segments generally seek food that is practical, enjoyable, and suitable for various dining occasions. This finding suggests that convenience and product versatility are important factors influencing consumer purchasing decisions.

Mr. Toyo also highlighted several consumer trends currently shaping the food and beverage industry. According to him, customers are increasingly attracted to products that are authentic, visually appealing, and perceived as healthier alternatives. In addition, many consumers are influenced by social media, making product presentation and visual attractiveness important factors in generating customer interest and engagement.

When discussing promotional strategies, Mr. Toyo emphasized the importance of understanding customer preferences before implementing marketing activities. One of the most successful approaches used by Pho Ba Ba is offering promotional deals and bundle packages through social media platforms. This strategy has proven effective in attracting new customers while encouraging repeat purchases from existing customers.

From the interview, the author concluded that authenticity, visual appeal, health-conscious positioning, and targeted social media promotions are key factors that influence consumer behavior in the Vietnamese food market. These findings provide valuable insights for LUVIE in developing products and marketing strategies that align with current customer preferences and industry trends.

Participant 2: Mr. Chandra (Staff of Pho Ba Ba, Puri Indah Mall)

Mr. Chandra is a staff member of Pho Ba Ba, a Vietnamese restaurant located in Puri Indah Mall, Jakarta. The author conducted an

interview with Mr. Chandra to gain insights from an operational perspective, particularly regarding customer preferences, feedback patterns, and purchasing behavior. As a frontline employee who interacts directly with customers, Mr. Chandra provided valuable information about consumer responses to Vietnamese food products.

According to Mr. Chandra, the most frequently ordered snack items are Banh Mi and Lumpia Basah. These products are popular because customers perceive them as flavorful, satisfying, and convenient to consume. This finding suggests that consumers prefer food products that offer a balance between taste, practicality, and portion value, making them suitable for quick meals or casual dining occasions.

When discussing product innovation, Mr. Chandra explained that many regular customers are willing to try new menu offerings and often respond positively to new flavors. Customers tend to appreciate products that provide unique and interesting experiences while still maintaining familiar taste profiles. This indicates that continuous product innovation can be an effective strategy for attracting customer interest and encouraging repeat purchases.

Mr. Chandra also highlighted the importance of operational efficiency in maintaining customer satisfaction. While customer complaints are relatively uncommon, longer waiting times during peak operating hours occasionally result in customer dissatisfaction. The busiest periods generally occur during lunch and dinner service, particularly on weekends and Friday evenings when customer traffic significantly increases. These findings demonstrate the importance of adequate staffing, preparation, and workflow management during high-demand periods.

In terms of customer feedback, opinions are typically communicated either directly to staff members or through online review platforms. Although feedback is generally positive, some customers have occasionally reported issues related to food preparation, such as products not being fully cooked. According to Mr. Chandra, the restaurant continuously evaluates

such feedback and implements improvements to maintain product quality and customer satisfaction.

Based on the interview findings, the author concluded that product convenience, flavor innovation, operational efficiency, and consistent product quality are key factors influencing customer satisfaction within the Vietnamese food market. These insights can serve as valuable considerations for LUVIE in developing products, managing operations, and creating a positive customer experience.

Participant 3: Mr. Iqbal (Potential Customer, Tangerang)

Mr. Iqbal is a potential customer from Tangerang who participated in this research to provide insights regarding consumer preferences and purchasing behavior toward snack products. The author conducted an interview with Mr. Iqbal to better understand the factors that influence customer interest, product selection, and purchasing decisions within the snack food market.

According to Mr. Iqbal, he generally prefers snacks such as risoles and shrimp lumpia because they are familiar, enjoyable, and suitable as light meals. This finding indicates that consumers tend to be attracted to snack products that offer both convenience and familiarity. Therefore, products that maintain recognizable characteristics while introducing new elements may have greater potential for market acceptance.

