



## **Feasibility of Well Cake and Cookies Business in North Cikarang: Marketing and Cost Perspectives**

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### **Abstract**

This study aims to analyze the business feasibility of Well Cake and Cookies, a home industry that produces various types of brownies. The research method used was qualitative with descriptive analysis, covering marketing and cost aspects. The results showed that marketing strategies implemented through social media, such as Instagram and WhatsApp, were effective in reaching the target market consisting of young people and cake lovers. Furthermore, product variety and the ability to meet consumer demand are competitive advantages. In terms of costs, initial capital and daily production costs are still within reasonable limits, supporting business continuity. Despite challenges in competition and visibility on digital platforms, Well Cake and Cookies has the potential to grow and achieve optimal profits. With good management and the right marketing strategy, this business is expected to compete effectively in the sweet food market.

**Keywords:** Resources, Costs, Feasibility, Business, Marketing Strategy

### **Introduction**

In this modern era, people tend to choose a practical and simple lifestyle. One example is in meeting food needs. The culinary industry in Indonesia has experienced significant growth in MSMEs that focus on sweet foods, namely cakes and pastries. The cake and cookie business has promising market potential, especially in urban areas with productive-age consumers who tend to spend 12-15% of their income on sweet products (Widiastuti et al., 2020).

According to the 2018 Basic Health Research report, approximately 40% of Indonesians eat sweet foods more than once a day, and 61% consume sweet drinks more than once a day (Katadata, 2023). Sweet foods can stimulate the brain to release the hormone serotonin, helping to stabilize moods and prevent depression (Handayani, 2020). However, there are now many innovations in the management of sweet foods, such as brownies made from natural ingredients. Brownies are not only delicious but also widely loved by the public.

Various brownies are now appearing on the market, including new brands like Well Cake And Cookies. Well Cake and Cookies is a home-based business producing various types of brownies and other cakes. Established in 2022, Well Cake and Cookies is located in Sukatani. While the business doesn't have a physical store, customers are usually invited to purchase products through social media or in person. Brownies offer chocolate, cheese,



almond, peanut, tiramisu, Oreo, and fruit flavors at affordable prices, ranging from Rp 30,000 to Rp 50,000. However, research by (Rahmawati & Yuniarso, 2020) found that brownies often lack innovation, shape, and flavor, and are at risk of facing numerous competitors. Therefore, an effective strategy is needed to increase competitiveness and attract attention.

In terms of marketing, Well Cake and Cookies focuses on sales strategies, such as social media promotions, testimonials, and reaching its target market. Regarding costs, Well Cake and Cookies provides two cost breakdowns: the initial capital cost and the daily production cost of producing brownies. This helps in financial calculations and estimates of profit and loss. These aspects are crucial for assessing the viability of the business. Therefore, if this business is competitive and viable, it is key to its sustainability.

Competition in the brownie industry is intensifying as businesses offering similar products expand, encouraging businesses to innovate and develop, such as Well Cake and Cookies and Gies Brownies, each of which attracts consumers with its own unique offerings. Compared to Well Cake and Cookies, there's a wider variety of options, something Gies Brownies might not find. However, in terms of marketing, one advantage, like Google Maps, is that Well Cake and Cookies isn't yet on the map, while Gies Brownies is, but both brands have similar sales figures and don't have a physical store.

In terms of price, Well Cake and Cookies is more affordable, and Gies Brownies offers a more varied menu, offering fruit salad, brownies, and birthday cakes. However, both brands prioritize quality ingredients and leverage social media. Businesses need marketing channels to expand their market reach. Social media is a crucial marketing tool supporting marketing communications (Pusptarini & Nuraeni, 2019). Therefore, both Well Cake and Cookies and Gies Brownies have their own strengths and weaknesses.

