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Business Design And Business Implementation In Mo.Dessert Businesses

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Abstract

The aim of writing this final assignment is to test the implementation of a business design for dessert box desserts with a focus on marketing through the Word of Mouth approach and marketing via social media. The aim of writing this final assignment is to develop an effective approach to increase brand awareness, consumer engagement and sales by maximizing effective production and marketing processes, as well as providing added value to products. The research results show that integrating Word of Mouth strategies, such as customer testimonials and personal recommendations, with social media marketing, such as creative campaigns and content sharing, can increase brand visibility and appeal. In addition, marketing strategies with loyalty card programs can stimulate repeat purchases, extend customer lifetime value, and strengthen the relationship between customers and brands.

Keywords: marketing, word of mouth, social media, brand awareness, dessert, dessert box.

INTRODUCTION

Technological developments in the world have had many positive impacts on world and Indonesian industry, including the food and beverage (F&B) industry which is experiencing rapid development, especially in Indonesia. This is shown by the increase in the food and beverage industry in Indonesia reaching 9.23% or increasing by 8.46% in 2017 and making this industry one of the manufacturing sectors that makes a major contribution to national economic growth consistently (Susanti, 2018). It's not just heavy foods that are

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experiencing rapid growth, currently snacks are one of the trends in the food and beverage industry. According to a survey conducted by Mondelēz International "The State of Scancking 2020", as many as 60% of Indonesians consumed more snacks or snacks during the Covid-19 pandemic and had an average habit of eating snacks up to 3 times a day. The high number of people interested in snacks in Indonesia is partly due to the stigma that snacks are considered able to control mood and relieve stress caused by uncertain conditions, such as a pandemic (Pangestuti, 2022). This phenomenon is one of the strong reasons the snack business has a big opportunity in Indonesia.

The development of technology and social media accelerates the flow of information from various countries, one of which is food trends from various countries which also make people from other countries want to try them. This can also be an opportunity for business people in the food and beverages industry to adopt trends from other countries. According to Utami & Erfahmi (2020) adolescence is a period where a person experiences a process of searching for identity and people at this age are easily influenced because their desire to learn and try new things is uncontrollable, one of which is trying new foods. and viral food. Social media is a place for someone to find out what is viral in their country or in other countries, apart from that, teenagers and young adults are one of the largest users of social media. This is important to decide on the target market for the author, namely teenagers and young adults who are interested in new and modern food.

LITERATURE REVIEW

Consumer Trust

Building consumer trust is one of the keys to the long-term success of a business. There are various efforts that can be made by business actors to build and maintain trust, such as by optimizing product quality, marketing and services. Rivai & Wahyudi (2017) stated that only by building and maintaining positive emotional relationships with customers can customer trust in a brand be gained. There are 2 factors that influence consumer trust, namely customer value and customer experience (Rahmawati et al., 2019).

Digital Marketing Communication

Panigoro et al. (2023) states that digital marketing communication is a marketing concept that uses internet-based digital technology as a communication tool to attract a wider market. Thus, it can be said that digital marketing communication strategy is a structured and systematic brand promotion plan which aims to connect brands with users through various activities that attract attention, such as entertainment, cultural, social or

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other public activities, using various digital media or which is now an important component in achieving consumer targets (Tan et al., 2016).

Teamwork

According to Panggiki et al. (2017) teamwork is a group of people with different abilities and skills who are brought together or organized to collaborate with management. Having a team can help members do their work better and faster to achieve organizational goals. A job done in a team tends to be done more easily because they communicate and complement each other (Lawasi & Triatmanto, 2017). The application of teamwork in business makes the implementation of business planning more orderly, because each person holds their own division and collaborates with each other to produce the best output. Having people responsible for a division makes them more focused on maximizing performance.

Business Model Plan

A business model is a method that explains the products or services produced by a company based on consumer needs and desires, the company's superiority over competitors in providing solutions to consumer needs, and how big the gap is between the customer's ability to pay and the production costs that must be incurred for the product or service provided. generated (Rainaldo et al., 2017).

Being in the industrial era 4.0 requires companies to continue to innovate and create new business strategies to be able to continue to develop and survive competition. One of these strategies is implementing a business model canvas (BMC). According to Rainaldo et al. (2017) The business model canvas (BMC) is able to help companies describe in a simple but comprehensive manner the state of the company to the wider community by using nine essential components of business.

