

CHAPTER II

MARKETING PLAN

2.1. Market Size

Knowing the size of the market is essential when starting a business. It is among the main elements that determine how long the business will last. A product or service market size is the total number of potential customers. Market size is one way for businesses to predict a company's future success. The market may be too tiny if a company is founded without first determining its size, which could lead to few sales and the possibility of the company closing. When the selected market is situated within an overly specific niche, the market may be too tiny. Pasta is one of the Italian cuisines that is categorized as a healthy dish; trends in consumption have been steadily rising annually. According to Cable News Network (CNN Indonesia, 2019), Indonesia is in 19th position with a score of 49 in the world list.

With the growing demand for high-quality home-cooked meals, Chay Pasta has a lot of potential for success. The secret to a successful marketing plan is knowing why consumers choose homemade ravioli. Similar to why people adore tea, consumers appreciate the freshness, genuineness, and distinct flavor of home-cooked ravioli. For Indonesians, the ravioli from Chay Pasta provides a delightful flavor and a memorable gastronomic experience.

In Indonesia, the pasta market often offers traditional options. Chay Pasta offers distinctive handcrafted ravioli innovations that blend intriguing new flavors. For those who want well-known flavors, the author also offers classic alternatives. Customers can ask questions and learn about the ingredients at the interactive experience. Pasta fans will like this unique experience, which will also appeal to the younger generation, which is constantly searching for the newest fashions.

There are plenty of ways to find out more about your client. One strategy is to collect information about their interests, purchasing power, consumption patterns, and other factors. To obtain deeper insights, conducting in-depth interviews or using surveys via the internet is another popular way.

2.1.1. Qualitative

The Author carried out qualitative research to comprehend consumer preferences and the Indonesian homemade pasta market. Made conducted interviews with Gading Serpong pasta business owners, restaurant managers, and patrons. The product development of Chay Pasta benefited greatly from the ideas gained from these conversations. Before the start of this research, all parties verbally agreed on several topics, such as business interviews, audio recording, and privacy policy.

Interview Survey Summary (Ms. Dinda Manager of Rich Table)

During the interview, Ms. Dinda explained that the homemade ravioli served at Rich Table is prepared using the same handmade process as other homemade ravioli products. The restaurant makes its pasta dough from scratch to ensure freshness and maintain the quality of the product. However, what differentiates Rich Table's ravioli from similar products on the market is its unique combination of sauces and fillings. The restaurant develops its own recipes to create distinctive flavours that reflect the identity of Rich Table. This focus on recipe development allows the restaurant to offer customers a dining experience that is different from competitors while maintaining the authenticity of handmade pasta.

When discussing the biggest challenges in producing homemade ravioli, Ms. Dinda emphasized that competition in the food industry is not limited to the fact that the pasta dough is handmade, as many restaurants also produce fresh pasta. Instead, the greater challenge is maintaining consistent quality while offering products that stand out from competitors. Rich Table must ensure that every batch of ravioli meets the same standards in terms of texture, taste, and presentation. At the same time, the restaurant continuously seeks ways to improve its recipes and overall customer experience in order to remain competitive in the growing culinary market in Gading Serpong.

Ms. Dinda also shared the considerations involved in introducing a new ravioli flavor or variant. Before launching a new menu item, the restaurant conducts careful planning and evaluation. Several important factors are taken into account,

including the availability and quality of ingredients, the ability to produce the product efficiently on a larger scale, customer taste preferences, appropriate pricing, and market demand. In addition, the restaurant carries out research to determine whether the new product has the potential to succeed. Visual appearance is also considered a key factor because customers often form their first impression based on how the dish looks before tasting it. Therefore, presentation is viewed as an essential part of product development.

