

## 2. Target Consumer

Folliche defines its target consumers by using market segmentation and market profile to differentiate each target and prospective customers.

### 2.1 Market Segmentation

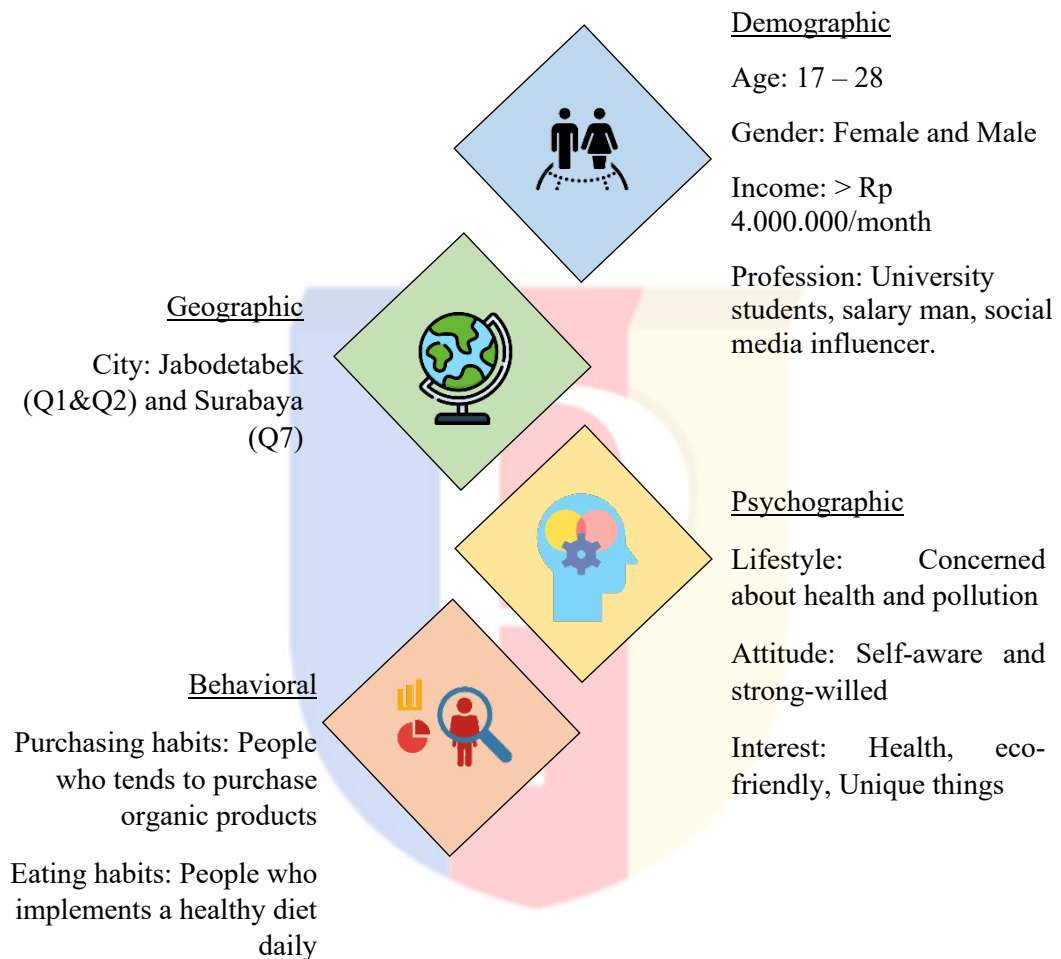


Figure 2.1. Customer Segmentation

## 2.2 Target Market Profile

Based on the market segmentation that had been conducted, Foliche then further categorizes its market into 5 profiles. These 5 profiles are The Plant-Based Devotee, The Restricted Dieters, The Dessert Hunter, The No-Waste Advocate, and The Aesthetic Giver.

### 2.2.1 The Plant-Based Devotee

Their characteristics:

1. Individuals who adopt plant-based lifestyle with the reasons of health, diets or following the trend.
2. Fully committed to their lifestyle.
3. Usually prepares their own food before going anywhere as there is little option in the market.
4. Members of a plant-based community.
5. Actively research and promote plant-based lifestyle in their daily lives.
6. Most do not hesitate to spend more money as long as the product is in line with their lifestyle.

Channels to reach them:

1. Social media and search engines.
2. Recommendations from others with the same lifestyle.
3. Trends in the plant-based community.
4. Offline store display.

Pain points:

1. Very critical of what their food contains.
2. Tends to seek all-natural products without health adversities.
3. For beginners, they would put an emphasis on the taste.

