

# Measuring the effectiveness of Healthy Values Brand Positioning Strategy: A Case Study of Healthy Bakery Café- Moose Bake Shop

**Junus Shindarta**

Entrepreneurship Department, BINUS Business School Undergraduate Program  
Bina Nusantara University,  
Jakarta, Indonesia 11480  
[junus.shindarta@binus.ac.id](mailto:junus.shindarta@binus.ac.id)

**Mulyani Karmagatri\***

Entrepreneurship Department, BINUS Business School Undergraduate Program  
Bina Nusantara University,  
Jakarta, Indonesia 11480  
[Mulyani001@binus.ac.id](mailto:Mulyani001@binus.ac.id)

**Dian Kurnianingrum**

Entrepreneurship Department, BINUS Business School Undergraduate Program  
Bina Nusantara University,  
Jakarta, Indonesia 11480  
[dian\\_K@binus.ac.id](mailto:dian_K@binus.ac.id)

## Abstract

Recently, many people considering consuming more healthy food. Consuming healthy food even become a lifestyle; they do not doubt paying more for healthy food. This market segment, become larger and larger. Grabbing this opportunity, many brands are starting to positioning their product as a healthy product. The question is that healthy brand positioning effective to raise sales?. This research using a case study of the healthy baked shop, namely moose bakeshop. Moose bake shop already running its business for almost two years and positioning its brand as a healthy bakery. The purpose of this study to measure the effectiveness of healthy brand positioning to raise sales. The data collected from 2020 until 2021 and comparing the selling before and after the pandemic to provide depth analysis. The result shows that before the pandemic, this bakery shop reaches good performance in their product selling. At the beginning of the pandemic, the data shows that the sales are pretty good, with a slight decrease in sales and regular rest. This research concludes that healthy brand positioning is adequate to maintain sales, especially during the pandemic aligning with the increasing number of people concerned about consuming healthy food products.

## Keywords

Brand Positioning, Healthy Product, Marketing Strategy, Creativepreneurship, Case Study

## Introduction

Currently, people have started to consider changing their lifestyles to be healthier. With a healthy lifestyle, our bodies will not be susceptible to disease and strong. A healthy lifestyle can be done in various ways, such as exercising, doing productive activities, and adjusting or changing diet. Adjusting your diet is one of the easiest ways to start a healthy lifestyle. Efforts to regulate food patterns can be done by paying attention to the food consumed and paying attention to the benefits and impacts of the food consumed. The food consumed must be chosen properly so that the body gets the protein or vitamins it needs from these foods. Healthy food can come from several elements, namely plant elements and animal elements. Vegetable elements are foods that come from nuts such as oats, tempeh, tofu, etc. As for animals, there is meat, fish, etc. In addition to these two elements, healthy food can also be in the form of bread, milk, fruits, vegetables, and others.

Starting a healthy lifestyle is getting higher due to the Covid-19 phenomenon. In a situation like this, the immune system must be strong so that the Covid virus and any viruses do not easily enter so that people are more inclined to maintain a healthier lifestyle to avoid Covid-19 and one way is to eat healthy food. Consumption of a healthy diet and supported by the consumption of vitamins and some drugs for immune defense can help the immune system and support activities carried out during the pandemic.

As a form of supporting people who consume healthy food, Moose Bake Shop hereby offers healthy bread products made from wheat so that bread lovers can still healthily consume the bread. Given the many benefits provided by wheat bread for health, finally, the owners, Junus Shindarta and Rheza Rivaldi, decided to open a Moose Bake Shop which serves healthy bread, the menu variations are also varied, they sell whole wheat bread and sweet bread with interesting toppings. Back to discussing the benefits, according to an article written by Syarif Maulana (2020) there are 5 benefits that wheat bread provides for the health of the human body, namely:

1. Can help lose weight because it has high fiber content and provides a longer full effect
2. Can prevent heart disease and stroke because whole wheat bread contains unsaturated fatty acids and can eliminate the accumulation of bad cholesterol in the blood vessels in the heart and prevent the accumulation of cholesterol that causes stroke
3. Able to improve skin and hair health and prevent premature aging this is due to the presence of vitamin E in wheat bread which can prevent premature aging and disguise fine lines on the skin
4. Able to maintain digestive health because the fiber it has can function as a prebiotic that can maintain a healthy digestive system in the body
5. Overcoming diabetes, namely the presence of a lower glycemic index content than white bread so it is safe for consumption by diabetics.

