

CHAPTER II

MARKETING PLAN

2.1 Market Size

InQuiche targets students and young adults aged 15–30 years in Gading Serpong, a growing area with a large population of students, and young adults who frequently seek convenient and affordable food options. The increasing demand for ready-to-eat meals and unique culinary experiences creates a promising market opportunity for the business. By offering French quiche with Indonesian-inspired flavors such as Beef Rendang, Beef Curry, and Chicken Kemangi at an affordable price of IDR 20,000 per portion, InQuiche provides a distinctive alternative to conventional fast food. Supported by its strategic stall location at Taman Rasa, Gading Serpong, the business is well-positioned to attract consumers looking for practical, flavorful, and innovative food products, indicating strong potential for market growth.

2.1.1. Interview Result

The owner selected Ms. Jessalyne as one of the interview participants because she is a café owner whose business offers products similar to those sold by InQuiche. Her professional background and experience in the culinary industry provided valuable insights regarding product quality, market potential, and business competitiveness. In addition, Mr. Bryan Nicolas was chosen as a potential customer representative, as he had never previously tried quiche products before. This allowed the owner to obtain more objective feedback, including honest criticisms and suggestions from the perspective of a first-time consumer. Together, both participants contributed meaningful perspectives that supported the evaluation and development of the business.

Ms. Jessalyne, owner of KAORI Desserts Cafe, Gading Serpong (Competitor). Ms. Jessalyne runs a café that offers pastries, including quiche as a savory alternative, contributing about 15–20% of monthly sales. Her main customers are college students, mothers, and children, supported by a strategic

location in a residential and dormitory area. She maintains consistent quality through strict SOPs, standardized recipes, proper storage, and efficient production planning to ensure freshness while minimizing waste.

The main challenge is low awareness of quiche, which she addresses through social media promotion and direct customer education. To achieve similar results, a business should focus on clear product differentiation, strong quality control, and a deep understanding of its target market, while actively educating customers to build interest and long-term demand.

Mr. Bryan Nicolas, college student (potential customer). Mr. Bryan Nicolas, a first-time quiche consumer, described InQuiche as a unique product that blends classic quiche with Indonesian flavors, creating a taste that feels both familiar and distinctive. He was attracted by its rarity in the market and considered it to offer a good balance between taste and price, suggesting a range of Rp15,000–Rp25,000 for a 40-gram portion as reasonable. His feedback also highlights that promotional efforts should emphasize the product’s uniqueness and value, especially since quiche is still unfamiliar to many customers, using simple approaches such as clear pricing, social media promotion, and product sampling to attract interest and encourage trial.

2.1.2. Survey Result

To gain a deeper understanding of the target market, the InQuiche’s owner distributed a large-scale questionnaire, which received a total of 33 responses. The survey data is expected to provide insight into InQuiche’s target market, by combining information on demographics, psychographics, and consumer preferences.

Table 2.1. Demographic Survey Result

Attribute	Components	Percentage
Gender	Male	33.3%
	Female	66.7%
Age	15-20	81.8%
	20-30	18.2%

Employment Status	Employed Full-Time	9.1%
	Employed Part-Time	3%
	Student	87.9%
Monthly Income	< Rp 2.000.000	60.6%
	Rp 2.000.000 - Rp 4.000.000	30.3%
	Rp 4.000.000 - Rp 6.000.000	3%
	Rp 6.000.000 - Rp 8.000.000	3%
	> Rp 8.000.000	3%
Family Status	Single	97%
	Married with Children	3%

The survey results revealed that 66.7% of respondents were female, while 33.3% were male, indicating that females showed a stronger preference for quiche and savory snacks products. Additionally, 81.8% of respondents were aged 15–20 years, with the remaining 18.2% were aged 20–30 years. This data underscores the significant opportunity for InQuiche to target younger demographics, especially teenagers, who are characterized by high curiosity, a tendency to follow trends, and a willingness to explore new experiences. In addition, 87.9% of respondents were university students, 60.6% of whom had a monthly income of less than Rp 2,000,000.

Table 2.2 Geographic Survey Result

Attribute	Components	Percentage
Domicile	Gading Serpong	87.9%
	Alam Sutera	12.1%

The survey highlighted that 87.9% of respondents were domiciled in Gading Serpong, Tangerang. This insight strongly supports the owner's decision to establish an InQuiche store in Gading Serpong, as the location aligns with the main target market identified through the survey.