When discussing factors that encourage product trials, Mr. Iqbal stated that he is often interested in products that appear unique or different from existing market offerings. Among the flavor variants presented, including Original, Kimchi, BBQ Sauce, Bulgogi Sauce, and Salted Egg, the Kimchi variant attracted his attention the most. He explained that the distinctive flavor profile and texture created a sense of curiosity and encouraged him to try the product. This suggests that unique flavor innovation can be an effective strategy for attracting first-time customers and differentiating a product from competitors.

Mr. Iqbal also emphasized the importance of location and accessibility when making purchasing decisions. He prefers purchasing products from businesses located near his area because shorter distances reduce delivery costs and waiting times. This finding demonstrates that convenience remains a significant factor influencing customer purchasing behavior, particularly for snack products that are commonly purchased for immediate consumption.

In addition, Mr. Iqbal highlighted that unique flavor combinations can create a strong competitive advantage. Products that offer flavors not commonly found in the market are more likely to capture consumer attention and create a memorable brand image. As a result, differentiation through product innovation becomes an important factor in influencing customer choice and increasing purchase intention.

Based on the interview findings, the author concluded that product uniqueness, flavor innovation, convenience, and accessibility are key factors influencing consumer purchasing decisions in the snack food market. These insights provide valuable guidance for LUVIE in developing distinctive flavor variants, selecting strategic sales locations, and positioning the brand effectively within the target market.

### **2.2.2. Survey Result**

Several questions were given to potential customers, with 30 respondents filling out a survey that 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 LUVIE business.

#### **a.) Demographic**

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

Table 2.2 Demographic Result

Age	15-20	44,1%
	20-30	11,8%
	30-40	2,9%
	40-50	17,6%
	50+	23,5%
Job	Employed full-time	31,6%
	Employed part-time	7,9%
	Self-employed	23,7%
	Student	36,8%
Gender	Male	60,5%
	Female	39,5%
Status Relation	Single	60,5%
	Married w/ children	36,8%
	Married w/o children	2,6%

Based on the survey results, it can be seen that people aged 15 to 20 show the highest interest in LUVIE products, making them the primary target market. The data also indicates that male customers slightly outnumber female customers, suggesting that the product may be more appealing to men.

Most of the respondents are single, which means that LUVIE products are often bought for personal consumption. However, there is still strong potential for the products to be shared with others, such as friends or family. This is especially relevant since many of the respondents are college students, who are usually influenced by their social environment. They often enjoy snacks together, whether as a casual hangout option or as a quick and convenient food choice.

b.) Geographic:

To identify the target market in a specific area, understanding where potential customers reside is crucial. This information can be obtained through distributed surveys, which will greatly assist LUVIE in determining the locations and regions to focus on for future customers.

Table 2.3 Geographic Result

Domiciled	Jakarta	52,9%
	Tangerang	41,2%

Based on the survey results, the majority of respondents are domiciled in Jakarta, accounting for 55.6% of the total respondents. This indicates that Jakarta represents the primary target market for LUVIE and offers significant opportunities for customer acquisition and business growth. Meanwhile, respondents from Tangerang make up 44.4% of the total, demonstrating that Tangerang is also an important market with strong potential demand for LUVIE’s products.

The survey results show that all respondents are concentrated within Jakarta and Tangerang, which are the main operational areas targeted by the business. Since these two locations are geographically close, LUVIE can benefit from more efficient distribution, lower delivery costs, and faster service coverage. Overall, the domicile distribution aligns well with LUVIE’s intended target market, providing a strong foundation for marketing activities and future business expansion within the Greater Jakarta area

b.) Psychographic:

This question aims to explore the preferences of potential buyers, helping the owner understand the key factors that influence their decision when purchasing Lumpia from LUVIE. Additionally, it provides buyers with a clearer understanding of the products that LUVIE plans to offer in the future.