With these good benefits, Moose Bake Shop provides wheat bread products to people who have or want to start a healthy lifestyle and try to increase public perception of wheat bread.

Grabbing this opportunity, many brands are starting to positioning their product as a healthy product. The question is that healthy brand positioning effective to raise sales?. This research using a case study of the healthy baked shop, namely moose bakeshop. Moose bake shop already running its business for almost two years and positioning its brand as a healthy bakery. The purpose of this study to measure the effectiveness of healthy brand positioning to raise sales.

### 1.1 Objectives

My goal in making this case study is to see whether the sales of this healthy wheat-based bread product increase or decrease when the Covid-19 phenomenon occurs.

## 2. Literature Review

Maybe we're used to hearing that whole wheat bread is better than white or regular bread, but many don't know why. Reporting from Oh My Veggies, the main difference between the two lies in the way each bread is processed. In whole-grain bread, the process leaves the most nutrient-rich components intact: the bran, seed, and endosperm. It's a layer of oat berries, which holds all the vitamins and minerals originally found in whole grain bread. While ordinary bread, processed in such a way so that only the endosperm is left. This of course removes most of the nutrients from the wheat berry so that all that's left is the flour coating that gives the bread its delicious addictive effect. What is the difference between these two pieces of bread?

- Wheat bread

As the name implies, whole wheat bread is made from whole wheat flour. "Whole" means using whole grain kernels. The wheat kernel itself consists of 3 main components: the endosperm which is about 83 percent of the nucleus, then there is the rice husk which is about 15 percent of the nucleus, and the seed which is about 2 percent of the nucleus. Whole wheat flour is defined in most countries of the world as flour that contains all the components of the nucleus in its original ratio. Quoting from The Bread Guide, the most important part of the grain is the seed and bran. The essence of the grain is in the seed because it contains many vitamins. In rice bran, we will find fiber and dietary minerals such as magnesium and iron. The endosperm contains starch and protein.

- White Bread

Plain bread is still very popular even though we know that it is not as healthy as whole wheat bread. Despite its popularity, this bread may not be the best choice. Most people like white bread because of its taste, affordable price, and ease to buy anywhere. Yes, we can find it easily, even at the convenience store. It usually tastes good and is often served in fast-food restaurants or bakeries. But only five nutrients can we get from white bread: iron, niacin, thiamine, riboflavin, and folic acid. This may sound healthy but when compared with the nutritional content of whole wheat bread, it is far from sufficient. Quoted from the British Medical Journal, plain bread is not a nutritious food, because it is very low in fiber, making it a carbohydrate that tends to cause blood sugar to rise.

As a result, these bread tend to lead to weight gain without added nutrients.

Therefore, Moose Bake Shop comes with the concept of healthy bread made from wheat. Hippocrates, the father of medicine, advocated the consumption of whole wheat bread because of its many health benefits (M Astawan, A Leomitro - 2009). Moose saw that in the city of Bandung itself it was still rare to find a bakery selling various kinds of wheat bread, therefore Moose Bake Shop saw an opportunity, Moose sold various kinds of wheat bread with various contents and shapes.

## **SWOT analysis**

### Strength

- Products can be consumed by all people
- Healthy bread made from wheat
- Rarely sold in the market
- No preservatives

### Weakness

- Not everyone likes whole wheat bread because of its hard texture
- Bread does not last long because it does not use preservatives

### Opportunities

- Provide healthy wheat-based bread
- Do not use preservatives in our products

### Threat

- Covid-19 conditions that make business decline
- If the bread is not sold for 2 days then it must be divided/thrown away
- Raw materials are sometimes difficult to obtain.

## **Pestel analysis**

### Politics

- The government supports healthy food more and more.
- The government provides education on healthy food to the public

### Economy

- Price of healthy food is usually more expensive because it uses premium ingredients

### Social

- As competitors increase, moose must be able to have their advantages so that people are more interested in buying bread at moose, such as making types of wheat bread that have various flavors and shapes

#### Technology

- Moose uses social media to promote stores and products offered such as Instagram and websites.
- Moose also uses applications such as GoFood and GrabFood.

#### Environmental

- Do not pollute the environment by disposing of waste carelessly.
- Do not make noise that can disturb residents.

