

BÉDA

BUSINESS PLAN 2022

TABLE OF CONTENTS

01	Table of Contents
02	Company profile
03	Brand Story
03	Brand Value
04	Brand Name & Logo Philosophy
05	Vision & Mission
06	Organizational Structure
07	Job Description
09	Market Research
10	PEST Analysis
12	Target Market
13	Porter Profile
16	SWOT Analysis
19	Competitor Analysis
20	Direct Competitor
26	Indirect Competitor
33	Product
34	Product Assortment
36	Seasonal Collection
39	Place
40	Online
44	Offline
48	Promotion
49	Key Promotional Calendar
51	Marketing Calendar
53	Social Media Calendar
55	Physical Evidence
58	Financial Projection
59	Initial Investment
60	Production Plan
61	Sales Projection
62	Six Month Merchandising Plan
63	Bibliography
64	Bibliography

COMPANY PROFILE

BRAND STORY

Inspired by a lot of people who are starting to become aware and care about healthy lifestyle and environment issues. One of them is being vegan, but it is quite difficult to be vegan in Indonesia due to limited information and product availability. Béda was founded in 2021 by a Fashion Business student at LaSalle College Jakarta, Aulia Rizki Andriani.

She is one of the people who inspired the founding of this brand. She started to be interested in healthy lifestyle and environment issues. Especially after the pandemic in this world, which made her aware of the importance of maintaining the health of ourselves and our environment.

Born and raised in Indonesia, Béda was created with the aim of expressing people who have the same thoughts about healthy lifestyle and environmental issues. By recycled agricultural waste, our products are made from plant-based materials and colored with natural dyes to reduce waste and pollution from chemical materials. The brand shows a sense of concern for the earth by maximizing good ways to protect our health and our environment.

BRAND STORY

CHANGE – The brand will make changes that have a good impact on health and the environment. Starting with changing the material for making vegan leather, which is usually from polyurethane, or fruit waste to agricultural waste.

INSPIRING – Inspire other people to be more aware and care about their own health and the environment.

COMFORTABLE – Comfort is one thing that is very important and we will always pay attention and provide the best for customer comfort.

BRAND NAME & LOGO PHILOSOPHY

BÉDA

Béda means different in Sundanese. The word was chosen to show that the brand is different from others. All of the products are made from unique fabric, derived from the mycelium of mushrooms by applying the agricultural recycled waste method. Sundanese was chosen to show that the fabric made from Bandung, West Java, which the Sundanese have traditionally been concentrated in the provinces of West Java.

The brand logo consists of thick and thin line, that show contrast or difference between every line. Represent the concept of the brand, different. Dots represent the spots present in the fungus. Related to our fabric that made from mycelium of the fungus.

É is an accented letter and is pronounced just like "e" /e/. The function of the capital letter is to start a sentence. Capital letters are used on the logo to represent the brand starting something good and beneficial for you, us, and our environment. Black is associated with power, modern and sophistication.



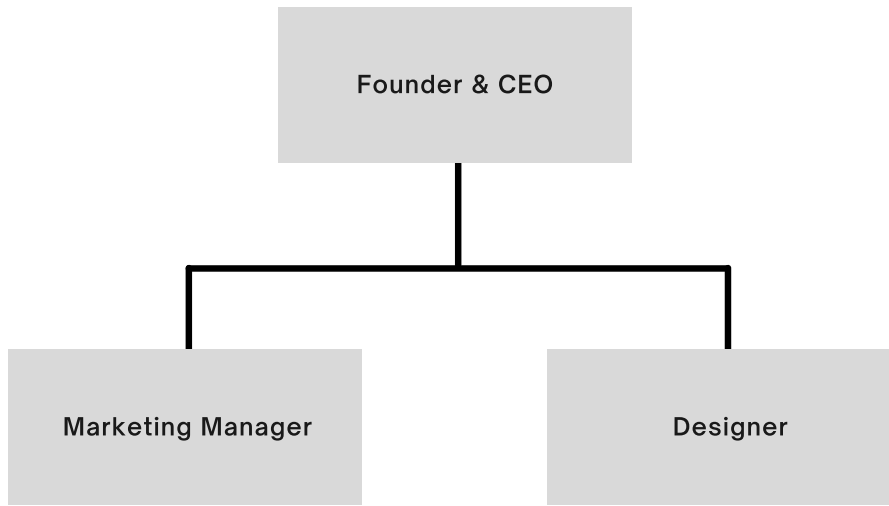
VISION

To become number one vegan leather fashion brand in the world.

MISSION

- Introduce and persuade our customers to be more aware and care about their own health and the environment.
- Provide special and the best service for the convenience of every customer.
- Build a strong emotional bond with customers by providing interactive marketing activities.
- Make a positive impact for the environment.
- Deliver convenience through our materials and design products.

ORGANIZATIONAL STRUCTURE



JOB DESCRIPTION

CEO

1. Develop long and short-term strategies and tactics for growth.
2. Building the brand image and brand profile.
3. Maintaining awareness of the competitive market landscape, expansion opportunities, industry developments.
4. Supervise day-to-day operations.
5. Maximize sales, meet revenue and profit targets.
6. Leading, guiding, and evaluating financial, marketing and production.
7. Work together with marketing manager and fashion designer.
8. Maintaining relationship with sponsor and investor.
9. Responsible for handling finance.
10. Develop and manage budgets for marketing, operations, and productions.
11. Plan, coordinate and control the company's cash flow, debt, and receivable.
12. Produce financial reports accurately.
13. Ensure the use of funds effectively and efficiently in supporting the company's operational activities.
14. Coordinating and controlling the planning, reporting and payment of corporate tax obligations.
15. Make important decisions in investment and various financing.
16. Responsible for various financing decisions.
17. Connecting companies with financial markets.
18. In charge of advancing company finances
19. Planning and developing the company's financial system.
20. Control all financial transaction processes.

