

noe

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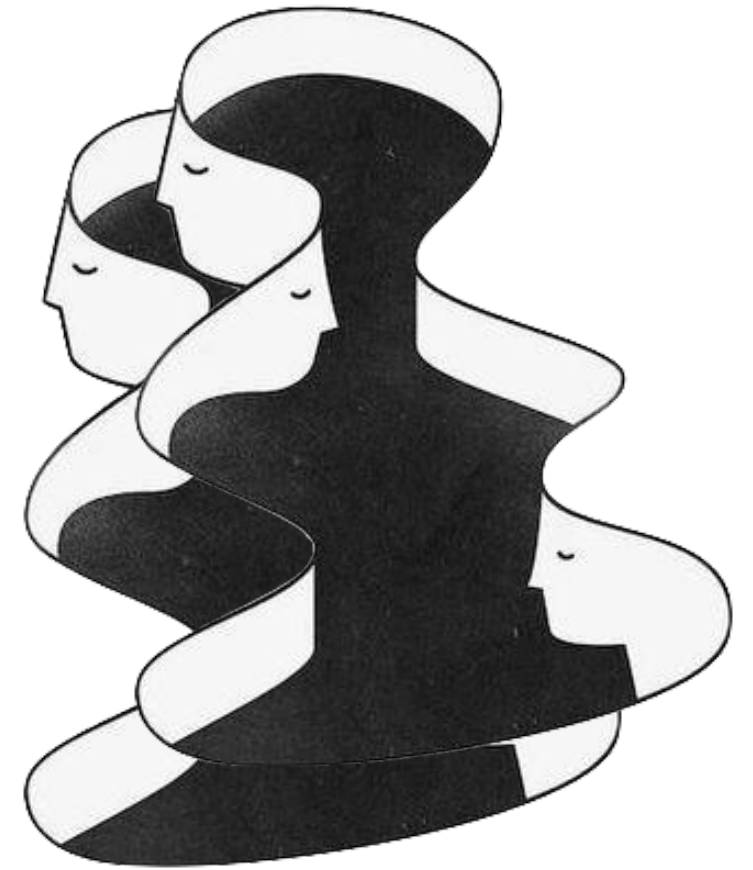
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PRODUCT & PRICE

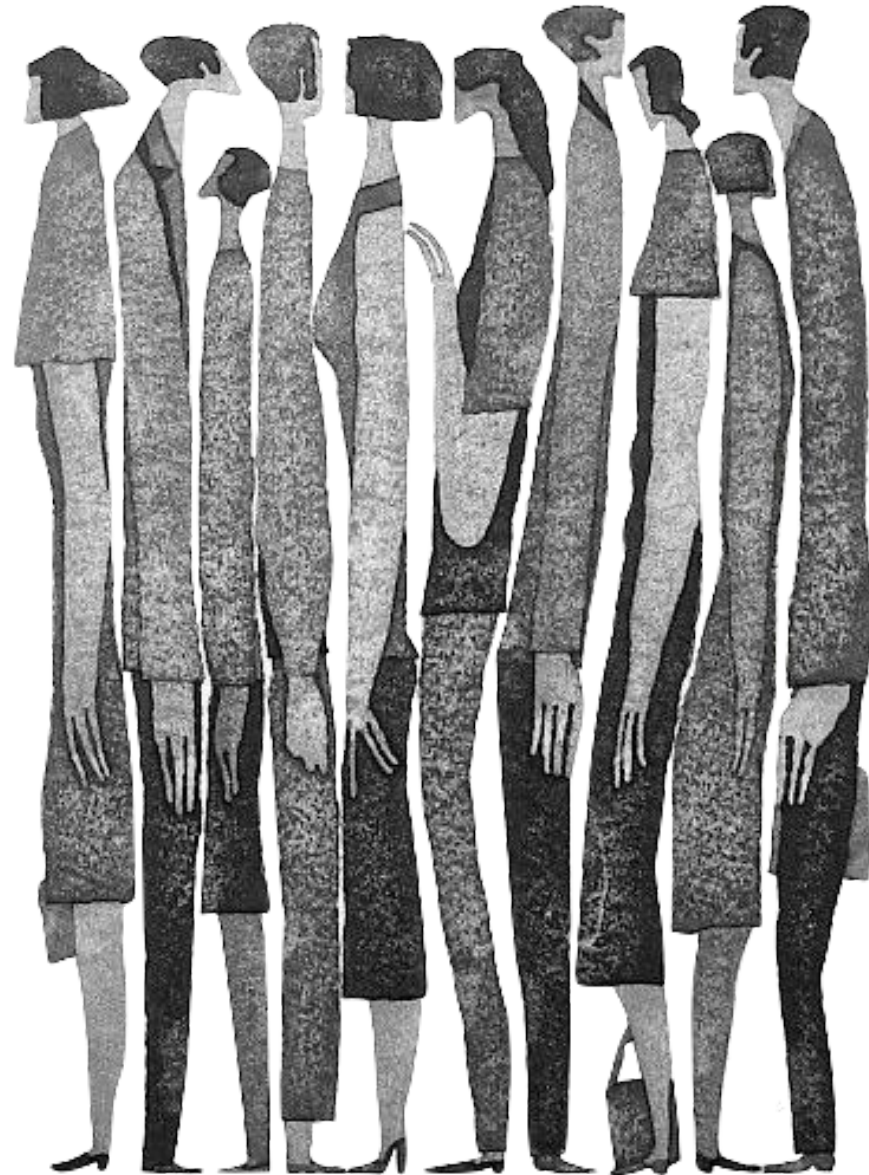
ABOUT US

Effortless, comfortable, and multifunction are the main key words to describe our brand. Specialized in beachwear for women, we aim to create products that are suitable for everyday wear, yet able to transform beautifully to your beach days. We implement efficiency in every piece of our products, with the signature terry towelling that are comfortable to wear on a daily basis.

Cotton terry as our main source of fabrics are carefully chosen to provide incredible strength to absorb water as a substitute for your typical towels. The soft materials are able to prevent the skin from having irritation or allergy. Additionally, our products is designed to be timeless, both in style, and durability. This ethos has been carried through the beachwear line, with each piece created with the intent to be loved, lived in, and built upon.



OUR STORY



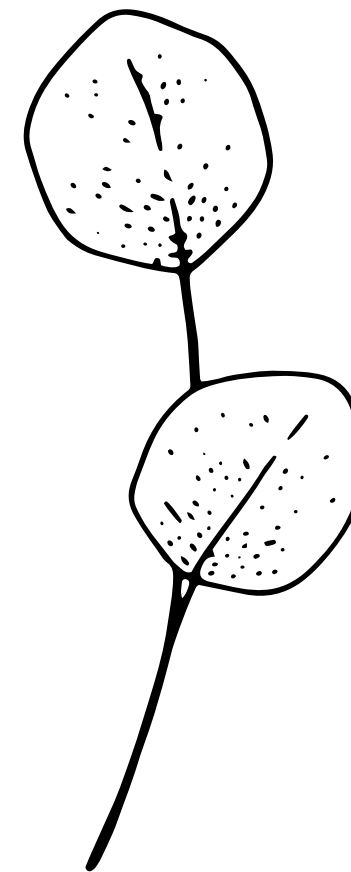
The brand was created from our concern as a group of people who love the beach and are noticing the need for something efficient but stylish to act as both towels and clothing at the same time. Essentials to bring while at beaches, vary. and it could be a wholesome. One concern that started us was the excessiveness to bring back home a wet beach towel which we came out with clothings from terry cotton to be a 2 in 1 outfit and towel.