Their wishes:

1. Plant-based food.
2. Tasty dessert.
3. Efficient and easy to consume.
4. Widely available products.

Their dislikes:

1. Inconsistent product
2. False claims of ingredients

What they gain from us:

1. Efficiency
2. Value

### 2.2.2 The Restricted Dieters

Their characteristics:

1. Individuals who adopt a certain lifestyle, such as: plant-based, vegan, gluten-free, etc.
2. Might be allergic to certain animal products such as dairy that causes lactose intolerance to some.
3. Adopting certain food restrictions for health reasons, such as diabetics who need to control their sugar intake.
4. Usually preps their own food before going about their day in fear of the lacking food with restrictions in the market.
5. Interested in any products that go in line with their diets and will not hesitate to spend money on them.
6. Actively researches for their type of diet restriction and new varieties.

Channels to reach them:

1. Recommendations
2. Social media/ E-commerce platforms
3. Offline store display

Pain points:

1. Very critical of what their food contains
2. Tend to seek out products with apparent health benefits
3. Efficient packaging

Their wishes:

1. Products that suit their diets
2. Easy and practical product
3. Widely available products

Their dislikes:

1. False claims of ingredients
2. Inconsistent product

What they gain from us:

1. Ease of product access
2. Efficiency

### 2.2.3 The Dessert Hunter

Their characteristics:

1. Prioritizes dessert in their daily lives.
2. High curiosity and likes to try any new products.
3. Individuals who actively seek out new dessert variants regardless of the ingredients.
4. Might work as a social media influencer or food blogger.

Channels to reach them:

1. Recommendations from other food bloggers
2. Offline store display

Pain points:

1. Prioritizes the unique points in one product
2. Has high expectations for what they purchase

Their wishes:

1. A tasty dessert
2. Product development
3. New products

Their dislikes:

1. A disappointing product with no unique points

What they gain from us:

2. Unique products
3. Good taste

### 2.2.4 The No-Waste Advocate

Their characteristics:

1. Someone who puts an extra importance on surrounding environments.
2. Have personal satisfaction and pleasure in contributing to save the earth no matter how small the action is.
3. Interested in the type of product that mirrors their values.
4. Tends to influence others in their values.
5. Socializes with other no-waste advocates through a community or certain forums.

Channels to reach them:

1. Recommendation from other no-waste advocates.
2. Social media or e-commerce
3. No-waste advocates forums or community
4. Offline store display

Pain points:

1. Critical not only on the products but also in the packaging
2. Prioritizes a sustainable and reusable products or packaging
3. Critical with food wastes

Their wishes:

1. Eco-friendly packaging
2. Reachable product
3. Minimally-processed product

Their dislikes:

1. Inconsistent product
2. Food and product waste

What they gain from us:

1. Thorough benefits from a product and its packaging

### 2.2.5 The Aesthetic Giver

Their characteristics:

1. Individuals who prioritizes the appearance of its products.
2. Easily influenced and has a social standing.
3. Like new, unique and eye-catching products.

4. Tends to do “impulse-buying”.
5. An avid social media user and has a large social group
6. Tends to repurchase and promotes a product that satisfies their needs.

Channels to reach them:

1. Social media
2. Offline store display
3. Trends

Pain points:

1. Critical in a product’s appearance
2. Needs a fast and efficient customer service
3. High expectation in the products they purchase

Their wishes:

1. A tasty dessert
2. Interesting product
3. Good service

Their dislikes:

1. Bad and slow service
2. Disappointing product

What they gain from us:

1. Aesthetics
2. Taste
3. Service



The five customer profiles already set by Foliche represents the type of customer that we are going to focus mainly on. By having details of the customer type, we would be able to alter and adjust our marketing strategy accordingly.

### **2.3 Community Market**

Foliche works along in collaboration with several plant-based community. In addition to increase our brand awareness, these communities will also help us in directly reaching the market of our targets. The communities that we are going to reach out to are:

1. IVS (Indonesia Vegetarian Society) and VSI (Vegetarian Society of Indonesia)

These two communities are two of the biggest plant-based community in Indonesia. Based in Jakarta, they have managed to gain the interest of more than 8,000 followers on Instagram and raked up to 1.49k of subscribers on Youtube. Their activities usually include sharing information and educating people of this lifestyle.

## 2. Jakarta Vegetarian Community

Based also in Jakarta, this community has educative and interesting contents of plant-based diet information and also plant-based restaurants or food recommendations in Jakarta. This collaboration will ensure Foliche reaches the right audience by collaborating as most of the booths will be opened in Jakarta as well. They are also open for partnerships aiming to raise awareness and development of plant-based diet. To strengthen their connections with people of the same lifestyle, they have an open community which everyone can join through social media.

## 3. Vegan Squad Indonesia

Based in Jakarta and Medan, two of the biggest cities in Indonesia, they frequently share information of this lifestyle. Moreover, this community conducts talk shows and has a co-community called Vegan Athlete. Most of their followers and participants are millennial, which is in accordance to who Foliche is targeting as customer.