MARKETING MANAGER

- 1.Responsibility to make marketing plan yearly.
- 2.Analyzing market trend and marketing strategies regularly.
- 3.Developing brand campaign.
- 4.Responsibility to make social media advertising.
- 5.Develop brand awareness and messaging to attract and retain customers.
- 6.Preparing and presenting report of marketing sector to the CEO every month.
- 7.Analyzing campaign performance.
- 8.Promoting our brand.
- 9.Help improve sales processes and customer.
- 10.Make sure new collection inform to the customer
- 11.Doing market research regularly.
- 12.Maintaining relation with the media.
- 13.Work together with CEO.

DESIGNER

- 1.Developing concepts of collection every 4 months.
- 2.Design and making sketches for every collection.
- 3.Making the pattern of the products.
- 4.Maintaining relationship with supplier.
- 5.Maintaining relationship with manufacture.
- 6.Responsible for production process.
- 7.Analyzing market trend regularly.
- 8.Supervise day-to-day operations in the production fields.
- 9.Preparing and presenting report of production sector to the CEO every month.
- 10.Work together with CEO.

MARKET RESEARCH

PEST ANALYSIS

POLITIC

Advocate Didi Sungkono stated that the increase in sales of cowhide that are not in accordance with their designation have made sellers feel pressured to be free from the law. H. Khotib confirmed by cell phone (May, 3 2020) that he was still selling imported cowhide in Sidoarjo area which he bought from Afrizal. The Surabaya Center for Agricultural Quarantine (BBKP), Retno Oktariani explained that imported cowhide came to Indonesia for industrial purposes, not for food.

Didi Sungkono (May, 3 2020) asked law enforcers to take a firm stand and follow up on this case. Because it is clear that the penalty is regulated in UU RI No. 18 of 2009 about Animal Quarantine and Health and UU RI No 18 of 2012 about Food. It can be interpreted if the community demands too much, the traders will continue to try to fulfill these demands. So, it would be better if the leather that is traded is not in demand by the public to minimize free trade and lawlessness.

ECONOMIC

Indonesian economy in the second quarter has been hit hard by the Covid-19 pandemic. Media Indonesia (2020) stated that the waste management and recycling sector grew by 4.56 percent. However, the challenge for the waste problem in Indonesia is still very big.

The Minister of Environment and Forestry, Siti Nurbaya, assessed that the collaboration between the government and the community has gone well and is considered very important in dealing with the waste problem. It is targeted that the waste processing capacity will be reach 100% by 2025. This shows that waste management including waste recycling is an important solution in reducing waste by applying the 3R principle (reduce, reuse and recycle).

SOCIAL AND CULTURE

The increase of public awareness towards sustainability has occurred in Indonesia due to the COVID-19 pandemic. With everyone staying at home taking care of their body through eating healthier and staying active, there will be an increased awareness on health and the environment. It causes consumer prefer products and garments which are handmade products from local communities, made using durable natural materials with good design value.

Vegan fashion or plant-based fashion is in the spotlight not only for people who practice the vegan lifestyle. Vegan products are expected to become a trend in 2021 in Indonesia with the entry of food products and even beauty products that use plant-based materials.

TECHNOLOGY

Currently the 5G network is being discussed in Indonesia. The Indonesian government is preparing for a 5G network event in Indonesia. And the phone manufacturing has announced that the 5G device is ready, but it cannot be optimized if there is no 5G network.

Since the lockdown policy in Indonesia was implemented in middle of 2020, people have made transactions through online platforms because they have to stay at home. This new technology will increase internet users, which have greatly increased since 2020. And of course, it is very supportive and eases people's online shopping habits.

TARGET MARKET



Béda target market is Generation Y. They are female and aged 25 to 35 years old in 2021. These people are single, married, or married with children. They live in urban and suburban cities in Indonesia. Their disposable income is at IDR 5.000.000 to IDR 10.000.000 per month.

Their occupation are students, working as a business woman, models, actress, office workers, house wife. They are fashion enthusiast, social media user, and wants a healthier lifestyle. These women concerned with health and appearance, aware about environment issues, even applying vegan or vegetarian lifestyle.

These women love to shopping, traveling, exploring nature places with their family and friends to relief stress. They love to hanging out in café and malls. They enjoy going online in the evenings and going in store on weekends.

They find fulfillment in their career and family and values time with a small group of friends. In buying things, these women tend to prioritize quality and comfort over economy. They spending some of their money on their lifestyle and family as well, including shopping in fashion.

PEN PROFILE

1. HAURA



2. NOVIYA



3. METTY



1. HAURA

Haura, aged 26 years old, is single and lives in Jakarta. She is currently studying at Institut Pertanian Bogor University as an agricultural business student and also the Founder of Wachuneedz. She runs her business together with her study. She usually spares her time to hanging out with friends during weekends.

Haura enjoys shopping and traveling, exploring the nature and places that far from the city crowd. She has a high interest in fashion and nature. Haura likes to combining simple design products with neutral colors to create her own style. Comfort is something that is important to what she wears.

2. NOVIYA

Noviya, aged 25 years old, is single and lives in South Tangerang. She is currently working as a professional Makeup artist. Noviya usually spares her time to hanging out with friends during weekdays, because she often doing her job on weekends. She enjoys playing on makeup and cooking, trying new recipes.

Noviya has a high interest in plant-based concept. Lately she is applying plant-based diet. She likes to combining simple design products with neutral colors to create her own casual style. Comfort is something that is important to what she wears.

3. METTY

Metty, aged 35 years old, she is married with children and lives in Jakarta. She is a working mom, currently she is part of a building manager of Wisma Mulia Gatot Subroto. Even though she is busy working and taking care of her family, she usually spares her time to hanging out with friends on weekday night after work. Metty always spares her time for her family during weekends.

She enjoys shopping in store and loves to travel with her family or her friends to relieve stress due to work. With her age and maturity, she is very concerned about health and the environment. She has confidence and young fashion sense. Metty enjoys combining fashionable products to create her own style.