Table 2.3 Psychographic Survey Result

Attribute	Components	Percentages
How often they dining out	Everyday	30.3%
	A few times a week	24.2%

	Once a week	18.2%
	A few times a month	18.2%
	Rarely	9.1%
The importance of choosing a restaurant	Taste of the food	66.7%
	Price	27.3%
	Ambience	3%
	Service quality	3%
Eating habits	Balance between health and indulgence	60.6%
	Health-conscious	9.1%
	Indulgent	15.2%
	Don't think much about it	15.2%

Based on the survey, most respondents frequently buy food, with 30.3% doing so daily, and taste emerging as the top priority (66.7%), followed by price (27.3%). Around 60.6% also try to balance health and indulgence in their eating habits. From this, it can be understood that university students, especially those living away from home, tend to look for food that is tasty, affordable, and still offers some nutritional value. InQuiche addresses these needs by using quality ingredients such as chicken, beef, potatoes, milk, and eggs, ensuring that the product is not only flavorful but also nutritious.

Table 2.4 Quantitative Behavioral

Attribute	Components	Percentages
How they mostly find about the new restaurant	Social Media	60.6%
	Friend/ family Recommendations	30.3%
	Online Reviews (Google, Tripadvisor, etc.)	6.1%
	While passing by	3%
Type of cuisine for dining out	Indonesian	39.4%
	Chinese	21.2%
	Western	27.3%
	Japanese	12.1%
Budget for a meal	< Rp 50.000	30.3%
	Rp 50.000 - Rp 100.000	54.5%

	Rp 100.000 - Rp 150.000	9.1%
	Rp 150.000 - Rp 200.000	6.1%
How often they use restaurant loyalty or special promotion	Always	24.2%
	Often	24.2%
	Sometimes	42.4%
	Rarely	9.1%

Based on the behavioral survey, most customers discover new restaurants primarily through social media (60.6%), followed by recommendations from friends or family (30.3%), while only a small portion rely on online reviews or случайно passing by. In terms of spending, the majority are willing to pay between Rp50,000–Rp100,000 per meal, with a significant number also preferring more affordable options under Rp50,000. For food preferences, Indonesian cuisine is the most popular, followed by Western and Chinese dishes, while Japanese food is less familiar to most respondents. When it comes to promotions, customer behavior varies—some regularly use them, but most only take advantage of offers occasionally. Overall, these insights show that social media plays a key role in attracting customers, while price, familiarity of cuisine, and flexible promotional strategies are important factors in influencing their dining decisions.

Table 2.5 Product interest Survey Result

Attribute	Components	Percentages
Interested in trying InQuiche Beef Rendang	Very Interested	42.9%
	Interested	54.3%
	Neutral	2.9%
Interested in trying InQuiche Beef Curry	Very Interested	40%
	Interested	57.1%

	Neutral	2.9%
Interested in trying InQuiche Chicken Kemangi	Very Interested	34.3%
	Interested	51.4%
	Neutral	14.3%
Interested in trying InQuiche Chicken OG w/ Sambal Matah	Very Interested	37.1%
	Interested	54.3%
	Neutral	8.6%
Interested in trying InQuiche Beef OG w/ Sambal Matah	Very Interested	37.1%
	Interested	57.1%
	Neutral	2.9%
	Somewhat Interested	

The data shows strong overall interest in all InQuiche variants, with Beef Rendang and Beef Curry standing out as the most appealing, receiving the highest levels of “very interested” and “interested” responses and almost no neutrality. Other variants like Chicken Original with Sambal Matah and Beef Original with Sambal Matah also perform well, while Chicken Kemangi shows slightly more mixed responses with a higher neutral rate. Overall, this indicates that combining quiche with Indonesian flavors is well-received by the market, although some variants could benefit from more creative and targeted promotion to further increase their appeal, highlighting a strong opportunity for InQuiche to grow and reach a wider audience.