Regarding marketing strategies, Ms. Dinda explained that Rich Table currently relies mainly on Instagram as its primary promotional platform. Through Instagram, the restaurant shares photos and videos of its menu items, introduces new products, and engages with customers online. According to Ms. Dinda, Instagram is considered an effective platform because it allows the restaurant to showcase the visual appeal of its food and reach a large audience interested in dining and culinary experiences. At present, Rich Table does not use other social media platforms or traditional promotional methods such as brochures or printed advertisements. Instead, the restaurant focuses on maintaining an active Instagram presence to build brand awareness and attract both new and returning customers.

Interview Survey Summary (Ms. Ayu, Staff of Rich Table)

During the interview, Ms. Ayu explained her knowledge of the homemade ravioli preparation process at Rich Table. According to her, ravioli is a type of square-shaped pasta made from fresh pasta dough that is prepared in-house. The process begins by rolling out the dough before placing the filling inside each piece of pasta. The dough is then sealed carefully to prevent the filling from leaking during cooking. Afterward, the ravioli is boiled until it reaches the desired texture and is finally served with the customer's chosen sauce. To ensure that every order meets the restaurant's quality standards, the staff carefully checks each customer's order before it is prepared and served. Ms. Ayu emphasized the importance of double-checking customer requests to ensure that the correct pasta type, sauce, and additional preferences are followed accurately. This process helps minimize mistakes and ensures customer satisfaction.

When asked about the advantages of homemade ravioli compared to other Italian dishes available on the market, Ms. Ayu explained that one of its greatest strengths is its versatility. Although ravioli itself is available in one standard shape, it can be paired with a variety of sauces to suit different customer preferences. She gave an example of a customer who wanted Alfredo sauce but preferred a different pasta shape. In such cases, the staff can recommend fettuccine because it uses the same Alfredo sauce base while providing a different pasta experience. Customers are also able to request their preferred spice level, such as spicy or non-spicy, making the dish more customizable. According to Ms. Ayu, this flexibility allows Rich Table to accommodate customer preferences while maintaining the authentic flavor of its homemade pasta dishes.

Regarding the challenges she faces while serving customers, Ms. Ayu stated that the most common issue is related to portion size rather than the taste or quality of the ravioli. Some customers feel that the ravioli serving is too small or that there are not enough pieces on the plate. This feedback is understandable because ravioli is generally served in smaller portions compared to other pasta dishes due to its rich filling and handmade preparation process. As a staff member, Ms. Ayu must explain the portion size to customers while ensuring they remain satisfied with their dining experience. She also highlighted the importance of providing friendly service, answering customer questions, and ensuring that every order is prepared according to the customer's expectations.

Finally, Ms. Ayu explained that customer complaints about the homemade ravioli are relatively uncommon. Based on her experience, most customers enjoy the dish and are satisfied with its taste, freshness, and overall quality. She mentioned that the ravioli is often viewed as a safe and healthy menu option because it is freshly prepared and made with quality ingredients. As a result, customers rarely request significant changes to the menu or provide negative feedback. Instead, most comments are positive, with occasional suggestions regarding portion size rather than the product itself. This positive customer response indicates that Rich Table has been successful in maintaining consistent product quality and delivering a satisfying dining experience through its homemade ravioli.

Interview Survey Summary (Mr. Alex, UMN Student)

During the interview, Mr. Alex explained that he had never tried ravioli before and was not familiar with the dish prior to the interview. As a result, he was unable to compare homemade ravioli with mass-produced ravioli based on personal experience. However, after learning more about the product, he expressed greater interest in homemade ravioli because he believes homemade food is generally more affordable while also giving the impression of being freshly prepared. He stated that if he had the opportunity to choose between homemade and commercially produced ravioli, he would be more likely to try the homemade version due to its potential for better quality at a more reasonable price. This indicates that affordability and freshness are important factors influencing his purchasing decisions, especially when trying a new food product.