As a fashion enthusiast, we believe that a variety of clothes are one of the number one aspects to always look new and fresh in ever pictures. The simple, yet colourful products really accommodates the need to feel stylish and efficient with one piece of clothing. Our design encourages people to wear beachwear outside the context of beach as it could be worn as a ready to wear outfit by day and night.

NAME & LOGO
PHILOSOPHY

Noe means comfort, in French. This brought us to have the ambition to provide products that are not only soft in touch, but also comfortable to wear for women after long activities that involve water. Leaving the worry of feeling over damped for a long period of time. Here, with Noe, comfort does not always stay around fabrics, but also the comfort of dressing up.

We thoughtfully design our products to fit perfectly with women's different body types to accommodate their individual fit. Therefore, we aspire our customers to sense comfort while wearing our products, and reflect the effortless beauty energy that we brought to them.



noe

VISION & MISSION

VISION

Noë visions the brand as a locally-designed and produced womenswear label with a strong emphasis on Indonesian craft and talented local sewer, could show the world that Indonesia as a tropical country is beyond capable to mass produce beachwear that exclusively made yet are easy to reach by the hands of our customer.

The brand's vision continues on making clothes in timeless designs that could make women appreciate other source of materials that are not only fashionable, but highly functional garment to wear on an everyday basis.

MISSION

Noë has a mission to make customers feel the love that has been put by the brand into their garments by embracing individuality and personal style in the hands of passionate, like-minded women from their design team without always being an extravagant design, but through simplicity and color that match ones personality.

In hope, through this good energy, the customers will keep the brand's pieces by their side as long as they walk this earth clothed.

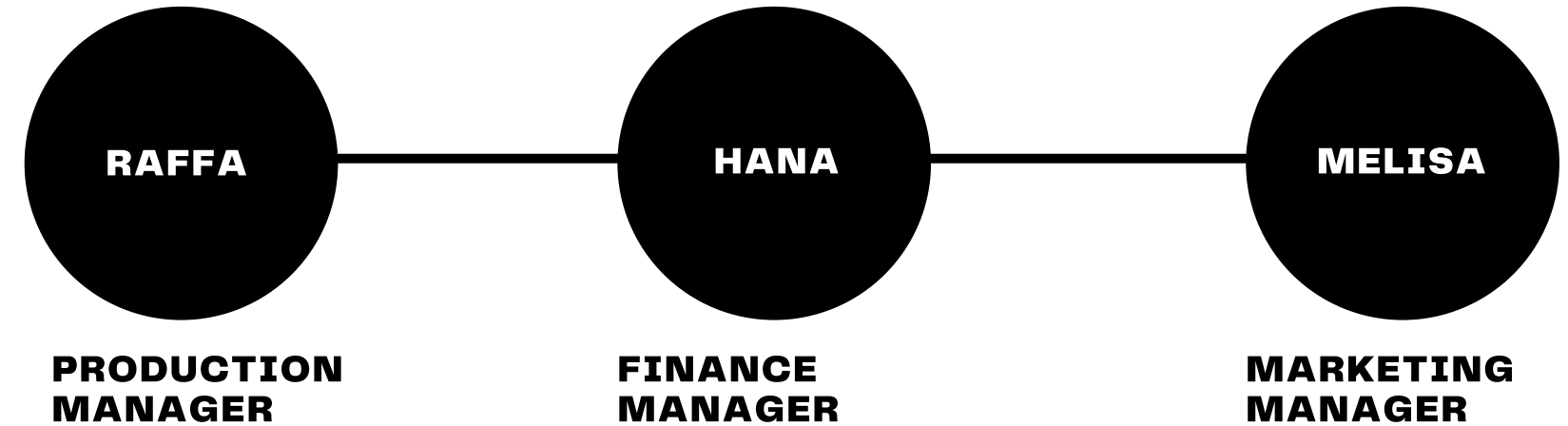
ORGANIZATIONAL STRUCTURE

PRODUCTION MANAGER

- Quality control
- Overseeing production process
- Determining quality control standards
- Sourcing materials
- Evaluate the after sales
- Selecting, ordering, and purchasing materials
- Assesing project and resource requirenments
- Planning and organizing production schedules
- Work with financial department for funding issues
- Ensure the quality standards of the brand

FINANCE MANAGER

- Processing invoices
- Preparing balance sheets
- Approving pament terms
- Budgeting for every product
- Create annual financial report
- Assisting in the preparation of budgets
- Reconciling daily and monthly transactions
- Maintaining financial statements
- Planning and analyzing future financial target
- Control the income or cash flows of the company



MARKETING MANAGER

- Promotional activities
- Define the entire brand's image
- Maintain relations with the media
- Maintining socil media presence
- Campaigns and marketing messages
- Plan campaigns and content creations
- Devising and presenting ideas and strategies
- Making sure all new products and promotions are informed to the customer
- Work closely with production team for the marketing strategy
- Ensure that all marketing activities is according to the brand's identity

PEST ANALYSIS

SOCIAL

Despite having loss in the second quarter of 2020, brands have recovered faster than expected and are expected to increase customer interest in health and wellness beyond the pandemic that leans towards athleisure, luxe leisure and activewear. Shows how brands have to apply smarter approaches to assortment aiming to reduce complexity and rearrange collections drops in much clearer consumer opportunity. To put it in simple words, brands have to accelerate speed to the market and align product launches to customer's needs.

ECONOMY

Based on the research that has been done towards the potential of beachwear in years ahead, it can be concluded that even with the COVID-19 crisis, the global market for swimwear and beachwear estimated at about \$19.5 billion in the year 2020. And is projected to reach \$27.6 billion by 2027. Meaning that the global swimwear and beachwear market size will be further expanded, expected by 2025, where the market achieves the highest growth.

Several beachwear brands across the globe specifically brands from Europe and America has invested millions of dollars to widened their horizons across the asia pacific (According BOF state of fashion 2021) gives us the visibility as relating to our position as a brand that are located in the asia pacific region, This is because of the fact that stated tourism in 2021 in the asia pacific region will recover way faster than the other. The term "revenge tourism" would be one of the factors as there will be a huge flood amongst travelers to go to travel destinations including water related activities. Therefore, starting up a business in the field of swimwear and beachwear has got a green light in many aspects.

Segmenting, Targeting, Positioning

SEGMENTING

Our customers are middle-up class Indonesian and foreigners women of 23-28 years old. They are fashion enthusiasts who live in urban areas. Women who love to do outdoor activities.