#### Legal

- Follow government regulations by not using illegal ingredients in bakery products.

### **3. Methods**

For this method, I used their sales results data from January 2020 - January 2021 to see how their business has progressed over the last year, resulting in qualitative data. From these results, I can see how their product sales are progressing, and I can also see which products are most in-demand by consumers. I also did a case study at Moose Bake Shop and asked consumers what bread they liked the most and why they chose this product.

### **4. Data Collection**

The following data will include 3 parts:

1. Monthly income
2. Products with the most purchases
3. Products with the fewest purchases

- **January 2020**

#### MOOSE BAKESHOP MW

Total Sales	Rp. 40.531.000,00
Total Discount	-(Rp. 289.100,00)
Total Service Charge	Rp. 0,00
Total Tax	Rp. 0,00
Total Adjustment	Rp. 0,00
<b>TOTAL</b>	<b>Rp. 40.241.900,00</b>

Most purchases : Cranberry Creamcheese (161 products sold)

Minimum purchase : Abon Bread (4 products sold)

- **February 2020**

#### MOOSE BAKESHOP MW

Total Sales	Rp. 41.862.000,00
Total Discount	-(Rp. 2.596.850,00)
Total Service Charge	Rp. 0,00
Total Tax	Rp. 0,00
Total Adjustment	Rp. -150,00
<b>TOTAL</b>	<b>Rp. 39.265.000,00</b>

Most Purchases : Cranberry Creamcheese (202 products sold)

Minimum Purchase : Sausage Floss (1 product sold)

- **March 2020**

#### MOOSE BAKESHOP MW

Total Sales	Rp. 41.894.500,00
Total Discount	-(Rp. 2.990.850,00)
Total Service Charge	Rp. 0,00
Total Tax	Rp. 0,00
Total Adjustment	Rp. -50,00
<b>TOTAL</b>	<b>Rp. 38.903.600,00</b>

Most Purchases : Cranberry Creamcheese (258 products sold)

Minimum Purchase : Banana Bread (1 product sold)

- **April 2020**

#### MOOSE BAKESHOP MW

Total Sales	Rp. 25.288.000,00
Total Discount	-(Rp. 1.103.750,00)
Total Service Charge	Rp. 0,00
Total Tax	Rp. 0,00
Total Adjustment	Rp. -50,00
<b>TOTAL</b>	<b>Rp. 24.184.200,00</b>

Most Purchases : Cranberry Creamcheese (197 products sold)

Minimum Purchase : Cranberry Ciabatta (1 product sold)

- **May 2020**

#### MOOSE BAKESHOP MW

Total Sales	Rp. 25.007.000,00
Total Discount	-(Rp. 1.015.400,00)
Total Service Charge	Rp. 0,00
Total Tax	Rp. 0,00
Total Adjustment	Rp. 0,00
<b>TOTAL</b>	<b>Rp. 23.991.600,00</b>

Most Purchases : Cranberry Creamcheese (255 products sold)

Minimum Purchase : Cranberry Oatmeal (1 product sold)

- **June 2020**

#### MOOSE BAKESHOP MW

Total Sales	Rp. 28.636.600,00
Total Discount	-(Rp. 767.300,00)
Total Service Charge	Rp. 0,00
Total Tax	Rp. 0,00
Total Adjustment	Rp. 100,00
<b>TOTAL</b>	<b>Rp. 27.869.400,00</b>

Most Purchases : Cranberry Creamcheese (260 products sold)

Minimum Purchases : Cinnamon Apple Bun (1 product sold)

- **July 2020**

#### MOOSE BAKESHOP MW

Total Sales	Rp. 31.742.500,00
Total Discount	-(Rp. 383.800,00)
Total Service Charge	Rp. 0,00
Total Tax	Rp. 0,00
Total Adjustment	Rp. 100,00
<b>TOTAL</b>	<b>Rp. 31.358.800,00</b>

Most Purchases : Cranberry Creamchesse (271 products sold)

Minimum Purchase : Apple Almond Sweet Bun (1 product sold)

- **August 2020**

Total Sales	Rp. 32.382.500,00
Total Discount	-(Rp. 519.700,00)
Total Service Charge	Rp. 0,00
Total Tax	Rp. 0,00
Total Adjustment	Rp. 100,00
<b>TOTAL</b>	<b>Rp. 31.862.900,00</b>

