Business Plan for the Implementation of the Candy Crispy Pizza Business in Palembang

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This study aims to describe the implementation of product innovation and marketing strategies in the Candy Crispy Pizza business and to analyze their role in increasing consumer purchase intention in Palembang. The research employed a qualitative approach using a descriptive method. Data were collected through observation, documentation, questionnaires, and analysis of sales reports during the business implementation period. The research subjects consisted of the Candy Crispy Pizza business owner and consumers who purchased the product from February to June 2026. Data analysis was conducted through data reduction, data presentation, and conclusion drawing. The results showed that product innovation in the form of candy-shaped pizza filled with pepperoni, pizza sauce, and mozzarella cheese successfully attracted consumers due to its unique appearance, quality taste, and practical packaging. The marketing strategy implemented through the Segmenting, Targeting, Positioning (STP) approach and the 4P marketing mix, supported by social media promotion and direct selling, increased market reach and consumer purchase intention. During the business implementation period, Candy Crispy Pizza experienced positive sales growth despite several fluctuations. Therefore, the implementation of product innovation and appropriate marketing strategies plays an important role in increasing consumer purchase intention and supporting the sustainability of the Candy Crispy Pizza business.

Keywords: Product Innovation, Marketing Strategy, Consumer Purchase Intention, Msmes, Candy Crispy Pizza

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1. Introduction

The snack food industry in Indonesia has experienced significant growth over the past decade, driven by rapid urbanization, changing consumer lifestyles, and increasing demand for convenient food products. As modern society becomes busier, consumers increasingly seek foods that are practical, affordable, and easy to consume without sacrificing quality or taste. According to Philip Kotler and Kevin Lane Keller (2022), changes in consumer lifestyles significantly influence purchasing behavior, encouraging businesses to continuously develop products that satisfy evolving consumer preferences. Convenience, portability, and product uniqueness have become important determinants of consumer choice in the contemporary food market. Consequently, the snack industry has become one of the most dynamic sectors in Indonesia's food business, characterized by intense competition and continuous product innovation.

In addition to convenience, consumers today evaluate food products based on multiple attributes beyond taste alone. Product appearance, texture, originality, nutritional value, and overall eating experience increasingly influence purchasing decisions. According to Philip Kotler (2017), a product consists not only of its physical characteristics but also of the value and experience perceived by consumers. Likewise, Bernd H. Schmitt (1999) emphasized that experiential marketing has transformed consumer expectations, where memorable sensory experiences—including visual appeal, aroma, texture, and emotional satisfaction—play

an essential role in shaping consumer preferences and brand loyalty. Therefore, food businesses must continuously create products that deliver both functional benefits and enjoyable consumption experiences.

One food product that has gained widespread popularity across different age groups is pizza. Originating from Italy, pizza has evolved into one of the world's most recognized fast-food products due to its versatility and adaptability to local tastes. Traditionally, pizza consists of a soft bread-based crust topped with tomato sauce, mozzarella cheese, and various ingredients such as meat, vegetables, herbs, and spices. According to Philip Kotler and Keller (2022), global food products that successfully adapt to local consumer preferences often achieve greater market acceptance because they combine familiar flavors with innovative concepts. In Indonesia, pizza has become increasingly popular not only through international restaurant chains but also through local culinary businesses that modify toppings and flavors to match Indonesian taste preferences.

Besides pizza, Indonesian consumers are highly familiar with *lumpia* (spring rolls), a traditional snack widely available in street food markets, restaurants, and households. Lumpia are generally prepared using thin spring roll wrappers filled with vegetables, eggs, meat, or other ingredients before being deep-fried until golden brown. The combination of a crispy outer layer and a soft, savory filling creates a distinctive sensory experience that contributes to its enduring popularity. According to sensory evaluation studies by Herbert Stone and Joel L. Sidel (2004), food texture is one of the most influential quality attributes affecting consumer acceptance because it directly shapes the overall eating experience. Crispy foods, in particular, are frequently associated with freshness and higher product quality, making them attractive to consumers across various demographic groups.

The increasing demand for innovative snack products has encouraged food entrepreneurs to combine familiar products into new culinary concepts. Product innovation has become an essential strategy for creating competitive advantages in increasingly saturated markets. According to Joseph A. Schumpeter (1934), innovation is one of the primary drivers of economic growth and business competitiveness because it introduces new products capable of generating additional consumer value. Similarly, Everett M. Rogers (2003) explained through the Diffusion of Innovations Theory that consumers tend to adopt innovations that provide relative advantages, compatibility with existing preferences, and observable uniqueness. These perspectives indicate that combining familiar culinary elements into a novel product can increase consumer curiosity and encourage purchase intentions.