Aside from the three communities previously, there are also a few other communities who operate in or outside Jakarta. They do not only promote of the diet, but also the consciousness behind the lifestyle by promoting eco-friendliness and organic living such as KeMANGTEER and Komunitas Organik Indonesia. Being an ally with these communities ensure that Foliche's target customer or audience is directly met, and thus helps boost sales.



**Bali Vegan Guide**

Vegan & Vegetarian



**IVS & VSI**

Vegan & Vegetarian



**Komunitas Organik  
Indonesia**

Eco Community



**Jakarta Vegetarian  
Community**

Vegan & Vegetarian



KeMANGTEER

**KeMANGTEER**

Eco Community

*Figure 2.2. Community Market*



### **3. Business Concept and Product Details**

#### **3.1 Product Concept**

The concept of Foliche's plant-based cheesecake is by substituting all the dairy and animal-derived ingredients from an otherwise normal cheesecake. We are substituting these ingredients with nuts and beans, which are organic and plant-based, but still give a nice flavor. Our main ingredient is cashew, which is rich in fiber and helps reduce cholesterol. With Foliche, eating dessert will be more gratifying, healthy, and instead of your usual nut treats, one would be able to enjoy the sensation of a true dessert.

#### **3.2 Business Model Canvas**

For more thorough information about Foliche, we are using a Business Model Canvas which is divided into 8 segments; key partners, key activities, key resources, value propositions, customer relationships, channels, cost structures and revenue streams.

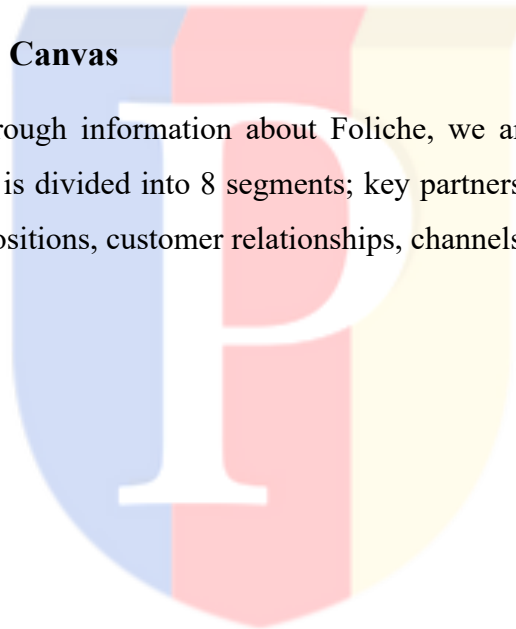











Table 3.1. Business Model Canvas

<p><b>KEY PARTNERS</b></p>  <ol style="list-style-type: none"> <li>1. Organic ingredients supplier (Greenara)</li> <li>2. Investor</li> <li>3. Healthy Lifestyle Community</li> <li>4. Event organizers</li> <li>5. Corporates</li> </ol>	<p><b>KEY ACTIVITIES</b></p>  <ol style="list-style-type: none"> <li>1. Production</li> <li>2. Research and Development</li> <li>3. Marketing and Promotion Ads</li> </ol>	<p><b>VALUE PROPOSITION</b></p>  <ol style="list-style-type: none"> <li>1. Based on 100% organic and from plants</li> <li>2. Gluten-free, vegan friendly, lactose-intolerance friendly</li> <li>3. Eco-friendly packaging</li> </ol>	<p><b>CUSTOMER RELATIONSHIPS</b></p>  <ol style="list-style-type: none"> <li>1. Interactive contents</li> <li>2. Customer loyalty card</li> <li>3. Friendly customer</li> </ol>
<p><b>KEY RESOURCES</b></p>  <ol style="list-style-type: none"> <li>1. Working space</li> <li>2. Production site</li> <li>3. Experience</li> </ol>	<p><b>CHANNELS</b></p>  <ol style="list-style-type: none"> <li>1. Social media</li> <li>2. E-commerce</li> <li>3. Community</li> <li>4. Partnership</li> <li>5. Offline store and Outlets</li> </ol>		
<p><b>CUSTOMER SEGMENTS</b></p>  <ol style="list-style-type: none"> <li>1. The Plant-Based Devotee</li> <li>2. The No-Waste Advocate</li> <li>3. The Restricted Dieters</li> <li>4. The Aesthetic Giver</li> <li>5. The Dessert Hunter</li> </ol>	<p><b>COST STRUCTURE</b></p>  <ol style="list-style-type: none"> <li>1. CAPEX</li> <li>2. OPEX</li> </ol>	<p><b>REVENUE STREAM</b></p>  <ol style="list-style-type: none"> <li>1. Product sales</li> <li>2. Provision of products as souvenirs in collaboration with event organizers</li> <li>3. Bulk purchase</li> </ol>	

### 3.2.4 Value Propositions

Folliche creates a kind of dessert which can be enjoyed by everyone and has health benefits in contrast to the usual desserts in the market. Folliche aims to cater to everyone's needs of dessert without having to worry about the ingredients and the health adversities. Our plant-based cheesecake is made with 100% organic ingredients derived from plants, mainly nuts and does not contain any artificial ingredients nor dairy. Furthermore, one jar of Folliche's dessert is just enough to satisfy one's cravings, thus not instigating a satiety or boredom of our products.

