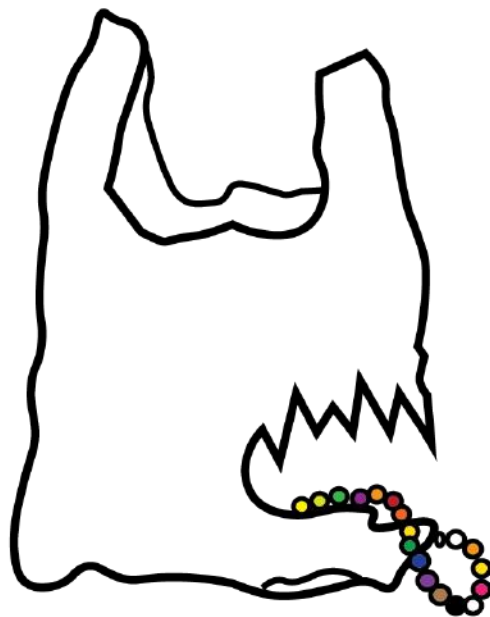




LaSalle College
Jakarta

RECYCLEN



RECYCLEN

ACCESSORIES

Hana Livealomi

Monday, December 14th 2020

FRONT & BACK COVER



LIFESTYLE



MIDDLE PAGE



PROMOTION



Advertising

70 social media ads on Instagram, Facebook, and YouTube ads for photos and short video campaign.



Loyalty Program

Free gift with worth of selling price Rp300,000 would be given to loyal customer who have purchased minimum 7 times. The program is valid in Indonesia only.



Customization Service

Customer who have purchased 3 times could customize their old accessories and do a custom design from their accessories materials.



Customer Community

Create a customer community consisted of those who care for the environmental issue. Through this community we offer activities:

- Working in a pair where customers could recycle accessories according to their taste.
- Special invitation to our special event such as product launch, social gathering where they would have brand experience for being a part of our team in Bali.

Promotion

Public Relation Programs:



Create promotional events of launching new line of recycled accessories, which we will invite a few fashion journalist to publish the event.



Together with our management team if needed a social event to create awareness of customer management system and better service system.

Responsible Business Plan

Corporate Social Responsibility Programs:

REDUCE RECYCLE REUSE



- Educate people about the issues such as recycling in the waste management and to make the waste free customer create more awareness for their waste management to create a better and green environment.
- Educate people about the importance of recycling because of a lack of awareness people really not take responsibility in it and other need for customer benefit.

Develop the program about the importance of recycling.

- Develop an all business team before introducing a new product.
- Encourage people to recycle things such as plastic, metal, paper, if they could to do that then the waste management could help to make the environment.



OWNER



Hana Livealomi
Founder of Recyclen