Drawing upon the characteristics of two popular products—bread-based pizza with authentic Italian flavors and crispy *lumpia* with its distinctive crunchy texture—"Candy Crispy Pizza" represents a snack innovation that combines the taste of pizza with a candy-inspired shape. The product consists of pepperoni, pizza sauce, and mozzarella cheese wrapped inside a spring roll skin, producing a crispy exterior and a soft, gooey interior after frying. Unlike conventional pizza, Candy Crispy Pizza offers greater portability, easier consumption, and a unique visual presentation, making it suitable for consumers seeking practical yet enjoyable snack options. According to Gemina et al. (2019), market orientation and product innovation positively and significantly influence the marketing performance of micro, small, and medium-sized enterprises (MSMEs), demonstrating that innovative products can strengthen competitive advantage and improve business sustainability. Furthermore, Kotler and Keller (2022) argue that successful product innovation enables firms to differentiate themselves from competitors while creating superior customer value.

To further strengthen product competitiveness, Candy Crispy Pizza will also introduce a new flavor variant known as Candy Crispy Spicy. This variant combines sausage with *sambal cobek* (traditional Indonesian crushed chili sauce), providing a spicy flavor profile that reflects local culinary preferences. Indonesia is widely recognized for its strong preference for spicy foods, making spicy flavor innovation highly relevant to

domestic consumer demand. Product diversification through the introduction of new flavor variants is considered an effective strategy for maintaining consumer interest, expanding target markets, and increasing repeat purchases. Kotler and Keller (2022) emphasize that line extensions and product diversification enable companies to satisfy broader consumer segments while reducing market risk associated with reliance on a single product. By combining a distinctive candy-like appearance with authentic pizza flavors and locally preferred spicy characteristics, Candy Crispy Pizza and Candy Crispy Spicy offer innovative snack alternatives capable of attracting consumers and strengthening competitiveness within Palembang's growing culinary market.

2. Method

This study employs a qualitative approach utilizing a descriptive method. The qualitative approach was selected because the study aims to describe the implementation of the Candy Crispy Pizza business and the marketing strategies applied to boost consumer purchase interest. The descriptive method is used to systematically and factually portray the business's condition, operational processes, marketing strategies, and the results achieved during its implementation.

According to Sugiyono (2022), qualitative research is a method used to examine objects in their natural setting, where the researcher acts as the primary instrument, data collection relies on triangulation, data analysis is inductive, and the findings emphasize meaning rather than generalization. Meanwhile, Murdiyanto (2020) explains that descriptive research aims to objectively describe a situation or phenomenon based on facts observed in the field.

This study was conducted at the Candy Crispy Pizza business located in Palembang City. Business operations were carried out from February to June 2026, encompassing production, marketing, and product sales to consumers. The research subjects consisted of the Candy Crispy Pizza business owner and the consumers who purchased the product during the operational period. A purposive sampling method was employed, selecting subjects based on their direct involvement in business activities and their ability to provide information relevant to the research objectives.

Data collection techniques included observation, documentation, and the distribution of questionnaires. Observations involved directly monitoring the production process, marketing activities, and sales operations of Candy Crispy Pizza. Documentation involved gathering data such as activity photographs, sales reports, financial statements, and other supporting documents from the business's operational period. Additionally, questionnaires were distributed to consumers to assess their feedback regarding product quality, price, packaging, and service, as well as their purchase intention toward Candy Crispy Pizza.

Data analysis was conducted in three stages: data reduction, data presentation, and conclusion drawing. Data reduction involved selecting and simplifying data relevant to the research focus. Subsequently, the data were presented in the form of descriptive narratives, tables, and graphs to ensure clarity. The final stage involved drawing conclusions based on the analysis of business implementation, marketing strategies, and consumer responses to the Candy Crispy Pizza product.

To ensure data validity, this study employed triangulation techniques, specifically methodological triangulation and data source triangulation. Methodological triangulation was carried out by comparing results from observations, documentation, and questionnaires, while source triangulation involved comparing information obtained from sales data, financial reports, and consumer feedback. Consequently, the data possessed a high level of validity and credibility, thereby supporting the research findings.

