CHAPTER II
MARKETING PLAN

2.1 Market Size

The food and beverage industry continues to grow, creating opportunities for businesses that offer unique and specialized products. In recent years, consumers have shown increasing interest in premium desserts that provide not only great taste but also a distinctive experience. Social media and online delivery platforms have further expanded market reach, allowing brands to connect with customers more effectively. Although the industry is highly competitive, businesses with strong differentiation and clear target markets have significant potential for growth.

For Chocotail, the target market focuses on adults who consume and enjoy alcoholic beverages, particularly those who appreciate cocktail flavors and premium dessert experiences. The brand is designed for young professionals, working adults, and dessert enthusiasts who are looking for something beyond traditional chocolate cakes. By combining rich chocolate fudge cake with cocktail-inspired ganache flavors, Chocotail offers a sophisticated product that appeals to consumers seeking novelty, indulgence, and gourmet experiences. In addition, the growing popularity of cocktail culture, premium desserts, and social dining experiences creates a favorable market for Chocotail. Through social media marketing, event collaborations, and online sales channels, the brand can effectively reach its loyal customer base.

To better understand the market and consumer preferences, the owner conducted quantitative research through surveys and qualitative research through interviews with one manager and one staff member from Paris Baguette. The findings provided valuable insights into customer behavior, product preferences, and opportunities within the premium dessert market.

2.1.1 Interview Result

1. Manager

The stores are already located in malls, with promotion through social media platforms like Instagram and Google Reviews. However, there is no specific strategy to introduce the brand broadly. By creating product variations over several weeks, especially during peak seasons like Christmas. Most of the customers belong to the middle and upper classes. However, the market is not always high because of the availability of competitors like regular bread shops. Seniors prefer less sweet products; younger customers are attracted by sweeter and more visually appealing items. Products are freshly baked, made, and produced daily to guarantee quality. It does not imitate the trends, instead, it follows the trends, taking on the fashion of Paris Baguette. Seasonal products have been introduced, such as es teler or pandan themed items, but there are no regular seasonal products.

2. Staff

Mousse cakes are more preferred compared to sponge cakes. Using premium ingredients, the products are directly imported from Korea. Inconsistencies in production, such as timing, can break the chain of SOP . The customers like the quality premium but find the product less localized.

3. Potential Customers

The respondent was open to trying the product. They adore rich-flavored and soft-textured desserts. In their opinion, a product has to be unique and special to catch their attention. They also like it when the price indicates the quality being offered. A reasonable price range, according to them, is IDR 40,000. They are also attracted to native-flavored desserts, as these offer a special and appealing twist.

2.1.2 Survey Result

To gain a more profound understanding of the market, the owner conducted survey and interview to learn about their products, customer service, and business strategies. The author also wanted to know what they do during special occasions, such as holidays and celebrations, to attract more customers and increase sales. All 30 respondents answered the questionnaire. This quantitative survey is done to gather information on demographics, preference, and opinion of the target market. This questionnaire is expected to give a better view of the preferences of the potential customers of Chocotail and align this business with their expectations.

a. Demographic

Demographic data gathered from customers are those that include gender, age, location, occupation, and monthly expense of clients. These will help the owner to strategically make necessary decisions on the pricing of the products,packaging, and areas of distribution so that Chocotail will be able to meet the preference and expectations of the targeted market.

Table 2.1 Demographic Data

Attribute	Components	Percentage
Gender	Male	50%
	Female	50%
Age	18-24	96,70%
	25-34	3,30%
Domicile	Jabodetabek	59,70%
	Outside Jabodetabek	39,90%
Occupation	Student	80%
	Self-employed	6,70%
	Employed part-time	10%
	Employed full-time	3,30%
Monthly Expense	Less than Rp2.000.000,-	57%
	Rp2.000.001-Rp4.000.000,-	30%
	Rp4.000.001-Rp6.000.000,-	10%
	Above Rp8.000.000,-	3%

Gender distribution, this means a proper distribution between males and females, at 50% each, which may further indicate that Chocotail can reach a wide audience without having to focus on just one gender. Its innovative and indulgent dessert concept may well attract both genders equally, as chocolate based products usually have universal appeal. This might mean that Chocotail would not need to develop separate marketing strategies for different groups; instead, it could use social media platforms to show various people, both males and females, enjoying the product.

