

CHAPTER II

OVERVIEW BUSINESS PLAN

2.1 Market Potential

Every business has its market potential, which usually can be analyzed by its market growth. The Lamore itself has its potential marketing targets, although it is pretty tricky during this pandemic. However, The Lamore is still trying to present and display the best products for customers and consumers who have trusted and shopped at our place by making promotions and good marketing by giving discounts and ads in e-commerce.

2.1.1 Company Form

All products made by The Lamore are in the form of sweets or desserts. Although it is not a staple food such as rice or noodles containing protein, sweet foods can be used as snacks to accompany consumers when drinking coffee, watching TV series or dramas, doing assignments, and much more. That is why we chose not to open a shop yet but do all the production from home and do everything ourselves. Indeed, there are advantages and disadvantages to the home industry, but it does not seem like a big problem as long as we can handle it.

Table.1 Core Value

Trust We care and pay attention to every product we make not to disappoint consumers who have trusted us to buy our products.	Integrity We work honestly by giving all the best to every product we make, from hygiene, quality of materials used, and packaging to product delivery to safely reach consumers.
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<p>Respect</p> <p>We respect all customers who buy our products without discriminating against them. We will serve all customers equally, and also every comment and input from the customer will be listened to and made into an evaluation.</p>	<p>Innovation</p> <p>We will always provide the latest innovations, such as the latest flavor variants, improving packaging, and several promotions on national holidays and limited products.</p>
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Vision

Having branches in every city in Indonesia and creating jobs, providing the best taste of dessert and services for customers.

Mission

- ✧ It can be enjoyed by all people so that any circle can enjoy the sweet taste with loved ones.
- ✧ All Indonesian people can enjoy it.
- ✧ Having several branches so that it will be easy for consumers to obtain.
- ✧ Adding flavors and other types of desserts.
- ✧ Can improve the community's economy.
- ✧ Open up opportunities and job vacancies for others.
- ✧ Creating a dessert that inspired and using local ingredients.

2.1.2 Segmentation

Regarding segmentation, The Lamore collects data so that it can be included as a whole. Segmentation is done by analyzing and collecting data on favorite menus or

the most sold menu, satisfaction, and input from consumers so that they can take into account the ingredients to be used.

2.1.3 Targeting

The sales target for The L'amore product is for dessert lovers. Although the menus owned by The L'amore are desserts, all of the products we make are not too sweet, so this is perfect as a dessert or snack to accompany while studying or watching. The intended target is that young people can enjoy it with the elderly. The price that is not too expensive and a size that is too large can be enjoyed alone or together and from the middle class to the middle and above.

2.2 Location

The sale of The L'amore will be made from home because The L'amore still does not have an offline store, so it is still only sent through the house and can only be ordered online. Moreover, because of the Covid-19 or Corona, where the public is asked by the government to always stay at home and keep a distance between people, it is not recommended to reduce the spread and risk of getting the virus.

Even though the government has implemented the new normal, there are still many restaurants, malls, and cafe facilities that the government still limits. It is more profitable to open it as an online store by reducing the number of place capacities and then reduced operating hours. After all, many people have lost their jobs and started an online culinary business because of a pandemic like this.

Location: Jl. Perancis Raya, Komplek Griya Dadap Estate. Tangerang, Kosambi – 15211

2.3 Product & Price

The Lamore has many flavor variants and a variety of desserts such as dessert boxes, roll cakes, cookies, and more.