TARGETING

We are targeting women who love efficiency but still look stylish within their outdoor activities. They seek unique products with high quality material that supports efficiency and long lasting.

POSITIONING

we position ourselves as an effortless and efficient beachwear brand for women, focused on terry cotton that are also suitable for everyday wear.

TARGET MARKET

Our target market is fashion enthusiasts consisting of 23-28 years old women who love to do outdoor activities. Women who wear (nama brand) are the one who loves the idea of efficiency when it comes to stylish beachwear. They seek unique products with high-quality material that is long lasting and fit for their outdoor activities.

SWOT ANALYSIS

WEAKNESS

Introducing a new material that rarely found in beachwear around Indonesia, has its own consequence. Sceptics around the usage of the materials might be faced, along with the limited material sources

STRENGTH

Coming up with a new materials can be seen to be very innovative, as a rare piece. Although presented with a simple design, it is timeless, and are very efficient to be brought anywhere, everywhere, even when used for traveling. The durable and long lasting materials are also a good alternative for a better waste reductions.

THREATS

with the domination of fast fashion, and economic instability after the pandemic, could be seen as noe's threats in the future

OPPORTUNITY

Indonesia as a tropical country who has tremendous potentials within its tourism especially the stunning beaches has shown a market growth in beachwear fashion. This leads us to have an opportunity expanding our product line, with the help of our investors

BENCHMARK

TERRY.

BENCHMARK



Terry is a brand that was made specifically for the beach, club, and cruise. They are made with 100% luxury towelling inspired by European American 70's poolside attire.

FRANKIES BIKINIS

BENCHMARK



Frankies Bikinis is a global online destination for fashion-forward beachwear inspired by Malibu and made in Los Angeles. Known for high-end fabrics, fashion forward shapes, and cheeky bottoms made with a luxe terry swim fabric that won't get wet or soggy that were featured in their Terry Swim Club Collection.

COMPETITOR ANALYSIS & POSITIONING MAPS



Cover Me Not

COMPETITORS



Cover Me not is a Indonesian swimwear brand created by Kelly Tandiono, a famous fashion model & influencer that has a goal to make women feel confident about themselves no matter their body shape and size. Cover me not signature's sexy, sporty, yet classy in every design.

RIMMBA

COMPETITORS



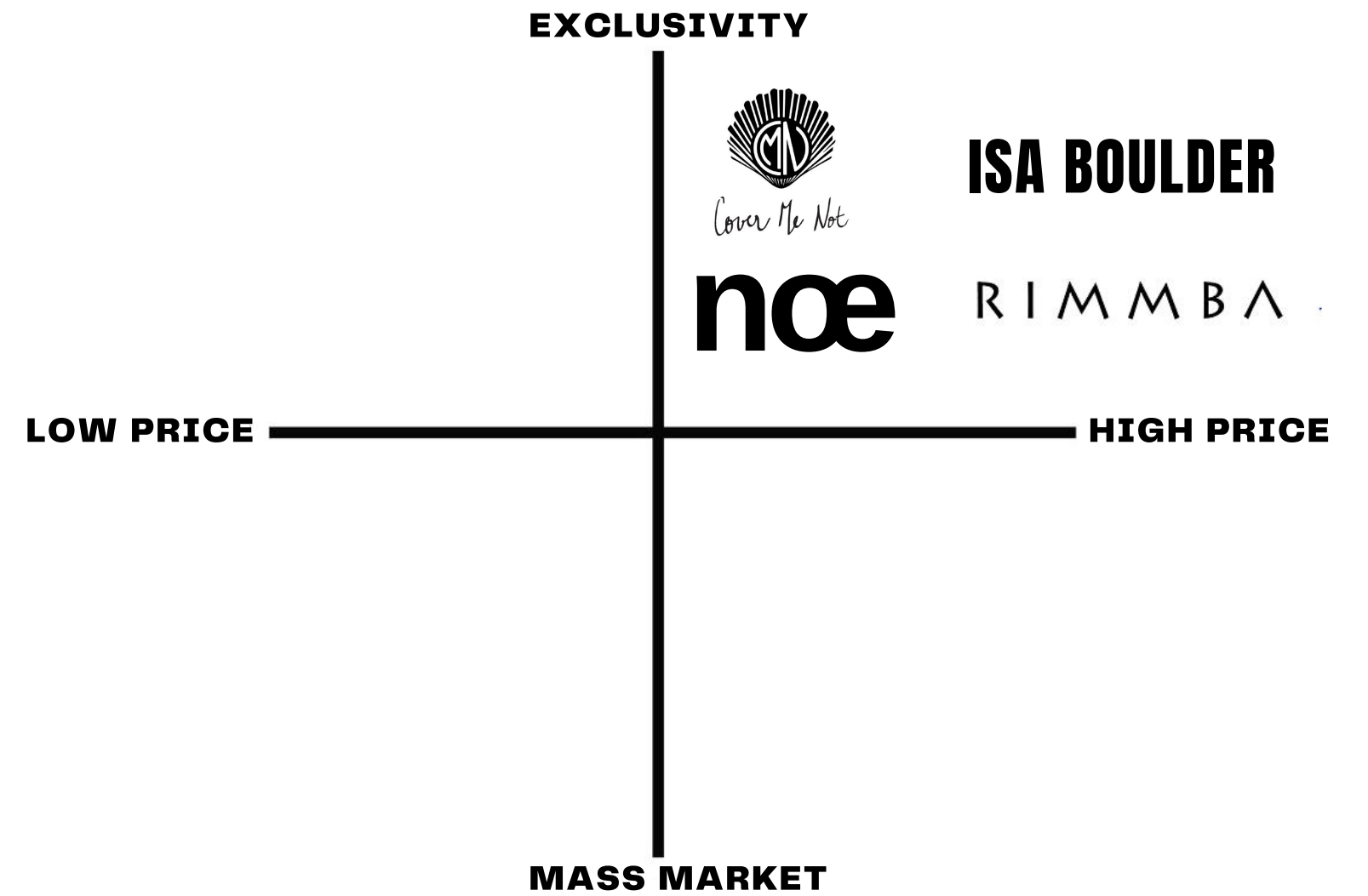
RIMMBA is a slow and sustainable beachwear brand based in Bali that sells eco-friendly swimwear made of ECONYL (A recycled nylon fabric made from ocean and landfill waste). From sourcing fabric, dyeing, to manufacturing and packaging everything was an effort to reduce waste.