Table 2.4 Psychographic Result

Decision To Choose Restaurant	Taste	91,2%
	Aesthetic Place	23,5%
	Harga	61,8%
	Trend	17,6%
	Health Of Food	29,4%
	The Uniqueness of Food	32,4%
	fast food	38,2%
	choose to cook for yourself	44,1%

Lifestyle in Choosing and Consuming Food	Always have a desire for unique and new food	55,9%
	Prefer to buy food than cook for yourself	11,8%
Decision To Choose Variant Flavor	Original	50%
	Kimchi	47,1%
	Barbeque Sauce	29,4%
	Bulgogi Sauce	26,5%
	Salted Egg	32,4%
Price List	Rp15.000 - Rp25.000	61,8%
	Rp25.000 - Rp30.000	38,2%
	Rp30.000 - Rp40.000	0%

From the data collected, it is clear that taste is the most important factor when people decide to buy food from LUVIE. A large majority of respondents, around 91,2%, consider taste as their main priority. Price also plays a big role, with 61,8% of respondents taking it into consideration. Meanwhile, the uniqueness of the food is important for 32,4% of respondents, showing that having something different can still attract attention. On the other hand, factors like the aesthetic of the place are less important, with only 23,5% of respondents considering it. Trends and health aspects are also considered, but not as strongly, at 17,6% and 29,4%. This means LUVIE should focus mainly on delivering great taste, while still keeping prices reasonable and offering something unique to stand out.

In terms of lifestyle, the data shows that 44,1% of respondents prefer to cook their own food, while 38,2% choose fast food as a convenient option. Interestingly, more than half of the respondents, around 55,9%, are always looking for new and unique food experiences. This creates a good opportunity for LUVIE to keep introducing creative and different menu options. There is also a smaller group, about 11,8%, who prefer buying food instead of cooking, which shows potential for ready to eat products like LUVIE.

When it comes to flavor preferences, the original flavor is still the most popular, chosen by 50% of respondents. Kimchi follows closely at 47,1%, and salted egg is also quite popular at 32,4%. Meanwhile, barbeque sauce and bulgogi sauce are slightly less preferred, with 29,4% and 26,5%. Based on this, LUVIE should focus on maintaining the original flavor as the main option, while also offering kimchi and salted egg to provide variety and attract different tastes.

For pricing, most respondents, around 61,8%, are comfortable with prices between Rp15.000 and Rp25.000. Another 38.2% are willing to spend between Rp25.000 and Rp30.000. None of the respondents chose the higher range of Rp30.000 to Rp40.000. This suggests that LUVIE should keep its pricing within the range of Rp15.000 to Rp30.000 to match customer expectations while staying competitive in the market.

c.) Behavior

The behavior section includes questions designed to explore customers' decisions, habits, and preferences when selecting a product. The objective is to help the owner gain deeper insights into the behavior and motivations of customers when deciding, purchasing, and using a product. The information gathered from these questions is expected to aid in developing more effective marketing strategies, accurately targeting the market, and enhancing customer satisfaction and loyalty.

Table 2.5 Behavior Result

Temperature For Vietnamese Spring Rolls	Hot	14,7%
	Warm	32,4%
	Normal	47,1%
	Dingin	5,9%
Too Often To Buy	Every day	17,6%
	Every week	23,5%
	Once every 2 weeks	50%
	Only on special occasions	8,8%

Based on the survey results, people have different preferences when it comes to the temperature of Vietnamese spring rolls. However, most respondents prefer them to be served at a normal temperature, with 47,1% choosing this option. This is followed by warm at 32,4% and hot at 14.7%. Only a small number of respondents, around 5,9%, prefer them cold. This shows that serving the spring rolls at a normal or slightly warm temperature would be the best choice, as it matches the preference of most customers.