Age Distribution, the dominance of the 18-24 age group is overwhelming, with 96.7% of the respondents, and this presents a great opportunity for Chocotail. This age group mainly consists of Generation Z, who are known to be adventurous in their consumption habits and in search of unique, instagram worthy experiences. The vibrant, cocktail inspired ganache flavors, like strawberry daiquiri and mojito, definitely appeal to their liking for new and trendy products. The branding and packaging of Chocotail could also be done in a way to appeal to this group, using modern, catchy designs that are shareable on social media platforms like Instagram and TikTok.Domicile, the data indicates that 59.7% of respondents live in Jabodetabek a metropolitan area that is very dynamic and trend conscious. This is in line with the strategy of Chocotail, since Jabodetabek residents are more likely to look for premium and innovative desserts. Its entry into the market will be best achieved by concentration of marketing efforts in Jabodetabek, such as collaborations with local cafes, dessert shops, or food delivery services. However, 39.9% of the respondents were out of Jabodetabek. Expansion of online sales and proper coverage of delivery service in every part of the country will help reach out to the customers and spread brand awareness in smaller towns. Occupation, the fact that 80% of the respondents were students is an important insight for Chocotail. Students are often drawn to things that are affordable, fun, and shareable, making Chocotail's cocktail inspired cakes a perfect product for social gatherings, celebrations, or even indulgence. Limited edition flavors or student friendly promotions such as discounts for group purchases or collaborations with universities could make them even more appealing. The part time workers (10%) and self employed individuals (6.7%) in the data suggest a secondary market segment that values convenience and premium experiences, which Chocotail's unique offerings can satisfy.

Monthly Expenses, the data indicates that 56.7% of respondents spend less than Rp 2,000,000 per month, which dictates a need for affordability. Chocotail will be able to capture this by offering smaller, more affordable cake sizes or bundle deals to suit tighter budgets. The 30% who spend between Rp 2,000,001 and Rp 4,000,000 make for a mid range market that may be more disposed to indulging in premium desserts from time to time. Curated gift boxes or premium packaging for special occasions would do well for this target segment. Only 10% and 3.3% above Rp 4.000.000 and above Rp 8.000.000, respectively, of the high spenders give an opportunity for variants targeting exclusivity or luxurious experiences, such as highly decoratively designed cakes or seasonal unique flavors.

b. Customer’s knowledge and interest about chocolate fudge cake

Questions assessing consumption habits and levels of curiosity as to what Chocotail has to offer will shed more light on people's awareness and interest in cocktail ganache chocolate fudge cakes. This questionnaire will be able toportray the customer's preference and also create an awareness about the brand by introducing them to the innovative concept of Chocotail. By highlighting the mix of sumptuous chocolate and imaginative cocktail flavors, the survey wants to educate the customer about the product and enhance their interest in it. This should, in turn, create much more interest and appreciation for the unique offerings of Chocotail.

Table 2.2 Customer’s Knowledge and Interest

Question	Respond	Percentage
Respondents have ever visited the bakery café	Yes	73,30%
	No	26,70%
Respondent's knowledge about chocolate fudge cake (contains alcohol)	Have consume	36,70%
	Never consume	63,30%
Respondent's consumption rate	Every day	20%

	A few times a week	33,31%
	Once a week	13,30%
	A few times a month	6,70%
	Rarely	26,70%

The data reveals that 73.3% of respondents have visited a bakery café, indicating a significant familiarity with these establishments. This suggests that the majority of consumers are already accustomed to exploring bakery cafés, making them a promising channel for introducing products like Chocotail's chocolate fudge cakes. The 26.7% who have never visited a bakery café represent a potential untapped market. For this group, alternative marketing approaches, such as online promotions or collaborations with delivery platforms, could be effective in increasing accessibility.