SWOT ANALYSIS

STRENGTH

- Accommodation of raw materials
- Operate properly
- Accommodation of energy
- Business knowledge of the founder
- Product quality
- Unique materials
- Concerned about environmental issues
- Reduce the adverse impact on the environment
- Small number of competitors

WEAKNESS

- Limited quantity
- Limited distribution channels
- Initial low wages
- Insufficient funding for promotion
- Limited team members
- Still depend on manufacture and supplier
- Brand awareness
- Digital presence

OPPORTUNITIES

- Emerging international market
- Widen target market
- Widen market share
- Open offline store
- Develop In-store experience
- Develop new products based on customer wants and needs
- Collaborate with celebrity or influencer
- Collaborate with others brand
- Develop attractive events
- Improved advertising
- Affiliate relations with related vendors
- Develop attractive marketing strategies
- Develop innovations and technological
- Improve green environmental production
- Own production house
- Produce the raw materials
- Use international models
- Independent brand

TECHNOLOGY

- Increasing competitors
- Development of competitors new innovation and technology
- Sales decreasing leads to better profits for competing companies
- Not targeting teenagers
- Economic crisis in Indonesia
- Rising costs of production process
- Disappearance of supplier
- Disappearance of manufacture
- Change of style of current consumer
- Time consuming production process
- Number of debts to the investor
- Difference in products quality

COMPETITOR ANALYSIS

PEN PROFILE

1. RA LEATHER



2. GARVIS LEATHER



3. POSPICC LEATHER



1. RA LEATHER

RA Leather was established in Garut, 2011. Inspired by the brand awareness that online shopping for genuine leather jackets can be a little daunting. Therefore, the brand strives to convince buyers by offering a guarantee of quality products and our best service.

RA Leather is an Indonesian fashion brand with a basis of leather, focused on leather jacket. The brand has been registered in the Indonesian Ministry of Trade. RA Leather used genuine leather from Garut tannery industry as the products material.

TARGET MARKET

RA Leather target market are female and male, aged from 25 to 35 years old. People who love masculine looks with various style, such as classic, casual and sporty.

PROUDT AND SERVICE

RA Leather products very well to quality leather and materials selection standards. All of the materials are used 100% genuine leather. Produce by experienced craftsman using modern machines as well.

RA Leather has primary color, such as black and brown, and secondary colors, such as red and grey. The product size ranges from S to XXXL. RA Leather provide ready stock goods and customization service through the website. Customer can contact the customer service at WhatsApp, Email, Phone and directly go to the company store in Garut.

PRICE POINT

- Outerwear : IDR 700.000 - IDR 1.600.000

UNIQUE SELLING POINT

- Materials use genuine leather
- Own Production house
- Customization service

STRATEGIES

ONLINE PLATFORM

- Official Website
- Instagram
- Whatsapp
- Facebook joined on 2011
- Twitter joined on 2011
- YouTube joined on 2015

E-COMMERCE

- Tokopedia joined on 2016
- Shopee joined on 2019

2. GARVIS LEATHER

Garvis Leather is an Indonesia fashion brand focused on leather products. The brand was established in Garut, 2016. Garvis Leather was started by a young entrepreneur born in 1988, namely Asep Mauluddin.

Garvis Leather used super premium genuine leather, from cow, sheep or goat skin as the fabric. Garvis Leather has a production house focused on jacket in Garut. In 2020, the brand received awards from BRI bank and the Minister of Research and Technology of Indonesia.

TARGET MARKET

Garvis Leather target market are female and male, aged from 25 to 35 years old. People who love leather products with casual style.

PROUDT AND SERVICE

Garvis Leather products very well to international standards, has a neat stitching, quality leather and materials selection standards. The brand has hand-made and machine-made products. All of the materials are used 100% genuine leather.

Garvis Leather collections include ready-to-wear for women and men, accessories and footwear. Garvis Leather has various option of colors and motifs. The product size ranges from S to XXL. Garvis Leather provide ready stock goods, pre order system through the customer service with 14-30 days of process and customization service.

Garvis Leather receives small to big scale of order from person or company. The brand provide warranty in accordance with the terms and conditions. Customer can contact the customer service through WhatsApp, Email, Phone and directly go to the company store in Garut. The customer can pay via credit and installments through e-commerce as well.

PRICE POINT

- Outerwear : IDR 700.000 – IDR 1.955.000
- Accessories: IDR 65.000 – IDR 1.350.000

UNIQUE SELLING POINT

- Materials use super premium genuine leather
- Own Production house
- Customization service
- Warranty service

STRATEGIES

ONLINE PLATFORM

- Official Website
- Instagram
- Whatsapp
- Facebook joined on 2016
- Twitter joined on 2016
- YouTube joined on 2016
-
- E-COMMERCE
- Tokopedia joined on 2016
- Shopee joined on 2016

3. POSPICC LEATHER

Popsicc Leather is an Indonesia fashion brand. The brand name means success. The brand sells ready to wear collection. Popsicc Leather focused on leather jacket. All of the products made from faux leather. The first batch was drop on December, 2020. The edition called “Blackswan”.

TARGET MARKET

Popsicc Leather target market are female and male, aged from 20 to 24 years old. People who love masculine and edgy looks with casual style.

PROUDT AND SERVICE

All of Popsicc Leather products made from faux leather. The brand only sells product in one color which is black. The product size ranges from S to L. Popsicc Leather used pre order system through the e-commerce with 14 days of process. Customer can contact the customer service through direct message on Instagram.

PRICE POINT

- Outerwear : IDR 235.00

UNIQUE SELLING POINT

- Materials use faux leather

STRATEGIES

ONLINE PLATFORM

- Instagram joined on 2020
- Endorsement

INDIRECT COMPETIT

1. NANUSHKA

Nanushka

2. GANNI

GANNI

3. ZARA

ZARA

1. NANUSHKA

Nanushka was founded by Sandra Sandor in 2006. She wanted to create a fashion label that was able to merge western and eastern cultures. With her longtime partner, Peter Baldaszi as a co-owner and CEO. Nanushka born and raised in Budapest.