Looking at purchasing habits, the data shows that many respondents buy spring rolls quite regularly. Around 50% purchase them once every two weeks, while 23,5% buy them weekly. There is also a smaller group, about 17,6%, who buy them almost every day. Only 8,8% said they buy them for special occasions. This suggests that LUVIE products are suitable not only for occasional treats but also for regular consumption. This kind of pattern gives LUVIE a good opportunity to adjust its promotions and marketing strategies to match how often customers tend to buy.

### **2.2.3. Conclusion**

Based on the results from both quantitative and qualitative research, there are several key insights that can help LUVIE strengthen its market presence and improve customer satisfaction. One of the most effective approaches is combining online and offline marketing strategies. Using social media platforms like Instagram and TikTok can help increase visibility, while in-store promotions such as upselling and bundle deals can encourage customers to try more products. This combination makes it easier to attract new customers and keep existing ones interested.

Customer experience is also very important. Friendly and professional service, along with consistent food quality and freshness, plays a big role in how customers feel about the brand. Serving the food at the right temperature also adds to the overall experience. In addition, offering

unique and interesting flavor options can make the product more appealing. The research shows that many people are interested in Vietnamese spring rolls, especially when they come in flavors like Original, Kimchi, BBQ, Bulgogi, and Salted Egg. This gives LUVIE a good opportunity to keep developing new ideas and expanding its menu.

Looking at the target market, most respondents are young people aged 15 to 20, and many of them are single. This group usually prefers simple and casual food options, either for personal consumption or to share with friends. In terms of location, most respondents are based in Tangerang, followed by Jakarta. This is an advantage for LUVIE, as these areas are close to the production location, making distribution more efficient and allowing the brand to focus its promotions locally.

The research also shows that taste, freshness, and uniqueness are the main reasons why people choose a product. Making sure the food is served at a preferred temperature, usually normal or slightly warm, can improve customer satisfaction even more. Another important finding is that many customers buy these types of products regularly, either once a week or every two weeks. This means there is strong potential for repeat purchases. To take advantage of this, LUVIE can offer bundle packages, discounts, or seasonal promotions to encourage customers to keep coming back and choose LUVIE as their regular option.


## **2.2 Competitor Analysis**

### **2.2.1 Direct Competitor**

LUVIE is a food business that offers Vietnamese Spring Rolls inspired by authentic Vietnamese cuisine. Although Vietnamese spring rolls are not yet widely available in Indonesia, LUVIE still faces competition from several businesses operating in the lumpia and spring roll market. These competitors offer products with similar characteristics, particularly as convenient snack options and traditional rolled pastries. Among the direct competitors identified are Lumpia Asih Semarang Ibu Asih,

LumpiaSemarang.JKT, and Lumpia Jakarta. Each competitor has its own strengths in terms of product offerings, target customers, pricing strategies, and marketing approaches. Therefore, understanding the competitive landscape is important for LUVIE to identify market opportunities and develop effective business strategies. To provide a clearer overview of the competition, a competitor analysis matrix is presented below.

Table 2.6 Direct Competitor Analysis

Factors	<b>Lumpia Asih Semarang</b>  (Sources: Google Image)	<b>LumpiaSemarang.JKT</b>  (Sources: Google Image)	<b>Lumpia Jakarta Seajk 1947</b>  (Sources: Google Image)
<b>Location</b>	Operates outlets in West Jakarta and serves customers through online delivery platforms.	Located in Petogogan, Kebayoran Baru, South Jakarta, with both dine-in and takeaway services.	Operates outlets in West Jakarta and serves customers through online delivery platforms.
<b>Core Product</b>	Authentic Semarang-style lumpia (fried and fresh) with traditional fillings.	Semarang-style lumpia with traditional recipes and premium ingredients.	Traditional lumpia (fried and fresh) that has become a culinary icon in Jakarta since 1947.
<b>Price range</b>	Approximately Rp15.000–Rp30.000 per portion.	Approximately Rp20.000–Rp35.000 per portion.	Approximately Rp20.000–Rp30.000 per portion.
<b>Target Customer</b>	Families, office workers, and customers looking for authentic Semarang flavors..	Young adults, families, and food enthusiasts interested in premium Semarang lumpia.	Local residents, office workers, tourists, and traditional food lovers.