2.1.3. Conclusion

In conclusion, the findings indicate that although general awareness of quiche remains relatively low, InQuiche has received positive feedback due to its unique and innovative product concept. This presents a valuable

opportunity to increase market awareness through the strategic use of digital marketing, particularly via social media, supported by engaging content and potential collaborations with influencers or other food and beverage businesses. Furthermore, it is essential for the business to consistently maintain product quality, not only in terms of taste and nutritional value but also in visual presentation, as an appealing product appearance can significantly influence customer interest and purchasing decisions.

2.2 Competitor Analysis

2.2.1 Direct Competitor

Table 2.6 Direct competitor

Factors	Martabak Aliong 88	Bakso Goreng Lidia	Aku Tahu
Location	Taman Rasa, Gading Serpong	Taman Rasa, Gading Serpong	Taman Rasa, Gading Serpong
Main Product	Savory and sweet martabak	Fried Meatballs	Crispy fried tofu
Price range	Rp 25,000 - Rp 70,000	Rp 15,000 - Rp 30,000	Rp 10,000 - Rp 20,000
Target Customer	Families, young adults, and snack lovers.	Young adults and families	Students, and young adult
Service	Takeaway and dine-in	Simple and fast service, and takeaway-focused.	Takeaway or delivery
Distribution Channel	Physical stores, Online food delivery platform, social media	Small offline stalls and online platforms.	Physical outlets, online food delivery platforms
Marketing Strategy	Strong brand recognition, product variety, and social media engagement.	Word-of-mouth and repeat purchase.	Focuses on affordable pricing, franchise expansion, and word-of-mouth marketing.

Martabak Aliong 88, Bakso Goreng Lidia, and Aku Tahu are identified as direct competitors of InQuiche because they offer savory snack products, target similar customers, and operate within a comparable price range. Since they are located in the same area, customers may consider them alternative options when purchasing snacks, creating direct competition within the local market.

2.2.2 Indirect Competitors

Indirect competitors are businesses that offer different products but satisfy the same customer need or target the same market segment. Although they do not sell identical products, they compete for consumers' attention, spending, and purchase decisions.

Table 2.7 Indirect competitor

Factors	Roti bakar 4 Sekawan	Kalochi Mochi	Pisang Goreng AFONG
Location	Taman Rasa, Gading Serpong	Taman Rasa, Gading Serpong	Taman Rasa, Gading Serpong
Main Product	Toast and snack products	Kalochi (Pontianak-style mochi coated with peanut and sesame powder)	Fritters
Price range	Rp 10,000 - Rp 30,000	Rp 10,000 - Rp 35,000	Rp 5.000 - Rp 35.000
Target Customer	Students, young adults, and families.	Teenagers, university students, and dessert lovers.	Young adults and families
Service	Fast preparation, counter-base ordering, and casual dine-in experience.	Takeaway and delivery service	Quick preparation, efficient customer transactions, and counter based ordering, takeaway-service.
Distribution Channel	Mall kiosk and walk-in customers	Physical stall, online food delivery platform	Small offline stalls and online platforms.

Marketing Strategy	Physical stall, takeaway service, and online ordering.	Uses attractive product presentation, and social media content	Strategic location, social media marketing, and customer loyalty.
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These businesses are classified as indirect competitors because they serve the same customer segment and consumption occasion, despite offering different products. Their presence may influence consumers' purchasing decisions when choosing among various snack alternatives available in the area.

2.2.3. SWOT

The SWOT analysis is conducted to provide a clearer understanding of InQuiche's internal strengths and weaknesses, as well as the external opportunities and threats within the market. Through this analysis, the business aims to identify key factors that may influence its performance and support the development of effective strategies for sustainable growth and competitiveness.

Table 2.8 SWOT Analysis

Strength	Weakness
<ul style="list-style-type: none"> a) Unique fusion innovation flavors. b) Niche market. c) Excellent ingredients quality. 	<ul style="list-style-type: none"> a) Low product awareness. b) Niche appeal.
Opportunity	Threat
<ul style="list-style-type: none"> a) Strong potential through social media marketing. b) Build early brand recognition. c) Rising trend of fusion and unique foods. 	<ul style="list-style-type: none"> a) Competition with familiar and affordable snacks. b) Easy to replicate concept by competitors.

