

CHAPTER II

MARKETING PLAN

2.1 Market Size

Indonesia's dessert market continues to grow because consumers, especially Generation Z and young adults, are interested in sweet products that are attractive and suitable for sharing on social media. SweetFruit.Waffles is located in Gading Serpong, Tangerang, which has a large population of students, office workers, and families. These groups have strong purchasing power and often consume snacks and desserts. Therefore, the market potential for SweetFruit.Waffles is considered promising.

The target market of SweetFruit.Waffles consists of children, teenagers, university students, young professionals, office workers, couples, and families aged 18–40 years. These consumers enjoy trendy dessert products, spend time on social media, and are willing to try new flavors and attractive food presentations. The business mainly targets customers living in Gading Serpong and surrounding areas.

To understand customer preferences and develop the right marketing strategy, simple market research was conducted through interviews and questionnaires. Interviews were carried out to obtain deeper information regarding consumer preferences, purchasing behavior, and expectations for dessert products. Meanwhile, questionnaires were distributed to collect data from a larger number of respondents and identify market trends.

The interview respondents were selected based on their relevance to the target market. Respondent A was a marketing wafflelicious because students are one of the main customer groups in Gading Serpong and are highly influenced by social media trends. Respondent B was a staff wafflelicious because office employees often look for snacks and desserts after work or during breaks. Respondent C was a young couple because couples are one of the target segments that frequently visit cafes and enjoy sharing food experiences together. These respondents were chosen because they represent different groups of potential customers for SweetFruit.Waffles.

2.1.1. Interview Result

Based on interviews with Vera Pramaulidya (manager of wafflelicious), Najla (staff wafflelicious), and Priscilla (young couple), it was found that the waffle business attracts families, students, and young professionals through creative promotions, flavor innovations, and active social media marketing.

New menu ideas are developed based on market trends and customer feedback, resulting in unique flavors that combine local and modern tastes. Product quality is maintained through cooperation with trusted suppliers and strict quality control procedures. One of the main challenges faced by the business is maintaining product consistency while adapting to changing customer preferences and managing high demand, with waffles contributing 60–70% of total sales and driving additional purchases of drinks and toppings.

From an employee perspective, Najla highlighted the importance of achieving performance targets to secure bonuses and handling difficult customers professionally by communicating politely and reporting complaints to her manager. Training provided by management has also helped improve her skills and competence. From the customer perspective, Priscilla expressed her preference for strawberry matcha and strawberry Bueno flavors and emphasized that food quality, taste, cleanliness, and ingredient quality are key factors when choosing a restaurant. She also considered the concept of a waffle sandwich unique because it offers a more interesting texture.

Table 2.1 Question List

No.	Interviewee	Questions List
1	Manager	1. What is the most effective marketing strategy to attract customers and who is the main target market? 2. How do you develop new products and what inspires product innovation? 3. What steps are taken to ensure the quality and consistency of raw materials? 4. What are the main challenges in managing waffle products? 5. How do waffles contribute to the outlet's total sales performance?

No.	Interviewee	Questions List
2	Staff	1. What is the biggest challenge you face while working here? 2. How do you handle customer complaints or feedback? 3. Is there any special training you received to improve your skills? 4. What products are most frequently ordered by customers? 5. What factors do customers usually consider before purchasing waffles?
3	Customer	1. What flavor or combination of flavors appeals to you the most? 2. What do you usually look for when choosing a place to eat? 3. What do you think about the waffle sandwich idea that we offer? 4. How often do you purchase dessert products such as waffles? 5. What factors influence your decision to purchase a waffle product (price, taste, presentation, location, or promotion)?

2.1.2. Survey Result

The survey was conducted to understand customer interest in waffles, preferred flavors, expected prices, and the media they use to find information about food products. The survey was distributed to students, office workers, young couples, and families in Gading Serpong and nearby areas.

