

CHAPTER III

MARKET ANALYSIS

3.1 Segmentation Profile

3.1.1 Trend Follower

- Demographic
 - Age range : 18 -35
 - Gender: 30% Male, 70% female
- Psychographic
 - People who try new food for fun
 - Usually, they are influencers or food blogger / vlogger
- Geographic
 - Jakarta
- Behavioural
 - They like to share and show their experience to others, mostly like to hang out
 - They are attracted to what's trending on social media and were currently popular
- How can they find us?
 - Social media
 - Exposure
 - Other's experience
 - Online shop / website
- Challenges
 - They are easily influenced by other experience
 - They only know viral product from social media
- What they want
 - Unique flavours
 - Hype Products
- What do they not want
 - Basic, boring things
 - What do they want to buy
 - Tren and unique

3.1.2 Health Lifestylist

- Demographic
 - Age range : 25-35
 - Gender: 50% Male, 50% female
- Psychographic
 - People who pay attention to their food composition
 - People who care about their health
- Geographic
 - Jakarta
- Behavioral
 - They like to make their own food
 - They are the ones who read and review the ingredients and nutrition facts on the products.
- How can they find us?
 - Healthy food website
 - Social Media
- Challenges
 - They need to know all the composition of the food
 - They tend to seek all natural products that has almost to no side effect
- What they want
 - Food with healthy ingredients
 - Benefits from the food
 - What's trending on healthy community
 - Something simple
- What do they not want
 - Unhealthy ingredients
 - Unnecessary value
- What do they want to buy
 - Our product is healthy
 - They want the benefit from the products

3.1.3 Experience Seeker

- Demographic
 - Age range : 25-35
 - Gender: 50% Male,50% female
- Psychographic
 - People who do not care about the ingredients of the product
 - Buying the product for the experiences, satisfying their curiosity as to why this product is unique
- Geographic
 - Jakarta
- Behavioral
 - They willing to spend money for their own pleasure.
- How can they find us?
 - Social media trend
 - Others recommendation
- Challenges
 - They do not want something simple
 - They want something unique
- What they want
 - Experience from the product
 - Easy to get or buy
- What do they not want
 - Basic experience
 - Hard to get products
- What do they want to buy
 - We offer unique experience

3.2 Target Market Profile

Swinter's target market is divided into 4 segments, as in demographic, psychographic, behavioral and geographic.

- Demographic

Age : 25 – 35

Gender : Male and Female

Income : >9,000,000

Location : Jakarta, BSD Family : Single and Married

- Psychographic

Personality : Open minded and fun

Lifestyle : Concern about health, they pay attention to their food composition

Attitude : Self love and care about their health

Value : Enjoy life and appreciate them

Self Interest : Health, fun, sweet things.

- Geographic

City : Jakarta

Country : Indonesia

Radius : Jakarta and Bumi Serpong Damai

- Behavioral

Purchasing Habits : individual who tends buy regularly

Spending Habits : willing to spend for food and leisure

Brand interaction : concern and caring about the brand

Below is the table of the Swinter target market,

Demographic	Male or Female (Preferably Female) Between the age 21 - 38 Income more than 9,000,000.00/month Likes to hang out around malls. Single or married.
Psychographic	Care about their food, ingredients and nutrients, care about the impact of the food for their own health, but still want to indulge in something fun.
Geographic	Jakarta
Behavioral	People who like to make their own food, who also read and review the ingredients and nutrition facts on the products.

