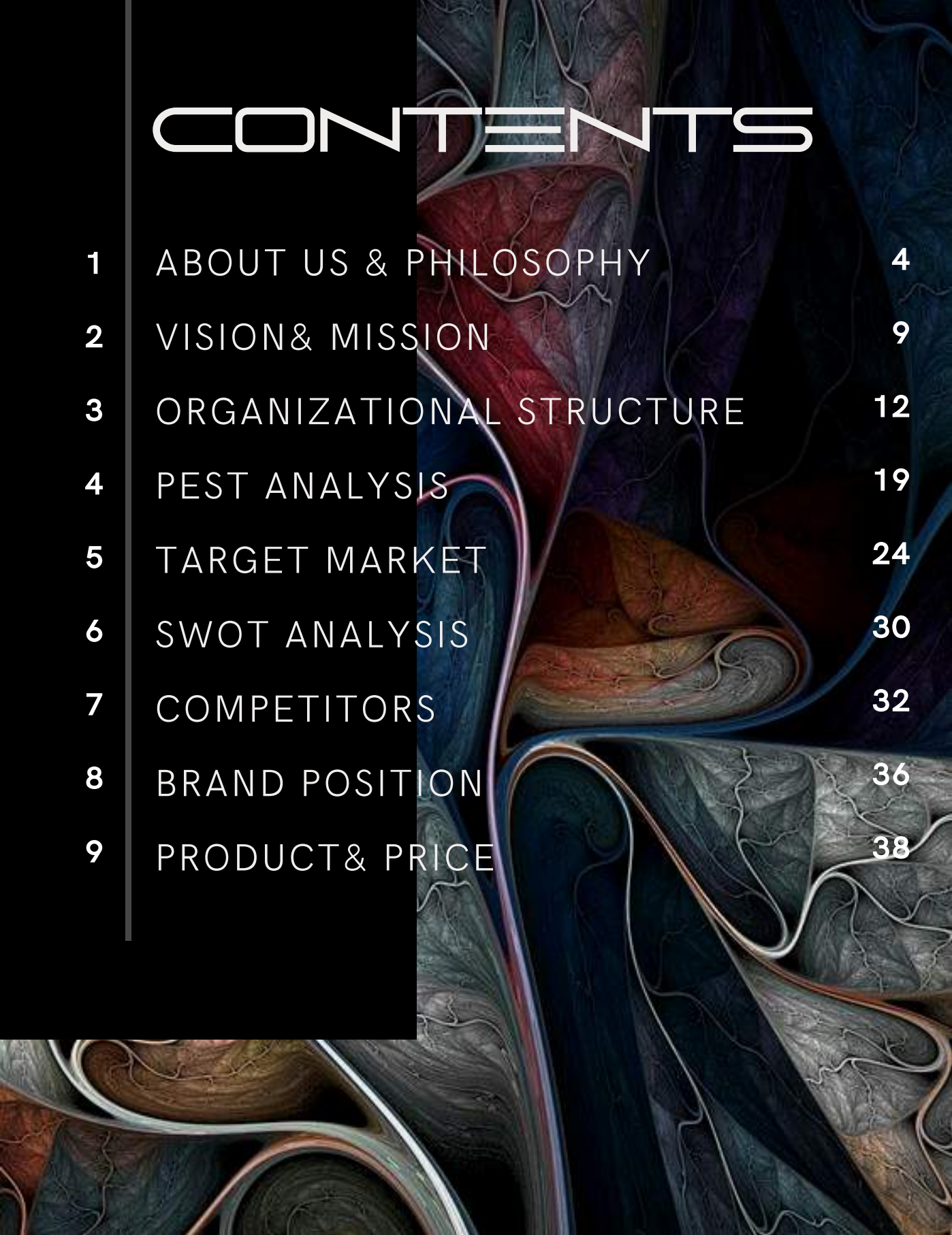


INNOVATIVE
CONTEMPORARY
LIBERTY



DUEN

CONTENTS



1	ABOUT US & PHILOSOPHY	4
2	VISION& MISSION	9
3	ORGANIZATIONAL STRUCTURE	12
4	PEST ANALYSIS	19
5	TARGET MARKET	24
6	SWOT ANALYSIS	30
7	COMPETITORS	32
8	BRAND POSITION	36
9	PRODUCT& PRICE	38