ISA BOULDER

COMPETITORS

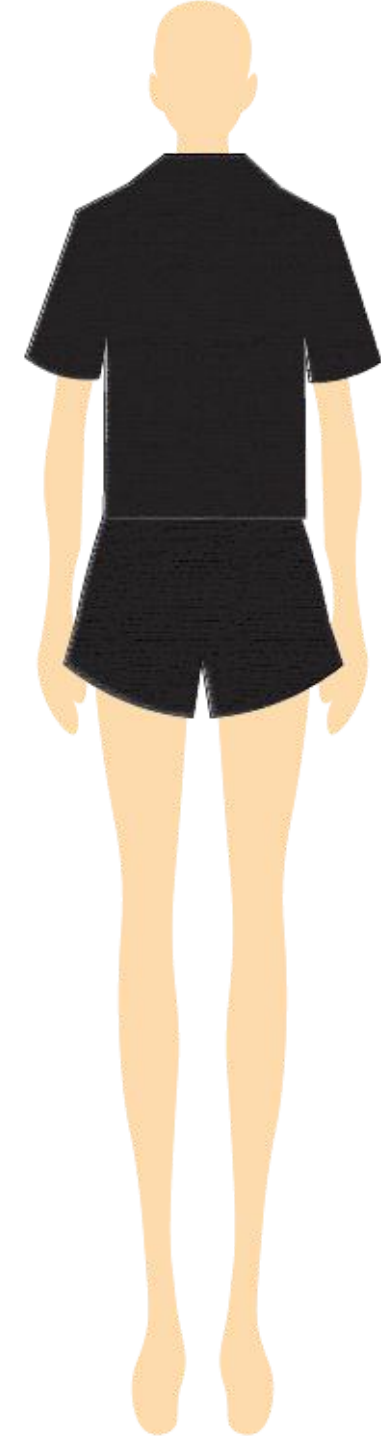
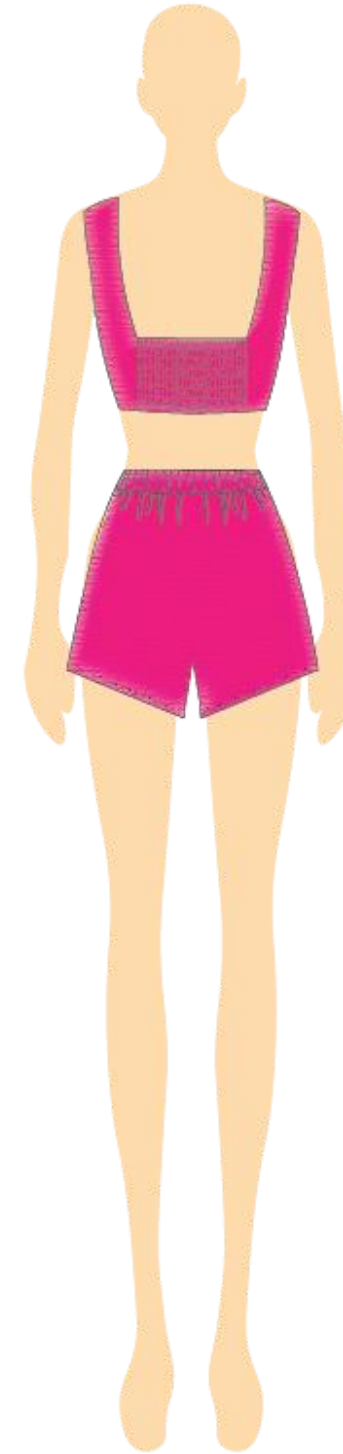
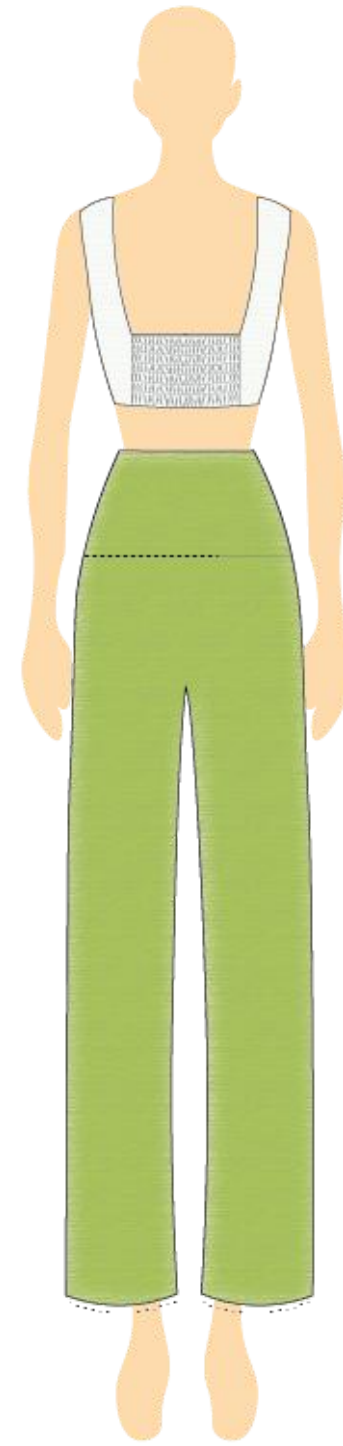
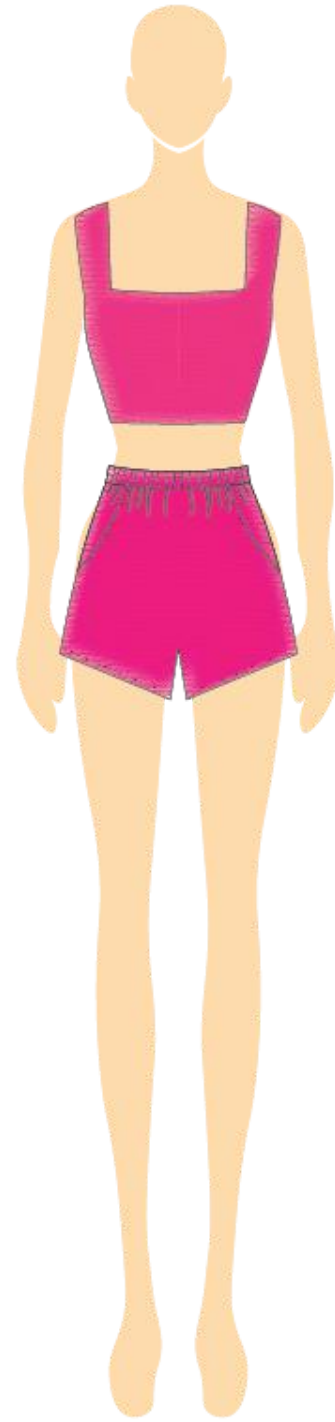
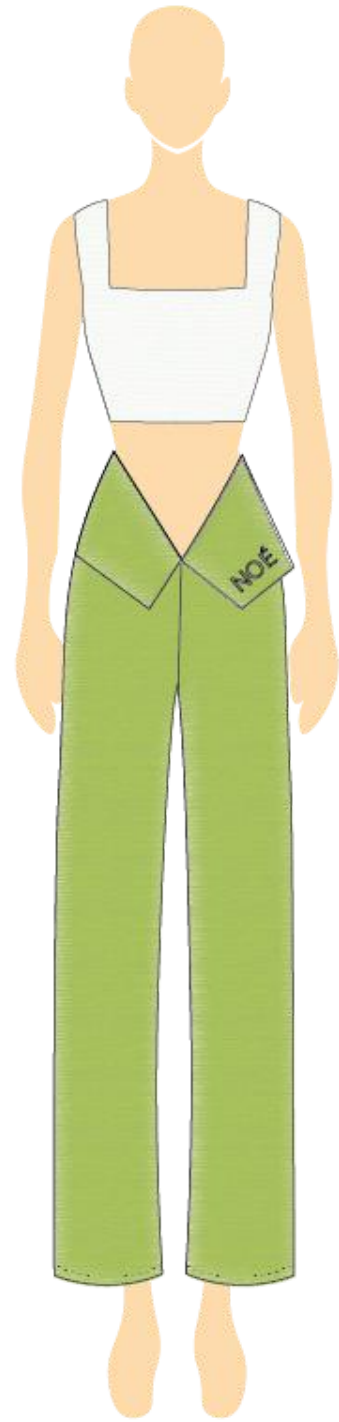


Isa Boulder is an Indonesian brand based in Bali that has been known globally for its quirkiness. The brand is redefining sensuality for high quality swimwear and lingerie, emphasizing craftsmanship from Bali's local artisans.