<b>Service</b>	Orders available via WhatsApp, GoFood, GrabFood, and direct purchase at outlets.	Orders available through WhatsApp, GoFood, GrabFood, and direct outlet visits.	Orders available via WhatsApp, GoFood, GrabFood, takeaway, and dine-in services.
<b>Distribution</b>	Outlet sales and food delivery applications.	Physical outlet, takeaway, and food delivery platforms.	Restaurant sales, takeaway orders, and online food delivery services.
<b>Marketing</b>	Instagram promotions, customer testimonials, seasonal discounts, and delivery-app campaigns.	Actively promoting products through their Instagram account, displaying various risoles variants and current promotions.	Strong brand heritage, word-of-mouth marketing, online reviews, social media, and culinary media exposure.

Based on the comparison table above, it is evident that LUVIE, Lumpia Asih Semarang Ibu Asih, LumpiaSemarang.JKT, and Lumpia Jakarta each adopt different strategies to attract and serve their target markets. Lumpia Asih Semarang Ibu Asih focuses on providing authentic Semarang-style lumpia at affordable prices, appealing to families and consumers seeking traditional flavors. LumpiaSemarang.JKT positions itself as a premium lumpia brand by emphasizing product quality, authenticity, and strong engagement through digital marketing channels. Meanwhile, Lumpia Jakarta leverages its long-established reputation and heritage to attract loyal customers, tourists, and traditional food enthusiasts. In contrast, LUVIE differentiates itself by offering modern Vietnamese Spring Rolls with unique flavor variations and a strong digital-first approach through social media and online delivery platforms. While all competitors

operate within the snack and ready-to-eat food market, LUVIE's international product concept and focus on younger consumers provide a unique competitive advantage. This analysis demonstrates that each business utilizes different product positioning, pricing strategies, and marketing approaches to meet customer needs and maintain its presence in the market.

### 2.2.2 Indirect Competitor

In addition to direct competitors, LUVIE also faces competition from several food businesses that offer different products but target similar customer segments and consumption occasions. These businesses are classified as indirect competitors because they compete for the same customer spending on snacks, quick meals, and ready-to-eat food products. The selected indirect competitors are Sate Taichan Nyot Nyot Taman Palem Lestari, Cita Rasa Medan Taman Palem Lestari, and Ayam Kukuk Taman Palem Lestari. Although their core products differ from Vietnamese Spring Rolls, these businesses attract customers within the same market area and influence consumers' purchasing decisions. Therefore, analyzing these indirect competitors is important to understand their market positioning, pricing strategies, target customers, and marketing approaches. The indirect competitor profile matrix is presented below.

Table 2.7 Indirect Competitor Analysis

Factors	Sate Taichan Nyot-Nyot  (Sources: Google Image)	Cita Rasa Medan  (Sources: Google Image)	Ayam Kukuk  (Sources: Google Image)
Location	Operates in Taman Palem Lestari and serves dine-in,	Operates in Taman Palem Lestari and attracts customers looking for	Operates in Taman Palem Lestari and serves customers through dine-in,