ABOUT US



PHILOSOPHY

DUEN SOCIETY

IT'S NEW, IT'S DUEN

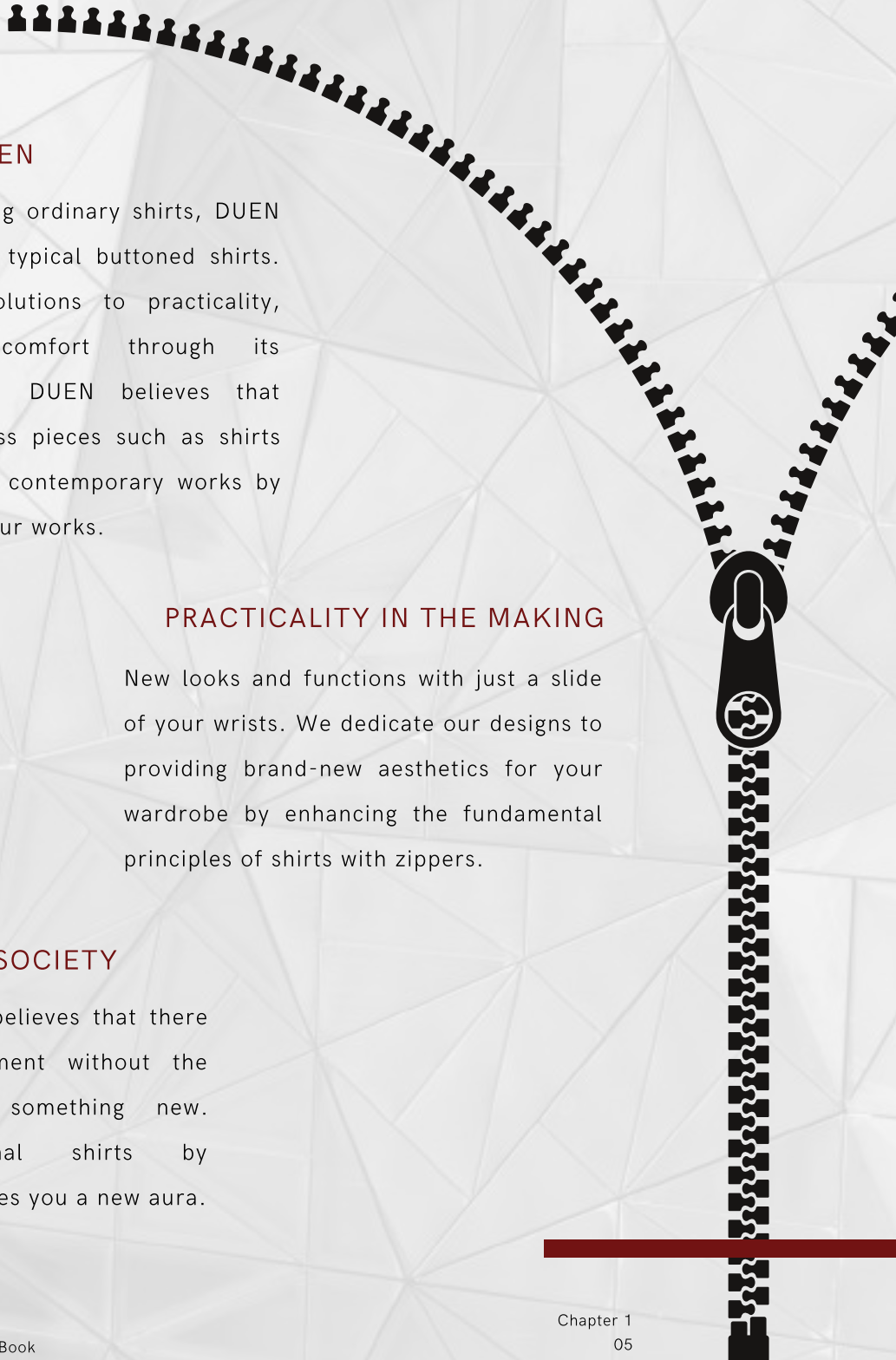
More than just creating ordinary shirts, DUEN holds out against the typical buttoned shirts. DUEN opens new solutions to practicality, individuality, and comfort through its experimental designs. DUEN believes that traditional and timeless pieces such as shirts can be enhanced into contemporary works by continuously refining our works.

PRACTICALITY IN THE MAKING

New looks and functions with just a slide of your wrists. We dedicate our designs to providing brand-new aesthetics for your wardrobe by enhancing the fundamental principles of shirts with zippers.

MODERNIZE OUR SOCIETY

It's your call, DUEN believes that there will be no improvement without the courage of trying something new. Preserving traditional shirts by transcending them, gives you a new aura.