Based on the survey results, most respondents stated that taste, product quality, affordable prices, and attractive presentation are the main factors that influence their purchasing decisions. Strawberry Banana, Kinder Bueno, Matcha KitKat, Oreo, and Marshmallow were the most preferred flavors. The results also showed that most customers discover new food products through Instagram, TikTok, and recommendations from friends. Therefore, SweetFruit.Waffles will focus on social media promotion, product quality, and good customer service to attract and retain customers.

Table 2.2 Demographic Result

Age	18-24	71%
Gender	Female	67,7%
	Male	32,3%
Employment Status	Self Employment	51,6%
	Employment Part Time	45,2%
Monthly Income	Rp.2.000.000 - Rp.4.000.000	38,7%
	Less than Rp.2.000.000	35,5%
	Rp.4.000.000 - Rp.6.000.000	12,9%
	Rp.6.000.000 - Rp.8.000.000	6,5%
	Above Rp.8.000.000	6,5%
Family Status	Single	93,5%
	Married with children	6,5%

The demographic survey results indicate that the majority of respondents are aged between 18–24 years old, representing 71% of the total respondents. This shows that the primary target market for SweetFruit.Waffles consists of young consumers who are generally interested in trendy food and beverage products.

Based on gender, female respondents account for 67.7% of the total respondents, while male respondents represent 32.3%. This finding suggests that female consumers are more likely to be interested in dessert products and may become the primary target market for SweetFruit.Waffles.

In terms of employment status, 51.6% of respondents are self-employed, while 45.2% work part-time. This indicates that most respondents have their own source of income and purchasing power to spend on food and beverage products.

Regarding monthly income, the largest group of respondents earns between IDR 2,000,000 and IDR 4,000,000 per month (38.7%), followed by respondents earning less than IDR 2,000,000 (35.5%). Meanwhile, respondents earning between IDR 4,000,000 and IDR 6,000,000 represent 12.9%, while those earning between IDR 6,000,000 and IDR 8,000,000 and above IDR 8,000,000 each account for 6.5%. These findings indicate that

SweetFruit.Waffles should maintain affordable pricing to match the purchasing power of its target customers.

Based on family status, 93.5% of respondents are single, while only 6.5% are married with children. This result indicates that the majority of respondents are young adults who are more likely to purchase dessert products for personal consumption, social activities, and lifestyle purposes.

Table 2.3 Geographic Result

Domicile	Jakarta	33,3%
	Gading Serpong	53,3%
	Alam Sutera	3,3%
	Cisauk	3,3%
	Medang	6,7%

The geographic survey results show that the majority of respondents are located in Gading Serpong, accounting for 53.3% of the total respondents. Jakarta represents the second largest group with 33.3% of respondents, followed by Medang at 6.7%, while Alam Sutera and Cisauk each account for 3.3%.

The results indicate that SweetFruit.Waffles has the potential to attract customers from both Gading Serpong and the Greater Jakarta area. Although Gading Serpong contributes the largest percentage of respondents, it remains a strategic location due to its growing residential communities, educational institutions, office areas, and commercial developments. The area also provides access to consumers from nearby locations such as Alam Sutera, Cisauk, and Medang.

Furthermore, the increasing use of online food delivery platforms enables SweetFruit.Waffles to reach customers beyond its physical location. Therefore, operating in Gading Serpong allows the business to serve local customers while also expanding its market reach to consumers in Jakarta and surrounding areas through digital ordering channels.

Based on these findings, Gading Serpong is considered a suitable business location because it offers strong market potential, accessibility, and opportunities for future business growth.

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Table 2.4 Behavioral Segmentation

How Often Dine Out	Everyday	32,3%
	A few times a week	29%
	Once a week	16,1%
	A few times a month	9,7%
	Rarely	9,7%
The important when choosing restaurants	Taste of food	71%
	Price	25,8%
	Service Quality	3,2%
Eating Habits	Health Conscious	9,7%
	Indulgent	6,5%
	Balance between health and indulgence	48,4%
	I don't think much about it	35,5%
New food experience	Very willing	22,6%
	Sometimes willing	19,4%
	Neutral	54,8%
	Unwilling	3,2%
Sustainability	Very important	35,5%
	Sometimes important	25,8%
	Neutral	35,5%

	Not very important	3,2%
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The psychographic survey results provide insights into respondents' lifestyles, preferences, and attitudes toward food consumption. The findings show that 32.3% of respondents dine out every day, while 29% dine out a few times a week. This indicates that a large proportion of respondents regularly purchase food and beverages outside their homes, creating a favorable market opportunity for SweetFruit.Waffles.