Business Profile



Figure 1. Business Logo

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Mo.Dessert is a business operating in the food or beverage industry. Mo.Dessert provides dessert boxes as the main menu. Dessert box is a type of dessert with the concept of packaging in a box and personal size. Mo.Dessert has two products, namely Joni Choco and Boni Milki. Joni Choco is a dessert box that combines pudding, cream, abundant melted chocolate and regal biscuits. The combination of the sweet taste of pudding and melted chocolate and the crunchy texture of regal biscuits makes this menu taste delicious and rich in texture, namely soft and crunchy. Meanwhile, the Boni Milki menu is a combination of soft sponge cake, whipped cream, topped with lots of grated cheese and a splash of liquid milk. This combination makes this dessert rich in taste where the sweet taste is obtained from the sponge cake and whip cream and the salty taste from the grated cheese, apart from that a splash of milk adds a soft and creamy taste. Mo.Dessert uses premium ingredients but the prices offered are affordable.

Business Model Canvas

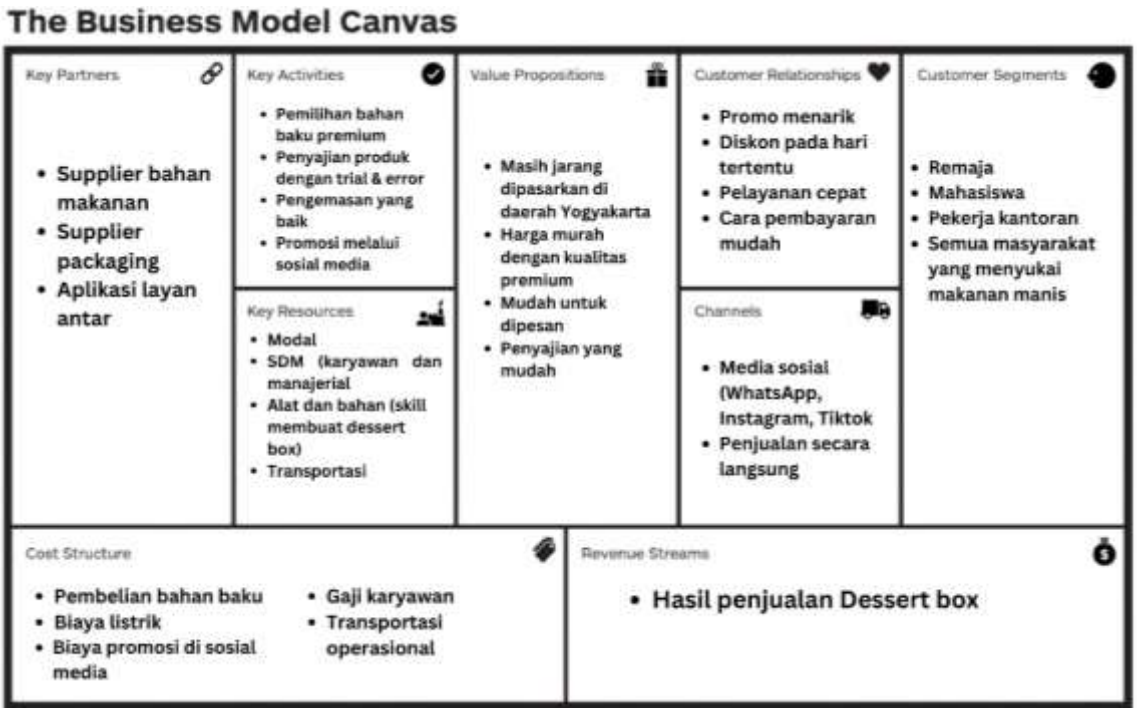


Figure 2. Business Model Canvas

A business model is a method that explains the products or services produced by a company based on consumer needs and desires, the company's superiority over competitors

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in providing solutions to consumer needs, and how big the gap is between the customer's ability to pay and the production costs that must be incurred for the product or service provided. generated (Rainaldo et al., 2017). The business model canvas (BMC) was created and popularized by Alexander Osterwalder and Yves Pigneur (2012). According to Rainaldo et al. (2017) The business model canvas (BMC) is able to help companies describe in a simple but comprehensive manner the state of the company to the wider community by using nine essential components of business.