When asked what attracted him to homemade ravioli in the Gading Serpong area, Mr. Alex shared that his interest mainly came from his existing preference for Italian cuisine. Although he had never eaten ravioli, he was already familiar with other Italian dishes such as spaghetti, lasagna, and fettuccine, which he consumes quite frequently. According to him, the words "pasta" and "Italian food" immediately create a positive impression because he associates Italian cuisine with delicious flavors and high-quality dining experiences. This positive perception makes him interested in trying ravioli, particularly if it is offered as a homemade product with an affordable price. He also mentioned that Gading Serpong is known for its diverse culinary scene, making it an ideal place to explore new types of food, including homemade Italian dishes.

Regarding the factors he would consider before purchasing ravioli, Mr. Alex identified price as his most important consideration. In his opinion, a price range of around IDR 50,000 to IDR 60,000 for a ravioli dish is relatively expensive, especially for university students with limited budgets. Therefore, he would prefer a more affordable option without compromising quality. Besides price, he explained that he would evaluate the type of pasta, the quality and flavor of the sauce, and the overall taste of the dish before making a purchase. Finally, he would also consider the restaurant's location, as Gading Serpong offers a wide variety of

restaurants and food choices. With many dining options available, convenience and accessibility become additional factors that influence his decision when choosing where to eat.

When discussing his consumption of Italian food, Mr. Alex stated that he regularly eats dishes such as spaghetti, lasagna, and fettuccine because they are widely available and generally more affordable than ravioli. In contrast, he perceives ravioli as a premium menu item that is usually sold at higher prices, making it less accessible for students and budget-conscious consumers. Despite this perception, he expressed interest in trying homemade ravioli if it were offered at a lower price. He also mentioned that he would likely search for more information about the product beforehand and invite a friend to try it together, as sharing new dining experiences is something he enjoys. His responses suggest that while ravioli is currently viewed as a luxury pasta dish, offering a more affordable homemade alternative could attract first-time customers, particularly students who are interested in exploring new culinary experiences while remaining within their budget.

2.1.2. Quantitative

The owner sent out a questionnaire to a wider audience in order to learn more about the market. A total of thirty legitimate participants have completed the questionnaire. This quantitative survey was designed to gather demographic information, viewpoints and preferences of the intended audience. The purpose of this questionnaire is to better understand the preferences of the target market for the homemade ravioli chay pasta business.

A.) Demographic

The customer information about gender, age, employment status, monthly income, family status, and consumption pattern is all included in their quantitative demographic. These specifics assist the owner in choosing a suitable pricing plan that will be applied to the market.

Table 2. 1 Demographic Table

Variable	Component	Percentage
Gender	Male	70%
	Female	30%
Age	18 – 24	96.7%
	25 – 34	3.3%
Employment status	Student	93.3%
	Employed part-time	3.3%
	Employed full-time	3.3%
Monthly income	Less than Rp 2.000.000	70%
	Rp 2.000.000 - Rp 4.000.000	26.7%
	Rp. 4.000.000 - Rp. 6.000.000	3.3%
Family status	Single	66.7%
	Taken	26.7%
	Married with children	6.7%

The survey result shows that the respondent dominant are into male (70%), second is female (30%) following with the ages of 18-24 (96.7) and 25-34 (3.3%). Most respondents are students (93.3), next is employed part-time + full-time (Both 3.3%) In terms of income, 70% of the respondents make less than Rp 2.000.000 per month, followed by those who make between Rp 2.000.000 and Rp 4.000.000 (26.7%), while only 3.3% make between Rp 4.000.000 and Rp 6 billion. Regarding family status, the majority of participants (66.7%) are unmarried, while the remaining participants are either married with children (6.7%) or unmarried (26.7%).