All of Nanushka collections are designed in Budapest and produced in Europe, the collections showcase the finest craftsmanship and materials. Nanushka collections are now shipping over 100 countries worldwide and stocked in over 30 countries through online store, specialty shops and department stores.

TARGET MARKET

Nanushka target market are female and male, aged from 25 to 40 years old. People who love easy and comfortable items with casual and chic style. People who are concerned and aware about natural life, sustainability and the environment as well.

PROUDT AND SERVICE

Nanushka delivers a modern, versatile, day to night wardrobe for the modern human with the aim of creating a new informal form of beauty. The brand materials have been chosen directly and considered its impact the longevity, durability and the end use of the products. Nanushka has a seasonal collection and products size range from XXS to XL.

Nanushka provide returns and exchanges in accordance with the terms and conditions. Customer can contact the customer service through Email, Phone and directly go to the brand store. Nanushka provide helpful information about the brands on their website.

PRICE POINT

- Outerwear : IDR 5.865.000 – 20.400.000
- Tops: IDR 1.615.000 – IDR 10.540.000
- Bottom: IDR 4.165.000 – IDR 8.415.000
- Accessories: IDR 510.000 – IDR 5.865.000

UNIQUE SELLING POINT

- Materials
- The cutting and silhouette

STRATEGIES

- Collaboration
- In Store
- Online Platform
- Online Consignment Store

2. GANNI

GANNI was founded Frans Truelsen as a line of cashmere apparel in 2000. In 2009, Ditte Reffstrup took over the company serving as creative director and Nicolaj Reffstrup as CEO. GANNI is a Danish contemporary ready-to-wear brand.

Inspired by the women that wear the brand. GANNI mission is to create confident designs for the everyday. GANNI are working on being the most responsible version of itself. The brand set 44 goals to reach in 2023 across the brand four main pillars, such as people, planet, product and prosperity.

TARGET MARKET

GANNI target market are female with age range from 20 to 30 years old. People who love playful, easy and comfortable items with modern style. People who are concerned and aware about natural life, sustainability and the environment as well.

PROUDT AND SERVICE

GANNI delivers a modern, playful, everyday wear for the eco conscious people with the aim of being responsible, honest, and modern brands. GANNI collections include ready-to-wear accessories, and lifestyle for women. GANNI has a seasonal collection and products size range from XXS to XL.

GANNI provide refunds, returns and exchanges in accordance with the terms and conditions. Customer can contact the customer service through the brand website and Phone. GANNI provides helpful information about the brands on their website.

PRICE POINT

- Outerwear : IDR 2.890.000 – IDR 11.281.500
- Tops: IDR 1.408.000 – IDR 6.274.500
- Bottom: IDR 1.780.000 – IDR 11.360.000
- Accessories: IDR 469.000 – IDR 3.568.000

UNIQUE SELLING POINT

- Materials
- The cutting and silhouette

STRATEGIES

- Collaboration
- In Store
- Online Platform
- Online Consignment Store

3. ZARA

Zara is a Spanish clothing retailer based in Galicia, Spain. The brand was founded by Amancio Ortega in 1975. Zara is the largest company in the Inditex group and the world's largest apparel retail. The brand specializes in fast fashion. Zara collections operates over 2.200 stores in 88 countries.

TARGET MARKET

Zara target market are female and male with age range from 6 to 35 years old. People who are highly sensitive to the latest fashion trends. People who love easy and comfortable items with modern style.

PROUDT AND SERVICE

Zara delivers a modern, unisex, day to night wardrobe for the fashion trends enthusiast. The brand collections include ready-to-wear for women, men and kids. The brand has accessories, beauty and fragrance as well.

Zara provide refunds, returns and exchanges in accordance with the terms and conditions. Customer can contact the customer service through Email. Zara has customer care accounts on Twitter and Facebook, which named Zara Care.

PRICE POINT

- Outerwear : IDR 459.900 – IDR 2.799.900
- Tops: IDR 99.900 – IDR 1.499.900
- Bottom: IDR 139.900 – IDR 999.900
- Accessories: IDR 119.900 – IDR 729.900

UNIQUE SELLING POINT

- Create the latest trends within a short period

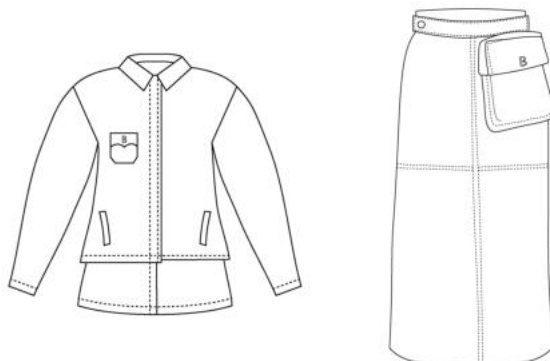
STRATEGIES

- Collaboration
- In Store
- Online Platform

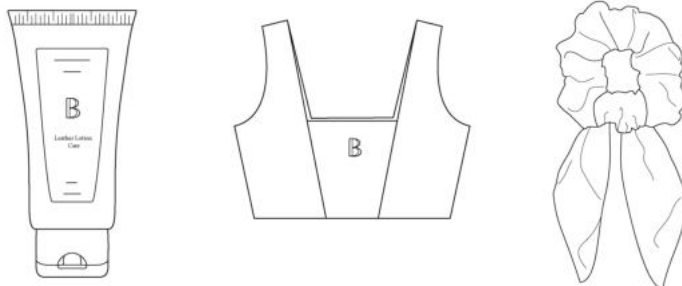
PRODUCT

PRODUCT ASSORTMENT

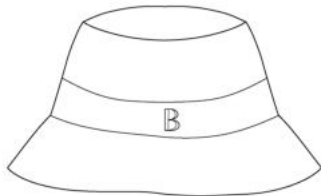
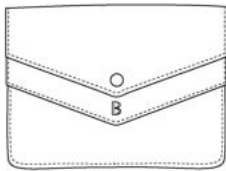
SIGNATURE ITEM



PROFIT GENERATOR



TRANSACTION BUILDER



SEASONAL COLLECTION



DOMICILE OF FÉE

Like a mild forest when it's spring. Domicile of Fée collection inspired by the mushrooms in warm colors. Focused on the silhouettes which are picturing parts of the mushroom. Colored with natural dyes from Coffee and Secang to obtain the perfect earthy tone looks.