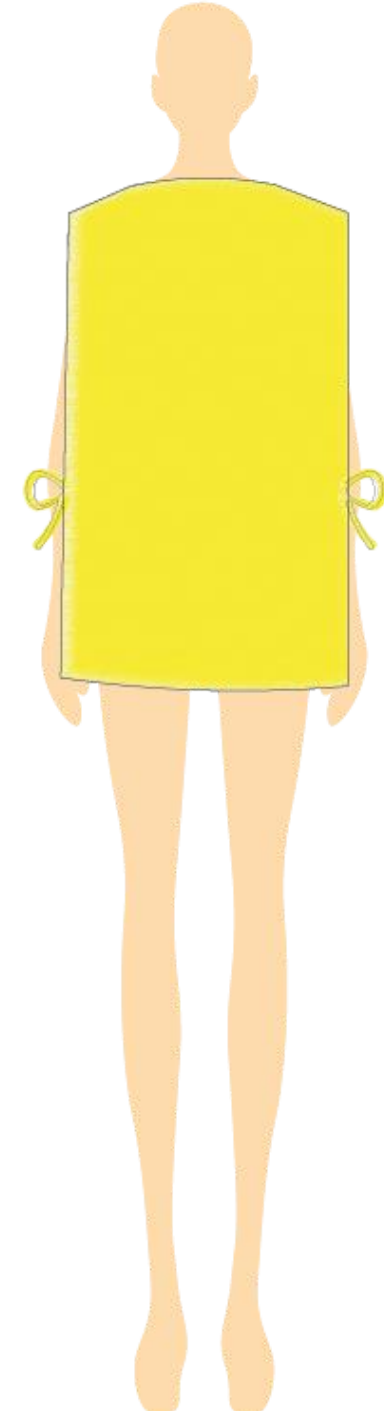
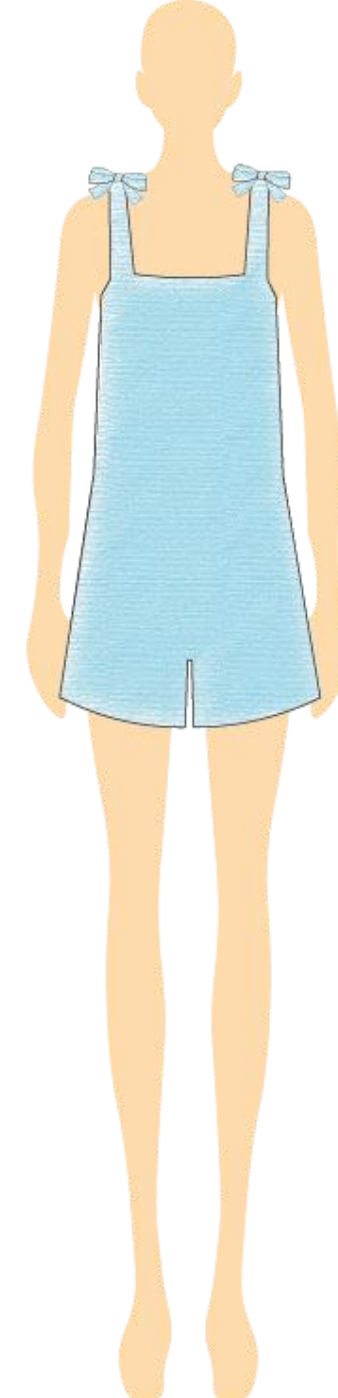
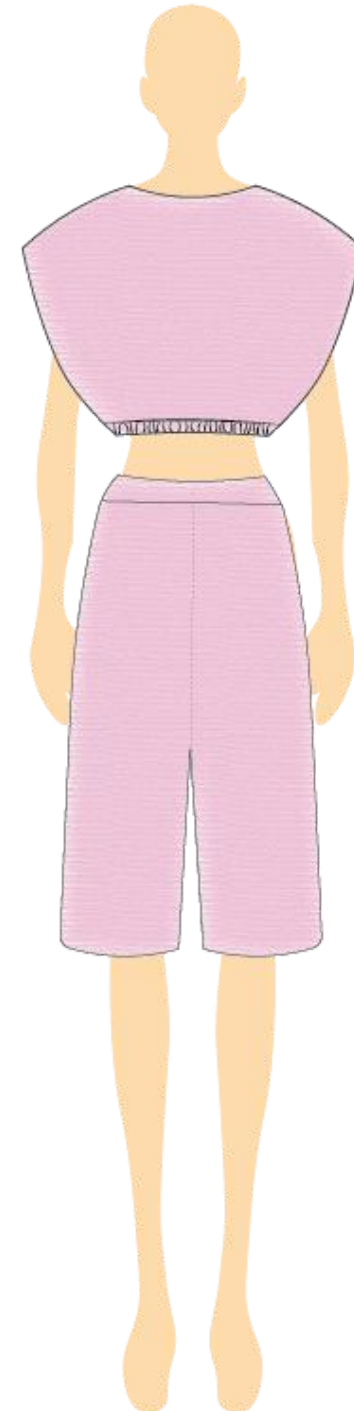
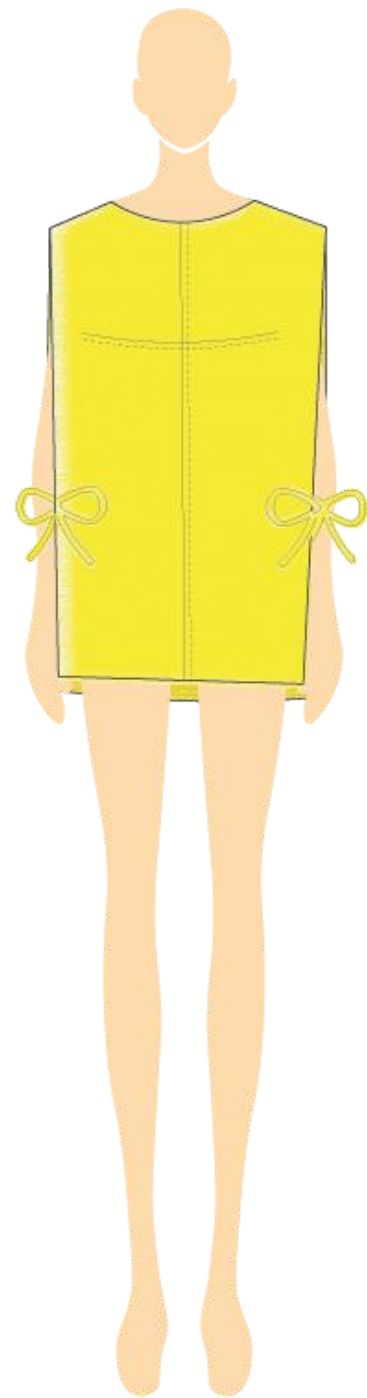
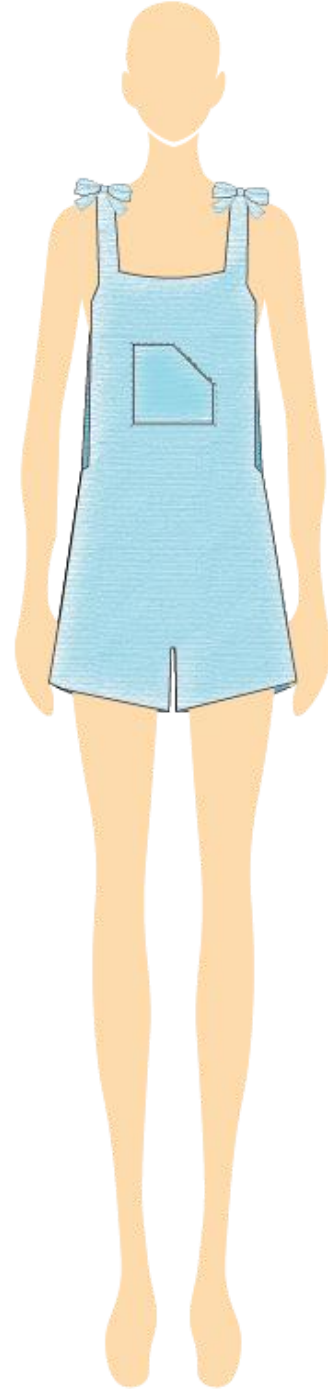
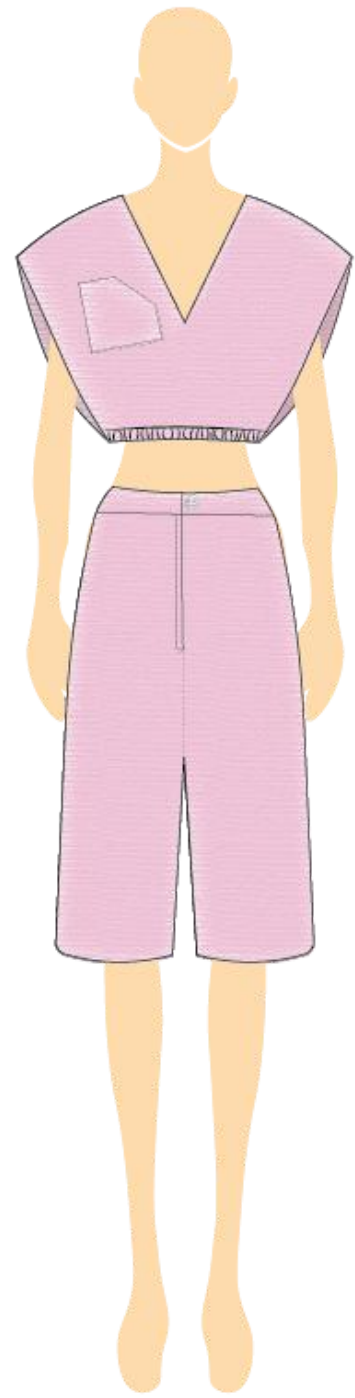


