

CHAPTER III

MARKET ANALYSIS

3.1 Target Consumers

We are targeting teenagers until adults as our main market. The target will be around 14 to 40 years old. Consumers around that age are more consumerist because they are capable of spending money based on their lifestyle and often buy things following the trend, especially in food and dessert.

Our secondary market segment is the 'trend center and shoppers'. It means we target people who like to find a new trend, follow trends and create a new trend such as influencers, Instagrammers, and teenagers because the use of social media is increasing every year in Indonesia, there were about 62.230.000 new Instagram users in Indonesia on January 2020, which accounted for 22.6% of its entire population. These new users can make a new product become a trend in just a day. Besides the trend center, we also targeted a sweet tooth, because our product is a roll cake that has a thick cream, unique taste with cute looks, it will attract the curiosity of people who only eat a regular taste roll cake or people who like other desserts and want to try a new dessert.

3.1.1 Segmentation, Profile

1. Demographic
 - Gender: Man and woman
 - Age: 14 - 27 years old
 - Social Economic Status (Based on Nielsen 2010) SES: SES Class C1 (Expenses Worth Rp 1.500.000 - Rp 2.000.000) - Nielsen 2010.
 - Occupation: Students and employees
2. Geographic: *Jabodetabek*
3. Psychographic
 - People who like to eat dessert
 - People who like to taste Indonesian traditional cake

- People who like Indonesian representative food
4. Behavioral
- People who like to try something new
 - People who have a sweet tooth
 - People who are up to date
 - People who like to give souvenirs

3.2 Market Mapping

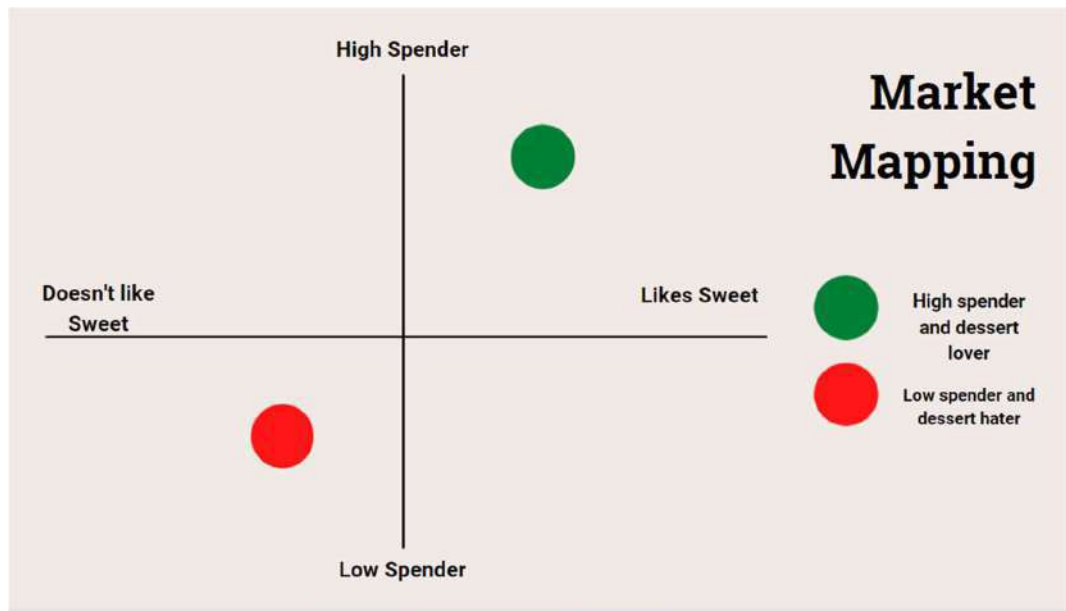


Figure 3. 1 Market Mapping

We divide into 4 types of consumers, they are consumerist, trend center, sweet tooth and tourist (local and international). For the consumerist, they are willing to spend money for following the trend but repeat to order when they remember. The trend center, similar with the consumerist but have a low loyalty which is only trying to follow the trend and rarely repeat the order. The most loyal one is the sweet tooth, they are the one who truly loves roll cakes and our main consumer. Last, the tourist sometimes buy a lot for souvenirs or give to their family, friends at home. When they heard it is unique and different, they will spend a lot and repeat buying if it is delicious.