DUEN SOCIETY



THE LIBERTY OF SELF EXPRESSION

The name DUEN came inspired by the Spanish word “DUENDE” which refers to the mysterious power of art to deeply move a person. Fashion is a unique form of art that can change a person for the better starting from their confidence and embracing individuality. We aspire that you would feel untouched to express yourself with our products. What you wear transfigures you, from the way you walk to the way you talk.

DUEN SOCIETY



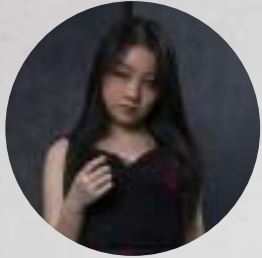
The image shows the word "DUEN" in a bold, black, sans-serif font. A horizontal red line is positioned in the middle of the letter "E". Above the word, there is a decorative horizontal line consisting of a series of small, repeating geometric shapes.

OUR LOGO

The DUEN Logo Consists of minimal lines arranged in a minimal & contemporary layout. When taken at a second glance there is a resemblance of The DUEN Logo with the fundamental structure of zippers. The main point from our is a straight red middle horizontal line in the "E" of our logo, this dash represents unchanging confidence in ourselves as red is the symbolism of courage


FOUNDER

SHARREN GOUWIDJAJA



Founded by Sharren Gouwidjaja in 2022. DUEN was created to challenge herself by offering a new form of shirts into the Indonesian Market. DUEN is a reflection on how She aspires creativity could also be radiated in every type of wear, specifically shirts as it is typically monotonous.

Practicality and Individuality is also DUEN's main values as Sharren has experienced it herself, the struggle towards finding unique designs of shirts that are convenient to wear.



VISION & MISSION



VISION

OUR FUTURE

DUEN as a leading brand that overflows with creativity and passion that inspires everyone to express themselves confidently.

"I have this driving curiosity that inspires me to get to know what makes people confident in themselves and to be able to do that, would be an accomplishment for me. "

-Sharren Gouwidjaja

MISSIONS

- Ethically produce and operate our brand by fairly treating customers, employees, third parties, and our planet.
- Provide Best quality products to customers that bring comfort, practicality, and individuality.
- Expand the reach of the brand and market share internationally.
- Develop authentic relationships with customers with genuine services and conversations.
- Constantly search for innovations in designs and functionality
- To build a Community that further builds a deeper bond between customers and us.

O R G
A N I
Z A T
I O N
A L

3

S T R
U C T
U R E






The Founder, Sharren Gouwidjaja, controls and is responsible for all day-to-day operations of the business. She is in charge of all the departments directly related to the brand character of DUEN and branding. Listed Below :



ROLES



CEO

- Important corporate decisions
- Manage overall operations
- Ensure company's survival & growth

HEAD OF DESIGN

- Monitor Trends
- Monitor New Fabrics
- Develop & innovate design identity
- Design Products & Packaging
- Design Stores