When choosing a restaurant, 71% of respondents consider taste of food as the most important factor, followed by price at 25.8%, while only 3.2% prioritize service quality. This suggests that product taste should be the primary focus of SweetFruit.Waffles, while maintaining affordable pricing to attract its target market.

Regarding eating habits, 48.4% of respondents prefer a balance between healthy and indulgent food, while 35.5% do not pay much attention to their eating habits. Meanwhile, 9.7% consider themselves health-conscious and 6.5% prefer indulgent foods. These findings indicate that consumers appreciate dessert products that provide enjoyment while still incorporating fresh ingredients, such as fruit toppings.

The survey also reveals that 22.6% of respondents are very willing to try new food experiences, while 19.4% are sometimes willing. More than half of the respondents (54.8%) remain neutral toward new food experiences, and only 3.2% are unwilling to try new products. This suggests that SweetFruit.Waffles has the opportunity to introduce innovative menu variations and seasonal toppings to attract customer interest.

In terms of sustainability, 35.5% of respondents consider it very important and 25.8% consider it somewhat important. Another 35.5% remain neutral, while only 3.2% consider sustainability unimportant. These findings suggest that environmentally responsible business practices and sustainable packaging may positively influence customer perceptions.

Overall, the psychographic characteristics of the respondents indicate that SweetFruit.Waffles should focus on product quality, taste, affordability,

innovation, and attractive presentation to effectively meet customer preferences and market demand.

2.1.3. Conclusion

Based on the interview and survey results, several important insights were identified to support the marketing strategy of SweetFruit.Waffles. The interview findings revealed that product quality, unique flavors, attractive presentation, and effective social media marketing are important factors in attracting customers. In addition, maintaining product consistency and customer satisfaction is essential for business success.

The survey results indicate that the majority of respondents are aged 18–24 years old, predominantly female, and have monthly incomes ranging from IDR 2,000,000 to IDR 4,000,000. Most respondents also consider taste as the most important factor when choosing food products and frequently dine out or purchase food outside their homes. Furthermore, many respondents are willing to try new food experiences and actively engage with social media content.

Overall, the interview and survey results support the business concept of SweetFruit.Waffles and provide valuable insights for developing effective marketing strategies that align with customer preferences and market demand.

2.2 Competitor Analysis

2.2.1 Direct Competitor

Direct competitors are businesses that sell similar products to the same target customers in the same area. They compete directly because customers have similar needs and can easily choose between the brands.

Sweetfruit.Waffles chose Waffelicious, Pancious, and Amato Dessert Bar as its direct competitors because these brands are located in Gading Serpong and offer dessert products to students, young adults, and families. Waffelicious is the closest competitor because it mainly sells waffles with a similar price range.

Pancious offers waffles and desserts with a café experience, while Amato Dessert Bar provides trendy desserts that are popular among young consumers. Therefore, these brands are appropriate direct competitors for Sweetfruit.Waffles and can be used as benchmarks for improving products, services, and marketing strategies.

Table 2.5. Direct Competitor Analysis

Factors	Waffelicious 	Pancious 	Epiz Waffles 
Location	Sentra Gading Serpong, Jl. Boulevard Raya Gading Serpong, 1st Floor 2nd Floor Basement Ground Floor.	Summarecon Mall Serpong, Jl. Gading Serpong Boulevard No.245	Hampton Square, Medang, Pagedangan, Tangerang, Banten 15334
Main Product	Waffles with chocolate, fruits, and creamy toppings	Waffles with modern and Korean-style toppings	Freshly made waffles with ice cream and various toppings
Price range	Rp20,000 – Rp35,000	Rp30,000 – Rp50,000	Rp25.000 – Rp50.000
Target Customer	Young people, students, and families	Gen Z and young customers who like aesthetic cafés	Teenagers, couples, families, and dessert lovers.
Service	Dine-in and takeaway	Dine-in café experience	Dine-in, takeaway, and online delivery services.