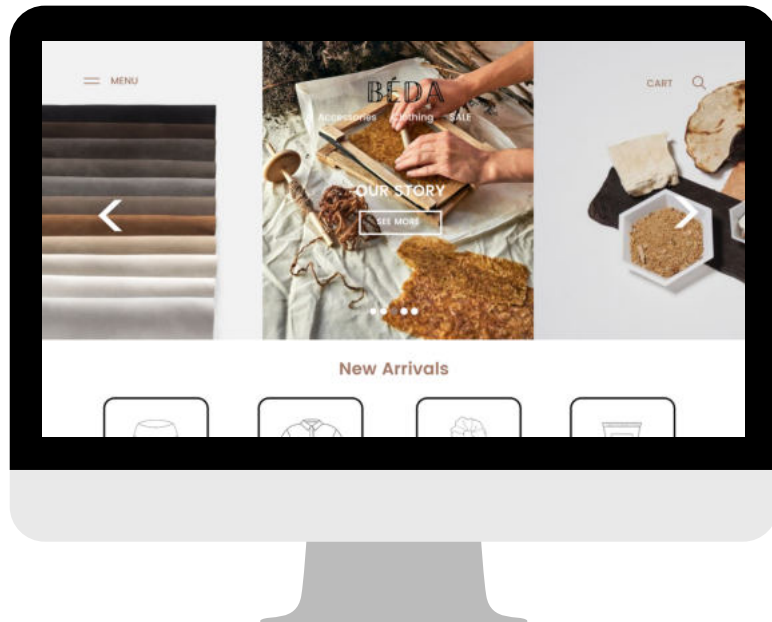
THE FRISKY COHORT

A shining garden that pictured the spirit of young souls during summer. The Frisky Cohort collection inspired by the cheerful energy from the young generation. Creating colorful looks, special for the young souls. Colored with natural dyes from Beets, Grapes, Indigofera Tinctoria plants, Spinach and Turmeric to obtain the most adorable colorful pallets.

PLACE

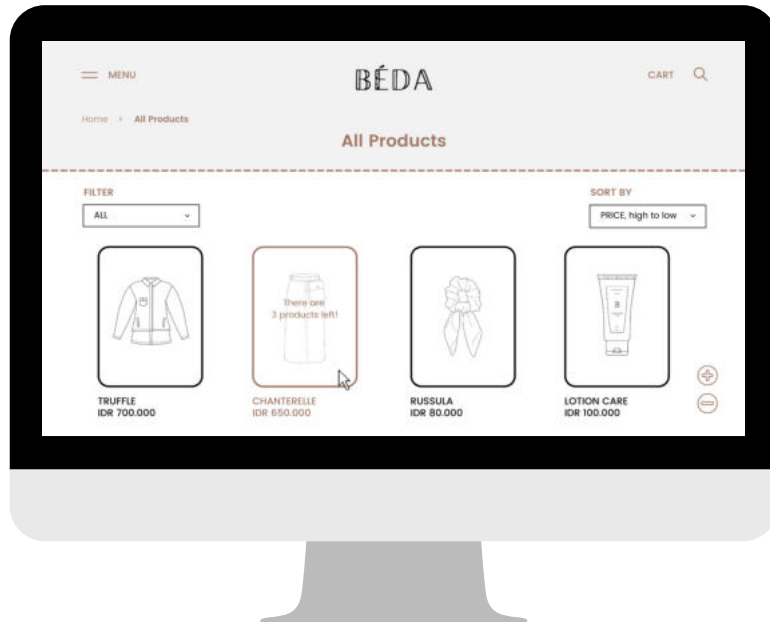
ONLINE

WEBSITE



LANDING PAGE

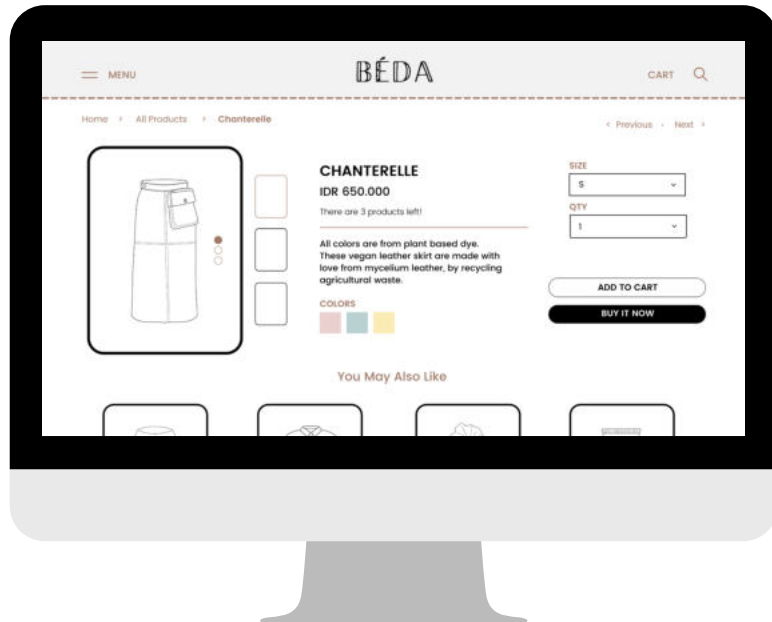
On the landing page, there are some highlights of the BÉDA, such as brand story and the newest collection. For looking at the highlight, customer can click the arrows on the right and the left side of the page, then click See More. Customers can scroll the screen to look up the New Arrival products. The main features are Menu, Cart, and Search.