R O L E S

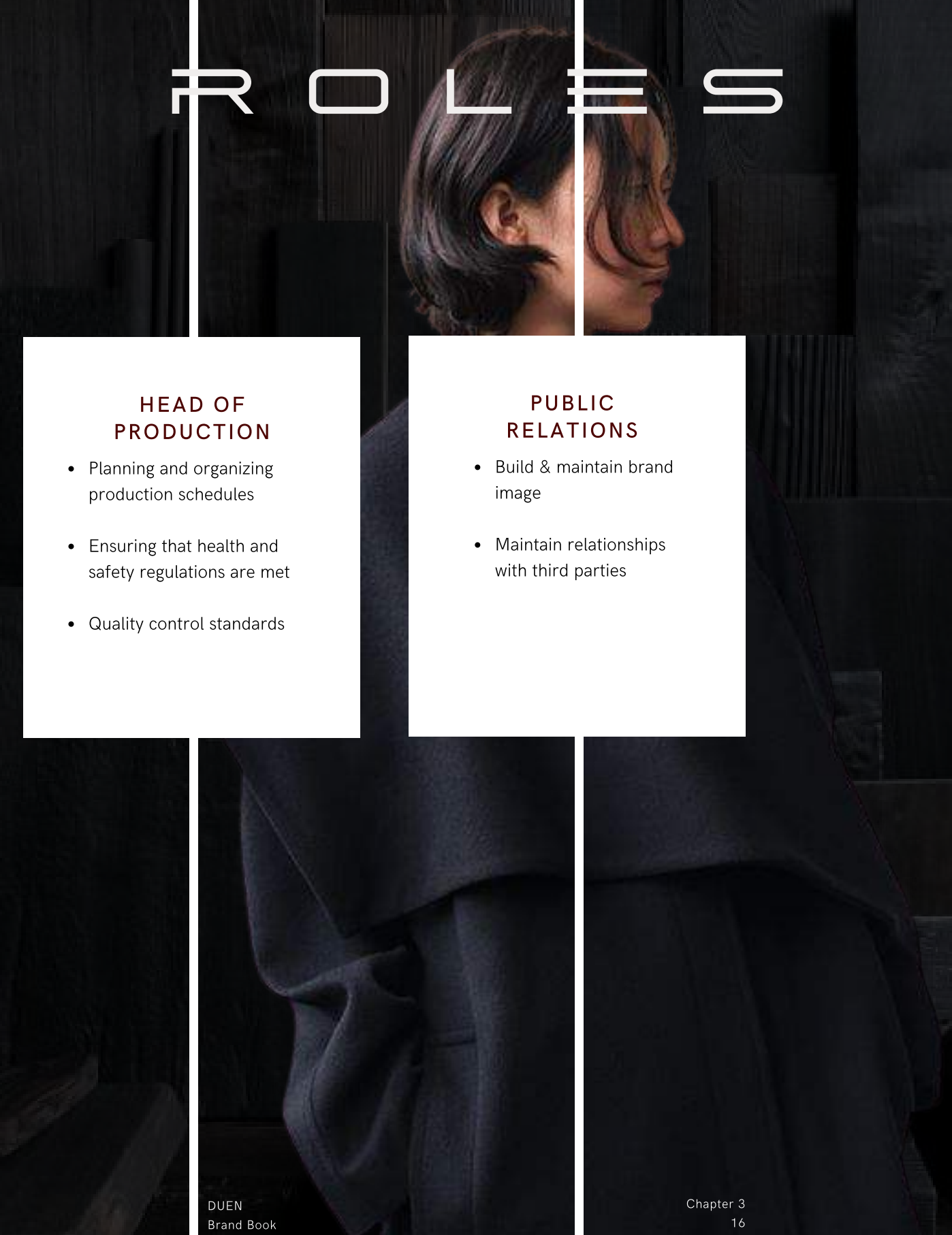
HEAD OF MARKETING

- Create Marketing Strategies & campaigns (offline & online)
- Monitor Customer's characteristics
- Find new potential markets
- Ensure our brand message is consistent
- Monitor Competitors

HUMAN RESOURCES

- Hire Employees
- Outsource workforce
- Training & Development
- Prepare job descriptions, post ads, and manage the hiring process to be actively involved in recruitment.

ROLES



HEAD OF PRODUCTION

- Planning and organizing production schedules
- Ensuring that health and safety regulations are met
- Quality control standards

PUBLIC RELATIONS

- Build & maintain brand image
- Maintain relationships with third parties

ROLES

PURCHASING

- Evaluate suppliers
- Determining order frequency.
- Ensuring purchases meet the criteria of the company
- Negotiate in order to get the best services from suppliers

OPERATIONAL

- Serve Clients online and offline
- Manage complaints Deal with timely product shipments and packaging
- Create sales promotions to hype up an event or finish product stocks

ROLES

CMT

- To be outsourced
- Manage our orders
- Fulfill quality standards at agreed time
- Assist in fabric sourcing

FINANCE

- Set & negotiate budgets for all departments
- Project sales
- Manage cashflow
- Manage risks of financial loss
- Produce & present financial reports



P R E S T
A N A L Y S I S

4

P O L I T I C

DUEN is a fashion brand that starts in Indonesia, a country that has many connections and trade agreements with other countries. One of which is the ASEAN Free Trade is one of the world's largest and most important free trade zones (FTA). Countries included that agreed to eliminate tariffs amongst themselves are Brunei, Indonesia, Malaysia, Philippines, Singapore, Thailand, Myanmar, Cambodia, Laos, and Vietnam.

And recently at the beginning of 2022, the Regional Comprehensive Economic Partnership (RCEP) accord, a free trade deal between Australia, Brunei Darussalam, Cambodia, China, Japan, Laos, New Zealand, Singapore, Thailand, and Vietnam in the Asia-Pacific region, went joined in the ASEAN FTA. This puts DUEN to an advantage as we have a large option of global supply chains with fewer import tariffs. And on top of this also means we have fewer barriers to entry into new markets from new countries as importing countries have fewer tariffs charged.