3. Results And Discussion

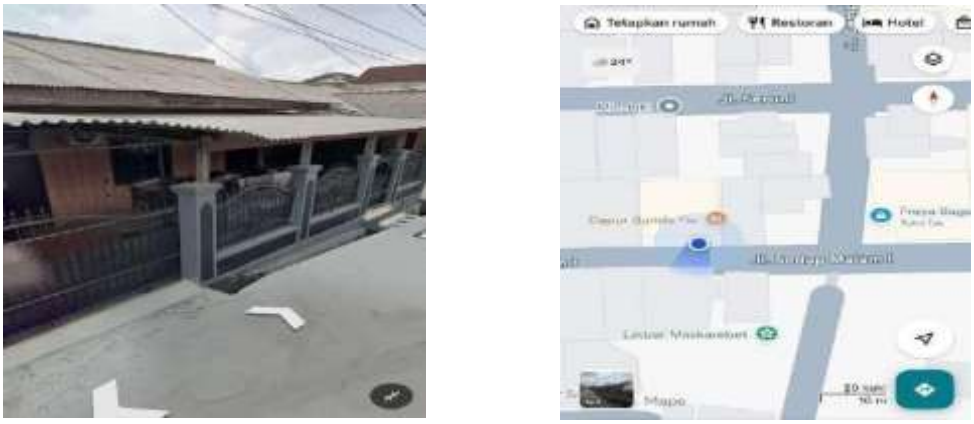


Figure 1. Candy Crispy Pizza Production Site
(Photo credit: Dwi Rodianti Mardiyah, February 2026)

This study focuses on the Candy Crispy Pizza business located in Palembang City. Candy Crispy Pizza is a micro-enterprise in the culinary sector that offers an innovative snack—shaped like a piece of candy—filled with pizza sauce, pepperoni, and mozzarella cheese. The business was developed to provide an innovative product targeting school students, university students, and the general public who appreciate convenient food with a modern flavor profile.

Production activities take place at a dedicated production site, while marketing is conducted via social media (Instagram and WhatsApp), a pre-order system, and direct sales at the Multi Data Palembang University canteen. This location was chosen due to its proximity to the target market, thereby facilitating product promotion and distribution.

Business operations are supported by adequate production equipment, including stoves, frying pans, spatulas, freezers, work tables, and packaging supplies. Additionally, the business utilizes practical packaging to ensure product quality is maintained until the item reaches the consumer.

Observations on Business Implementation

Business Preparation Phase



Figure 2. Preparation of Raw Materials for Candy Crispy Pizza
(Photo credit: Dwi Rodianti Mardiyah, February 2026)

The initial phase of the business implementation begins with preparing all raw materials, such as spring roll wrappers, pizza sauce, pepperoni, mozzarella cheese, cooking oil, and other supporting ingredients. All ingredients are selected based on quality to ensure a product with a consistently excellent taste.

In addition to preparing raw materials, the team also prepares production equipment and formulates a social media marketing strategy. This stage aims to ensure that the production and sales processes operate effectively.

Production Stage

No	Stages	Picture
1.	Preparing the necessary ingredients	
2.	The process of cutting pepperoni into pieces for the Candy Crispy Pizza filling.	

No	Stages	Picture
3.	Heat oil in a non-stick pan to cook the pepperoni.	
4.	Place the pepperoni slices in a non-stick pan and cook until slightly browned.	
5.	Once the pepperoni is cooked, mix it with the prepared pizza sauce.	

No	Stages	Picture
6.	Prepare the pre-shredded mozzarella cheese.	
7.	And add mozzarella cheese along with the other fillings.	
8.	Stir the filling until well combined.	

No	Stages	Picture
9.	Prepare the spring roll wrappers and place the filling inside them.	
10.	Then, roll the dough until it forms a long shape.	
		

No	Stages	Picture
11.	Tie the right and left ends using garlic chives to form a Candy Crispy Pizza.	
12.	Heat the oil and fry the shaped Candy Crispy Pizza until golden brown.	

No	Stages	Picture
13.	Remove the cooked Candy Crispy Pizza and let it drain.	
14.	Candy Crispy Pizza is ready and set for sale or marketing.	

The production process begins by preparing spring roll wrappers as the main outer layer. Next, pizza sauce, pepperoni, and mozzarella cheese are added as filling before the product is shaped to resemble a piece of candy. The product is then deep-fried until golden brown and crispy.

Quality control measures are implemented during production to ensure uniformity in size, shape, flavor, and level of doneness across all products prior to packaging.