3.3 Competitor Mapping

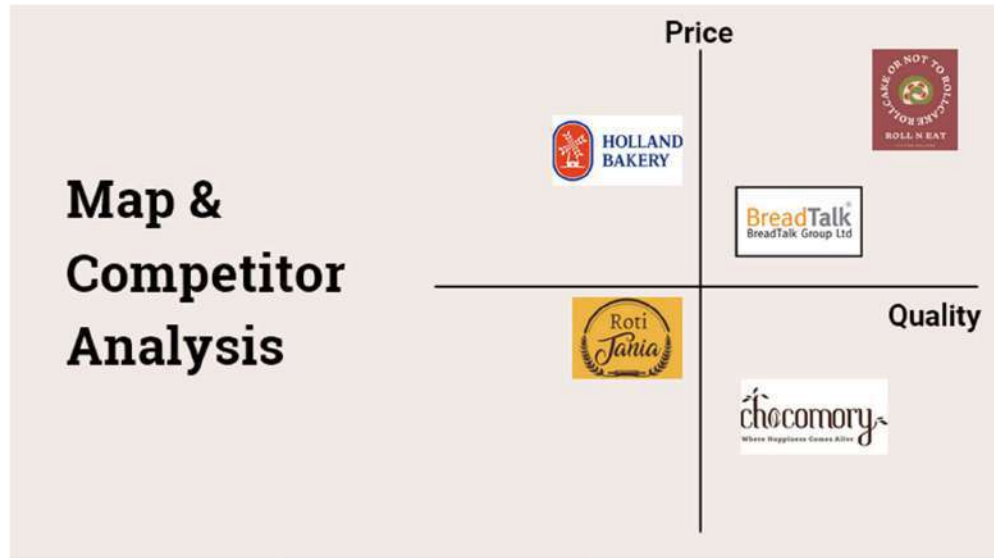


Figure 3. 2 Competitor Mapping

Holland bakery: They sold many types of bread and cake, also they have some roll cake but only have regular flavor with standard quality and have a high price.

Bread talk: They sell many types of cake and bread, also they sell roll cake in one pieces and slices. They have regular flavor roll cake but they have a unique visual of the roll cake so it would make the quality higher with low price.

Chocomory: This brand is from cimory brand, and they sell roll cake that have a unique visual and good quality roll cake with low price

Roti tania: They specially sell a roll cake in online and offline platform, but mostly known in online platform but they have standard quality of roll cake with low price but have a good visual and have many types of flavor.

Roll n Eat: Online shop that specially sell a Korean type roll cake that have Indonesian representative food or Indonesian traditional cake flavor that have good quality but a little bit pricy.

3.4 Positioning

Our roll cakes are different from others because we are unique. Our products have a lot of creams and are inspired by Indonesian food, such as *putu ayu*, *kuping gajah* dry cake snack, and *onde-onde*. We are targeting teenagers until adults as our main market, who have a great curiosity and like to try new types of food.

Our target is consumers with upper middle income, we have a strong foundation because we have rare and unique flavors, our products use high-quality brands and ingredients, such as Dilmah, Tropicana slim, Oreo, where everyone is familiar with the brands. Our biggest strength is that we sell this item online, which can cover many customers, even though our market target is people in *Jabodetabek*, we also want everyone in Indonesia to be able to taste our products, because we provide ice packs to keep the temperature of cream roll cake, so that the cream does not melt during the delivery period, besides that we also use safe packaging. In the future, we want our products to expand overseas, such as collaborating with overseas distributors to allow our products to be sold in their stores.

3.5 Competitive Advantages

The first list of our competitive advantages is innovation. We try to approach something that already exists and try to make it different from the original product like combining roll cake with Indonesian traditional cake.

Second, the aesthetics we offer to the consumer. The visual appearance of our roll cake is bigger, filling, and unique, which makes us stand out from our direct or indirect competitors. Furthermore, we pay attention to the detail of our packaging. Besides the appearance purpose, we try to make the packaging convenient and easy to bring for our consumers.

Lastly, technology. We involve technology such as online platforms for selling our product. The online platform lets us reach many people in a short time because of the pandemic people cannot go out easily and it's hard to sell in a store. So, we decided to use Instagram, Shopee, Gojek, Grab, and other platforms to let more people know about our product/brand. Also, it's

more convenient to purchase our product because consumers just need to click on the apps and the product would safely arrive at their house.

3.6 Benchmark (SWOT)

Strength:

- Our product has a thicker cream than ordinary roll cake
- We can reach a wide customer range because it's based on an online platform
- The flavor is extraordinary because it is inspired by Indonesian traditional cake

Weakness:

- We are still new, so people do not know our brand
- Cannot last long at room temperature
- Not recommended for people who have diabetes
- Hard to stock

Opportunity:

- Because in Indonesia, there will be curious people, likes to try new food, and the willingness to follow the trend
- We can be a dessert supplier for another brand
- Create collaboration with a drink company for food and beverage pairing
- Rarely found in Indonesia

Threat:

- People who do not like sweets, will not buy
- Shortages of product and supply
- Many direct and indirect competitor
- It can be made by another competitor

3.7 Comparison Table

Table 3. 1 Comparison Table

Parameters	Roll N Eat	Holland Bakery	Chocomory Roll Cake	Rotitania
General Characteristics	Indonesian food fusion	Basic flavor	Unique visual	Using jam and topping, using less cream
Features/ Facilities	Cream	Jam, cream	Cream	Cream
Advantages/ Unique Selling Points	Loads amount of cream and has a taste of Indonesian food	Have many variants of taste	The texture of the cake is soft, and the appearance is attractive	Have many loyal customers, have a lot of topping
Disadvantages	More pricey than other products	The variant of taste is basic	They only have good visual	Limited range
Price	Rp 95.000 – Rp 225.000	Rp 80.000 – Rp 94.000	Rp 78.000 – Rp 100.000	Rp 50.000 – Rp 140.000