The data shows that only 36.7% of respondents have consumed chocolate fudge cake containing alcohol, while a larger 63.3% have never tried such products. This indicates a significant lack of familiarity or hesitancy toward these innovative dessert offerings. For Chocotail, this presents an opportunity to educate potential customers about the unique appeal of its products, emphasizing the creative combination of indulgent chocolate and sophisticated cocktail-inspired flavors. Efforts such as tasting events, informative social media campaigns, and collaborations with influencers can help bridge this knowledge gap and attract new customers.

When examining the frequency of consumption, 20% of respondents enjoy desserts like chocolate fudge cake every day, while 33.3% consume them a few times a week. These frequent consumers are a critical audience for Chocotail, as they are more likely to experiment with new and premium products. Meanwhile, 13.3% consume desserts once a week, and 6.7% a few times a month, suggesting a smaller but consistent market of occasional consumers. Interestingly, 26.7% consume desserts rarely, which could reflect a general disinterest in sweets or dietary restrictions. For these individuals, Chocotail could highlight the occasional indulgence aspect of its products, positioning them as a special treat for memorable moments.

Having informed the respondents about Chocotail's unique chocolate fudge cakes with cocktail-inspired ganache, the brand tries to take a look into their interest in its products. A clear perception by the respondents of Chocotail's offering will give some insight into what customers desire and expect. This shall aid Chocotail in refining its marketing strategies for resonance of the products within the target audience, in turn leading to improvement in customer satisfaction.

Table 2.3 Customer's knowledge and interest to chocolate fudge cake

Questionare	Responds	Percent
Respondent's interest towards Chocotail	Interested	3,40%
	Not Interested	3,13%
Respondent's find restaurants by means	Social media	63,30%
	Recommendations from friends/family	23,30%
	Online reviews	10%
	While passing by	3,30%

The table in the first section shows the interest of respondents in Chocotail. The mean for those interested in the brand is 3.40 on a scale of 4, which means that there is strong positive interest. Those not interested scored 3.13, which is lower than the interest score, yet still suggests that there is a moderate interest level or openness among less inclined respondents.

The second part shows how respondents usually found restaurants. Social media comes out as the most influencing channel, whereby 63.30% of the respondents find restaurants with its aid. This means that through digital platforms, choices among consumers are highly influenced. The second most common way is recommendations from friends and family, at 23.30%, showing the important role of word of mouth in decision making. It helps for 10% due to online reviews, which are an example of trust in customers. Finally, only 3.30% find the place by passing it, demonstrating that physical visibility might be less important than being featured online and personal recommendations.

On the whole, the data shows a good interest in Chocotail among respondents and suggests that social media is the best avenue to reach potential customers. In this regard, Chocotail will do well to build upon its online presence and tap into positive word of mouth recommendations to attract a greater audience.

d. Pricing

This segment of the questionnaire aids the owner in ascertaining the suitable price for each product by taking into account the purchasing power of the respondents.

Table 2.4 Pricing for Chocolate Fudge Cake Product

Questionare	Responds	Percent
Price for Chocolate Fudge Cake with Mojito Ganache	Under 30 k	20%
	30-40 k	76,70%
	Above 50 k	3,30%
Price for Chocolate Fudge Cake with Strawberry Daiquiri Ganache	Under 30 k	16,70%
	30-40 k	70%
	Above 50 k	13,30%
Price for Chocolate Fudge Cake with Pina Colada Ganache	Under 30 k	10%
	30-40 k	73,30%
	Above 50 k	16,70%
Price for Chocolate Fudge Cake with Hot Buttered Rum Ganache	Under 30 k	10%
	30-40 k	73,30%
	Above 50 k	16,70%
Price for Chocolate Fudge Cake with Mai Tai Ganache	Under 30 k	10%
	30-40 k	70%
	Above 50 k	20%

The pricing strategy for the Chocolate Fudge Cakes with different ganache flavors, as presented in the table, shows very interesting consumer preferences. Every ganache flavor Mojito, Strawberry Daiquiri, Pina Colada, Hot Buttered Rum, and Mai Tai reveals a different pattern of price preference by customers grouped into three price ranges: below 30k, between 30-40k, and above 50k. The analysis shows the optimal pricing strategy for maximal appeal and profitability for each flavor.