BUSINESS DEVELOPMENT REPORT

Production and Operational Aspects

Operational activities in the Mo.Dessert business consist of purchasing raw materials, production, packaging and sales. In the production aspect, Mo.Dessert uses premium quality raw materials and purchases them directly from local suppliers whose quality is trusted. Every month, Mo.Dessert needs 5-12 kilograms of eggs, 7-15 liters of milk and 6-14 kilograms of whipcream. Mo.Dessert started her business in April after a month of trial and error to find the best formula. Mo.Dessert officially started its business operations in April 2023. Mo.Dessert offers two chocolate-based dessert box menus, namely joni choco and milk, namely boni milki.

Marketing Aspects

Marketing is a place to promote the products being sold as well as brand knowledge. The Mo.Dessert business uses various methods, namely word of mouth (WOM) and also promotes via social media, namely Instagram and WhatsApp, and also asks for help from the owner's friends to promote Mo.Dessert on their social media accounts. Mo.Dessert mostly uses Instagram social media accounts to introduce products, promote and disseminate pre-order information. On the Mo.Dessert Instagram page there is also a link to the admin's WhatsApp to make purchases and answer questions that customers want to ask, but customers can also directly order dessert boxes via Mo.Dessert direct messages.

To grow customer loyalty, Mo.Dessert also provides attractive promotions, namely consumers who upload their Mo.Dessert dessert box purchases on their social media accounts 7x on social media will get 1 free dessert box, Mo.Dessert also provides discounts on certain days . Apart from that, Mo.Dessert also provides promotions in the form of loyalty cards as in Figure 3.4. The loyalty card mechanism is that when a customer comes, they will be given a loyalty card and given a stamp once for every dessert box purchase of any variant.

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Customers must collect stamps 9 times and can be exchanged for any variant of Mo.Dessert products.

Organizational / HR Aspects

Mo.Dessert is an MSME business that has just started so that the owner has full control over Mo.Dessert. The owner doubles as HR manager, financial manager, marketing and production manager, and also admin. The owner will lead the running of the business, carry out supervision, carry out budget and marketing planning, monitor, make reports, pay salaries, carry out quality control, and participate in production. Mo.Dessert is also assisted by one production staff who works when pre-orders are placed, namely once a week. Production staff are responsible for purchasing raw materials, calculating raw material stock, preparing materials and production equipment, producing dessert boxes, cleaning and packing.

Financial Aspects

Table 1. Level of cost efficiency per cup dessert box

Menu	Joni Choco	Boni Milki
Production Cost	Rp19.948	Rp23.613
Price	Rp30.000	Rp35.000
Profit Margin	Rp10.052	Rp11.387
Margin Percentage	65,63%	67,46%

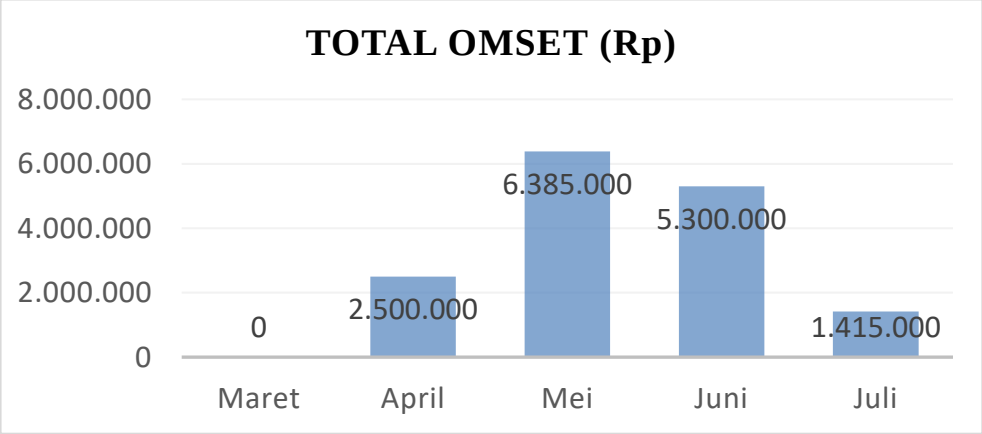


Figure 2. Total Mo Dessert Turnover for April-July 2023

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PROBLEM IDENTIFICATION AND PROBLEM SOLVING

Problem Identification

Table 2. Identify problems for each division in the Mo Dessert business

No.	Division / Aspects	Problem
1	**Marketing**	a. Lack of interaction between customers and Mo.Dessert can therefore prevent businesses from getting valuable feedback from customers about their products, services or experiences. b. Only rely on 2 free promotional media, namely Instagram and WhatsApp stories and posts. c. Do not use influencers as a promotional tool.
2.	**Financial**	Sales figures are still relatively low during pre-orders, which means they still don't have the courage to provide ready stock products every day.
3.	**Human Resources**	Lack of human resources results in business owners being overwhelmed in handling all divisions so that maximum performance is not produced.