PRODUCT VIEW

For looking at the Béda product collection, customers should click the menu then click All products or specific collections, such as Clothing and Accessories. Customers can filter the products based on categories and collection. Customers can also sort the products by price, trending and date of arrival.

To see the other products, the customer simply scrolls the page, no need to select the next or previous page. The view of the products can be minimized and maximized by clicking Plus and Minus icon on the right bottom of the page. Stocks that are still available will be visible if the cursor hovers over the product image.



PRODUCT DETAIL

On the product details page, it will show the name of the product, price, available stock, and an explanation about the product. Customers can choose the items based on size, quantity and color, then customers can add the product to the Cart or Buy it right away. Customers can scroll the screen to look up the You may also like these sections. They can also click the Previous or Next icon on the right top of the page to see other products.

CONSIGNMENT STORE ONLINE

CANAAN

Canaan is an online store with unique curation representing Indonesia's best artisanal goods, they are also available offline. Canaan sell Indonesian made products ranging from ceramics, clothing, textiles, homewares and accessories. Canaan always strive to achieve a sustainable and ethical practice.

BRAND

- Canaan
- Uma Bumi
- Aesthetic Pleasure
- Kanak Pants
- SASSH

PRICE POINT

- Outerwear: IDR 620.000 – IDR 1.700.00
- Top: IDR 300.000 – IDR 950.000
- Bottom: IDR 459.000 – IDR 1.499.000

REASON

- Worldwide shipping
- Highlighting sustainable and craftsmanship
- Available offline
- Payment methods (Credit & Debit Card payment, Bank Transfer, Virtual Account, QR Payment)
- Exchange & Return policy
- Social Media presence

OFFLINE

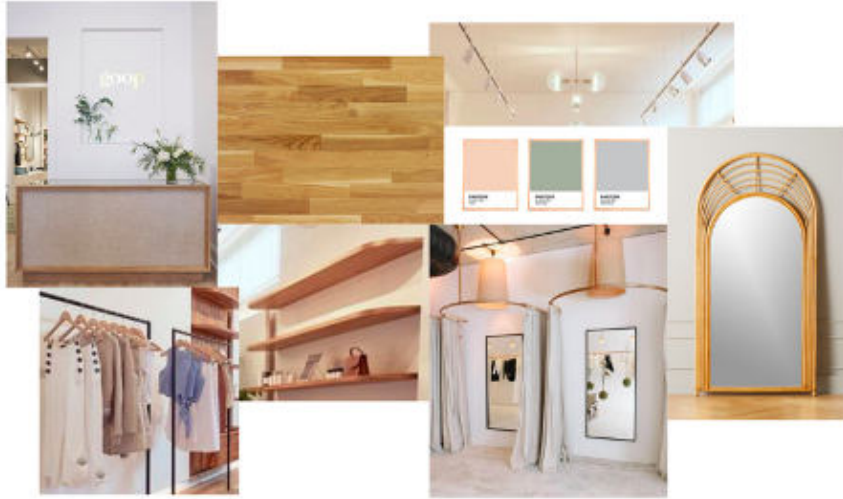
FUTURE FLAGSHIP STORE



- Store Size: 80 M2
- Rent Price: IDR 42.000.000/year
- Location: Jl. Bintaro Utama 1 Blok F 2 No.5, RT.16/RW.8, Bintaro, Pesanggrahan, South Jakarta City, Jakarta 12330

REASON

- In the area of local brand stores in Bintaro
- In front of the highway
- Near to Ulujami – Serpong entrance and exit Tol gate.
- Near to restaurants, coffee shops, super markets, and banks
- Easy to find
- Comfortable parking area
- Crowded surroundings



FUTURE FLAGSHIP STORE LAYOUT

- Wood Cashier Table
- Wood flooring
- Broken White wall
- Medium Yellow Lighting
- Black Simple Railing
- Wood shelf
- Semi Circle Fitting Room
- Wood Full Body Mirror

CONSIGNMENT STORE OFFLINE

CURATIVE

Curative is a concept store located in Ubud, Bali. The concept of Curative is to offer curated and creative goods. All products are locally made. Curative sell Indonesian brands ranging from clothing, stationaries, bags, homewares, footwear, beauty and accessories.

BRAND

- Studio Angin Laut
- Nataoka
- Nefertiti
- Earth Major
- Rock A Radja

PRICE POINT

- Outerwear: IDR 250.000 – IDR 499.000
- Top: IDR 189.000 – 629.000
- Bottom: IDR 290.000 – IDR 791.100
- Accessories: IDR 25.000 – IDR 345.000
- Bag: IDR 149.000 – IDR 185.000

REASON

- Worldwide shipping
- Bali based
- Social Media presence
- Easy to find
- Crowded surroundings
- High traffic of tourist



Lost and Found Shopee is a multi-brand concept store offering varieties of local brands products. They started their passion for fashion by offering extensive, hand-picked apparel and accessories from brands across Indonesia. Lost and Found Shopee aim for their customers is to bring in fast fashion trends with good quality and reasonable price for all fashion enthusiasts. Now they carries over 50 local brands products.