≡ ECONOMIC

Creating a Startup during COVID 19 won't be easy, especially economically. However, there has been a recovery in local demands since 2021. As the trend from Asian Development Bank (ADB) shows, Indonesia's economy will experience a growth of 5% in 2022 and 5,2% by 2023.

Due to the fast economic growth, prediction says that there will be a 3,6% inflation in 2022 and will decrease by 2023. Hence, our main focus will be on spending as less capital as possible while yielding the optimum amount of profits to maintain a sustainable profit margin as local demands are rising. This will be executed by making use of Indonesian Government Fundings for local businesses affected by COVID 19 to cover some of our costs.

Other methods are to cut unnecessary costs, substituting materials for cheaper ones where possible, and make use of our modern digital market.

S O C I A L

With the rise of the use of TikTok in Indonesia, and taking account that Fashion Trends are one of the biggest topics on TikTok along with food, gaming, and performance skills. Indonesia's teenagers and young adults now have a bigger exposure to fashion trends other than K-pop which holds one of the biggest influences on fashion in 2020.

Indonesia's teens and young adults have more open-minded about experimenting with styles. And not to forget to mention, there has been a rise in fashion influencers on TikTok who are rapidly gaining the public eye that normalizes self-expression & unique stylings. This is the perfect timing for DUEN, and an innovative local brand to shine through and offer something, unique and practical to the local market as the public is more likely to be willing to try out something new

TECHNO LOGY

Technology is a never-ending innovation and growth even during the pandemic. It has found new ways how people can stay connected with each other and brands too. E-Commerce has helped businesses that couldn't sustain offline shops to still operate. In that way, digital E-commerce is also a startup's best friend as they're way more cost and energy-efficient.

DUEN will also take advantage of the rise of the use of digital filters and digital fashion to create a memorable shopping experience for customers.



T A R G E T
M A R K E T

WE'RE PASSIONATE

We attract people who have a deep passion for self-expression. Thriving for new ways to style pieces of clothing. They also highly value items that are practical to wear and comfortable. As a contemporary brand, DUEN's customers would have a taste in the modern aesthetics



FOR THE YOUTH

BEHAVIORAL

Qualities looked for Uniqueness in design

Purchasing Tendencies:
Expressive Buyers; purchase items that catch their interest for self-expression. They value the experience they receive when purchasing a product or service.

Loyalty: Very loyal to a brand and will visit their page/ store occasionally to stay updated.

GEOGRAPHIC

Country: Indonesia

City: Mainly Urban Cities like Jakarta

ICONS



TAMARA DAI

Has Modeled for TRESemmé Runway 2017, Tamara Dai is a 31-year-old fashion enthusiast who gained popularity as a fashion Influencer through TikTok. She is also a designer for her own casual streetwear brand CA\$HLESS. She is well known for her bold and striking aesthetics in the public eye.

ICONS



JESSICA FENTISA

She is a Beauty Influencer who rose to fame through TikTok. She also works closely with Secondate Beauty a cosmetic brand and she offers styling services from @sane.juice. She is well known for her confidence in having a unique sense of style. One of her well-known features is her short black choppy bangs.

SOFT



STRENGTH

- Distinctive Zipper Details & Label
- Easy Opening (practical)
- Little local competitors
- Run by A Fashion Student
- Accessibility (available online)
- Specialization of Shirts
- Produced Ethically
- Practical and Comfortable to wear

OPPORTUNITIES

- decentralization
- Pop-up stores
- Exhibitions
- Collaborations
- Economies of scale
- Jakarta Fashion Week
- More product range
- Consignment Store

WEAKNESSES

- Only one owner is in charge of all aspects
- Higher Production Costs
- Lack of reputation
- Very limited source of materials.

THREAT

- Copied Brand Concept
- Low interest & Engagement with Brand
- Quality over Quantity Mindset of Indonesian Consumers

COMMONPLACE PROBLEMS

ANALYSIS



T E N T A N G S E U N T A I

P R O F I L E

Tentang Seuntai is a local unisex fashion brand that specializes in Artsy_printed Shirts. Their Prints are mainly inspired by one's emotional feelings and can easily be identified by their vibrant colors.

They are established in 2020 and now have over 500 followers on Instagram. Their products are available for purchase through Instagram, Whatsapp, Line, Shopee & Tokopedia with a price range of Rp175.000.