Table 2. 2 Consumption pattern

Question	Answer	Percentage
How often do u eat Ravioli?	Rarely	80%
	A few times a week	13.3
	Once a week	6.7%
What is most important to you when choosing pasta to eat?	Dish taste	40%
	Dish price	26.7%
	Dish ingredient & Quality	30%
	Restaurant Brand	3.3%
How do you view your eating habits?	Balanced between health and indulgence	63.3%
	I don't think much about it	26.7%
	Indulgent	6.7%
	Health conscious	3.3%
How willing are you to try new food experiences?	Very willing	33.3%
	Somewhat willing	30%

How important are sustainability and environmentally friendly practices in your food choices?	Neutral	33.3%
	Unwilling	3.3%
	Very important	23.3%
	Somewhat important	33.3%
	Neutral	36.7%
	Not very important	3.3%
	Not important at all	3.3%

The survey results indicate that most respondents (80%) "rarely" eat ravioli, indicating that it is not a common food consumed by them. The most important consideration while selecting pasta is "dish taste" (40%), which is followed by "dish ingredient & quality" (30%) and "dish price" (26.7%). The least significant consideration is "restaurant brand" (3.3%). The majority of respondents regard their eating habits as "Balanced between health and indulgence" (63.3%), and a sizable percentage say "I don't think much about it" (26.7%). Lastly, there is a varied degree of receptivity to new culinary experiences, with a somewhat lower percentage of respondents selecting "Somewhat willing" (30%) and an equal number selecting "Very willing" (33.3%) and "Neutral" (33.3%). For the geographic section, this question focuses on the live location, travel distance to the restaurant, and the frequency of dining out and often purchasing food by online.

Table 2. 3 Geographic Table

Question	Answer	Percentage
Where do you currently live	Gading serpong	60%
	BSD	20%
	Alam Sutera	13.3%
	Karawaci	6.7%
How far were you eager to travel to visit a restaurant?	Less than 5 km	50%
	5-10 km	33.3%
	11-20 km	10%
	21-50 km	3.3%
	More than 50 km	3.3%
How often do you dine out	Frequently (a few times a week)	30%
	Occasionally (a few times a month)	30%
	Rarely (once a month or less)	36.7%
	Never	3.3%
How often do you purchase food online?	Frequently (a few times a week)	37.9%
	Occasionally (a few times a month)	31%
	Rarely (once a month or less)	27.6%
	Never	3.4%

Presently, Gading Serpong accounts for 60% of survey respondents, with BSD (20%), Alam Sutera (13.3%), and Karawaci (6.7%) following closely behind. Half of the respondents (50%) are willing to travel less than 5 kilometers to visit a restaurant, and a sizable portion (33.3%) are willing to travel between 5 and 10 km. 10% of respondents said they would be willing to travel 11–20 km, while only 3.3% said they would be willing to travel 21–50 km and more than 50 km.

With 30% eating out regularly (a few times per week) and 30% dining out infrequently (a few times per month), the results show a fairly balanced distribution of dining out frequency. Notably, 36.7% of people eat out infrequently (once a month or less), and 3.3% of people never eat out. About 37.9% of people say they buy food online regularly (a few times a week), while 31% say they buy it infrequently (a few times a month). A lesser fraction (27.6%) hardly ever buys food online, and a negligible portion (3.4%) never does.

Table 2. 4 Psychographic Table

Question	Answer	Percentage
How do you mostly find out about new restaurants?	Social Media (Instagram, Facebook/etc)	50%
	Friends/ Family recommendations	36.7%
	Online reviews (Google and others)	3.3%
	Website / Ads	6.7%
	Passing by	3.3%
What type of cuisine do you prefer when dining out?	Chinese	36.7%
	Indonesian	23.3%
	Western	23.3%
	Japan	16.7%
What is your budget for an ideal meal at a restaurant?	Less than IDR 50.000	27.6%
	IDR 50.000 - IDR 100.000	41.4%
	IDR 100.000 - IDR 150.000	20.7%
	More than IDR 150.000	10.3%
If the pasta is ravioli, which flavor or filling do u like?	Chicken	23.3%
	Champignon mushrooms	20%
	Cornet beef	10%
	Beef	36.7%
	Tuna	

What is your budget for a plate of ravioli dish?	Less than Rp. 15.000	6.7%
	Rp 15.000 - Rp 20.000	33.3%
	Rp. 21.000 - Rp. 30.000	26.7%
	More than Rp 30.000	33.3%
How often do you use restaurant loyalty programs or special promotions?	Always	10%
	Often	20%
	Sometimes	53.3%
	Rarely	6.7%
	Never	10%