PRODUCT & PRICE



**PRODUCT
VOL. I " WANDERLUST "
FRONT VIEW**

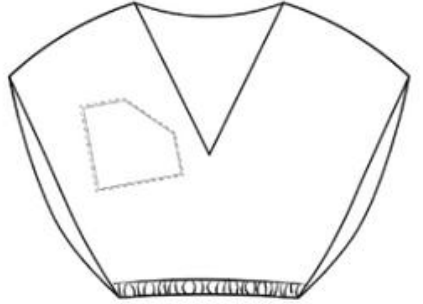


**PRODUCT
VOL. I " WANDERLUST "
BACK VIEW**

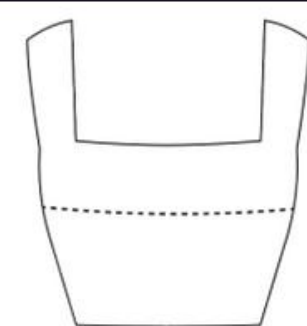
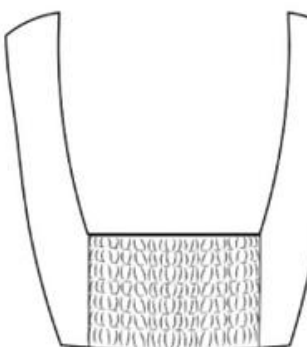


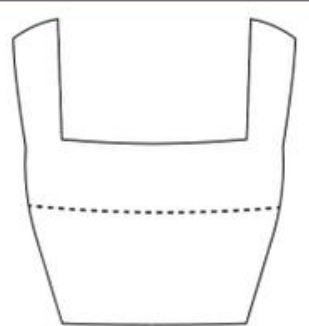
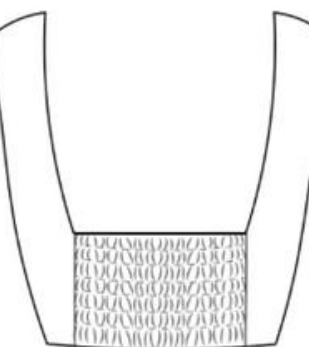
**PRICE
VOL. I " WANDERLUST "**

Date	April 6th 2021			Style	Black is the new orange shirt
Description	Shirt			Season	Summer 2021
				Margin	200%
Size Range	S,M,M,L			Retail Price	Rp562.500
Colors	Black			Final	Rp575.000
1. Material	Meter	Price	Amount	Front	
Terry	1,25	Rp80.000	Rp100.000		
Total Material Cost		Rp100.000			
2. Other	Quantity	Price	Amount		
Elastics Sewing	1	Rp10.000	Rp10.000		
Button	5	Rp5.000	Rp25.000		
Brand label	1	Rp1.000	Rp1.000		
Care label	1	Rp1.000	Rp1.000		
Size label	1	Rp500	Rp500	Back	
Total Others Cost			Rp37.500		
3. Labor	Quantity	Price	Amount		
Pattern Maker	1	Rp0	Rp0		
Flat Drawing Maker	1	Rp0	Rp0		
Sewing	1	Rp50.000	Rp50.000		
Total Labour Cost		Rp50.000	Rp50.000		
4. Total Cost			Rp187.500		