Problem Solving

By considering costs and total purchases for the current 3 months, Mo.Dessert decided not to add employees. However, if over time Mo.Dessert has more income and needs additional personnel, it is possible that Mo.Dessert will recruit new human resources. Currently, what business owners can do is make plans, both marketing and purchasing raw materials, in a detailed and orderly manner.

In connection with increasing sales, there are several marketing strategies that Mo.Dessert can implement, including increasing consumer trust based on two factors that influence consumer trust as mentioned by (Rahmawati et al., 2019), namely customer value and customer experience. In this section the author will discuss customer experience factors in more depth. Consumers tend to trust experiences shared by other customers or recommendations from people they know. Marketing strategies that can be used to grow customer trust through experience include using word of mouth (WOM) strategies as has been done by Mo.Dessert. However, because it is felt to be lacking, another marketing strategy that can be used is to use buying and selling applications such as Go-Food, Grab

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Food, and Shopee Food. Apart from helping make it easier for consumers to buy Mo.Dessert products, the buying and selling application which has a comments column feature and a 1-5 star rating will make it easier for consumers to find out what other customers' experiences were when buying Mo.Dessert products.

Another effort that can be made to grow sales figures and introduce the brand more widely is by expanding to other social media for promotions such as TikTok. Based on the We Are Social Report as of January 2024, the majority of Tiktok users are aged 18-24 years, this is in line with Mo.Dessert's target market, namely teenagers and adults with an age range of 15-24 years. Apart from that, what you can do is use online advertisements such as Instagram ads and Facebook ads to reach a wider market because posts about Mo.Dessert will be seen on other users' social media pages. Another marketing strategy that can be used is to implement digital marketing communications through influencers that match the branding created by the influencer, in this case an influencer who operates in the food sector and is domiciled in DI Yogyakarta. By promoting through influencers, you can help introduce the Mo.Dessert brand to the wider public, and it is hoped that it can increase product sales figures.

Still related to efforts to increase sales figures, what Mo.Dessert can do in the future is to innovate more products. Considering that the dessert box trend has been going on for quite a long time and other types of desserts have started to appear viral and are popular with the public. In the future, Mo.Dessert can add variations to the dessert box flavor menu and other desserts, such as making the mochi dessert which is currently on the rise. Other efforts that can be made are by participating in offline bazaars such as the Sunday Morning bazaar at UGM or becoming an F&B tenant at ongoing events such as culinary festivals, music concerts, and so on.

CONCLUSION

Mo Dessert was founded in March 2023 and operates in the Special Region of Yogyakarta. Mo Dessert serves sweet desserts, namely dessert boxes that are rich in taste and texture. In its business journey, even though it only consists of two people, namely the owner and production staff, overall Mo Dessert's management is quite good in running its operations. Even though Mo Dessert's sales are quite low, throughout the business it has not experienced a loss. One of the reasons for this is the word of mouth marketing system which is well implemented. Mo Dessert also actively promotes the opening of pre-orders every week on its personal Instagram and WhatsApp accounts and is assisted by people close to the owner. Apart from that, providing special prices at certain times helps Mo Dessert

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increase sales figures even though it has to cut profits. This was done as an effort to introduce the brand to the wider community considering that Mo Dessert is a business that is just starting out. There are shortcomings in marketing where social media is not optimally used as a social marketing strategy because it only relies on two social media, namely Instagram and WhatsApp. Several problems faced during the running of the business have been identified and solutions have been found. Solutions to the problems faced by Mo Dessert will be realized as the business progresses.

RECOMMENDATION

Based on the conclusions from the results of the implementation of the Mo Dessert business design, recommendations can be submitted for the implementation of further business design and build activities as follows:

1) Using several social media, especially social media which is often used by the target market, as well as using online advertising and influencer promotions. The use of online advertising and influencers really helps businesses in introducing brands and products, and is expected to increase sales.
2) Create educational content about the business you run to foster two-way interaction between consumers and sellers. Interaction with customers can foster trust and loyalty so that customers will believe in the products we sell and will continue to buy again.

In addition to the two recommendation points above, the author specifically advises implementers of subsequent business design activities to take more mature and advanced steps than the author is currently taking in order to optimize the results to be achieved.

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