Respondents mostly use social media sites (Facebook, Instagram, etc.) to find new restaurants (50%), with suggestions from friends and family coming in second (36.7%). Less important sources of discovery include websites/ads, online reviews, and just passing by (3.3%, 6.7%, and 3.3%, respectively). When eating out, the most popular food is Chinese (36.7%), followed by Indonesian and Western cuisine (23.3% each), and Japanese cuisine (16.7%). The majority of respondents (41.4%) chose a budget between IDR 50.000 and IDR 100.000 for the perfect dinner at a restaurant, with a significant portion (27.6%) preferring less than IDR 50,000. 20.7% of respondents prefer budgets between IDR 100,000 and IDR 150.000, while 10.3% prefer budgets over IDR 150.000.

The most popular ravioli filling is beef (36.7%), followed by chicken (23.3%), corned beef (10%), and champignon mushrooms (20%). 33.3% of respondents prefer to pay between Rp 15,000 and Rp 20,000 for a dish of ravioli, while another 33.3% are willing to spend more than Rp 30,000. Less than Rp 15,000 (6.7%) or between Rp 21.000 and Rp 30.000 (26.7%) are preferred by a lesser percentage. Lastly, Sometimes (53.3%) is the most often reported response, followed by Often" (20%), for using restaurant loyalty programs or special deals. Rarely is at 6.7%, while Always and Never are at 10% piece.

2.1.3. Conclusion

According to the survey, almost all of the respondents are young (18–24), single students, and live mostly in Gading Serpong. Their monthly income is also moderate (less than Rp 2.000.000). Even if the respondent don't eat ravioli very

often these days, taste and ingredient quality are important considerations that somewhat outweigh cost when choosing pasta. They have a modest willingness to try new foods, and their eating habits are often balanced between indulgence and health. They mostly use recommendations and social media to find places to eat.

When they go out, Chinese food is their favorite, even though Indonesian and Western food also draw a lot of attention. Their ideal restaurant dinner budget often ranges from Rp 50,000 to Rp 100,000. Particularly for ravioli, the most preferred fillings are beef and chicken, with budget choices falling between Rp 15,000 and Rp 20,000 and beyond Rp 30,000. Lastly, they use restaurant loyalty programs and promotions occasionally and are only somewhat involved with them. They also buy groceries online, and a large percentage of them do it at least twice each week.

2.2. Competitor Analysis

2.2.1. Direct Competitor

Table 2. 5 Direct Competitor Analysis

Factors	Rich Table Restaurant	De Boni Cucina Restaurant	Sale Restaurant BSD
Location	Ruko Maggiore Square, No. 39 Jl. Springs Boulevard, Gading Serpong, Tangerang	Ruko South Goldfinch, Blok C No. 27 Jl. Springs Boulevard, Gading Serpong, Tangerang	Jl BSD Raya Barat The Icon Business Park unit D-9, Sempora, Cisauk, Tangerang Regency, Banten 15345.
Main Product	Pasta like ravioli and fettuccine	Pasta	Pasta, pizza, and zuppa
Price range	100.000 – 200.000 / people	70.000 – 160.000 / person	75.000 – 400.000 / person
Target Customer	Younger individual – adult and enthusiast Italian dishes	Younger individual – adult and enthusiast Italian dishes	Younger individual – adult, influencer and enthusiast Italian dishes
Service	Orders are placed by customers at the counter and delivered to the tables.	Customers place their orders at the counter, and they are brought to the tables.	Customers place their orders at the counter and have them delivered to the tables.
Distribution Channel	Physical location at the Ruko Maggiore	Physical location at the Ruko Goldfinch,	Physical location at the BSD Raya, and

	+ online order from gofood.	and can order online from gofood.	can order from online go food.
Marketing Strategy	Instagram	Instagram	Instagram

Direct competitor starting from the rich table restaurant, de boni cucina, and sale restaurant BSD, they sell all kinds of Italian dishes, including pasta as their main product. Average the price range for 1 people around Rp 70.000 – 200.000 in order to experience a full dining experience, and their target customers are young individuals, influencers, until enthusiast italian dishes. These three italian restaurant are also available on gofood, so people can order online without coming. For their marketing strategy, the three of them are using Instagram as their social media.