BRAND

- CMYK
- Kivee
- Maven
- By Olive
- Impromptu

PRICE POINT

- Outerwear: IDR 265.000 – IDR 699.000
- Top: IDR 185.000 – 589.000
- Bottom: IDR 220.000 – IDR 399.000
- Accessories: IDR 95.000 – IDR 339.000

REASON

- Worldwide shipping
- North Jakarta based
- Lost and Found Shopee has flagship in Pantai Indah Kapuk and branch store in Kelapa Gading
- Payment methods (Credit & Debit Card payment and Bank transfer)
- Social Media presence

PROMOTION

KEY PROMOTIONAL CALENDAR

BÉDA																											
KEY PROMOTIONAL CALENDAR 2022																											
JAN														FEB													
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2									1	2	3	4	5	6							
3	4	5	6	7	8	9								7	8	9	10	11	12	13							
10	11	12	13	14	15	16								14	15	16	17	18	19	20							
17	18	19	20	21	22	23								21	22	23	24	25	26	27							
24	25	26	27	28	29	30								28													
31																											
MAR														APR													
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
	1	2	3	4	5	6													1	2	3						
7	8	9	10	11	12	13								4	5	6	7	8	9	10							
14	15	16	17	18	19	20								11	12	13	14	15	16	17							
21	22	23	24	25	26	27								18	19	20	21	22	23	24							
28	29	30	31											25	26	27	28	29	30								
MAY														JUN													
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
						1											1	2	3	4	5						
2	3	4	5	6	7	8								6	7	8	9	10	11	12							
8	10	11	12	13	14	15								13	14	15	16	17	18	19							
15	17	18	19	20	21	22								20	21	22	23	24	25	26							
22	24	25	26	27	28	29								27	28	29	30										
29	31																										
JUL														AUG													
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
				1	2	3								1	2	3	4	5	6	7							
4	5	6	7	8	8	10								8	9	10	11	12	13	14							
11	12	13	14	15	15	17								15	16	17	18	19	20	21							
18	19	20	21	22	22	24								22	23	24	25	26	27	28							
25	26	27	28	29	30	31								29	30	31											
SEP														OCT													
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
			1	2	3	4																					
5	6	7	8	9	10	11								3	4	5	6	7	8	9							
12	13	14	15	16	17	18								10	11	12	13	14	15	16							
19	20	21	22	23	24	25								17	18	19	20	21	22	23							
26	27	28	29	30										24	25	26	27	28	29	30							
														31													
NOV														DEC													
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
	1	2	3	4	5	6												1	2	3	4						
7	8	9	10	11	12	13								5	6	7	8	9	10	11							
14	15	16	17	18	19	20								12	13	14	15	16	17	18							
21	22	23	24	25	26	27								19	20	21	22	23	24	25							
28	29	30												26	27	28	29	30	31								

KEY DATES

JAN	
1	New Year's Day

FEB	
1	Chinese New Year
14	Valentine's Day

MAR	
3	Hindu New Year
8	Women's Day

APR	
15	Good Friday
17	Easter
21	Kartini's Day
22	Earth Day

MAY	
1	Labour's Day
3	Eid Mubarak
8	International Mother's Day
16	Waisak Day

JUN	
1	Pancasila's Day

JUL	
10	Eid Adha
30	Islamic New Year

AUG	
17	Independence Day

OCT	
31	Halloween

NOV	
24	Thanksgiving

DEC	
22	Mother's Day
25	Christmas Day

MARKETING CALENDAR

BÉDA											
MARKETING CALENDAR 2022											
JAN				FEB				MAR			
1	2	3	4	1	2	3	4	1	2	3	4
					B		A				
A				B				B			
A											
APR				MAY				JUN			
1	2	3	4	1	2	3	4	1	2	3	4
							B		B		A
		B						A			
JUL				AUG				SEP			
1	2	3	4	1	2	3	4	1	2	3	4
									B		
A	A			A				A			
				B							
OCT				NOV				DEC			
1	2	3	4	1	2	3	4	1	2	3	4
			B						B		
B						A			B		

MARKETING STRATEGIES

Social media ads		
A	Instagram	200,000
B	Facebook	150,000

Email Marketing

Whatsapp Promotion

Discount

Voucher

BOGOF

Free shipping

Giveaway

Gift with purchase

Endorsment		
A	Influencer	1,500,000
B	Relatives	

Offline Event	
Workshop	20,000,000

Online event		
A	Workshop	500,000
B	Contest	1,000,000

Bazaar	
	10,000,000

Sponsorship

Collaboration		
A	Event	5,000,000
B	Product	10,000,000

Lend Product		
A	Magazine photoshoot	
B	Fashion show	

Social Media Post	
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Campaign		
A	Regular Collection	10,500,000
B	Special Collection	8,000,000

SOCIAL MEDIA CALENDAR

BÉDA															
SOCIAL MEDIA CALENDAR 2022 - Instagram															
MAY															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	A	B		B	A	C	B	A			C		A	B	B
A	B	C	A			A	C		D	A	B	A		B	B
	B								A	A		A			D
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
A	B	B		B	A	C		C	A				B	C	
	B	A				C		A		D	B	A		A	
B			B										C		

MARKETING STRATEGIES

Promotional Announcement	
A	BOGOF
B	Loyalty Rewards

Ask Audience	
A	QnA
B	Polls

Repost Customer	
A	Review
B	OOTD

Campaign	
A	Teaser
B	Catalog

Endorsement	
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Behing The Scene	
A	New Collection
B	Meet The Team

Recommendation	
A	Music playlist
B	Movies
C	Destination
D	Food

Blog	
A	Current Issues
B	Fashion Trend
C	Self Improvement

Lifestyle	
A	Cooking Tutorial
B	Makeup Tutorial
C	Sports

Quotes	
A	Self love
B	Environment
C	Feelings

Tips	
A	Leather care
B	Styling

Important Dates	
A	Labor Day
B	Eid Mubarak
C	International Mother's Day
D	Waisak Day

Quiz	
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PHYSICAL EVIDENCE

LABEL



The label made from woven damask with full white color. The size is 3cmx3cm. The label contains size of the product at the center top, the brand name and at once the logo and Made in Indonesia is an explanation of where the product is made at the center of the rectangular line.

HANGER



The hanger made from recycled wood and stainless steel.

PAPER BAG



The paper bag made from kraft paper with full white color and black hand grip. The size is 30cmx15cmx35cm. The center of the paper bag contains the name of the brand and at once the logo on both sides of the paper bag.