In addition, Folliche, as a plant-based dessert company, wholly supports the cause of environmental sustainability. We respect humans, animals and the earth by practicing no-waste in our operation and using eco-friendly packaging, in which customers can re-use after. Thus, by purchasing Folliche's product, not only customers can have a satisfying dessert, but also save the earth at the same time.

Marketing-wise, Folliche plans to create a community and build relationships with customers who have the same value of health and eco-friendliness. We will also do several campaigns to support these causes and put our name within the community.

### 3.2.5 Customer Relationship

Folliche will keep its customers with marketing campaigns and also interact with customers through social media and interactive contents. This way, Folliche will also be able to build a community within our customers who have the same values or lifestyle.

Folliche will also enforce good customer service, starting from the very first steps where customers are inquiring about our products, to the end, where we will ask for honest reviews. In addition, we will establish a customer loyalty card which increases customer loyalty and sense of exclusivity.

### 3.2.6 Channels

Folliche will distribute its products through:

1. Social Media

Social Media is now the best marketing tool to use, due to the increasing number of users. Sourced through Data Reportal (2021), 61.8% of Indonesian are social media users, where 65% of them aging between 18-34 years old. In addition, Whatsapp, Instagram, Facebook, and Twitter tops as the top five social media with the most users. These social medias are equipped with a lot of features that can help to develop business accounts, namely for product marketing, creating a brand awareness and managing customer inquiries. Folliche will be utilizing Instagram, Whatsapp Business, Facebook, Twitter and Tiktok.

2. E-commerce

There are more than 100 million individuals regularly using e-commerce platform to purchase products. During the pandemic, the usage of these platforms have risen up to 66%. Sourced through the Ministry of Communication and Information Technology (2019), the growth of e-commerce users is the first in the world, with 78% of growth in 2019. It is also a very useful and efficient platform that connects customers with sellers. From the customer's point of view, it is easy to use and practical as their orders are easily track able. They are also able to see reviews from other customers before deciding to buy a product. From the seller's point of view, the platform helps in reaching a wide public awareness as well as promotions from regular events held by the platforms themselves.

Folliche will be utilizing the two most used e-commerce in Indonesia, which is Shopee and Tokopedia.

3. Community

One of the main concerns and value from Folliche is strengthening the plant based community in Indonesia, which can be useful to spread news about our brand and our values. It is hoped that by doing partnerships with the

community with the same vision, mission and values, we can gain our main target from Foliche itself.

The community that will be our partners is : VSI ( Vegan Society of Indonesia ), Jakarta Vegetarian, Vegan Indonesia, Vegan Guide, and Mad Grass which is the first plant based cloud kitchen in Jakarta.

#### 4. Partnership

One of the targets for the product distribution of Foliche is through bulk purchases, where we will offer a special price for certain amount of purchase. We will partner up with several event organizers in demand, which is: Bride Story, Big Enterprise Wedding Organizer, Groovy, Paper Tree, etc. to include our products in the list of their vendors. We will also be approaching corporations or government institutions to offer our products for their regular meetings or events. Our target is to reach a wide scale target and increase income, simultaneously adding to our brand awareness.

#### 5. Offline Store and Outlets

We will get closer with our customers by presenting Foliche in several malls in the Jakarta area, which are: Central Park Mall, Kelapa Gading Mall, Gandaria City, etc. For the customer which is located outside Jakarta and outside the Java, we will routine participate in bazaar events, which is organize by Bazaar Organizer, which is : I Love Bazaar, Market Museum, etc. with the aim of increase the brand awareness, bring new hype in related location, and increase new target market. Foliche will also build our personal offline store in the Jakarta area in the first year, and Surabaya for the second year.

### 3.2.7 Customer Segments

Our customer segment can be divided into 5 profiles as listed below:

1. The Plant-Based Devotee
2. The No-Waste Advocate
3. The Restricted Dieters

4. The Aesthetic Giver
5. The Dessert Hunter

### 3.2.8 Cost Structure

The cost needed to run Foliche is as listed:

- Capital Expenditure, for the amount of Rp 1,288,357,000
- Pre-Operating Expenditure, for the amount of Rp 250,800,000

Therefore, the total cost needed to initiate Foliche is Rp 1,539,157,000

### 3.2.9 Revenue Streams

Foliche mainly depends on customers' purchases to earn revenue. These purchases may come from online selling, through social media and e-commerce, and also through offline direct purchases, in our booths and offline stores. We also work alongside event organizers and corporations to provide our products as souvenirs in their events and promote bulk buying.