	takeaway, and online delivery customers.	authentic Medanese cuisine.	takeaway, and food delivery services.
<b>Core Product</b>	Sate Taichan with grilled chicken skewers served with spicy sambal and rice.	Various Medanese dishes and traditional Indonesian meals with authentic regional flavors.	Fried chicken meals combined with rice, side dishes, and affordable meal packages.
<b>Price Range</b>	Approximately Rp20,000–Rp50,000 per portion.	Approximately Rp25,000–Rp60,000 per portion.	Approximately Rp20,000–Rp45,000 per meal package.
<b>Target Customer</b>	Young adults, students, and families who enjoy spicy and affordable meals.	Families, office workers, and customers seeking authentic Indonesian cuisine.	Students, office workers, and families looking for affordable and filling meals.
<b>Service</b>	Provides dine-in, takeaway, and online ordering through delivery applications.	Offers dine-in, takeaway, and online ordering services.	Provides dine-in, takeaway, and delivery services through food delivery applications.
<b>Distribution</b>	Distributed through physical outlets and food delivery platforms.	Distributed through restaurant sales, takeaway orders, and online delivery services.	Distributed through physical outlets, takeaway purchases, and delivery platforms.
<b>Marketing</b>	Promotes products through social media, food delivery platform promotions, and customer reviews.	Relies on customer loyalty, online reviews, and social media exposure.	Uses social media promotions, discount packages, and delivery platform campaigns to attract customers.

Based on the comparison table above, it can be observed that LUVIE and its indirect competitors adopt different approaches to satisfy customer needs within the food and beverage market. Sate Taichan Nyot Nyot focuses on spicy grilled chicken dishes that appeal to young consumers and families seeking affordable and flavorful meals. Cita Rasa Medan emphasizes authentic regional cuisine, attracting customers who prefer traditional

Indonesian food with rich flavors. Meanwhile, Ayam Kukuk positions itself as a convenient and affordable meal option through various chicken-based menu packages. Unlike these competitors, LUVIE differentiates itself by offering Vietnamese Spring Rolls, a unique international-inspired snack that is still relatively uncommon in the local market. By combining product innovation, convenient ordering channels, and strong digital marketing efforts, LUVIE is able to create a distinctive value proposition for customers. This analysis demonstrates that while indirect competitors compete for the same customer spending, LUVIE maintains a competitive advantage through its unique product concept and modern brand positioning.

### 2.2.3 SWOT

For a new brand in the process of being established, a variety of strategies can be implemented to ensure a strong market entry. LUVIE, a cake brand that has yet to officially launch its business, currently does not have products available for production or sale. However, with a well-planned marketing approach, the brand has the potential to capture the interest of prospective customers. The initial step in this process involves conducting an in-depth analysis of the brand's strengths, weaknesses, opportunities, and threats (SWOT), alongside defining the 4Ps: Product, Price, Place, and Promotion. By leveraging these strategies effectively, LUVIE can create a solid foundation for growth and position itself competitively in the market. This thorough preparation will help the brand to not only attract buyers but also establish a sustainable presence in the industry.

Table 2.8 Analysis SWOT

<b>Strength</b>	<b>Weakness</b>
1. Unique Vietnamese-inspired product. 2. Affordable selling price. 3. Multiple flavor variations.	1. New brand with low market recognition. 2. Limited financial resources as an UMKM.

	3. Unfamiliar product for some consumers.
<b>Opportunity</b>	<b>Threat</b>
1. Growing demand for international cuisine.	1. Intense competition in the snack market.
2. Potential to become a main course option.	2. Rising raw material costs.
3. Social media supports low-cost promotion.	3. Changing consumer preferences.

### 2.3 Sales Goal

Table 2.9 Sales Goal

Detail	Year 1	Year 2	Year 3
Annual revenue	Rp 648.000.000	Rp 712.800.000	Rp 798.336.000
Gross Profit	Rp 460.874.904	Rp 506.962.394	Rp 567.797.882
Unit Sold	23.400	25.740	28.828
New Customer Acquisition	10.000	11.000	12.320
Customer Acquisition Cost	Rp 2.400	Rp 2.181	Rp 1.948

Year 1 annual revenue is based on the projected sales forecast, resulting in total annual revenue of Rp 648.000.000. The business assumes stable sales performance throughout the year with support from online marketing activities and food delivery platforms.