Distribution Channel	Dine-in and takeaway	Offline café and online delivery	Shopping mall outlets, food delivery apps, and social media platforms.
Marketing Strategy	Focus on variety of toppings, affordable price, and visual appeal	Focus on visual design, café atmosphere, and customer experience	Social media promotions, attractive product photos, and special discounts.

2.2.2 Indirect Competitor

Indirect competitors are businesses that sell different products but target the same customers and satisfy similar needs. Customers may choose these products instead of buying waffles.

Sweetfruit.Waffles chose D'Crepes, Dear Butter, and RedDog as its indirect competitors because these brands are located in Gading Serpong and target students, young adults, and families. D'Crepes offers crepes as an alternative dessert, Dear Butter provides croffles and pastries that attract dessert lovers, and RedDog offers trendy Korean snacks that are popular among young consumers. Although their products are different from waffles, they compete for the same customers and therefore are considered indirect competitors.

Table 2.6. Indirect Competitor Analysis

Factors	Crepes 	Dear Butter 	Reddog 
Location	Summarecon Mall Serpong 2nd floor IC 03	Summarecon Mall Serpong 2 2nd Floor IC 05	Summarecon Mall Serpong 2nd floor 233
Main Product	Crepes Sweet and Savory (crispy and soft)	Croffle (croissant waffle) and pastries	Korean hotdog (cheese, sausage)
Price range	Rp15,000 - Rp35,000	Rp25,000 - Rp45,000	Rp30,000 - Rp60,000
Target Customer	Students, Families	Young people and dessert lovers	Gen Z and young adults
Service	Takeaway and online order	Takeaway and online order	Fast food and takeaway

Distribution Channel	Offline store and delivery apps	Offline store and delivery apps	Mall outlets and delivery apps
Marketing Strategy	Visual food, promotion bundles, strategic location	Trend-based product and strong social media promotion	Korean trend, social media, string branding

2.2.3 SWOT

SWOT analysis is a strategic tool used to evaluate a business's internal strengths and weaknesses, as well as external opportunities and threats. The purpose of conducting a SWOT analysis is to understand the business's current position and identify strategies that can maximize strengths and opportunities while minimizing weaknesses and threats. By analyzing these factors, Sweetfruit.Waffles can develop appropriate marketing strategies, improve product quality, and maintain competitiveness in the market.

Overall, the SWOT analysis helps Sweetfruit.Waffles identify its competitive advantages and potential challenges. This analysis enables the business to formulate strategies that support long-term growth and sustainability in the increasingly competitive dessert market.

Table 2.7 SWOT Analysis

Strength	Weakness
1. Unique topping combinations such as strawberry, banana, and chocolate create interesting and attractive flavors for customers. 2. Usage of fresh, high-quality ingredients that can improve flavor. 3. A wide variety of toppings allows customers to choose based on their personal preferences.	1. Some unique flavor combinations may not match the taste preference of all customers. 2. High sugar content may reduce interest from health-conscious consumers.
Opportunity	Threat
1. Increased demand for new foods can drive sales. 2. Through good marketing in social media, brands can become popular and generate more interaction	1. Competitors from other stores which may sell the same goods. 2. Increasing health awareness may render consumers' palates mutable

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2.3 Sales Goal

The sales goals of Sweetfruit.Waffles for the first three years of operation. The business is expected to achieve annual revenue of Rp1,188,000,000 in Year 1, which is projected to increase to Rp1,544,400,000 in Year 2 and Rp2,007,720,000 in Year 3. This represents an annual growth rate of approximately 30%, indicating the company's expectation of continuous business expansion and increasing market demand.

Gross profit is projected to grow from Rp839,281,168 in Year 1 to Rp1,099,065,518 in Year 2 and Rp1,429,348,816 in Year 3, showing an average annual increase of around 30%. This growth is expected to result from higher sales volume and effective cost management.