Date	April 6th 2021			Style	V-neck triangle top
Description	V-Neck top			Season	Summer 2021
				Margin	200%
Size Range	S,M,M,L			Retail Price	Rp472.500
Colors	Baby Pink			Final Retail Price	Rp475.000
1. Material	Meter	Price	Amount	Front	
Terry	1	Rp70.000	Rp70.000		
Total Material Cost		Rp70.000			
2. Other	Quantity	Price	Amount		
Elastics Sewing	1	10000	Rp10.000		
Brand label	1	Rp1.000	Rp1.000		
Care label	1	Rp1.000	Rp1.000		
Size label	1	Rp500	Rp500	Back	
Total Others Cost			Rp12.500		
3. Labor	Quantity	Price	Amount		
Pattern Maker	1	Rp0	Rp0		
Flat Drawing Maker	1	Rp0	Rp0		
Sewing	1	Rp75.000	Rp75.000		
Total Labour Cost		Rp75.000	Rp75.000		
4. Total Cost			Rp157.500		



**PRICE
VOL. I " WANDERLUST "**

Date	April 6th 2021			Style	Not Barbie's Bralette
Description	Bralette			Season	Summer 2021
				Margin	200%
Size Range	S,M,M,L			Retail Price	Rp292.500
Colors	Pink Fuschia			Final Retail Price	Rp300.000
1. Material	Meter	Price	Amount	Front	
Terry	0,5	Rp70.000	Rp35.000		
			IDR		
Total Material Cost			Rp35.000		
2. Other	Quantity	Price	Amount		
Elastics Sewing	1	10000	Rp10.000		
Brand label	1	Rp1.000	Rp1.000		
Care label	1	Rp1.000	Rp1.000		
Size label	1	Rp500	Rp500	Back	
Total Others Cost			Rp12.500		
3. Labor	Quantity	Price	Amount		
Pattern Maker	1	Rp0	Rp0		
Flat Drawing Maker	1	Rp0	Rp0		
Sewing	1	Rp50.000	Rp50.000		
Total Labour Cost		Rp50.000	Rp50.000		
4. Total Cost			Rp97.500		




Date	April 6th 2021			Style	White Petite Bralette
Description	Bralette			Season	Summer 2021
				Margin	200%
Size Range	S,M,M,L			Retail Price	Rp292.500
Colors	White			Final Retail Price	Rp300.000
1. Material	Meter	Price	Amount	Front	
Terry	0,5	Rp70.000	Rp35.000		
			IDR		
Total Material Cost			Rp35.000		
2. Other	Quantity	Price	Amount		
Elastics Sewing	1	10000	Rp10.000		
Brand label	1	Rp1.000	Rp1.000		
Care label	1	Rp1.000	Rp1.000		
Size label	1	Rp500	Rp500	Back	
Total Others Cost			Rp12.500		
3. Labor	Quantity	Price	Amount		
Pattern Maker	1	Rp0	Rp0		
Flat Drawing Maker	1	Rp0	Rp0		
Sewing	1	Rp50.000	Rp50.000		
Total Labour Cost		Rp50.000	Rp50.000		
4. Total Cost			Rp97.500		




**PRICE
VOL. I " WANDERLUST "**

Date	April 6th 2021			Style	Don't feel Blue Overall
Description	d			Season	Summer 2021
				Margin	200%
Size Range	S,M,M,L			Retail Price	Rp675.000
Colors	Baby Blue			Final	Rp700.000
1. Material	Meter	Price	Amount	Front	
Terry	1,75	Rp70.000	Rp122.500		
Total Material Cost			Rp122.500		
2. Other	Quantity	Price	Amount		
Brand label	1	Rp1.000	Rp1.000		
Care label	1	Rp1.000	Rp1.000		
Size label	1	Rp500	Rp500		
Total Others Cost			Rp2.500	Back	
3. Labor	Quantity	Price	Amount		
Pattern Maker	1	Rp0	Rp0		
Flat Drawing Maker	1	Rp0	Rp0		
Sewing	1	Rp100.000	Rp100.000		
Total Labour Cost		Rp100.000	Rp100.000		
4. Total Cost			Rp225.000		

Date	April 6th 2021			Style	Brighter than the sun Poncho
Description	Poncho			Season	Summer 2021
				Margin	200%
Size Range	S,M,M,L			Retail Price	Rp675.000
Colors	Yellow			Final	Rp700.000
1. Material	Meter	Price	Amount	Front	
Terry	1,75	Rp70.000	Rp122.500		
Total Material Cost			Rp122.500		
2. Other	Quantity	Price	Amount		
Brand label	1	Rp1.000	Rp1.000		
Care label	1	Rp1.000	Rp1.000		
Size label	1	Rp500	Rp500		
Total Others Cost			Rp2.500	Back	
3. Labor	Quantity	Price	Amount		
Pattern Maker	1	Rp0	Rp0		
Flat Drawing Maker	1	Rp0	Rp0		
Sewing	1	Rp100.000	Rp100.000		
Total Labour Cost		Rp100.000	Rp100.000		
4. Total Cost			Rp225.000		

**PRICE
VOL. I " WANDERLUST "**

Date	April 6th 2021			Style	Moss's cousin pants
Description	Long Pants			Season	Summer 2021
				Margin	200%
Size Range	S,M,M,L			Retail Price	Rp952.500
Colors	Neon green			Final Retail Price	Rp955.000
1. Material	Meter	Price	Amount	Front	
Terry	2	Rp70.000	Rp140.000		
			IDR		
Total Material Cost			Rp140.000		
2. Other	Quantity	Price	Amount		
Embroidery	1	50000	Rp50.000		
Brand label	1	Rp1.000	Rp1.000		
Care label	1	Rp1.000	Rp1.000		
Size label	1	Rp500	Rp500		
Total Others Cost			Rp52.500		
3. Labor	Quantity	Price	Amount		
Pattern Maker	1	Rp0	Rp0		
Flat Drawing Ma	1	Rp0	Rp0		
Sewing	1	Rp125.000	Rp125.000		
Total Labour Cost			Rp125.000		
4. Total Cost			Rp317.500		

Date	April 6th 2021			Style	
Description	Midi Pants			Season	Summer 2021
				Margin	200%
Size Range	S,M,M,L			Retail Price	Rp720.000
Colors	Baby Pink			Final	Rp725.000
1. Material	Meter	Price	Amount	Front	
Terry	1,75	Rp70.000	Rp122.500		
Total Material Cost			Rp122.500		
2. Other	Quantity	Price	Amount		
Elastics Sewing	1	Rp10.000	Rp10.000		
Button	1	Rp5.000	Rp5.000		
Brand label	1	Rp1.000	Rp1.000		
Care label	1	Rp1.000	Rp1.000		
Size label	1	Rp500	Rp500		
Total Others Cost			Rp17.500		
3. Labor	Quantity	Price	Amount		
Pattern Maker	1	Rp0	Rp0		
Flat Drawing Ma	1	Rp0	Rp0		
Sewing	1	Rp100.000	Rp100.000		
Total Labour Cost			Rp100.000		
4. Total Cost			Rp240.000		