2.2.2. Indirect Competitor

Table 2. 6 Indirect Competitor Analysis

Factors	Paradise Dynasty	Spaghetti pasta pizza lounge	Pizzeria cavalese
Location	2 nd Floor, Summarecon Mall Serpong, Gading Serpong, Tangerang	Ruko North Sorrento, Jl. Ir.Sukarno No.12, Banten	The Icon 5 Business Park, Blok D No. 6 Jl. BSD Raya Barat, BSD, Serpong, Tangerang Selatan
Main Product	Chinese foods like dimsum and xiao long bao	Spaghetti and pizza	Pizza
Price range	20.000-200.000 / people	100.000 – 200.000 / people	100.000 – 200.000 / people
Target Customer	Foreign people, food vloggers, food reviewers, and customers who enjoy Italian cuisine.	Foreign people, food review, and customers who love Italian cuisine.	Customers who love Italian products, pizza enthusiasts
Service	Customers place their orders at the counter and have them delivered to the tables.	Customers make their purchases at the desk, and they are brought to their tables.	Orders are placed by customers at the counter and delivered to the tables
Distribution Channel	Physical location at Sumarecon mall serpong 2 nd floor.	Physical location on the Ruko North Sorrento and available	Physical location on the business park bsd, can be purchased

		to order online by gofood + grabfood.	online by GrabFood or GoFood.
Marketing Strategy	Instagram, Gojek	Instagram, Facebook, Twitter / X	Instagram

For the indirect competitor, the paradise dynasty main product is chinese food, the Spaghetti pasta pizza main product is spaghetti pasta and pizza, and the Pizzeria Cavalese main product is pizza. These three restaurant u can get around Rp 100.000 – Rp 200.000 for 1 person as a foreign person, food vlogger, and customer who loves Italian cuisine.

Spaghetti pasta pizza can be ordered online by GrabFood and gofood, and Pizzeria Cavalese is available on GrabFood and GoFood. Their strategy for marketing is using Instagram as their main social media platform, but Spaghetti pasta pizza is also using Facebook and Twitter for media marketing.

2.1.1 SWOT

The owner used a SWOT analysis to determine Chay Pasta's strengths in order to better understand the brand. The owner was able to distinguish the brand from rivals and effectively leverage their capabilities in luring clients thanks to this analysis. The SWOT analysis also assisted in determining Chay Pasta's shortcomings, allowing the owner to devise solutions. Chay Pasta was also able to identify possible risks to the company and build strategies to take advantage of possibilities, thanks to this analysis.

Table 2. 7 SWOT Analysis

Strength	Weakness
1. Unique Selling Proposition: It is homemade, giving the restaurant quality, made from fresh ingredients 2. Variety: Offering a variety of fillings (Chicken spinach, champignon with spinach and gochujang sauce, beef spinach,	1. Price: If we are referring to the premium ingredients, it can lead to a higher price, meaning more expensive than the mass production market. 2. Brand name: because this brand of homemade is still new, building the brand name and

mince beef with bulgogi sauce, and others) 3. Using local ingredients: Reducing the cost + supporting the local economy	customer membership program requires effort, time, and costs more money. 3. Product limit: The price of the ravioli is quite low, but because the budget for making ravioli is limited, the author can make only a certain amount.
Opportunity	Threat
1. High demand: A healthy product can lead to higher demand/interest for the consumer. 2. Social media: Right now, the author is trying to sell a product via online using Instagram to reach customers much faster. 3. Teamwork with food delivery: Having teamwork with food delivery, like GoFood, discounts, or via membership, for simplicity and saving more time.	1. Increased competition: Even tho the author's product price is quite low, food competitors will increase in the future and will never die. Starting from the cheap, like mass production, until the expensive, like the Italian restaurant around Gading Serpong 2. Changing of Customer preference: in the future, there will be changing of the food trends not only for the ravioli product but also for other culinary foods. Because of this, there will be a negative impact on my homemade ravioli.