Year 1 gross profit is based on the projected income statement, resulting in a gross profit of Rp 460.874.904 after deducting the cost of goods sold from total revenue. Year 2 assumes a 10% sales growth from Year 1 as brand awareness increases and more customers become familiar with LUVIE's products. This results in projected annual revenue of Rp 712.800.000 and gross profit of Rp 506.962.394. Year 3 assumes a further 12% sales growth from Year 2 due to stronger customer loyalty, repeat purchases, and continued marketing efforts. This results in projected annual revenue of Rp 798.336.000 and gross profit of Rp 567.797.882.

Unit sales are projected to grow in line with revenue growth. Year 1 is expected to sell 23.400 units, increasing to 25.740 units in Year 2 and 28.828 units in Year 3.

The average selling price remains relatively stable at approximately Rp 27.700 per unit, calculated from annual revenue divided by the projected number of units sold each year. New customer acquisition is estimated at approximately 42.7% of total yearly unit sales. Based on this assumption, LUVIE is projected to acquire 10.000 new customers in Year 1, 11.000 new customers in Year 2, and 12.320 new customers in Year 3.

Customer Acquisition Cost (CAC) is calculated using the annual promotion budget of Rp 24.000.000.

1. Year 1:  $\text{Rp } 24.000.000 \div 10.000 = \text{Rp } 2.400$

2. Year 2:  $\text{Rp } 24.000.000 \div 11.000 = \text{Rp } 2.181$

3. Year 3:  $\text{Rp } 24.000.000 \div 12.320 = \text{Rp } 1.948$

The decreasing CAC indicates that LUVIE's marketing activities become more efficient over time. As brand awareness grows and customer retention improves, the business is able to acquire more customers while maintaining the same annual promotional budget. In addition, repeat purchases and word-of-mouth recommendations contribute to lower acquisition costs in the later years.

## **2.4 Marketing Strategy**

### **2.4.1 Product**

LUVIE, where the vibrant tradition of Vietnamese spring rolls meets a world of innovative flavors that redefine your snacking experience! At LUVIE, we pride ourselves on creating spring rolls that not only pay homage to their culinary roots but also surprise and delight the taste buds with every bite. Our unique offering features five enticing flavors: Original, BBQ Sauce, Bulgogi Sauce, Kimchi, and Salted Egg Sauce. Each flavor is thoughtfully crafted to bring a burst of excitement and freshness, transforming the classic spring roll into a modern culinary adventure.

From the crisp and clean taste of our Original roll to the smoky sweetness of BBQ Sauce, the rich and savory notes of Bulgogi, the tangy kick of Kimchi, and the indulgent creaminess of Salted Egg Sauce, LUVIE caters to diverse palates and cravings. Our commitment to quality ingredients

ensures that every spring roll is not only delicious but also a celebration of flavor. Join us in exploring this delightful fusion, and experience firsthand how LUVIE elevates a beloved classic into a sensational new treat that will leave you craving more.

LUVIE stands out by blending the authenticity of Vietnamese spring rolls with bold, modern flavors like BBQ Sauce, Bulgogi, Kimchi, and Salted Egg Sauce. This unique variety, combined with fresh, high-quality ingredients, offers a distinctive snacking experience that competitors lack. We entice customers to switch by emphasizing our innovative flavors, affordable pricing, and visually appealing presentation. To retain them, LUVIE ensures consistent quality, offers loyalty rewards, and introduces limited-edition flavors to keep the menu exciting. By combining tradition with creativity, LUVIE builds a lasting connection with its customers.

#### 2.4.2 Place



**Figure 2.2 Place**  
(Sources: AI Generated Image)

LUVIE's sales strategy will focus on setting up a dedicated booth that can reach a wide range of customers from different age groups. The kiosk will be placed in a busy and strategic location to attract people passing by and encourage walk-in purchases. To make it more eye-catching, the kiosk will use clear signage, attractive displays, and neatly presented products that highlight the uniqueness and flavors of LUVIE's spring rolls.