Taking a look at the Mojito Ganache evidently, the mid range price of 30-40k is the most popular, taking up a whopping 76.7% of consumer preference. Meanwhile, 20% of the customers would go for the under 30k range, and a very small 3.3% would be willing to pay above 50k. This essentially means most customers perceive Mojito Ganache as a value for money option in the mid range pricing and shows little interest in premium pricing. Thus, the 30-40k range is ideal for this flavor, while efforts to attract higher-paying customers may require that its perceived exclusivity be raised.

For the Strawberry Daiquiri Ganache, the trend is pretty much the same, with 70% of the customers preferring the 30-40k range. On the other hand, there is a bit more interest in premium pricing for this flavor, as 13.3% of the customers are willing to pay above 50k, indicating a slightly wider market appeal compared to Mojito. At the same time, 16.7% of customers choose below 30k, so there is some demand for affordability. The pricing strategy for this flavor could focus on the mid range and have a premium option with an uplift in packaging or presentation simultaneously.

Similarly, the Pina Colada Ganache has the same trend as the Strawberry Daiquiri, with 66.7% of its largest portion of customers within the 30-40k range, 20% under 30k, and 13.3% above 50k. Like the Strawberry Daiquiri, this flavor will likely pull premium customers, though a significant majority stay within the mid range product pricing. It may be useful to further experiment with premium variations for this flavor while maintaining a mid-range option for these customers.

For the Hot Buttered Rum Ganache, price preferences shift ever so slightly. The 73.3% still hold strong at the 30-40k range, though there is a noticeable jump to 16.7% willing to pay over 50k and only 10% choosing under 30k. This does show slightly stronger support for premium pricing, which may hint thatthe customer sees this flavor as more unique or luxurious. The brand could capitalize on this by positioning it as a high end option and investing in marketing strategies that highlight its premium qualities.

The Mai Tai Ganache also has quite strong demand for premium pricing, with 20% of the customers going for above 50k. However, similar to other flavors, the highest percentage (70%) still prefers mid range pricing of between 30-40k, while only 10% opt for under 30k. Strong mid range and premium appeal is what Mai Tai Ganache exudes, showing great versatility in reaching different market segments. This flavor would be ideal with a dual pricing strategy one targeting the mid range buyer and another targeting the premium seeking consumer.

Looking across all flavors, data shows that the 30-40k price range always has the highest purchase rate, so it would be optimal to have it as a pricing strategy for the core offerings of Chocotail. However, flavors like Hot Buttered Rum and Mai Tai show much better acceptance for premium pricing, indicating an opportunity to introduce high end variations in order to capture a more affluent market segment. Although there is low demand for the under 30k range, offering this ensures accessibility for price-sensitive customers. By focusing on the mid range price but taking advantage of premium opportunities in specific flavors, Chocotail can balance its market appeal with profitability.

2.1.3 Conclusion

From the table, based on both quantitative and qualitative insights, it can be developed that regarding customer behavior and pricing preference for Chocolate Fudge Cakes with different ganache flavors, middle range pricing dominates. In fact, a range of 30-40k shows up as most popular across all flavors because it manages to attract a majority portion of customers towards itself consistently. This probably indicates that the majority of the consumers view this price as the most appropriate between value and quality.