Packaging and Marketing Stage



Figure 3. Product Packaging Process
(Documentation: Dwi Rodianti Mardiyah, March 2026)

The finished products are packaged using attractive and practical packaging. The packaging bears a product label that serves as a business identifier while also providing information to consumers.

Marketing is conducted via social media (Instagram and WhatsApp), word-of-mouth promotion, and direct sales at the Multi Data Palembang University canteen. These strategies have successfully expanded market reach and introduced Candy Crispy Pizza to consumers.

Sales Level



Figure 4. Candy Crispy Pizza Sales
(Photo credit: Dwi Rodianti Mardiyah, April 2026)

Sales were conducted through both pre-order and direct sales systems. Based on the results of business operations from February to June 2026, sales figures showed positive growth. This increase in sales was driven by consistent promotion, product quality, and consumer satisfaction regarding the product's taste and innovation.

Discussion

The implementation results demonstrate that the Candy Crispy Pizza product innovation successfully delivers added value compared to conventional snack products available in the market. The product differentiates itself through its distinctive candy-like shape, crispy texture, premium-quality ingredients, and practical packaging, creating a unique consumption experience for consumers. This combination of functional and aesthetic attributes enhances the product's attractiveness while satisfying consumers' demand for convenience and novelty. According to Philip Kotler and Kevin Lane Keller (2022), product

innovation is one of the most important sources of competitive advantage because it enables businesses to differentiate themselves from competitors and create superior customer value. Similarly, Joseph A. Schumpeter (1934) argued that innovation serves as the primary driver of business growth by introducing new products capable of fulfilling changing consumer needs. Therefore, Candy Crispy Pizza represents not only a new snack product but also an example of how creative product development can increase business competitiveness within the culinary industry.

The product's innovation also aligns with the concept of customer value creation. According to Michael E. Porter (1985), competitive advantage is achieved when firms deliver greater value than competitors either through differentiation or cost efficiency. Candy Crispy Pizza adopts a differentiation strategy by combining familiar pizza flavors with the crispy texture of spring rolls in an entirely new presentation. This unique product concept creates perceived value that extends beyond functional benefits to include emotional and experiential satisfaction. As emphasized by Bernd H. Schmitt (1999), consumers increasingly seek memorable consumption experiences, making product appearance, texture, and originality important determinants of purchasing decisions. The positive consumer response obtained during implementation indicates that the product successfully fulfills these expectations.

The marketing strategies implemented through the Segmenting, Targeting, and Positioning (STP) framework, together with the marketing mix (4P), also produced encouraging outcomes. The product targeted consumers who enjoy modern snacks, especially teenagers, university students, and young adults seeking affordable yet innovative food products. The positioning strategy emphasized Candy Crispy Pizza as a practical, unique, and flavorful snack suitable for various occasions. According to Kotler and Keller (2022), an effective STP strategy enables businesses to identify the most profitable customer segments, develop products that satisfy their needs, and establish a distinctive position within consumers' minds. Furthermore, the application of the marketing mix—including product quality, competitive pricing, strategic distribution, and integrated promotional activities—contributed significantly to increasing market awareness and consumer interest.

Promotional activities conducted through Instagram, WhatsApp, and direct selling proved effective in introducing the product to potential consumers. Social media platforms enabled the business to communicate product information, display attractive visual content, and interact directly with customers at relatively low promotional costs. According to Dave Chaffey (2022), digital marketing allows small businesses to reach broader audiences efficiently while facilitating two-way communication and stronger customer engagement. Meanwhile, direct selling provided opportunities for consumers to experience the product firsthand, increasing trust and encouraging repeat purchases through positive word-of-mouth recommendations. The increase in customer numbers during the implementation period indicates that combining digital promotion with face-to-face marketing can effectively strengthen brand awareness and consumer purchasing intentions.

The questionnaire findings further support the effectiveness of the implemented business strategy. Most respondents expressed positive evaluations regarding product quality, taste, pricing, packaging, and customer service. Consumers considered the product to offer an appealing flavor combination, an attractive appearance, and pricing that corresponded with the perceived quality received. In addition, many respondents indicated their willingness to recommend Candy Crispy Pizza to relatives and friends, reflecting a high level of customer satisfaction. According to Richard L. Oliver (1997), customer satisfaction emerges when product performance meets or exceeds consumer expectations, ultimately increasing customer loyalty and positive word-of-mouth behavior. The favorable evaluation results therefore suggest that Candy Crispy Pizza has successfully met consumer expectations in multiple aspects.