## **3.3 Product Specifications**

For starters, Foliche will launch 3 variants of plant-based cheesecake, which will also be our main products. There will be:

1. Tropical Berries
2. Matcha Adzuki
3. Tamarind Brown Sugar

There are three components in our plant-based cheesecake which is the crust, filling and last, the topping.

We are choosing these variants based on the preferences of our target market, which is millennial and gen-z's. Tamarind is one of our choices to cater to our Indonesians origins and provide an authentic taste never found in a cheesecake before.

Foliche's Plant-Based Cheesecake has the texture of a normal cheesecake and a nutty taste. The main ingredients for Foliche's plant-based cheesecake is cashew nuts. Our products do not contain dairy, cheese, eggs, any animal-derived products, preservatives and artificial ingredients.

We are using blackstrap molasses, a natural sweetener derived from sugarcane instead of sugar as it is healthier and does not spike blood sugar as much. One could argue that stevia is the healthiest sugar substitution, however, stevia is a nonnutritive sweetener which may cause glucose intolerance, digestive problems, and metabolic disorders.

Furthermore, Foliche as a company that cares for the environment, puts an emphasis on minimal processing and food waste in our whole working practice, thus alleviating the psychological concern of individuals with a plant-based lifestyle.

### **3.4 Production Process**

Foliche has three main variants of Plant-Based Cheesecake for the initial launching. Our plant-based cheesecakes feature three components each, which will be the crust, the filling, and the topping.

#### **1. Crust**

The crust of our cheesecake is made up of several nutritious ingredients, which are cashew, dates, coconut flakes and rolled oats. Each of these ingredients is organic and raw, without much processing done before. Then, these ingredients are processed to a smoother texture by using a food processor.

#### **2. Filling**

The main ingredient for our filling is cashew, which replaces cheese in a normal cheesecake. The reason why we are using cashew is because the smooth texture is just like a cheesecake and it provides a high fiber and helps reduce cholesterol. Other than cashew, it also contains almond milk, which is dairy-free, high in vitamin-E and calcium, and a small amount of blackstrap molasses. These ingredients are processed together in a high-power blender and creates a thick and smooth consistency.

Especially for Tropical Berries, the filling will be folded with blueberry and strawberry jam. For Matcha Adzuki, we will be adding matcha powder, which is high in antioxidants and very popular within our market, into the

mixture. Tamarind Brown Sugar will contain *asem jawa* (Tamarind) in the mixture, bringing an authentic Indonesian taste and a ginger-like taste in the plant-based cheesecake.

### 3. Topping

Each of the toppings is customized according to its variant. For the variant Tropical Berries, the topping will be chunks of fruits such as blueberry and strawberry. As for Matcha Adzuki, the topping will be Adzuki beans which are cooked into a paste and sprinkle of matcha powder. Whereas for Tamarind, the topping will be toasted coconut flakes. Each of our toppings complement the filling and the crust well, bringing it all together into one wholesome dessert.

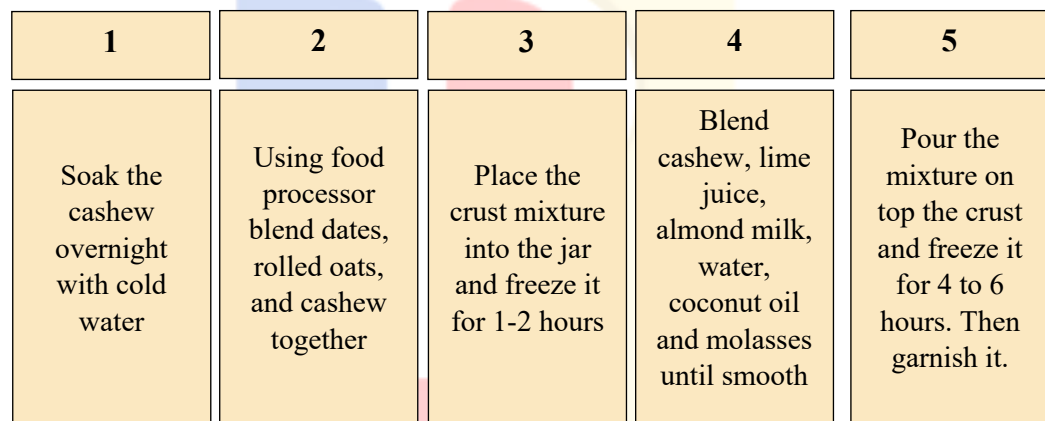


Figure 3.1. Production Flow

#### 3.4.1 Product Packaging

As one of Foliche’s mission is to be an eco-friendly company, our products are packaged in a glass jar instead of a plastic jar, which can be reused for daily usage or storage. We will be working along with a local company, Traditional Indonesia who acts as our packaging distributor. In addition, for a more efficient delivery and pick-ups, we use a paper-based gable box with handles for a package of three jars, and also for individual jars. For event purchases, we will customize our packaging in accordance to the clients’ needs. We will also add in a wooden spoon for a more efficient consumption.