InQuiche's main strength comes from its unique concept of combining classic quiche with Indonesian flavors, creating a taste that feels both distinctive and familiar to local consumers. This makes the product stand out in the market, especially since there are still very few direct competitors offering something similar. In addition, the use of quality ingredients helps

maintain good taste while also providing nutritional value, which adds to the overall appeal of the product.

One of the key challenges is that many people are still unfamiliar with quiche, which means the business needs to put extra effort into educating customers. The variety of products is also still limited, which may affect repeat purchases. Furthermore, as a niche product, it may take time for InQuiche to be widely accepted by a broader market.

There is a strong opportunity to grow by utilizing social media and digital platforms to introduce the product and reach more customers. The increasing interest in unique and fusion food also supports the concept of InQuiche. Additionally, the lack of direct competitors provides a good chance to build brand recognition and establish a strong presence in the market early on.

InQuiche may face competition from other snack options that are more familiar and often cheaper, especially for students and young consumers. Price sensitivity can also influence buying decisions within this target market. Moreover, since the concept is relatively easy to imitate, there is a possibility that new competitors could enter the market in the future.

2.3 Sales Goal

According to the Badan Pusat Statistik Kota Tangerang, the population in Tangerang aged 15 to 34 years is recorded at 462,078 people. The owner has an expected customer base of 100 people a day, which if added up is 14,400 customers per year. The owner expects sales to grow by around 10% from the previous year and so on. The table of sales goals are made to explain the plan of business growth year by year.

Table 2.9 Sales Goal

Sales Goals	Year 1	Year 2 (10%)	Year 3 (15%)
Annual Revenue	576,000,000	633,600,000	728,640,000
Gross Profit	343,130,611	377,443,672	434,050,223
Unit Sold	28,800	31,680	36,432

New Customer Acquisition	14,400	15,840	17,424
Customer Acquisition Cost	Rp 833	Rp 758	Rp 689

2.4 Marketing Strategy

2.4.1 Product



Figure 2.1 InQuiche's products
(source: Author)

InQuiche is a fusion snack that combines the classic French quiche with the bold and familiar flavors of Indonesian cuisine. The product was created to offer a unique culinary experience by bringing together international and local tastes in a convenient and affordable format. Each quiche features a flaky pastry crust with a savory egg-based filling, complemented by carefully selected ingredients and Indonesian-inspired seasonings.

InQuiche is available in five flavors: Beef Rendang, Beef Curry, Chicken Kemangi, Chicken Original with Sambal Matah, and Beef Original with Sambal Matah. Each 40-gram portion is designed to be enjoyed as a quick snack or light meal, making it suitable for busy students, young adults, and office workers. With its grab-and-go concept, customers can easily enjoy InQuiche anytime and anywhere.

To enhance the overall customer experience, the product is presented in simple yet attractive packaging that is practical and easy to carry. By combining familiar Indonesian flavors with a modern French pastry, InQuiche offers a distinctive alternative to conventional snacks while remaining accessible to a wide range of consumers.

2.4.2 Place

InQuiche operates through a home-based production system to maintain product quality and efficiency, while its sales are carried out through a small stall located in Taman Rasa, Gading Serpong. This approach allows InQuiche to stay close to its target market, offering convenient access for customers who are looking for a quick and practical snack option in busy, high-traffic areas.

2.4.3 Promotion

Table 2.10 Promotion explanation

Advertising Tools	Budget yearly
Social media ads (Instagram 1x per month Rp 400,000) (TikTok 1x per month Rp 400,000)	Rp 9,600,000
In-stall promotion (Student Discount Program, 10%)	Rp 2,400,000
Total	Rp 12,000,000



Figure 2.2 InQuiche Social Media Promotion
(Source: Author)

The annual promotion budget of RP12,000,000 is allocated to social media advertising and in-store promotions. Social media ads on Instagram and TikTok aim to increase brand awareness, while the Student Discount Program encourages trial purchases and repeat visits among the target market.

2.4.4 Pricing



Figure 2.3 InQuiche's Menu
(source: Author-Canva)

InQuiche is priced at Rp20,000 per portion to keep it affordable and accessible, especially for students and young consumers. This price reflects a balance between quality, portion size, and value, while remaining competitive with other snack options in the market. By offering a unique and tasty product at a reasonable price, InQuiche aims to encourage customers to try it and come back for repeat purchases.