While overall, premium pricing above 50k attracts limited interest, specific flavors such as Hot Buttered Rum and Mai Tai have a higher acceptance for this price range. This highlights an opportunity to position these flavors as premium offerings for niche audiences who would pay more for exclusivity or unique taste.Lower demand for budget options means that the under 30k group has the lowest rate of demand, ranging between 10% and 20% for all flavors. This indicates that customers in Chocotail's target market are not hugely price-sensitive, thus further emphasizing the brand's positioning as a premium dessert player.

While each ganache flavor has its own appeal, Mojito is more mid range friendly, and Hot Buttered Rum/Mai Tai could be targeted at a premium positioning. The marketing and product presentation for each flavor can be adjusted to further increase customer interaction and sales. A two tier pricing strategy a strong middle range core offering complemented by premium tiers of select flavors can be put in place that will satisfy both value conscious and exclusivity seeking customers. Chocotail shall exploit marketing strategies in promoting the 'uniqueness' factor of its flavors by strategic collaborations, social media interactivity, and 'brand stories' telling what inspires Chocotail to innovate and maintain its quality.

2.2 Competitor Analysis

2.2.1 Direct Competitor

Chocotail is in Indonesia’s growing but competitive dessert market. The brand is known for its chocolate fudge cakes. It is special because it offers many ganache flavors that mix rich chocolate with fresh tastes inspired by cocktails. However, to succeed in this market, it is important to study its main competitors, such as Chateraise, First Love Patisserie, and Fudgy Bro. These competitors will be compared based on their products, target customers, prices, and unique selling points (USPs). This analysis will help

Chocotail find its position in the market and create a clear difference from its competitors.

Chateraise is typically positioned as a Japanese-origin dessert brand that emphasizes high-quality yet affordable pastries, cakes, and confectionery. Its product range is broad, including cakes, cream puffs, ice cream, and traditional Japanese-Western fusion sweets, appealing to mass-market consumers who seek consistent quality at reasonable prices. Its USP lies in accessible premium taste—offering "everyday luxury" through clean ingredients, controlled sweetness, and reliable production standards, making it attractive to families and working adults.

First Love Patisserie, on the other hand, leans heavily into emotional branding and aesthetic-driven products. It targets younger consumers, especially Gen Z and millennials, who value Instagram-worthy presentation, novelty, and romantic or nostalgic dessert experiences. Its product types often include visually refined cakes, trendy pastries, and seasonal limited editions designed for gifting and social media appeal. The pricing is generally mid-to-premium, justified by presentation, branding experience, and perceived exclusivity rather than only ingredient cost. Its USP is emotional storytelling and aesthetic indulgence, making the dessert not just food but a lifestyle and identity product.

Fudgy Bro positions itself in a more indulgence-focused niche, often centered on rich, dense, and chocolate-forward desserts such as brownies, fudge cakes, and heavy-texture treats. Its target market is consumers seeking comfort food and intense flavor experiences, often skewing toward young adults and dessert enthusiasts who prioritize taste satisfaction over lightness or health considerations. Pricing tends to be mid-range, with strong value perception due to generous portions and richness. Its USP is extreme indulgence—highlighting decadence, bold flavors, and satisfying textures that create a "guilty pleasure" appeal.

By comparing these three competitors, Chocotail can identify strategic whitespace in the market. If Chateraise dominates accessibility and consistency, First Love Patisserie leads in aesthetic and emotional appeal, and Fudgy Bro owns indulgence and richness, then Chocotail can differentiate by combining select strengths while introducing a unique angle—such as innovative flavor fusion, interactive dessert experiences, or a more modern "luxury yet playful" identity. This analysis helps ensure Chocotail does not compete directly on the same single dimension but instead builds a distinctive positioning that balances product innovation, targeted pricing strategy, and a clearly defined emotional or experiential USP.