Below will be the visualization of our products:



*Figure 3..2. Jar Packaging*



*Figure 3.3. Tropical Berry Visualization*



Figure 3.4. Matcha Adzuki Visualization



Figure 3.5. Outer Packaging



Figure 3.6. Customized Product Visual

### 3.5 Supplier and Partner

To ensure that Foliche always have a reliable source of ingredients with a reasonable price as long as a place to distribute its products, Foliche will work along several suppliers and partners as below.

Table 3.2. Supplier and Partner

<i>List of Suppliers</i>	
Organic Ingredients	Greenara
Almond Milk	Sanitarium Health and Wellbeing Company
Packaging Supplier	Traditional Indonesia
<i>List of Partners</i>	
Online Marketplace	Shopee, Tokopedia
Website Builder	Odo

Branding Company	Leavdah.id
POS System	Moka
Online Delivery Service	Gojek, Grab, ShopeeFood, Maxis
Event Organizers	Bridestory, Groovy, Big Enterprise

### 3.6 Business Process Flow

Folice will distribute its products through three channels, which are online marketplaces, events, and offline marketplaces.

#### 3.6.1 Online Marketplace

Our products will be distributed online through the most prevalent e-commerce in Indonesia, namely Shopee and Tokopedia. These two marketplaces are efficient, widely used and will boost awareness of our products. There is also an integrated delivery service within the app thus our products can be directly delivered to customers using instant services.

We will also be using social media and our website, where customers can order directly with our admins, fill out their credentials and have their products delivered through our own delivery service or online delivery services.

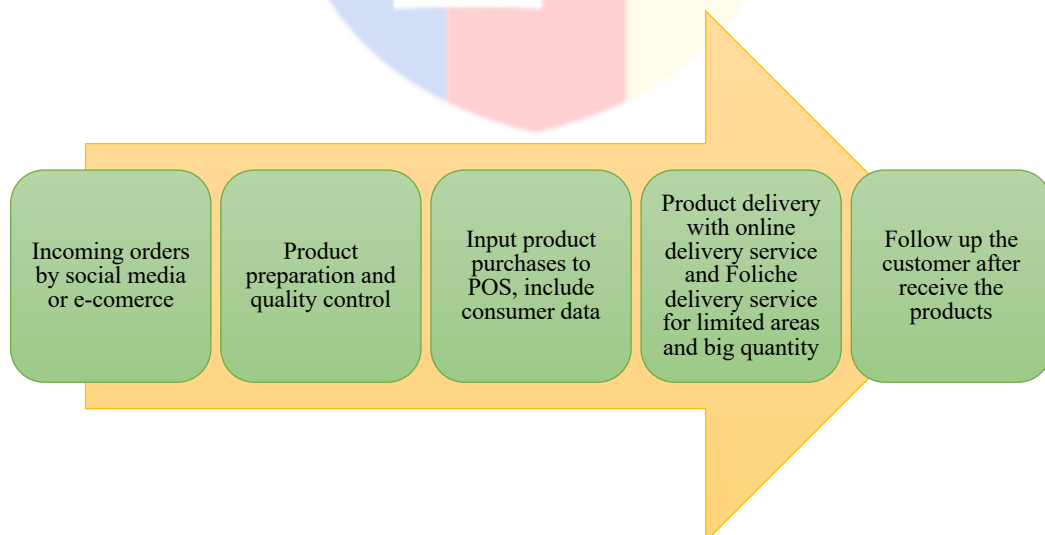
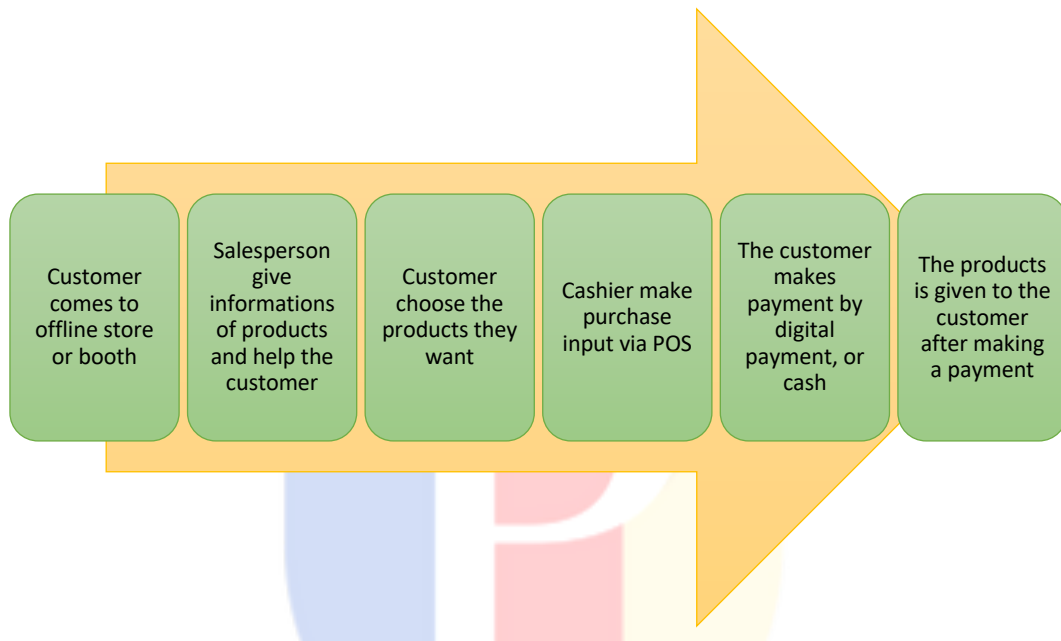