For the conclusion, Chay pasta offering 5 variety of ravioli filling that focus on using local ingredients and unique selling propositions. The opportunity is that ravioli can lead customer to high demand because of healthy product, trying to reach out customer by social media and have a big chance to work with the food delivery via app. However, aside from the strength and opportunity. If the author wanted to focus on quality, that means we need to use premium ingredients where the cost is gonna be higher, then for the brand name requires time, effort, and of course money in order to build a chay pasta brand, and last is the product limit, because the author has limited funds, the ravioli can be made only up to a certain amount.

Last but not least, threat. The competitor of ravioli is starting to increase, and they have a chance to sell it more cheaply than the author wanted to sell, changing customer preference, categorized as a threat because in the future they can have another product that is better and cheaper than ravioli dishes.

2.3. Sales Goal

Our value-based pricing plan for Chay Pasta in the Gading Serpong market is strategically in line with our sales target. Our main goal is to build a loyal customer base that understands and values the superior quality, freshness, and artisanal workmanship inherent in our handcrafted ravioli rather than just concentrating on volume.

In order to achieve a steady and increasing volume of online orders for our handcrafted ravioli, Chay Pasta's main sales objective is to build a solid and loyal customer base in the Gading Serpong and South Tangerang area. Our goal is to get 200 repeat customers in the first year.

Chay Pasta's initial sales aim focuses on establishing a strong foundation within the Gading Serpong neighborhood, with the expectation of slow and ongoing growth. Our main goal is to steadily build and maintain an increasing number of happy consumers who value the convenience and quality of our freshly cooked ravioli rather than concentrating on a short-term numerical goal. This entails transforming inquisitive customers into devoted customers by progressively raising brand recognition through online interaction and favorable word-of-mouth.

Table 2. 8 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Annual Revenue	Rp 1.422.000.000	Rp 2.844.000.000	Rp 4.266.000.000
Gross profit	Rp 676.512.000	Rp 1.353.024.000	Rp 2.029.536.000
Unit sold	Rp 56.880	Rp 113.760	Rp 170.640
New customer acquisition	Rp 18.960	Rp 37.920	Rp 56.880
Customer Acquisition Cost	Rp 633	Rp 316	Rp 211

2.4. Marketing Strategy

2.4.1. Product

Chay Pasta itself ensure every product that made are fresh before reach out to the customer, using only fine ingredients that is flour, eggs, and oil. Chay Pasta carefully make the ravioli from scratch and not storebought dough, guaranteed a genuine and healthful flavor in each bite. Creamy Pasta Sauce are also served with the homemade ravioli. Chay Pasta decided to concentrate on what really counts the wonderful, nutritious, and fresh flavors inside thanks to this familiarity.

2.4.2. Place

Chay Pasta is conveniently located at Ruko Bolsena, Gading Serpong, Tangerang, Banten. This accessible location is the center of our home-cooked business, where we carefully make every batch of nutritious, freshly prepared ravioli from the ground up. Gading Serpong facility is where the magic happens, the meticulous preparation of our finest ingredients and the development of the tasty fillings that make Chay Pasta a pleasurable culinary experience while concentrating on bringing the goodness right to your home by online. Chay Pasta guarantees that the flavor of genuine, homemade ravioli will reach you fresh and ready to savor from this strategic location.

The business will make strategic use of third-party online food delivery platforms, such as GoFood and GrabFood, which are among the most widely used food delivery services in the Jakarta and Greater Jakarta area. Partnering with these platforms will enable the business to reach a broader customer base beyond those who visit the physical store, increasing the product's visibility among consumers who frequently browse these applications for meal options. As many customers today prioritize convenience and quick access to food, being available on these platforms will make it easier for them to order

homemade ravioli anytime and from any location within the delivery coverage area.



