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SALESA
by Batik Kemala



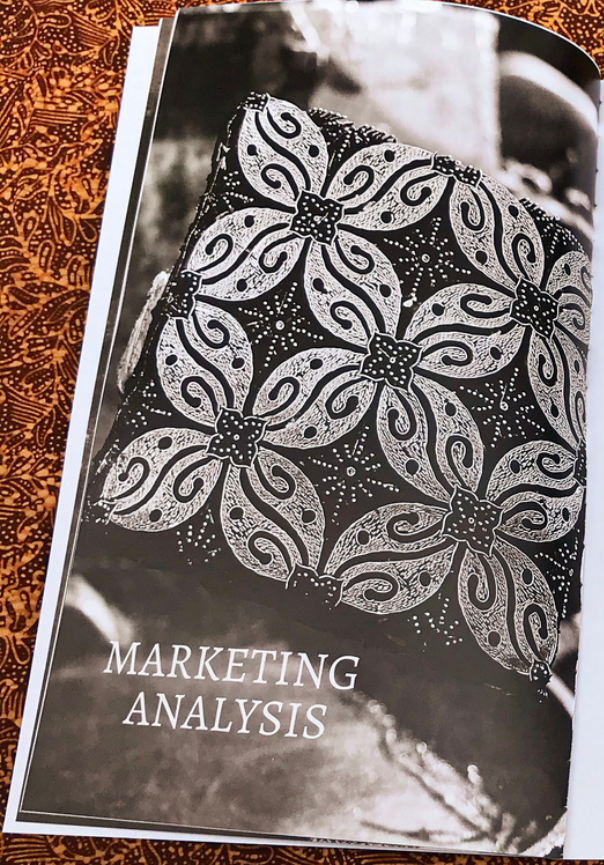
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SEGMENTATION

Salesa is a fashion brand that makes products that use stamped batik and want to give the customers experience and knowledge. *Salesa* has a segmentation for our customers.

The segment is millennials that already has an established job and also a young married couple. There are people that interested in affordable stuff and also stuff that give them new or more experience. And also their are people that fashion conscious and interested on using batik, who are purchased some clothes that has good quality so it become their needs.

POSITIONING

Salesa has segmentation on people that having an established job that make them purchased a stuff because it's important for them. Millennials is the generation that really like to research before they purchased a product. So our positioning is on social media platform that millennials can knowing about *Salesa* and what experience that got from purchasing our products.

TARGET

Salesa has analyzes the profits, revenue and market size of the segmentation. Our target are Junior Millennial (20 - 28) and Senior Millennial (29 - 36) that has income more than Rp 20.000.000/month. And their spending for some clothes around Rp 500.000 - Rp 1.000.000/month.