INVOICE



The invoice made from kraft paper with full white color. The size is 15cmx10cm. The invoice contains the name of the brand and at once the logo and short description of the brand at the left top and invoice number and date at the right top. Item name, quantity, price and total at the center of the invoice, while email, telephone number, thank you notes, store and website address at the center bottom.

HANG TAG



The hang tag made from kraft paper with full white color and white string. The size is 4cmx4cm. The hang tag has two sides. One side contains the name of the brand and at once the logo in the center of the hang tag. The other side contains care details of the product at the top, while website address and Instagram account at the bottom.

BUSINESS CARD



The business card made from kraft paper with full white color. The size is 6cmx6cm. The business card has two sides. One side contains the name of the brand and at once the logo in the center of the business card. The other side contains short description of the brand at the left top, while telephone number, email, Instagram account and website address at the right bottom.

FINANCIAL PROJECTION

INITIAL INVESTEMENT

BÉDA				
INITIAL INVESTMENT				
ASSET & EXPENSES				
FIXED ASSETS				
ITEMS	Description	QTY	PRICE	AMOUNT
Furniture				
	Chair	3	200,000	600,000
	Rack	1	500,000	500,000
	Table	3	300,000	900,000
Equipment				
	Computer	1	4,000,000	4,000,000
	Printer	1	1,200,000	1,200,000
TOTAL				7,200,000
CURRENT ASSETS				
ITEMS	Description	QTY	PRICE	AMOUNT
Inventory		12	29,985,000	359,820,000
Office Supplies		12	78,000	936,000
TOTAL				936,000
EXPENSES				
ITEMS	Description	QTY	PRICE	AMOUNT
Salary				
	CEO	13	10,000,000	130,000,000
	Fashion Designer	13	7,000,000	91,000,000
	Marketing Manager	13	6,000,000	78,000,000
	BPJS	13	35,000	455,000
Rent		12	3,000,000	36,000,000
Electricity		12	800,000	9,600,000
Utilities		12	300,000	3,600,000
Marketing				
Social media ads	Instagram	3	200,000	600,000
	Facebook	2	150,000	300,000
Endorsment	Influencer	1	1,500,000	1,500,000
Offline Event	Workshop	1	20,000,000	20,000,000
Online event	Workshop	1	500,000	500,000
	Contest	1	1,000,000	1,000,000
Bazaar		1	10,000,000	10,000,000
Collaboration	Event	1	5,000,000	5,000,000
	Product	1	10,000,000	10,000,000
Regular Collection		2	10,500,000	21,000,000
Special Collection		3	8,000,000	24,000,000
TOTAL				442,555,000
GRAND TOTAL				450,691,000

PRODUCTION PLAN

BÉDA

PRODUCTION PLAN

TECHNICAL DRAWING	CODE	STYLE NAME	CATEGORY	SIZE			BOM QTY	COST PRICE	TOTAL COST PRICE	RETAIL PRICE	TOTAL RETAIL PRICE
				S	M	L					
	BO01001	Truffle Jacket	Outer	8	15	7	30	374,500	11,235,000	1,199,000	35,970,000
	BB01001	Chanterelle Skirt	Bottom	8	15	7	30	339,500	10,185,000	999,000	29,970,000
	BT01002	Amanita Crop Top	Top	4	8	3	15	49,000	735,000	129,000	1,935,000
	BA01001	Béda Leather Lotion	Accessories	15			15	199,500	2,992,500	499,000	7,485,000
	BA01002	Russula Scrunchie	Accessories	15			15	53,500	802,500	129,000	1,935,000
	BA01003	Portabella Card Holder	Accessories	15			15	149,500	2,242,500	459,000	6,885,000
	BA01004	Morel Bucket Hat	Accessories	15			15	119,500	1,792,500	299,000	4,485,000
TOTAL							135		29,985,000		88,665,000
GRAND TOTAL PER YEAR							1,620		359,820,000		1,063,980,000

SALES PROJECTION

BÉDA				
SALES PLAN				
MONTH	TARGET (%)	TARGET (QTY)	TARGET (IDR)	DAILY TARGET (QTY)
JAN	9%	131	69,602,837	4
FEB	9%	131	69,602,837	4
MAR	5%	73	38,668,243	2
APR	8%	117	61,869,189	4
MAY	10%	146	77,336,486	5
JUN	10%	146	77,336,486	5
JUL	8%	117	61,869,189	4
AUG	8%	117	61,869,189	4
SEP	5%	73	38,668,243	2
OCT	9%	131	69,602,837	4
NOV	9%	131	69,602,837	4
DEC	10%	146	77,336,486	5

SIX MONTH MERCHANDISING PLAN

BÉDA							
SIX MONTH MERCHANDISING PLAN							
		JAN	FEB	MAR	APR	MAY	JUN
BOM STOCK PLAN	QTY	135	196	204	267	269	216
	IDR	71,607,857	103,831,393	107,948,845	141,774,606	142,495,160	114,356,405
SALES PLAN	%	55%	65%	35%	50%	70%	40%
	QTY	74	127	71	134	188	86
	IDR	39,384,321	67,490,405	37,782,096	70,887,303	99,746,612	45,742,562
	IDR COGS	13,630,179	23,357,170	13,075,678	24,532,773	34,520,441	15,830,647
MARKDOWN PLAN	IDR						
NET SALES	IDR	39,384,321	67,490,405	37,782,096	70,887,303	99,746,612	45,742,562
EOM STOCK PLAN	QTY	61	69	132	134	81	129
	IDR	32,223,536	36,340,988	70,166,749	70,887,303	42,748,548	68,613,843
NEW ARRIVAL /RESTOCK	QTY	135	135	135	135	135	135
	IDR	71,607,857	71,607,857	71,607,857	71,607,857	71,607,857	71,607,857
	IDR COGS	24,782,143	24,782,143	24,782,143	24,782,143	24,782,143	24,782,143

Average Price	530,429
Average COGS	183,571

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