The number of units sold is estimated to increase from 27,800 units in Year 1 to 36,140 units in Year 2 and 46,982 units in Year 3. This reflects an annual growth of approximately 30%, demonstrating the company's goal of increasing customer demand and market penetration.

In terms of customer acquisition, Sweetfruit.Waffles aims to acquire 7,500 customers in Year 1, increasing to 10,000 customers in Year 2 and 13,000 customers in Year 3. This represents customer growth of approximately 33.3% from Year 1 to Year 2 and 30% from Year 2 to Year 3. The increase is expected to be supported by effective marketing activities and stronger brand awareness.

Furthermore, the Customer Acquisition Cost (CAC) is projected to decrease from Rp20,000 in Year 1 to Rp18,000 in Year 2 and Rp15,000 in Year 3. This indicates a reduction of 10% in the second year and 16.7% in the third year, showing improved marketing efficiency and stronger customer retention. Overall, the sales goals demonstrate the company's commitment to achieving sustainable growth and strengthening its position in the dessert and waffle market.

Table 2.8 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Annual Revenue	Rp1,188,000,000	Rp 1,544,400,000	Rp 2,007,720,000
Gross profit	Rp 839,281,168	Rp 1,099,065,518	Rp 1,429,348,816
Unit sold	27,800 Units	36,140 units	46,982 units
New customer acquisition	7,500 Customers	10,000 Customers	13,000 customers
Customer Acquisition Cost	Rp 20,000	Rp 18,000	Rp 15,000



2.4 Marketing Strategy

2.4.1 Product

Sweetfruit.Waffles offers several flavor variants, including Chocolate Bueno + Milo Powder (40k), Strawberry Banana (45k), Oreo Crumble (25k), Marshmallow (25k), and KitKat Matcha + Matcha Powder (30k). Each topping combination provides different flavor experiences, ranging from chocolate-based and creamy flavors to fresh fruit and matcha-inspired options.

Overall, Sweetfruit Waffle is positioned as an affordable premium dessert brand that focuses on customization, visual presentation, and trendy flavors, making it attractive for consumers looking for both taste and aesthetic dessert experiences. The combination of quality products, attractive presentation, and convenient purchasing options allows SweetFruit.Waffles to create value for customers while maintaining competitiveness in the dessert market.

2.4.2 Place

SweetFruit.Waffles, located in GTown Gading Serpong, uses several channels to make it easy for customers to buy and enjoy the products. The main channel is direct selling from the stall, where customers can enjoy freshly made waffles when the waffle is just cooked. For customers who prefer convenience, the business also partners with delivery platforms such as GrabFood, GoFood, and ShopeeFood, so they can order from home or the office. By using both offline and online channels, SweetFruit. Waffles can reach more customers and make the products easy to access in different ways.



Figure 2.7 Kiost of SweetFruit.Waffles
Source: ChatGPT (AI-generated)

2.4.3 Promotion

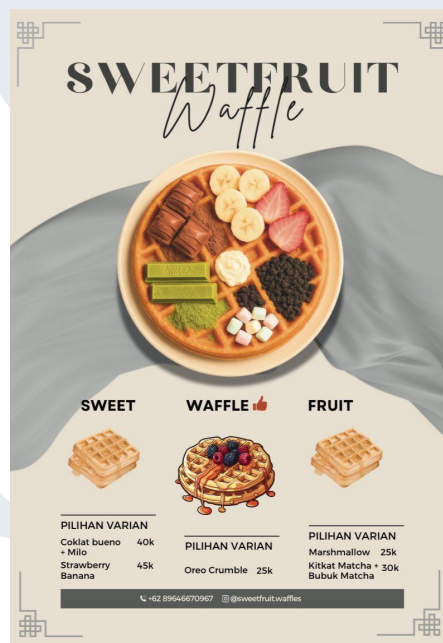


Figure 2.6. Menu of SweetFruit.Waffles
Source: Owner's Assets (AI Generated)

The menu showcases Sweetfruit Waffle, a modern dessert concept that combines freshly made waffles with cream cheese and a variety of sweet toppings. The design uses soft neutral colors and elegant typography, creating a minimalist and premium aesthetic that appeals to young consumers and social media trends.