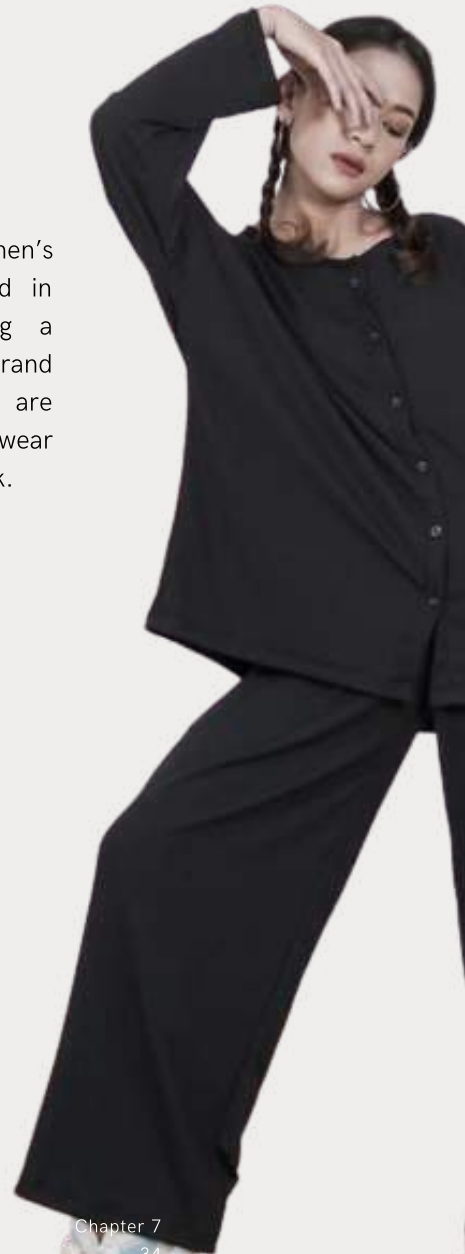
D U M M S . I D



P R O F I L E

Dumms.id is a local women's fashion brand that specialized in oversized shirts. They bring a playful chic aura to their brand personality. Their Shirts are designed for day-to-day casual wear for those who love a simple look.

They are established in 2021, now in 2022, they have over 2000 followers on Instagram. Their products can be purchased from Shopee and Whatsapp both by customers from Indonesia and Malaysia. Their products are priced in a range from Rp 90.000 - Rp 200.000.



S A B T U M I N G G U

P R O F I L E

Sabtuminggu is a local women's fashion brand that specializes in shirts made with unique fabrics and materials. They also offer shorts as a minor product category of theirs that comes in sets with their shirts. They embrace the aesthetics of the serenity and calmness we get during the weekends to make their customer's weekends more enjoyable.

Established in May 2021, they have over 1,500 followers on Instagram now. Their products are available in Shopee, Tokopedia & Sonderlab, a leading fashion E-Commerce in Indonesia for their customers from Indonesia, Singapore, Malaysia, Thailand, Philippines, and Vietnam. They sell their products at a price range of Rp 99.000- Rp 490.000.



The background features a dark, almost black, space with glowing orange and red lines that curve and swirl, resembling a nebula or a complex network. There are also several dark, circular shapes that look like stylized galaxies or clusters of stars, some with a grainy, textured appearance. The overall aesthetic is futuristic and high-tech.

UBRAZU POSITIONZ



DUEN



TENTANGSEUNTAI



SABTUMINGGU



DUMMS.ID

PRODUCT

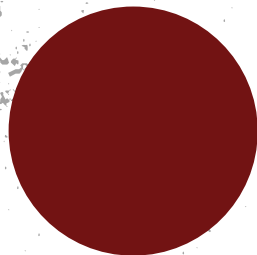
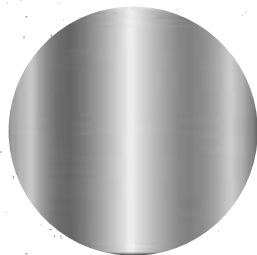
9

PRICE



HORIZON

The word horizon has 2 meanings; The line at which the earth's surface and the sky appear to meet& the limit of a person's mental perception, experience and interest. DUEN's first collection is a symbolism of widening the brand's experience and potential by portraying our Nature's horizon.



