



**BUSINESS REPORT OF GENOVA'S CAKE**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to  
obtain  
Sarjana Administrasi Bisnis (S.A.B.)**

**By:  
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**FACULTY OF BUSINESS  
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CIKARANG  
SEPTEMBER, 2023**

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The Panel of Examiners declare that the undergraduate thesis entitled “**Business Report of Genova’s Cake**” that was submitted by **Filbertha Nathania Kartawaria** majoring in **Bachelor’s of Business Administration** from the **Faculty of Business** was assessed and approved to have passed the Oral Examination on **14<sup>th</sup> of September 2023**.



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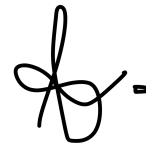
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I declare that this skripsi, entitled “**Business Report of Genova’s Cake**” is, to the best of my knowledge and belief, and original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

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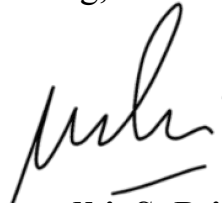
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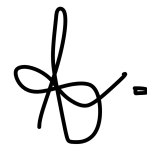
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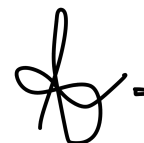
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## ACKNOWLEDGEMENT

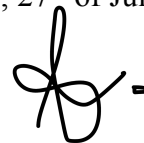
First of all, I would like to express my deepest gratitude to God Almighty for his countless blessings throughout our lives, especially during the writing of this Business Report as part of my Bachelor's Degree completion at President University.

I acknowledge that there are other parties that have been given endless support during the writing process of this Business Report and therefore, I would like to express my gratitude to:

1. My parents and little brother who are based in Indonesia. Even though they are physically far from me but they always push me to work harder to complete my Bachelor's Degree. They always remind me of how important a degree is for my professional career and they have been good examples as they achieved higher education degrees in the past.
2. My extended family in Brussels has been giving me mental support since I first moved to Belgium. They are always very understanding since they know every struggle I've been through. We have been fighting together as expats to survive and be successful abroad.
3. Mr. Felix Goenadhi, S. Psi., M. Par. as my Business Project supervisor. I would like to express my gratitude for his feedback during the process of this paper's completion. He has been a good supervisor as he has been guiding my paper toward a better direction and trusted me to work autonomously. He also has been very understanding and supportive of my situation as an expat who combines her studies and work overseas.

I hope that this Business Project would not only be useful for Genova's Cake itself as a business but also could help the readers and start-up enthusiasts.

Brussels, 27<sup>th</sup> of July 2023



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Filbertha Nathania Kartawaria