Table 2.5 Direct Competitor Analysis

Factors	Chateraise	First Love Patisserie	Fudgy Bro
Location	Mall based outlets in major Indonesian cities	Premium malls in Jakarta and big urban centers	Mostly urban café/boutique dessert outlets (typically stand-alone or mall kiosks in Indonesia cities)
Main Product	Japanese-style cakes, cream puffs, puddings, ice cream	Mille crepe cakes, layered cakes, dessert jars, hampers, seasonal premium cakes	Brownies, fudgy cakes, chocolate-based desserts, indulgent baked goods
Price range	Low to mid-range	Mid to high-end	Mid-range
Target Customer	Mass market families, young professionals, and Japanese dessert lovers seeking quality at reasonable price	Urban millennials & Gen Z, gift buyers, celebration market, aesthetic-focused consumers	Youth market, chocolate lovers, comfort food seekers, casual snack buyer
Service	Take-away focused, limited dine-in; fast service, standardized production	Take-away dominant with some dine-in seating in selected outlets; pre-order available	Quick service, takeaway-focused, often grab-and-go style
Distribution Channel	Physical outlets in malls + some	Mall outlets + online delivery	Physical outlets + strong online

	online delivery platforms		delivery presence (GoFood/GrabFood
Marketing Strategy	Product quality + Japanese authenticity positioning; emphasizes freshness, ingredient quality, and "everyday luxury" appeal	Premium handmade perception	Focus on indulgence ("rich, fudgy, satisfying"), casual branding, viral dessert appeal, often promoted via social media food trend

2.2.2 Indirect Competitor

Indirect competitors such as Beard Papa's, D'Crepes, and Dear Butter represent more functional or trend-based consumption behaviors. Beard Papa's positions itself around quick, portable cream puffs with strong impulse-buy appeal in high-traffic locations like malls and airports, targeting mass consumers who prioritize convenience and light desserts. D'Crepes serves as an affordable everyday snack option, heavily focused on accessibility, speed, and low pricing, especially for students and budget-conscious segments. Dear Butter, meanwhile, operates as a viral, social-media-driven dessert brand centered on trendy products like croffles, appealing to Gen Z consumers who prioritize aesthetics, hype, and shareable food experiences rather than long-term brand depth.

Against this competitive landscape, Chocotail must define a clearer differentiation that avoids direct overlap with either functional snack brands or already-established premium dessert identities. While competitors either emphasize affordability, convenience, indulgence, or aesthetic virality, Chocotail has the opportunity to position itself as a more holistic dessert experience brand—one that combines innovation, premium perception, and experiential value in a way that is not limited to a single dimension. This means moving beyond being just "cheap and fast," "pretty and emotional," or "rich and indulgent," and instead building a stronger identity around uniqueness, concept-driven products, and memorable customer experience that cannot be easily replicated by existing competitors.

Table 2.6 Indirect Competitor Analysis

Factors	D'Crepes	Beard Papa	Dear Butter
Location	Mall kiosks, food courts, schools, and universities	Malls, airports, and high-traffic urban areas	Urban malls and lifestyle hubs in major cities
Main Product	Sweet and savory crepes	Cream puffs with custard fillings (various flavors)	Croffles, cheese pastries, butter-based desserts
Price range	Very affordable	Low to mid-range	Low to mid-range
Target Customer	Students, teenagers, and price-sensitive consumers	Mass market, families, travelers, and casual dessert buyers	Gen Z and young adults influenced by food trends
Service	Made-to-order, fast service, grab-and-go	Fast, grab-and-go, takeaway focused	Takeaway and delivery-focused with aesthetic packaging
Distribution Channel	Strong offline kiosk network + delivery apps	Offline outlets in strategic locations + limited delivery platforms	Offline outlets + strong online delivery (GoFood/GrabFood) + franchise expansion
Marketing Strategy	Focus on affordability, accessibility, and variety of flavors	Emphasis on Japanese origin, "freshly made daily," and impulse purchase appeal	Viral marketing, TikTok/Instagram-driven content, aesthetic and trend-based branding

2.2.3 SWOT

Chocotail must develop an effective marketing strategy that will help attract potential customers. Though the innovative product of Chocotail, chocolate fudge cake with cocktail flavored ganache, is unique in the market, there is always a chance of competitors imitating the idea. Thus, a well planned and suitable marketing approach will attract well targeted customers. Clear and attractive information about the product will greatly increase the brand awareness of Chocotail. Identification of the brand's SWOT and the application of the 4P will create a very strong foundation for the marketing strategy.