F A B R I C S



Cotton
Color : Warm White



Vislon no.5 Zippers
Color : Warm White



No.3 Zippers
Color : White

CATALOGUE

LIRAZ TOP



Rp.650.000

AMARA CROP



Rp.450.000

FIKRETA TOP



Rp.350.000

CATALOGUE

NARZA TOP



Rp.400.000

FENMORE CROP



Rp.550.000

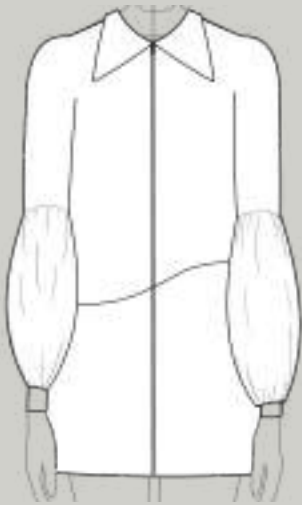
ALSTON TOP



Rp.600.000

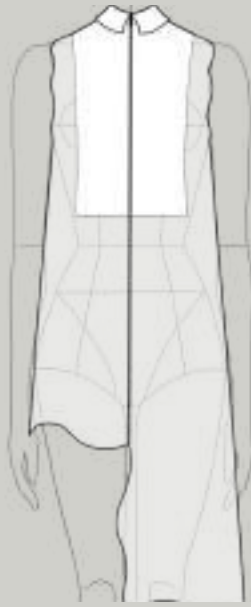
CATALOGUE

KRESSO TOP



Rp.400.000

MARMORIS OUTER



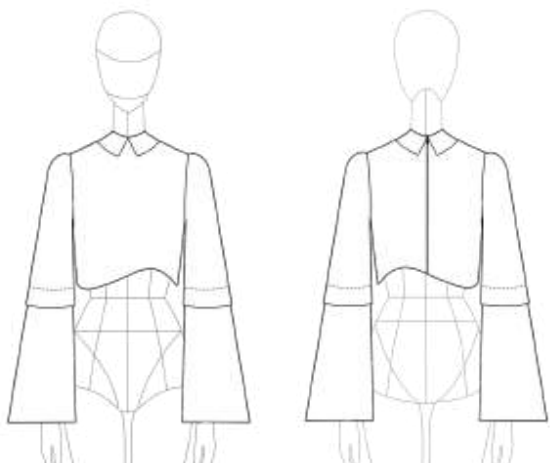
Rp.550.000

RIZEL TOP

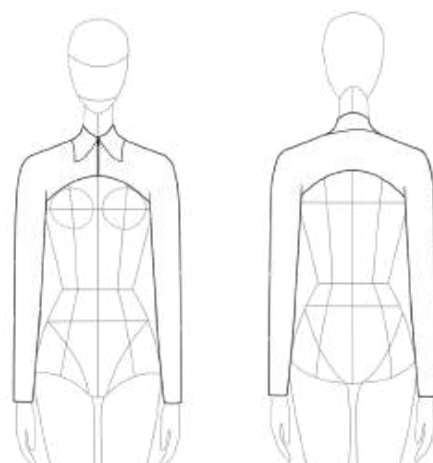


Rp.600.000

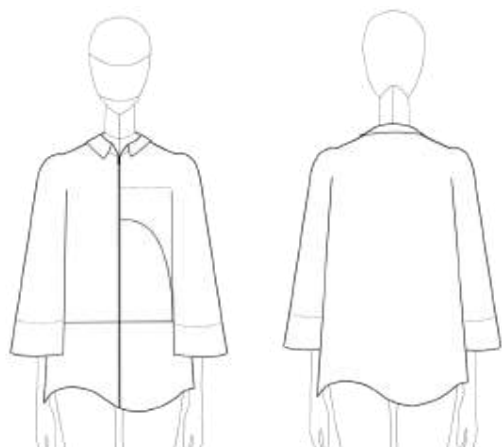
TECHNICAL DRAWING



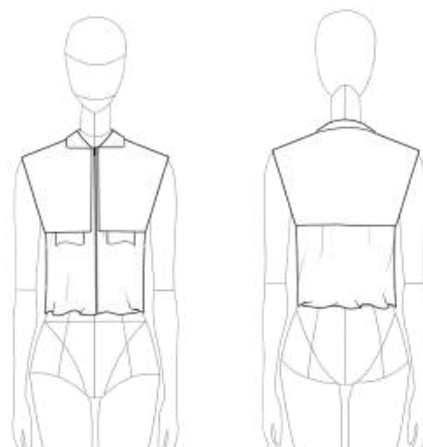
LIRAZ TOP



AMARA CROP

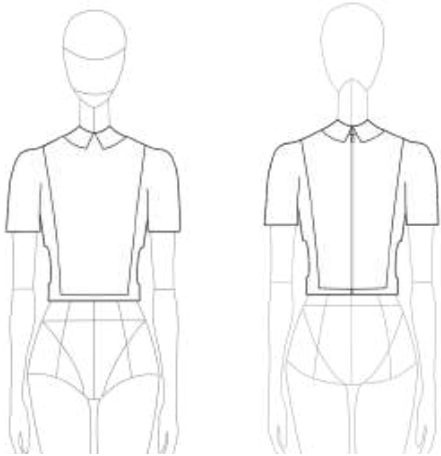


FIKRETA TOP

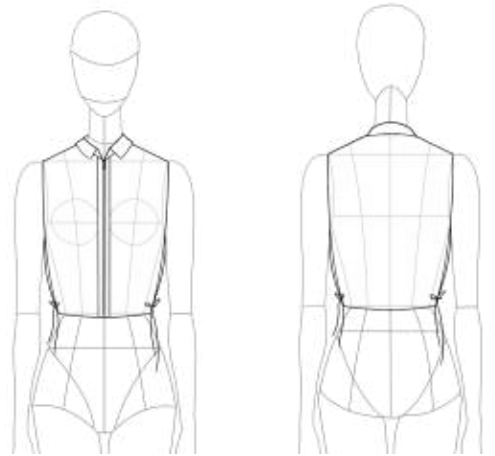


NARZA TOP

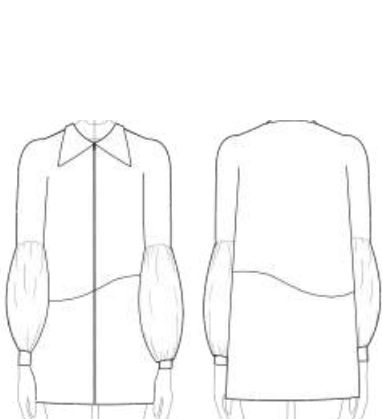
TECHNICAL DRAWING



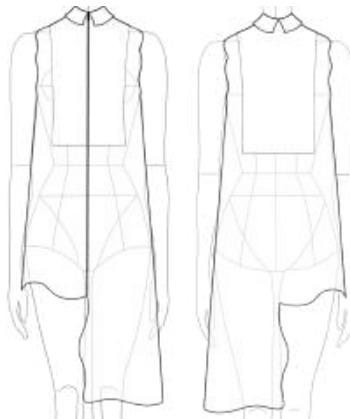
FENMORE CROP



ALSTON TOP



KRESSO TOP



MARMORIS OUTER





RIZEL TOP

COSTING SHEET



LIRAZ TOP

DUEN			
DATE:	12-Apr-22	STYLE:	2022501