Figure 3.7. Online Business Flow

### 3.6.2 Offline Marketplace

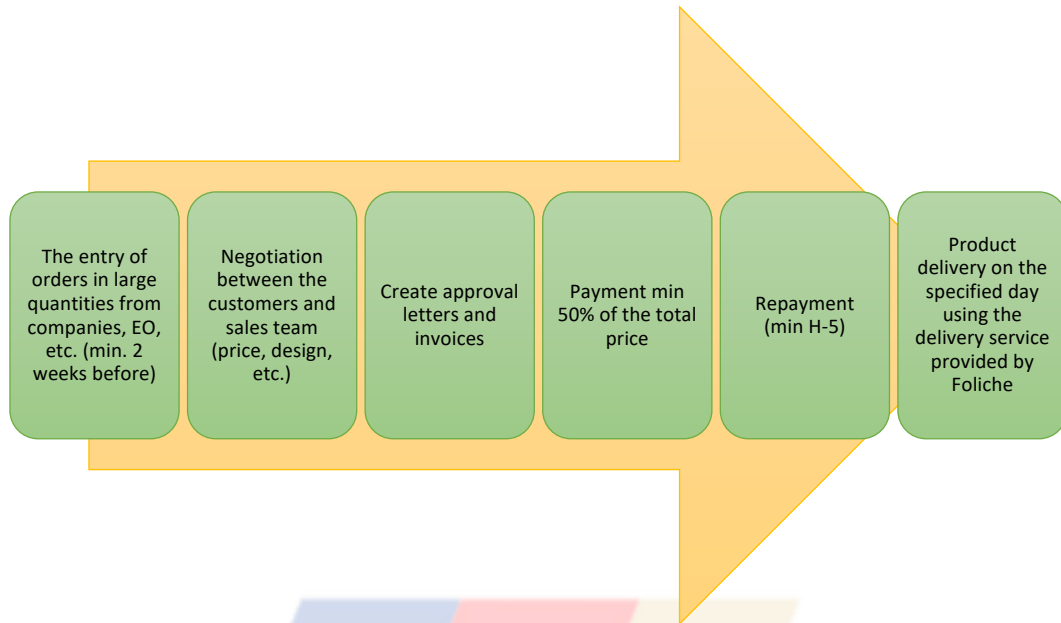
As Foliche aims to open booths in several malls in Jakarta and also offline stores in different cities, customers will be able to come directly, be served by our salespersons who will give information and recommend products and choose their desired products. We will be using the Moka POS System to register the purchase. Customers may also pay with cash, cards, and digital payments such as Dana, Gopay, OVO, etc.



*Figure 3.8. Offline Business Flow*

### 3.6.3 Events

Foliche's marketing and sales department works with event organizers or corporations to have our products in events, either as souvenirs or a dessert option, with a minimum purchase of 50 jars and a special price to be negotiated with our sales executives. We will then inquire about the event details, to make customized packaging. Last, we will deliver the products using our own delivery van.



*Figure 3.9. Event Business Flow*

### **3.7 Offline Store Concept**

Foliche is opening one offline store at the beginning of the first quarter, which will be in a strategic West Jakarta area and in the same building as the production site and office. The store itself only serves 15 seating capacity, and a showcase to show our products. The design of the store is in line with Foliche's color palette and value which is eco-friendliness, featuring a lot of our own green plants which will be fertilized using our food waste, thus we will reduce any kind of waste and pollutants.