Table 2.7 SWOT Analysis

Strength	Weakness
1. Unique cocktail flavoured ganache. 2. High quality ingredients. 3. Niche appeal to adults.	1. Small target audience (alcohol enthusiasts). 2. High production costs. 3. Low brand awareness at launch.
Opportunity	**Threat**
1. Increasing demand for gourmet desserts. 2. Partnerships with cafes and bars. 3. Socials media marketing opportunities.	1. Intense competition in the premium dessert segment. 2. Economic downturns reduce luxury purchases. 3. Regulatory challenges for alcohol related products.

2.3 Sales Goal

Chocotail expects to reach its monthly customers by using both online and offline marketing. Social media such as Instagram and TikTok are used to increase brand awareness through regular posts and paid ads. In addition, promotions like discounts, bundle offers, and product sampling at the mall booth help attract new customers. The booth location in a shopping mall also helps bring walk-in customers because of high visitor traffic.

The average food cost per slice is Rp14,064, while the selling price is Rp30,000. This gives a good profit margin for the business. The numbers in the table are based on estimated daily sales. Unit sold is calculated from daily sales multiplied by operating days in one year. Revenue is calculated from total units sold multiplied by the selling price. Gross profit is calculated from the difference between selling price and food cost, multiplied by total units sold.

New customer acquisition is estimated by dividing total units sold by the average purchase per customer. Customer Acquisition Cost (CAC) is calculated by dividing total marketing cost by the number of new customers. The CAC decreases each year because brand awareness increases and more customers return.

Table 2.8 Sales Goal

Sales Goals	Year 1	Year 2	Year 3
Annual Revenue	Rp648.000.000	Rp712.800.000	Rp784.080.000
Gross Profit	Rp470.775.960	Rp517.853.556	Rp569.638.912
Unit Sold	21.240	23.364	25.700
New Customer Acquisition	10.620	11.682	12.850
Customer Acquisition Cost	Rp3.296	Rp2.996	Rp2.724

2.4 Marketing Strategy

2.4.1 Product

Chocotail is a home based bakery that specializes in creative chocolate fudge cakes with signature ganache flavors. It specializes in introducing new, exciting ganache flavors drawn from cocktails. Being home-based, the owners have complete control over what goes into the making of each product. Other than taste, Chocotail focuses on creativity and variation, with a wide range to suit different tastes.

Some unique ganache flavors include Strawberry Daiquiri, Mai Tai, Hot Buttered Rum, Pina Colada, and Mojito, among others. Chocotail is working toward a bold and new taste that will surely hook its customers in its line of signature products: chocolate fudge cake layered with cocktail-inspired ganache. Additionally, Chocotail has given thought to customers wanting their products to be shareable, functional, and aesthetically pleasing in terms of packaging. Chocotail combines quality, uniqueness, and visual appeal to reinvent a dessert experience for chocolate and cocktail amateurs alike.

2.4.2 Place

Chocotail will appear in the dessert market by participating in popular bazaars and festivals in the Gading Serpong area. This will reach an extensive range of target segments: families, young adults, and the local community. As a chocolate based dessert brand, Chocotail is going to attract the attention of potential customers with its unique and sumptuous product line amidst the fierce competition.

Impressive looking, Chocotail will create a very appealing, interactive booth by using the brand identity to create this. It shall be a modern, 'Instagrammable' type of booth, which may include bright branding, compelling product displays, and product sample testing counters as part of its interactive touch. This would be very eye-catching for passers by, something impressive and worth remembering. The booth will organize free sampling, whereby a customer will have the first hand opportunity to taste the product; it will also provide special discounts or limited-time promotions, thereby encouraging immediate purchases. In such a way, it will increase not only short term sales but also provide a long lasting impact that will incite loyalty and word of mouth. Participating in the bazaars and festivals will also bring Chocotail nearer to one on one interactions with the customers.