DESCRIPTION:	LIRAZ TOP	SEASON:	Spring
SIZE RANGE:	S, M, L	RETAIL PRICE:	Rp 1.475.000
COLOURS:	Cloud's White	Final Price:	Rp 1.300.000
		Note:	Zippers on the back
1. MATERIAL	Meter	PRICE	TOTAL
Cotton	2	Rp 79.000	Rp 158.000
TOTAL MATERIAL COST			Rp 158.000
2. OTHERS	QTY	PRICE	TOTAL
Zipper	1	Rp 5.300	Rp 5.300
Brand label	1	Rp 3.000	Rp 3.000
TOTAL OTHERS COST			Rp 8.300
3. LABOR	QTY	PRICE	TOTAL
CMT	1	Rp 400.000	Rp 400.000
TOTAL LABOR COST			Rp 400.000
TOTAL COSTS			Rp 566.300

AMARA CROP

DUEN			
DATE:	12-Apr-22	STYLE:	2022501
DESCRIPTION:	AMARA CROP	SEASON:	Spring
SIZE RANGE:	S, M, L	RETAIL PRICE:	Rp 1.281.950
COLOURS:	Cloud's White	Final Price:	Rp 1.300.000
		Note:	Zippers on the back
1. MATERIAL	Meter	PRICE	TOTAL
Cotton	2	Rp 79.000	Rp 158.000
TOTAL MATERIAL COST			Rp 158.000
2. OTHERS	QTY	PRICE	TOTAL
Zipper	1	Rp 3.300	Rp 3.300
Brand label	1	Rp 3.000	Rp 3.000
TOTAL OTHERS COST			Rp 6.300
3. LABOR	QTY	PRICE	TOTAL
CMT	1	Rp 350.000	Rp 350.000
TOTAL LABOR COST			Rp 350.000
TOTAL COSTS			Rp 474.800



DUEN

INNOVATIVE
CONTEMPORARY
LIBERTY