**PRICE
VOL. I " WANDERLUST "**

Date	April 6th 2021			Style	News flash shorts
Description	Short Pants			Season	Summer 2021
				Margin	200%
Size Range	S,M,M,L			Retail Price	Rp420.000
Colors	Pink Fuschia			Final Retail Price	Rp425.000
1. Material	Meter	Price	Amount	Front	
Terry	0,75	Rp70.000	Rp52.500		
			IDR		
Total Material Cost			Rp52.500		
2. Other	Quantity	Price	Amount		
Elastics sewing	1	10000	Rp10.000		
Brand label	1	Rp1.000	Rp1.000		
Care label	1	Rp1.000	Rp1.000		
Size label	1	Rp500	Rp500	Back	
Total Others Cost			Rp12.500		
3. Labor	Quantity	Price	Amount		
Pattern Maker	1	Rp0	Rp0		
Flat Drawing Ma	1	Rp0	Rp0		
Sewing	1	Rp75.000	Rp75.000		
Total Labour Cost		Rp75.000	Rp75.000		
4. Total Cost			Rp140.000		

Date	April 6th 2021			Style	Black is the new orange shorts
Description	Short Pants			Season	Summer 2021
				Margin	200%
Size Range	S,M,M,L			Retail Price	Rp442.500
Colors	Black			Final Retail Price	Rp450.000
1. Material	Meter	Price	Amount	Front	
Terry	0,75	Rp80.000	Rp60.000		
			IDR		
Total Material Cost			Rp60.000		
2. Other	Quantity	Price	Amount		
Elastics sewing	1	10000	Rp10.000		
Brand label	1	Rp1.000	Rp1.000		
Care label	1	Rp1.000	Rp1.000		
Size label	1	Rp500	Rp500	Back	
Total Others Cost			Rp12.500		
3. Labor	Quantity	Price	Amount		
Pattern Maker	1	Rp0	Rp0		
Flat Drawing Ma	1	Rp0	Rp0		
Sewing	1	Rp75.000	Rp75.000		
Total Labour Cost		Rp75.000	Rp75.000		
4. Total Cost			Rp147.500		

**NCE SPRING
SUMMER 2021
CAMPAIGN**

As have been mentioned, Noe as a brand was created to be an efficient beachwear clothing as we turn our terry materials into 2 functional wardrobe for women to be comfortable when spending her days at the beach or places outside the beach. People tend to associate terry with bathroom amenities and only use it as a purpose to cover themselves or simply to dry their bodies after a nice shower, but then we want to translate this into a fashionable clothing that is comfortable and fun enough to be worn daily.

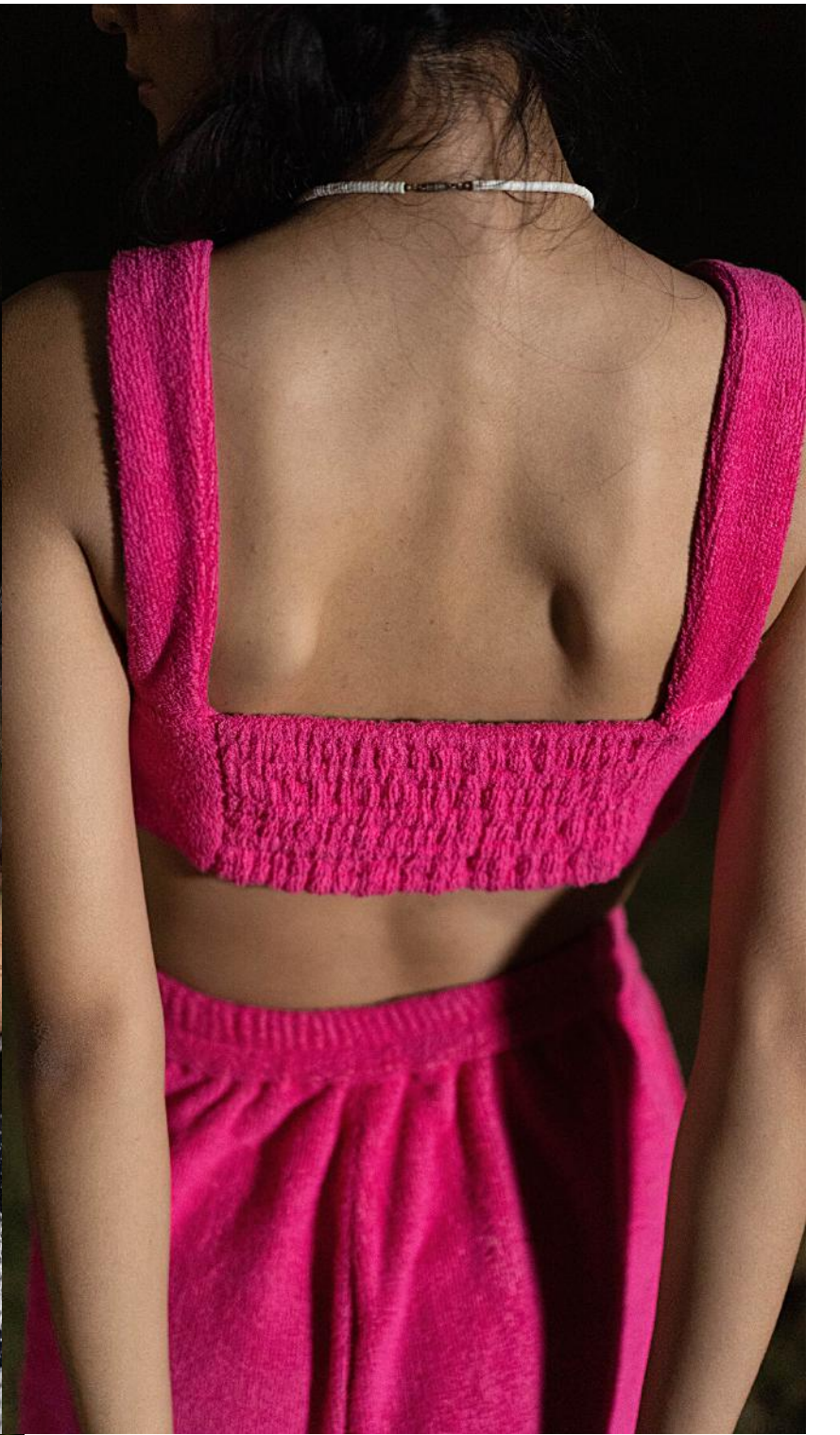
Our campaign was taken at a place where nature and human interaction exist. Through this campaign, we wanted to tell our ideas about creating a beachwear that wasn't restricted to be worn to the beach only and a beachwear that could easily be transition into a more 'night' look when customer wanted to have a night walk or simply going to a bar and restaurant. Which is why we also wanted to portray that even at night until dawn, Noe will still be comfortable to be worn for a whole day.













**MELISA JUNIARTI
HANA LIVEALOMI
RAFFA KHALISHA**