As for promotion, social media platforms like Instagram will be the primary tools used to market the waffles. These are the most followed social media platforms and offer great opportunities to connect with the younger, more tech-savvy audience. One could also post regularly about the various discounts available in the market, the introduction of new flavors, and events to be attended.

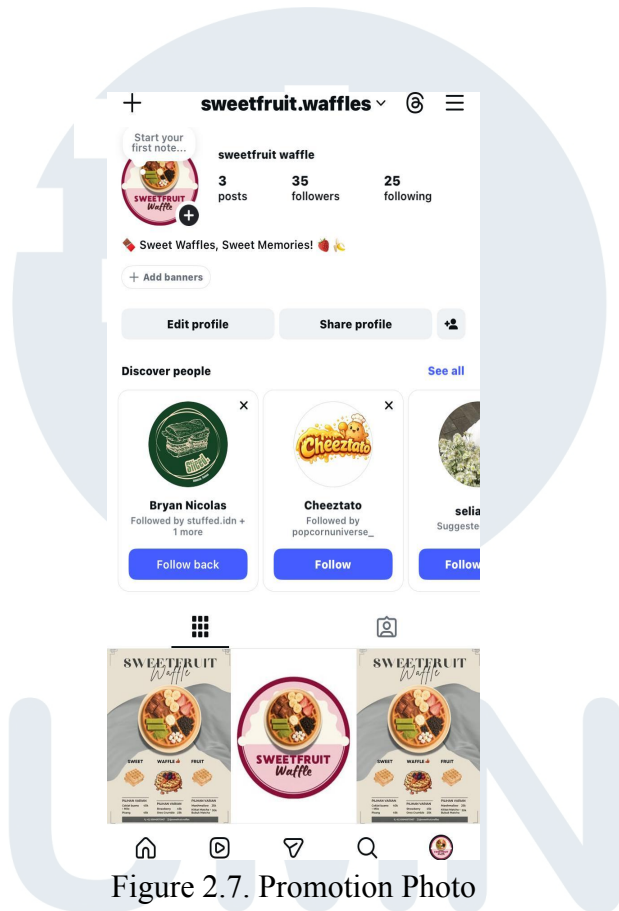


Figure 2.7. Promotion Photo

Table 2.9 Promotion Budget

Advertising Tools	Budget yearly
Social media ads & influencer endorsement	Rp 15.000.000
In-stall promotion	Rp 10.000.000
Bazaar promotion	Rp 15.000.000
Total	Rp 40.000.000

Assumption:

1. Social Media Ads & Influencer Endorsement (Rp15,000,000):
SweetFruit.Waffles sets aside Rp10,000,000 for Instagram and TikTok

ads and Rp5,000,000 for influencer partnerships. These activities help increase brand awareness and reach more customers.

2. In-Store Promotion (Rp10,000,000): A yearly budget of Rp10,000,000 is used for discount vouchers, bundle deals, and special promotions to encourage repeat purchases.
3. Bazaar Promotion (Rp15,000,000): SweetFruit.Waffles plans to join 7–8 bazaars each year, with a cost of around Rp2,000,000–Rp3,000,000 per event. This budget covers booth rental and promotional materials to introduce the brand to more customers.
4. Total Promotion Budget: In total, SweetFruit.Waffles allocates Rp40,000,000 per year for marketing and promotional activities to support business growth and increase sales.

2.4.4 Pricing

The pricing strategy for the waffle product is to set the regular price ranges from Rp 15.000 to Rp 45.000 per waffle. In addition, it also offers package promotion, such as buying 5 waffles for Rp 120.000. Pricing is done with a variety of strategies, including cost-based production, where all material, labor, and overhead costs are determined, and then a markup is added to ensure profitability. Prices are also determined based on perceived customer value, so with this price, SweetFruit.Waffles can build the perception of quality in the market.