Besides having a physical presence, LUVIE will also make strong use of social media platforms like Instagram and TikTok. These platforms will be used to showcase the different flavor options, share promotions, and post engaging content such as photos and videos. This approach helps increase visibility and also allows customers to interact directly with the brand, whether by asking questions or giving feedback, which can help build trust over time.

LUVIE will also use WhatsApp Business as a more direct way to communicate with customers. This is especially useful for those who prefer to pre-order or ask questions before visiting the kiosk. It adds convenience and makes the overall experience more personal. In addition, LUVIE will work with delivery platforms so customers can enjoy the products without having to come to the location. To make it more attractive, promotions such as free delivery for larger orders can be offered.

By combining a physical kiosk with active digital marketing, LUVIE aims to create a smooth and easy buying experience for customers. This approach is expected to attract more people, build customer loyalty, and support the long-term growth of the brand.

### 2.4.3 Promotion



**Figure 2.2 Promotion**  
(Sources: Author Instagram Post)

To increase brand awareness and attract potential customers, LUVIE allocates a yearly promotional budget of Rp24,000,000 across several marketing activities. The largest portion of the budget, Rp12,000,000, is dedicated to social media advertising on platforms such as Instagram and TikTok. These platforms are widely used by LUVIE's target market and provide effective tools for reaching potential customers through targeted advertisements and engaging video content.

A budget of Rp6,000,000 is allocated for influencer promotion. LUVIE plans to collaborate with micro influencers and food reviewers to introduce its Vietnamese Spring Rolls to a broader audience. Influencer recommendations can increase credibility and encourage potential customers to try the product.

Additionally, Rp4,000,000 is reserved for sales promotions, including discounts, vouchers, bundle deals, and special offers during holidays or promotional events. These activities are designed to attract new customers while encouraging repeat purchases from existing customers.

The remaining Rp2,000,000 is allocated to print promotion, including banners, flyers, stickers, and promotional inserts placed inside product packaging. Although digital marketing remains the primary focus, printed promotional materials can help strengthen brand visibility around the outlet area and during offline promotional activities.

By combining digital advertising, influencer marketing, promotional incentives, and print media, LUVIE aims to build strong brand awareness, increase customer engagement, and support long-term sales growth.

Table 2.10 Advertising Tools and Budget

<b>Advertising Tools</b>	<b>Yearly Budget</b>
Social Media Advertising (Instagram Ads & TikTok Ads)	Rp 12.000.000
Influencer Promotion (Micro Influencers & Food Reviewers)	Rp 6.000.000
Sales Promotion (Discounts, Vouchers, Bundling Offers)	Rp 4.000.000

Print Promotion (Banners, Flyers, Stickers, Packaging Inserts)	Rp 2.000.000
Total	Rp 24.000.000

#### 2.4.4 Pricing

LUVIE brings a fresh twist to traditional Vietnamese spring rolls by offering five unique and appealing flavors, which are Original, BBQ Sauce, Bulgogi Sauce, Kimchi, and Salted Egg Sauce. Each wrap is made using fresh and high quality ingredients to ensure a tasty and satisfying experience. The goal is to create something that feels both familiar and different at the same time. In terms of pricing, each wrap is kept affordable, ranging from Rp20,000 to Rp25,000, so it can be enjoyed by a wide range of customers.

To make the experience more attractive, LUVIE also offers a bundle promotion where customers can buy 5 wraps for Rp100,000. In this package, customers are free to choose and mix different flavors based on their preference. This not only gives better value for money, but also encourages customers to try more than one flavor in a single purchase.

In addition, LUVIE plans to introduce seasonal promotions that follow special events or holidays. For example, during Lunar New Year, there could be special bundles with themed packaging or extra discounts, making the product suitable as a gift or for sharing. These kinds of promotions are designed to attract new customers while also keeping existing customers interested.

By combining affordable pricing, flexible bundle options, and seasonal promotions, LUVIE aims to offer good value and stand out in a competitive food market.