Another important finding concerns consumers' perceptions of product innovation. The unique candy-shaped presentation generated curiosity among first-time buyers while enhancing the product's memorability compared to ordinary snack products. According to Everett M. Rogers (2003), innovations possessing clear relative advantages and observable uniqueness are generally adopted more rapidly because they stimulate consumer interest and reduce uncertainty regarding product benefits. This theoretical perspective explains why respondents perceived Candy Crispy Pizza as an innovative snack worthy of recommendation and repeat purchase.

Despite these positive outcomes, several challenges emerged during business implementation. The most significant obstacles included intense competition from similar snack products, limited financial resources for expanding promotional activities, and fluctuations in raw material prices that affected production costs. These challenges are commonly encountered by micro, small, and medium-sized enterprises (MSMEs), particularly during their initial stages of business development. According to Michael E. Porter (1980), competitive pressure requires firms to continuously strengthen differentiation strategies while maintaining operational efficiency to sustain long-term competitiveness. To address these challenges, the business implemented cost-control measures, carefully monitored raw material usage, maintained consistent product quality, and intensified social media promotion to increase market exposure without significantly increasing marketing expenses.

Furthermore, maintaining consistent product quality became an essential strategy for sustaining customer trust and encouraging repeat purchases. The business emphasized the use of fresh ingredients, standardized production procedures, and continuous evaluation of consumer feedback to ensure consistent product performance. According to W. Edwards Deming (1986), continuous quality improvement contributes directly to customer satisfaction and organizational competitiveness. Therefore, quality control remains a crucial factor supporting the long-term sustainability of the Candy Crispy Pizza business.

Overall, the implementation of the Candy Crispy Pizza business demonstrates that product innovation supported by appropriate marketing strategies can effectively increase consumer purchase intention, customer satisfaction, and business profitability. The integration of creative product development, strategic market segmentation, digital promotion, and quality management has enabled the business to establish a competitive position within Palembang's growing culinary industry. These findings support previous studies highlighting the positive relationship between product innovation and marketing performance among MSMEs. Consequently, Candy Crispy Pizza possesses considerable potential for future expansion through product diversification, broader digital marketing initiatives, strategic partnerships, and wider market penetration. With continuous innovation and effective business management, Candy Crispy Pizza has strong prospects to develop into a sustainable and competitive culinary enterprise capable of meeting the evolving preferences of Indonesian consumers.

4. Conclusion

Based on the implementation of the Candy Crispy Pizza business from February to June 2026, it can be concluded that the venture successfully applied product innovation and marketing strategies effectively. The product innovation—a candy-shaped snack filled with pizza sauce, pepperoni, and mozzarella cheese—provided added value and served as a key differentiator compared to similar products on the market.

Marketing strategies implemented through the Segmenting, Targeting, Positioning (STP) approach and the 4P marketing mix helped introduce the product to consumers. Promotional efforts via social media, a pre-order system, and direct sales at the Multi Data Palembang University canteen positively impacted consumer interest and product sales.

Based on business results and consumer feedback, Candy Crispy Pizza was well-received. Consumers appreciated the product's delicious taste, attractive appearance, affordable price, and convenient packaging. These factors demonstrate that the applied product innovation and marketing strategies enhanced the business's competitiveness while ensuring consumer satisfaction.

Nevertheless, several challenges arose during operations, such as limited capital, competition from similar products, fluctuating raw material prices, and promotional limitations. However, these obstacles were mitigated through effective production cost management, maintaining product quality, and increasing promotional activities—both in-person and via digital channels.

Thus, the Candy Crispy Pizza venture is considered a success as an innovative culinary business with significant growth potential. Product innovation supported by appropriate marketing strategies proved crucial in boosting consumer interest, expanding market share, and ensuring business sustainability.

Based on the results of the business implementation, the author offers the following recommendations.

First, the Candy Crispy Pizza business should continue to innovate—regarding flavor variants, packaging design, and product quality—to keep pace with evolving consumer tastes and enhance business competitiveness.

Second, marketing strategies need to be further developed by leveraging digital platforms such as Instagram, TikTok, Facebook, and online marketplaces to expand market reach and boost sales.

Third, financial management and raw material inventory control require more strategic planning to effectively manage operational costs and ensure continued profit growth.

Fourth, for future researchers or students, this study is intended to serve as a reference for further research on product innovation, marketing strategies, and MSME development, particularly within the culinary sector. It is also recommended that future studies employ a wider range of research methods to yield deeper insights into the factors influencing business success.

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