2.3.1 Dessert Box



Figure 1. Tiramisu dessert box



Figure 2. Milo dessert box



Figure 3. Lotus dessert box



Figure 4. Matcha dessert box

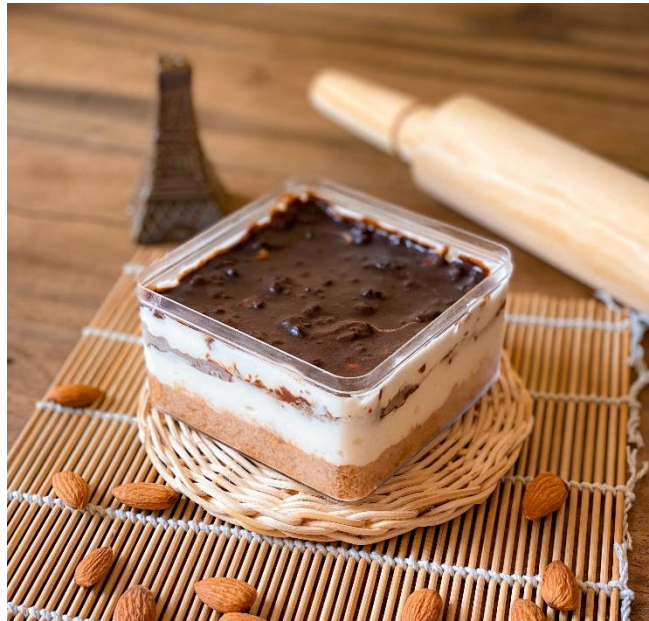


Figure 5. Choco crunchy cheesecake

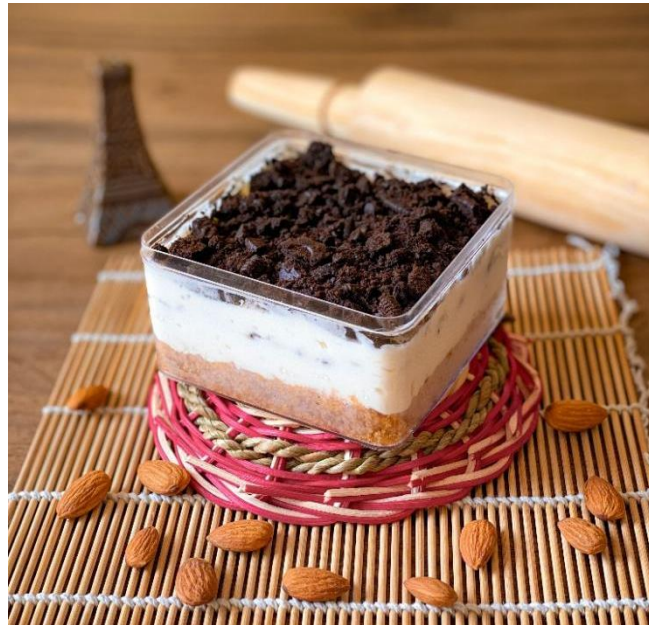


Figure 6. Oreo cheesecake

2.3.2 Hotteok



Figure 7. Premix hotteok



Figure 8. Frozen hotteok

2.3.3 Rolled Cake



Figure 9. Cheese rolled cake



Figure 10. Mocha nougat almond rolled cake

2.3.4 Cookies



Figure 11. Eid mubarak hamper



Figure 12. Lotus biscoff soft baked cookies



Figure 13. Classic soft baked cookies



Figure 14. Almond soft baked cookies

Table.2 Product prices

No.	Product Name	Price
1	Tiramisu dessert box	Rp. 50.000,-
2	Milo dessert box	Rp.50.000,-
3	Lotus dessert box	Rp. 55.000,-
4	Matcha dessert box	Rp.55.000,-
5	Choco crunchy cheesecake	Rp.55.000,-
6	Oreo cheesecake	Rp.55.000,-
7	Premix hotteok	Rp.40.000,-
8	Frozen hotteok	Rp.40.000,-
9	Cheese roll cake	Rp.115.000,-
10	Mocha nougat roll cake	Rp.125.000,-
11	Eid mubarak hampers	Rp.200.000,-
12	Lotus soft baked cookies	Rp.22.000,-
13	Classic soft baked cookies	Rp.18.000,-
14	Almond soft baked cookies	Rp.21.000,-

2.4 Sales Projection

The sale of The L'amore is made using pre-order and fresh-as-order. So that all incoming orders will be carried out according to the order. In general, all orders that come in will be done or done on the same day. But if the order is placed after 16:00, then the order will be sent the next day. The pre-order system only applies to resellers who have collected several charges from a long time ago.

2.5 Marketing Strategies

Marketing strategy is the key to the success of any business. A marketing strategy can determine whether our company will run well or not. That is whether we have succeeded in marketing our goals and products to consumers. Marketing is not an activity that can stand alone and is only done once. This activity consists of several components needed at every stage of a business venture, from before a sale is made to long after.

2.5.1 Promotion

At the launch of the latest menu, such as soft-baked cookies, The L'amore provides a discount or discount for the first month. The L'amore also provides an even more significant value if the customer purchases a package containing three cookies and six cookies. In addition, The L'amore also offers free shipping discounts when shopping using shopee and provides discount vouchers, namely a value of Rp. 10,000 if the transaction exceeds Rp. 100,000.

2.5.2 Social media

Social media is an excellent platform to promote the products we offer to consumers. Here, The L'amore takes advantage of this by giving products to influencers or celebrities to enhance our products even though there was an unfortunate incident where The L'amore's Instagram was previously deleted from Instagram.

2.5.3 Ads

The L'amore performs or places advertisements in the shopee feature in the advertising section so that the products marketed can be easily searched and displayed on the front and top. By placing an ad, we can see how many consumers see and are interested in the products we market.

2.6 SWOT analysis

Strength

1. Provide a variety of menu variations and taste choices
2. Provide affordable prices and can be enjoyed by all circles
3. It is loved by the public, especially as a snack or dessert

Weakness

1. The number of competitors selling the same product, and competitors starting to sell similar products

2. Dessert box products cannot be sent out of town and cannot last long during the shipping process because they cannot survive at room temperature
3. The loss or deletion of The L'amore social media account from Instagram where you have to create a new one and start from scratch
4. There is still covid-19 and the pandemic that occurs with many new variants appearing which makes many customers hesitate to buy food outside
5. The sales location is quite far from several other areas, thus making the shipping process difficult because the shipping costs are too expensive

Opportunity

1. The price is not too expensive so it can still be enjoyed by all people
2. Unique and also varied not only from variants but also from various types of products offered
3. By providing an attractive promotion, which differentiates it from other competitors

Threat

1. Many baking classes and several sources such as Youtube, Google, Instagram and Tiktok that provide free recipes that are the same as the products sold
2. The number of competitors who also sell the same product and follow the trend
3. People who are getting bored with the trend, so they have to adapt to new things that are liked and attract the attention of consumers.