By communicating directly with the target customers, the brand will come closer to knowing the customers preferences and collecting feedback valuable for product refinement and marketing strategies at later stages. In addition, the events will provide content for social media promotion, with the visually appealing booth and engaging activities creating shareable moments for both the brand and its visitors.

In addition to that, Chocotail will collaborate on event organizers and other brands that complement it in bringing more visitors to its vision. This will be manifested through joint promotions, in the form of discounted bundles of co-branded products. Such joint promotions will raise the visibility of the booth and build customer traffic. These also increase visibility not only with events but also enhance Chocotail reputation as an innovative and socially responsible brand. The ultimate aim of participating in these bazaars and festivals is to create brand awareness and establish a loyal customer base in the local market.

These events will be quite informative and would also yield useful contacts, thus forming a sound foundation for the long-term growth of Chocotail's. In the future, it could be foreseen that the brand would open permanent booths or stores in strategic places, like Gading Serpong or Jakarta, to reach an even bigger audience. Regarding this initial phase of engaging with the customer base through bazaars and festivals, Chocotail's road to a prominent name in the dessert industry starts here.

2.4.3 Promotion

Promoting a business through social media has become one of the most effective techniques of raising brand awareness especially since most of the target markets of Chocotail belong to the category of regular social media users. Provided with appropriate marketing strategies, it would be easy for Chocotail to reach an ideal target and build a solid brand in the dessert market. One of the major social media platforms that Chocotail will rely on is Instagram. Chocotail is going to create an interactive Instagram profile that will increase customer dialogue and loyalty. This can be achieved through regular correspondence with the followers, and hence the account will seem happening and friendly to be followed by the customers. An interactive social media presence has a lot more advantages, including providing the owner with some valuable insights into the target market's preferences.

The Chocotail can find out which flavors are most and least loved through polls or surveys, receive direct feedback, and make use of that information as inspiration for future product innovations. Promoting the brand through paid collaborations, especially with influencers based in Gading Serpong and Jakarta, will help Chocotail to increase its visibility and reach new customers. Partnering with influencers whose values align with those of the brand will help gain more credibility but also connect with audiences that trust these influencers' recommendations. Joining business communities regarding the sector will contribute to brand awareness and network increase for Chocotail. These communities provide opportunities to share insights, receive recommendations, andreach wider circles. Other than these, Chocotail would run promotional campaigns on very key moments in the cycle, namely pre opening and grand opening phases.

The promotional campaign will be about creating buzz and noise around the brand for kick starting its entry into the popular dessert market. Finally, Chocotail will try to provide an option of order pre ordering directly from the owner's residence as a convenient option for such customers who like to book their purchases in advance.

This will not only guarantee customer convenience but also provide some regular avenue for advance sales and feedback. With strategic employment of social media and campaigns for publicity, Chocotail expects to be noticeable in the dessert market and create regular customers.

Figure 2.1 Instagram Design for Chocotail
(Sources:Ai Generated-Chat GPT)

Figure 2.2 Banner Design for Chocotail
(Sources:Ai Generated-Chat GPT)

Table 2.9 Advertising Tools and Budget

Advertising Tools	Yearly Budget
Print Advertising	Rp5.000.000
Instore Promotion	Rp10.000.000
Sosial Media ads	Rp20.000.000
Total	Rp35.000.000

2.4.4 Pricing

Chocotail will be offered at an affordable price of Rp30,000 per piece for a quality chocolate fudge cake. To attract and retain customers, Chocotail will provide promotional strategies such as bundle discounts, especially during festivals, special occasions, and the grand opening event. By applying cost-efficient production methods and bulk purchasing, Chocotail aims to maintain product quality while offering competitive prices that match customer preferences.