Figure 2. 1 Ruko Bolsena Gading Serpong

Utilizing GoFood and GrabFood will also simplify the ordering and delivery process by providing customers with a user-friendly platform that supports online payments, real-time order tracking, and reliable delivery services. This approach not only improves the overall customer experience but also encourages repeat purchases by making the product more accessible. Furthermore, these platforms regularly offer promotional campaigns, discount vouchers, and free delivery programs, which can help attract new customers and increase sales. By combining online delivery services with the restaurant's existing marketing efforts, the business can effectively meet the growing demand for convenient dining options while strengthening its presence in the competitive food and beverage market.

Through trusted online channels and verified delivery services, The Author aim to establish direct ties with target consumers while guaranteeing the quality and freshness of handcrafted ravioli. Online approach enables quite effectively manage inventories in response to online demand in Gading Serpong, Tangerang. Highlight the homemade, fresh elements, and directly express our brand story.

2.4.3. Promotion

To reach its target audience, Chay Pasta uses a numerous promotional strategy that carefully mixes local and digital involvement. Instagram will be an important platform for engaging with potential customers, showing the visually appealing qualities of our handcrafted ravioli, and introducing a menu or special deals. Developing relationships with South Tangerang food bloggers and influencers will be critical for increasing brand awareness among the food industry community.

The marketing strategy focuses on highlighting the key selling points of the homemade ravioli to attract potential customers. The product is promoted by emphasizing its delightful taste, handcrafted quality, and freshness. Since the ravioli is made from scratch using carefully selected ingredients, it offers a more authentic and premium dining experience compared to mass-produced alternatives. In addition, the use of fresh and healthful ingredients appeals to consumers who are looking for high-quality and nutritious meal options. Another important aspect of the marketing strategy is showcasing the variety of available fillings. By offering multiple filling options and clearly communicating these choices to customers, the product is able to cater to different taste preferences and encourage customers to try new flavors. This combination of quality, freshness, and menu variety helps create a strong value proposition and enhances the appeal of the homemade ravioli in a competitive market.



Figure 2. 2 Flyer design for promotion

Chay Pasta's strategy is to make the Instagram reels about the backstory behind the business. Apply outstanding photos and dependable branding to create a unique look for Instagram posts while adding interesting and educational descriptions to these entries that describe the benefits of homemade goodness. To improve discoverability, use geographically specific keywords along with applicable hashtags like #homemaderavioli, #gadingserpongfood, and #freshpasta. Below is the table for the promotion budget for Chay Pasta.

Table 2. 9 Budget promotion

Promotion	Cost
Instagram post	Rp 600.000
Work by mouth + print flyer	Rp 100.000
Promotional material	Rp 200.000
Instagram story mention	Rp 100.000
Total	Rp 1.000.000

2.4.4. Pricing

Chay Pasta prices are commensurate with the value-based pricing that we provide to our customers in Gading Serpong. The Author ravioli are carefully prepared by hand from scratch with only the best, freshest ingredients, delivering a flavor experience that is superior to that of mass-produced substitutes. Our dedication to delivering a nutritious and genuine home-cooked dinner right to your door justifies our prices.

Chay Pasta will provide appealing bundle offers that pair handcrafted ravioli with trademark sauces in an effort to increase consumer value and promote larger orders on Instagram. In addition to giving customers a more thorough and fulfilling dining experience, bundle deals push them to try different tastes and raise the average order value, which eventually boosts sales and improves customer satisfaction with Chay Pasta's entire menu. The price starts from Rp 25.000 to 35.000 with different fillings of ravioli. In order to reflect the economics of a nutritious and handcrafted product, our pricing approach will carefully take into consideration the cost of production, fresh ingredients, and the time required to make handcrafted ravioli from scratch.