Most Purchases : Cranberry Creamcheese (263 products sold)

Minimum Purchase : Taro Pumpkin Bagel (1 product sold)

- **September 2020**

#### MOOSE BAKESHOP MW

Total Sales	Rp. 36.330.000,00
Total Discount	-(Rp. 1.131.640,00)
Total Service Charge	Rp. 0,00
Total Tax	Rp. 0,00
Total Adjustment	Rp. -160,00
<b>TOTAL</b>	<b>Rp. 35.198.200,00</b>

Most Purchases : Cranberry Creamcheese (274 products sold)

Minimum Purchase : Cinnamon Raisin Bun (1 product sold)

- **October 2020**

#### MOOSE BAKESHOP MW

Total Sales	Rp. 58.896.350,00
Total Discount	-(Rp. 2.178.182,00)
Total Service Charge	Rp. 0,00
Total Tax	Rp. 0,00
Total Adjustment	Rp. 32,00
<b>TOTAL</b>	<b>Rp. 56.718.200,00</b>

Most Purchases : Cranberry Creamcheese (342 products sold)

Minimum Purchase : Brownies Matcha (1 product sold)

- **November 2020**

#### MOOSE BAKESHOP MW

Total Sales	Rp. 87.858.400,00
Total Discount	-(Rp. 2.865.694,00)
Total Service Charge	Rp. 0,00
Total Tax	Rp. 0,00
Total Adjustment	Rp. -506,00
<b>TOTAL</b>	<b>Rp. 84.992.200,00</b>

Most Purchases : Cranberry Creamcheese (383 products sold)

Minimum Purchase : Mini Stollen (1 product sold)

- **December 2020**

#### MOOSE BAKESHOP MW

Total Sales	Rp. 60.886.900,00
Total Discount	-(Rp. 1.632.654,00)
Total Service Charge	Rp. 0,00
Total Tax	Rp. 0,00
Total Adjustment	Rp. 154,00
<b>TOTAL</b>	<b>Rp. 59.254.400,00</b>

Most Purchases : Cranberry Creamcheese (316 products sold)

Minimum Purchase : Mini Sourdough (1 product sold)

- **January 2021**

#### MOOSE BAKESHOP MW

Total Sales	Rp. 55.479.900,00
Total Discount	-(Rp. 1.910.550,00)
Total Service Charge	Rp. 0,00
Total Tax	Rp. 0,00
Total Adjustment	Rp. -150,00
<b>TOTAL</b>	<b>Rp. 53.569.200,00</b>

Most Purchases : Cranberry Creamcheese (404 products sold)

Minimum Purchase : Sourdough Slice (1 product sold)

### 5. Results and Discussion

From the data above, it can be seen that in January 2020 - March 2020 Moose's income was quite stable.

When Covid -19 began to appear in Indonesia in April 2020, Moose's income was quite fast until September 2020.

From October 2020 – January 2021, Moose's income increased quite significantly, in November 2020.

The most sold product from January 2020 - January 2021 is Cranberry Creamcheese with an average monthly sale of over 200pcs. And for the least purchased products, most of which are only

purchased as much as 1 pcs a month, moose will no longer produce for the next month unless there is an order for the bread.

After I asked Moose Bake Shop consumers why they chose Cranberry Creamchese bread, their average answer was that there was no bread like cranberry cream cheese in other stores and it tasted good because there were cranberries in the dough and inside there was cream cheese which according to consumers this cream cheese delicious and not like cream cheese in general. Perhaps this is why Cranberry bread is the most sought-after by consumers.