Table 3.2 Target Market

3.3 Consumer Mapping Matrix

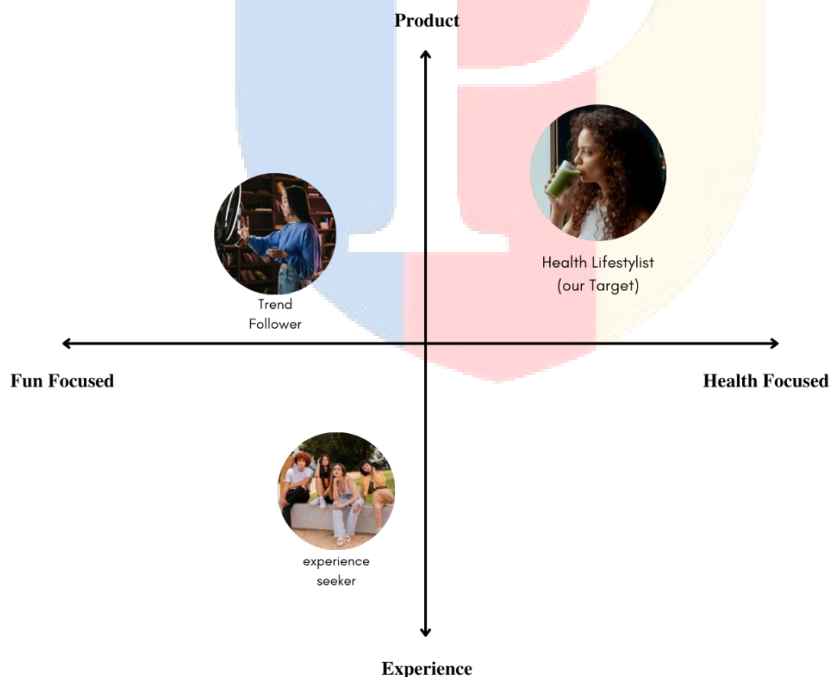


Figure 3.3 Consumer Mapping

3.4 Competitor Mapping Matrix
 a. Dairy Ice Cream Competitor

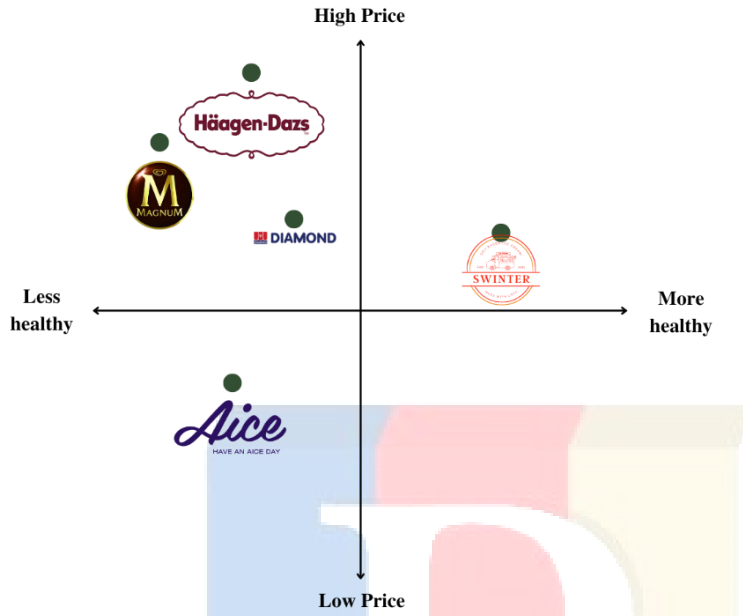


Figure 3.4a Dairy Ice Cream Competitor Mapping

b. Dairy-Free Ice Cream Competitor

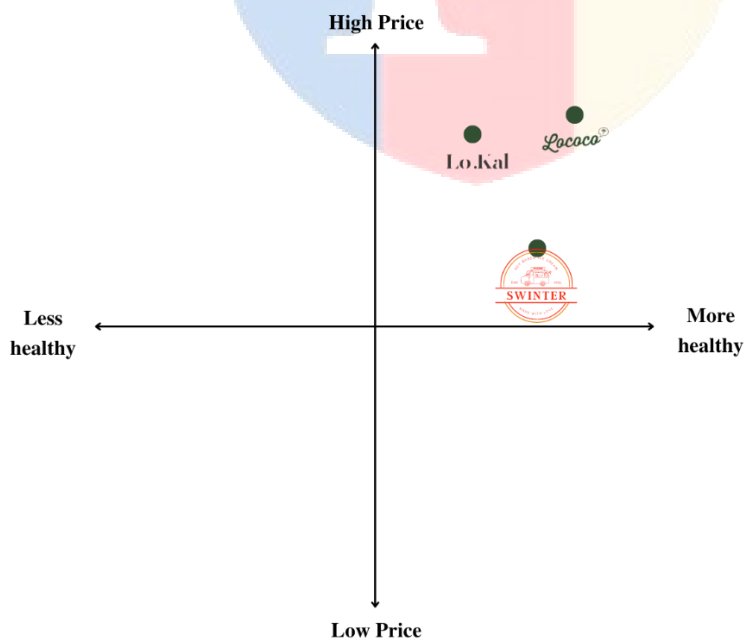


Figure 3.4b Dairy-free Ice Cream Competitor Mapping

3.5 Positioning

Swinter is a tasty dairy-free, vegan soft serve ice cream. Made from soy milk and freshly homemade, it is also low sugar, high in fiber and low cholesterol. It is nutritious and perfect for guilt-free pleasure for everyone to enjoy.

3.6 Benchmarking

Parameter	Swinter	Lococo	Lo Kal
Example			
General Characteristic	Dairy free and low-calorie ice cream	Vegan ice cream	Low calorie ice cream
Feature/Facilities	Dairy free, high in fibre, low sugar, low cholesterol and gluten free	Low calorie, dairy free, refined sugar free, and gluten free. They also have their own store	Low calorie, Less fat, and less sugar. Contains more fibre and proteins than normal ice cream
Special Service/Added Value	Made with soy milk and coconut milk	Made with almond and cashew milk	Made with a mix of dairy and plant-based milk
Advantage/Unique Selling Point	Selling dairy-free ice cream from soy milk with unique Indonesian flavours such as unique fruit combination and klepon flavour ice cream	Selling vegan ice cream from almond and cashew milk and manage with variety of flavours	Selling ice cream that is low calorie with many varieties of flavours
Disadvantage	Shelf life only for 10 days after open	Low fibre	Not vegan friendly

Table 3.6 Benchmarking