

CHAPTER II

BUSINESS PLAN OVERVIEW

1.1 Product Research

We start our first selling product on 16th April 2021. We run our entrepreneurship from 3 products. The product such as potato loaf bread, choco cheese cake, and nougat cake. We start sell our product to our relatives. After 2 weeks we decide to promote our shop on instagram. When we run the promotion on instagram, many new customers already ask and interest with our product.

After 1 month our sales have decreased. Because of that we try to make a new product to make customer interest again with “Heavenly Cake”. For the new product that we made are “cheese cake jadoel” and “vla pancake”. Many customer enjoy our product especially “vla pancake”. From there, we decide to make a new product every month to make our customer get many variety product from “Heavenly Cake”.

For the next month we make marble cake. We make 2 variant of marble cake. There are “premium marble cake” and “standard marble cake”. After “marble cake” we make “roti bluder”. We sales many variant of “roti bluder”. There are original, cheese, chocolate, choco cheese, ham and cheese, nutella and lotus biscof. For the “roti bluder” we do pre order system, so we can sales without loss. Until now, many customer already know our shop. All of our product made by me (Gabrielle Jessica Witomo).

1.2 Product & Price

The product & price from Heavenly Cake:

| | |
|----------------------------------------------|-----------------|
| 1) Potato Loaf Bread (Hot Cross Bun) | IDR 65.000/loaf |
| 2) Potato Loaf Bread (Mocha Double Choco) | IDR 75.000/loaf |
| 3) Potato Loaf Bread (Korean Garlic Cheese) | IDR 95.000/loaf |
| 4) Choco Cheese Butter Cake | IDR 250.000 |
| 5) Mocha Nougat Cake | IDR 385.000 |
| 6) Vla pancake | IDR 6.500/pcs |
| 7) Marble Cake “Premium” | IDR 285.000 |
| 8) Marble Cake “Standard” | IDR 185.000 |
| 9) Roti bluder | |
| A. Original | IDR 10.000 |
| B. Cheese | IDR 12.500 |
| C. Chocolate | IDR 12.500 |
| D. Chocolate Cheese | IDR 12.500 |
| E. Ham & Cheese | IDR 14.000 |
| F. Nutella | IDR 14.000 |
| G. Lotus Biscof | IDR 14.000 |

1.3 SWOT Analysis

1. Strength

- i. premium ingredients
- ii. Do not use preservative

2. Weakness

- i. The price more expensive. Because our shop still in home industry and we use premium ingredients.

3. Opportunity

- i. Cake shop in Makassar is still hard to find

4. Treat

- i. Competitor will open bakery & pastry shop with a low price than Heavenly cake

1.4 Marketing Strategy

Strategic Marketing is the use of marketing disciplines to achieve organizational goals by developing and maintaining a sustainable competitive advantage. It addresses high-level considerations such as what markets to target, which services to offer and how to price and promote them. (LEE FREDERIKSEN, 2021)

Heavenly Cake already do some promotion to promote our shop. We start to promote our shop from Ads Instagram. We spend IDR 20.000-, for our first promotion on Instagram. After that we promoted our shop with food blogger from Makassar called Mks.food.bang. when we do our promotion with Mks.food.bang , we don't get any feedback from customer. So after that we back to promote our shop on Ads Instagram every month. After we do some promotion, our shop already get many attention from new customers.