## 5.1 Numerical Results

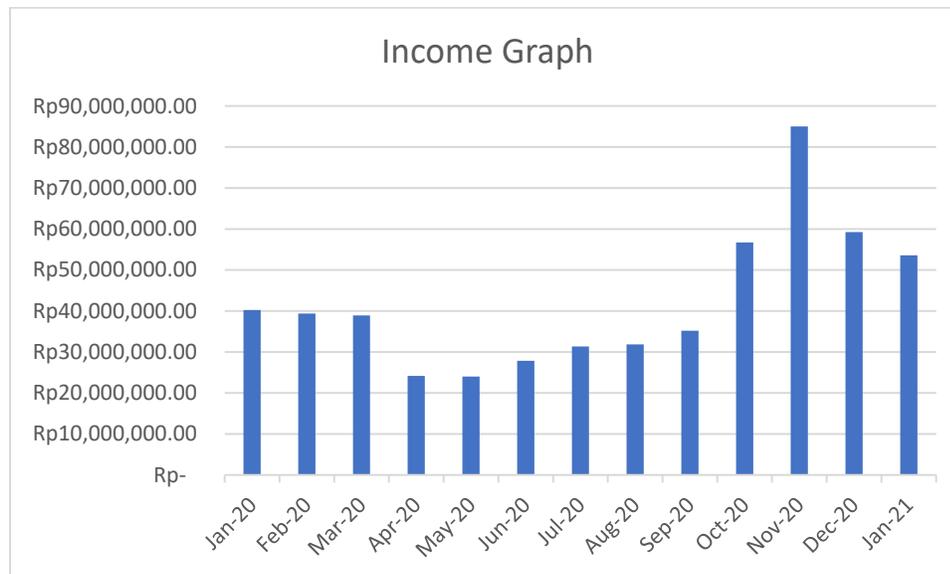
Moose Bake Shop sales revenue

Month 2020-2021	Income (Rp)
January 2020	40.241.900
February 2020	39.365.000
March 2020	38.903.600
April 2020	24.184.200
May 2020	23.991.600
June 2020	27.869.400
July 2020	31.358.800
August 2020	31.862.900
September 2020	35.198.200
October 2020	56.718.200
November 2020	84.992.200
December 2020	59.254.400
January 2021	53.569.200

Most Purchases

Month 2020-2021	Products	Total
January 2020	Cranberry Creamchese	161 products
February 2020	Cranberry Creamchese	202 products
March 2020	Cranberry Creamchese	258 products
April 2020	Cranberry Creamchese	197 products
May 2020	Cranberry Creamchese	255 products
June 2020	Cranberry Creamchese	260 products
July 2020	Cranberry Creamchese	271 products
August 2020	Cranberry Creamchese	263 products
September 2020	Cranberry Creamchese	274 products
October 2020	Cranberry Creamchese	342 products
November 2020	Cranberry Creamchese	383 products
December 2020	Cranberry Creamchese	316 products
January 2021	Cranberry Creamchese	404 products

## 5.2 Graphical Results



## 5.3 Proposed Improvements

The data above is to see whether sales of healthy bread at Moose Bake Shop have increased or not during the Covid-19 phenomenon. We can know whether it is increasing or not by looking at the total monthly income when the Covid-19 outbreak occurs. From the graph obtained, it can be said that at the beginning of the Covid-19 outbreak, Moose bake shop experienced a decline in turnover due to the enactment of the PSBB so that people were afraid to leave the house and prefer to stay at home to minimize the transmission of Covid-19, of course in minimizing the occurrence of transmission. , people also prefer not to buy food from outside and prefer to make their food. But after a few months, the PSBB was no longer valid, people had started to leave the house but with health procedures, at that time people even preferred healthy food, one of which was bread. So it can be seen that in July 2020 - January 2021, bread sales at Moose Bake Shop have increased quite significantly. So it can be concluded, bread sales at Moose Bake Shop have increased when the Covid-19 phenomenon occurs.

## 6. Conclusion

From the case study above, it can be concluded that the Covid-19 phenomenon only made turnover decrease at the beginning, but the following month it increased because people prefer healthy food for their consumption, one of which is healthy wheat-based bread sold by Moose Bake Shop.

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Add references here. Make sure to follow IEOM reference format. See details at the end. (10 font)

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## Biographies

**Junus Shindarta** is an entrepreneur in the creative industry and also a student of the entrepreneurship department. He has a focus and interest in the development of culinary business products. The owner of Moose Bakeshop

**Mulyani Karmagatri** is a Lecturer of the Entrepreneurship Program at Bina Nusantara University, a specialist in the Research Field. She graduated from the Doctoral of the economic program. She has a passion for research about Innovation, Entrepreneurship, Leadership, and Cultural. She is a Dance Entrepreneur with twenty years of experience in dance education and dance performance. Scopus ID:57210743902, Orchid ID:0000-0001-9730-1499.

**Dian Kurnianingrum** is a Lecturer of the Entrepreneurship Program at Bina Nusantara University, a specialist in Finances and Accounting.