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## RINGKASAN EKSEKUTIF

Pemberian hadiah adalah budaya dunia di seluruh dunia. Merupakan suatu kegiatan dimana seseorang memberikan hadiah kepada orang lain, keluarga, dan/atau lembaga pada suatu kesempatan khusus atau sebagai cara untuk menunjukkan rasa terima kasih. Hadiah paling aman dan paling netral yang bermakna, sesuai, dan dapat diterima untuk segala jenis acara dan untuk semua orang adalah makanan. Karena pemilik bisnis memiliki hasrat untuk mencicipi kue dan membuat kue, pemilik bisnis memutuskan untuk mulai menjual kue selama musim spesial kepada teman dan keluarganya. Pada saat pemilik usaha melihat bahwa kue yang paling banyak dijual oleh pemilik usaha ternyata adalah lapis legit atau kue lapis. Setelah melakukan riset, sang pemilik usaha menyimpulkan bahwa ternyata kue lapis adalah jenis kue yang biasa digunakan dalam berbagai acara di Indonesia karena dikisahkan oleh nenek moyang kita. Kue berlapis itu melambangkan banyak keberuntungan. Di tahun 2021, pemilik usaha ingin memperluas bisnis kue saya ke khalayak yang lebih luas di wilayah Jabodetabek oleh karena itu pemilik usaha memutuskan untuk melakukan branding untuk kue saya. Memutuskan untuk menamainya “Kue Genova” dan mendesain kemasannya sendiri agar pelanggan lebih tertarik untuk membeli kue saya. Untuk saat ini, Genova’s Cake hanya menjual kue lapis per musim; Idul Fitri, Natal, dan Tahun Baru Imlek. Mengenai aspek keuangan, pemilik bisnis sudah mulai mencatat semua pengeluaran dan pendapatan sejak April 2021 dan kue Genova sudah mencapai titik impas. Namun, penjualan menurun pada Desember 2022 karena inflasi. Salah satu cara untuk meningkatkan penjualan adalah dengan menggunakan strategi pemasaran. Media sosial telah menjadi cara modern untuk mempromosikan bisnis karena mudah, cepat, dan dapat menjangkau lebih banyak audiens. Oleh karena itu, pemilik bisnis akan fokus membangun strategi pemasaran media sosial. Masalah yang dihadapi pemilik selama 2 tahun terakhir adalah kesulitan untuk mendapatkan klien baru, tidak banyak keterlibatan dengan audiens media sosial, serta faktor inflasi ekonomi eksternal. Makalah ini melakukan analisis mendalam terhadap Genova’s Cake dengan menggunakan beberapa framework yang relevan seperti BMC, Marketing Mix 4P, analisis STP, Porter’s 5 Forces, dan analisis SWOT. Untuk penilaian internal, tulisan ini mengeksplorasi bisnis lebih dalam menggunakan Business Model Canvas dan Marketing Mix 4Ps. Sedangkan untuk penilaian eksternal, analisis STP dan teori 5 Kekuatan Porter diterapkan untuk menganalisis masalah Kue Genova dan menyusun strategi yang tepat untuk mengembangkan bisnis. Terakhir, setelah melakukan penilaian internal dan eksternal, analisis SWOT dilakukan untuk menyelesaikan kerangka konseptual dengan menggunakan semua teori yang disebutkan di atas. Singkatnya, makalah ini merekomendasikan pemilik Genova's Cake untuk mengembangkan program loyalitas pelanggan, menargetkan klien korporat, umpan balik dan peningkatan pelanggan, berkolaborasi dengan influencer dan blogger makanan, menawarkan pencicipan dan sampel, berpartisipasi dalam bazaar dan acara makanan, melakukan pembangunan merek dan kesadaran, memantau biaya dan menyesuaikan harga, nilai jual produk yang unik dengan pantangan makanan, menawarkan produk dengan harga terjangkau, target pemasaran dan kemitraan, memperkenalkan produk baru untuk menjangkau lebih banyak target pasar, serta menjual lebih banyak produk kepada klien yang sudah ada. Tujuan terperinci ditulis dalam tonggak bisnis 3 tahun.

## EXECUTIVE SUMMARY

Gift-giving is a worldwide culture around the world. It is an activity where somebody gives a gift to another person, family, and/or institution on a special occasion or as a way to show gratitude. The safest and most neutral gift that would be meaningful, appropriate, and acceptable for any kind of occasion and for everyone is food. As the business owner have a passion for cake tasting and baking, the business owner decided to start selling cakes during special seasons to her friends and family. By the time the business owner see that the cake that the business owner sold the most is apparently *lapis legit* or layered cake. After doing some research, the business owner conclude that apparently, the layered cake is a type of cake that is used on various Indonesian occasions because we were told by our ancestors that layered cake represents lots of luck. In 2021, the business owner would like to expand my cake business to a bigger audience in the *Jabodetabek* area therefore the business owner decided to do branding for my cakes. Decided to name it “Genova’s Cake” and design her own packaging to make customers more attracted to buying my cakes. For the moment, Genova’s Cake only sells layered cakes per season; Eid Mubarak, Christmas, and Chinese New Year. Regarding the financial aspect, the business owner has started to record all expenses and revenues since April 2021 and Genova’s cake has reached break- even already. However, the sales declined in December 2022 due to inflation. One way to increase sales is by using a marketing strategy. Social media has been a modern way to promote businesses since it’s easy, fast, and could reach more audiences. Therefore, the business owner is going to focus on building the social media marketing strategy. The issue that the owners facing for the past 2 years are they are struggling to have new clients, there’s not a lot of engagement with social media audiences, as well as the external economic inflation factor. This paper does a deep analysis of Genova’s Cake by using several relevant frameworks such as BMC, Marketing Mix 4Ps, STP analysis, Porter’s 5 Forces, and SWOT analysis. For the internal assessment, this paper explores the business deeper using Business Model Canvas and Marketing Mix 4Ps. Meanwhile, for external assessments, STP analysis and Porter’s 5 Forces theories are applied to analyse Genova’s Cake issues and develop the right strategy to expand the business. Lastly, after doing both internal and external assessments, the SWOT analysis was done to finalise the conceptual framework of using all the above-mentioned theories. In a nutshell, this paper recommends the owner of Genova’s Cake develop a customer loyalty programme, target corporate clients, customer feedback and improvement, collaborate with influencers and food bloggers, offer tastings and samples, participate in bazaars and food events, do brand building and awareness, monitor costs and adjust pricing, the unique selling point of products with dietary restrictions, offer products with affordable prices, target marketing and partnerships, introduce new products to reach more target markets, as well as selling more products to current clients. The detailed goals are written in the 3-year business milestones.