The selection of well cakes and cookies as the object of study is based on promising market potential because Cikarang is an industrial area with a growing population, the majority of which are factory workers and urban residents. This business opportunity attracts culinary businesses such as cakes, brownies, and cookies, because people in Cikarang tend to prefer practical and sweet snacks. Furthermore, the location is close to an industrial area where people's incomes are relatively good, coupled with modern lifestyle trends. With the right marketing strategy and good product quality, well cakes and cookies have the potential to grow and attract consumers.

## **Method**

A business feasibility study is a study on a business plan that not only analyzes feasibility but also the business is built and operated in order to achieve maximum profits in an unspecified time (Sunyoto, 2014). This research was conducted on the Well cake and cookies business using qualitative research methods. The qualitative method according to (Sugiyono, 2019) is a research method based on the philosophy of postpositivism and is used to examine the condition of the object where the researcher is the main instrument. The types of data in this study consist of primary data and secondary data, primary data including marketing aspects and cost aspects. Secondary data are obtained from documents and other references in the form of journals. This study uses descriptive analysis, a method used by analyzing and describing to describe the state of the object that is carefully the center of

attention in the Brownies business. The data collection methods used are interviews and documentation.

## Results and Discussion

A business feasibility analysis is used to determine whether a business is feasible or not. The analysis in this study examines several aspects, including marketing and cost.

### A. Marketing Aspect

The marketing aspect is the proposed activity plan to capitalize on opportunities and minimize potential risks (Suprpto, 2013). The marketing aspect of Well Cake and Cookies includes promotional strategies, including business location and target market, as follows:

1. Marketing Strategy
  - a. Promotion through social media such as Instagram and WhatsApp to reach the target market.
  - b. Offering special discounts on special occasions and specific days.
  - c. Offering Giveaways.
  - d. Customer Testimonials.
2. Business Location  
Jl. Bungurraya 2, Suka Mulya Village, Sukatani District, Bekasi Regency.
3. Target Market
  - a. Young people.
  - b. Mothers.
  - c. Cake and Chocolate Lovers.

### B. Cost Aspect

According to (Kasmir & Jakfar, 2003) , the cost aspect is used to evaluate the overall condition of a business. The cost aspect of producing brownies, well cakes, and cookies is a crucial component that must be analyzed. In this case, there are two cost components:

Table 1. Capital to start a business

No	Information	Amount
1	Equipment	
	- Oven	Rp. 1.500.000
	- Mixer	Rp. 1.000.000
	- Paint pan	Rp 30.000.00
	- Spatula	Rp 10.000.00
2	Equipment	
	- Brownie box	Rp 50.000.00
	- Labels/stickers	Rp 30.000.00
	- Baking paper	Rp 20.000.00
	- Plastic bags	Rp 20.000.00
		<b>RP 2.660.000</b>

Source: processed data (2024)

Table 2. Production costs per day

No	Information	Amount
1	Capital	
	- Chocolate bar	Rp 60.000.00
	- Sugar	Rp 20.000.00
	- Maple syrup	Rp 42.000.00
	- Wheat flour	Rp 20.000.00
	- Cocoa powder	Rp 5.000.00
	- Margarine	Rp 20.000.00
	- 1 kg eggs	Rp. 30.000.00
	- Oil	Rp 17.000.00
	- Various toppings	Rp 100.000.00
		<b>Rp 314.000.00</b>

Source: processed data (2024)

## Conclusion

Based on the analysis of the Well Cake and Cookies business, it can be concluded that this business is feasible to continue. An effective marketing strategy through social media has successfully reached a target market consisting of young people and cake lovers, while product diversity and the ability to meet consumer demand provide competitive advantages. Furthermore, initial capital and daily production costs are within reasonable limits, supporting business continuity. Despite facing challenges of competition and visibility on digital platforms, Well Cake and Cookies has the potential to grow and achieve optimal profits with good management. To increase success, it is recommended that this business strengthen its digital marketing by registering with Google Maps, continuously innovating its products, improving customer service through better interactions, and conducting regular financial analysis to ensure profitability. By implementing these suggestions, Well Cake and Cookies can compete more effectively in the sweet food market.

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