The store will feature large windows, to let a lot of lights in and minimize the use of electricity. In addition, we promote zero plastic in our store by providing wooden spoons, paper jar carriers, and paper bags.

Concept illustration (Ref: Katy Smith from Architizer)



*Figure 3.10. Offline Store Concept*



## 4. Corporate Identity

### 4.1 Brand Concept and Philosophy

The name Foliche derives from two words, namely *Folia* and Cheese. *Folia* is a Latin word which means "leaf", and also Cheese which is taken from English. This represents our main product, Plant-Based 'Cheesecake' which is made from 100% natural and plant-based ingredients.

Foliche carries the theme of simplicity, in accordance with one of the concerns of a plant-based diet, which is reducing food processing and contributing to reducing pollution. We prioritize minimal food processing using only organic ingredients and also added eco-friendly packaging.

### 4.2 Company Value

The value of our company is to provide the best service to consumers, have a quality product, use 100% organic plant-based ingredients, while respecting humans, animals, and the earth.

### 4.3 Company Vision and Mission

To ensure that Foliche continues to develop according to the initial direction, below is our vision and mission:

#### 4.3.1 Vision

1. To become the main supplier of plant based dessert for those who not only have health concerns, but also for everyone.
2. Raise awareness of Indonesia's environmental issue and induce Indonesians to participate in this cause.
3. Only using organic and premium ingredients, because Foliche believes that the quality products produced will create a new, better lifestyle, and also have an impact on the environment.



#### 4.3.2 Mission

1. Providing an alternative dessert, a plant-based cheesecake with healthy and organic ingredients.
2. Using eco-friendly packaging, so “Foliche” participates in protecting the natural environment
3. Made from plant-based and organic ingredients, creating desserts that can be enjoyed by all groups, including people who adopt a plant-based lifestyle, gluten free, vegan diet, or even those who suffer from lactose intolerance, diabetes, etc.

#### **4.4 Company Culture**

Foliche puts an importance on having employees with the same value of the importance of recycling, reducing food waste, and eco-friendliness. Furthermore, we also create a workplace environment where employees’ voices and opinions are always welcomed and they are free to voice out new suggestions and ideas.

#### **4.5 Logo**



*Figure 4.1. Foliche Logo*

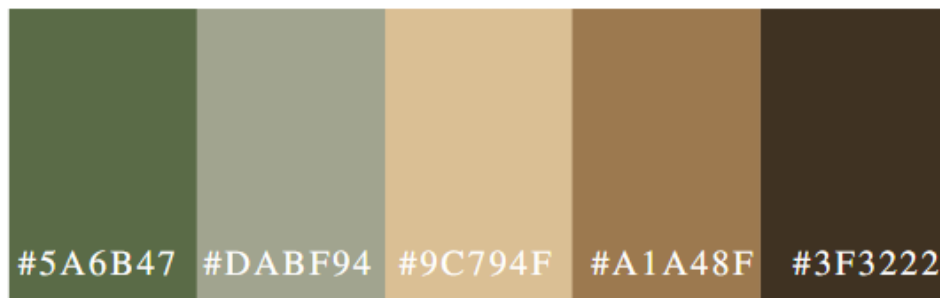
There are several crucial elements and philosophy behind the logo of Foliche. First would be the brand name itself, Foliche, with the word 'O' replaced into an illustration of a jar. This jar represents our product which is packed into a glass jar.

Next, there is a symbol of three leaves, representing our main ingredients which are all plant-based and organic. The two arrows forming a circle on top of the letter 'I', is also a universal symbol of eco-friendliness. The philosophy behind

this applied symbol is that all components in our products are organic, from the earth, and the waste to be reused again, returning for the earth.

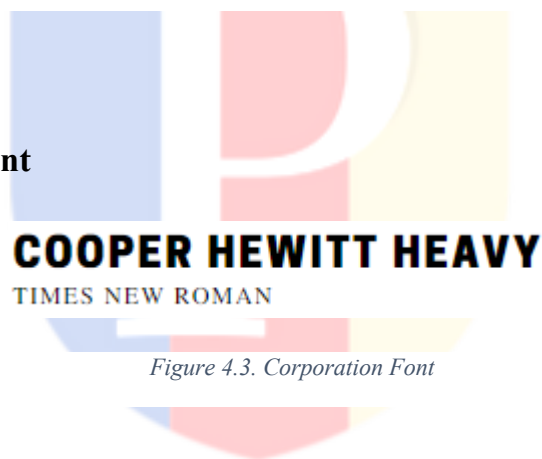
The main color used in our logo is green and brown, which is implied as the color of the earth. The slogan below the logo itself is to assert more significance on the values of our company.

#### 4.6 Color Palette



*Figure 4.2. Foliche Color Palette*

#### 4.7 Corporation Font



*Figure 4.3. Corporation Font*