

EXECUTIVE SUMMARY

Indonesia's fashion industry shows promising growth throughout the last few years as more and more fashion businesses enter the online market. Social media growth introduces people to international fashion trends and various online shopping platforms, such as websites, e-commerces, and social media shopping pages. In the fashion industry, consumers are found in all age groups which shows a constantly present demand for clothing items. Their shopping behavior, especially during the COVID-19 pandemic, shifts from offline to online purchase because it is more convenient, in addition to that shopping offline means putting people's health at risk. Despite the advantages of online shopping, customers often experience a few inconveniences when they buy fashion products. Online fashion stores tend to not disclose product details nor use the real picture to represent their product which leads to customer dissatisfaction. Another problem experienced by customers is finding the correct size as the products have different size measurements.

AT FITHING is a company that manufactures and sells fashion products that focus on ready-to-wear apparel for men and women, through an online channel. AT FITHING wants to offer 3 main values from its products such as exclusive design, comfort material, and semi-customization to its customers. The process of delivering can be done through a wide range of product sizes and its special features such as virtual try-on and clothing alterations. In running all company's activities, AT FITHING puts forward the company's value, FITS, which is an abbreviation for focus on customers, innovative, trendy, and striving for excellence.

The marketing objective of AT FITHING is to achieve a minimum market share of 0,05% and brand awareness of 70% in the fifth year, whereas the competitive strategy is differentiation. The company's target market is impulsive spender groups within the range from 15 to 38 years old who have the tendency to look for new experiences. Therefore, AT FITHING uses a high-value pricing strategy where the company provides high-quality products and services with medium perceived price. To reach the target market, the company uses both social media and AT FITHING's official website as the communication channel. The communication will be done through the form of advertisements, promotion through influencers, special discounts, giveaways, events, and direct marketing.

To ensure the customer's satisfaction, AT FITHING is going to prioritize product quality and the company's dependability. The company is going to use materials that ensure comfort to users, which are TENCEL and Bamboo textile with OEKO TEX Standard 100 certification. The clothing production for each batch is carried out in the factory before it is sold on the website. Then, the website allows customers to freely try on clothes virtually through the virtual try-on feature and also alter clothing items when it is needed. If customers choose to alter the product, the tailors will alter the product according to the customer's order.

Before carrying out the recruitment process, AT FITHING forecasts the required number of employees based on the prediction of the volume sales. AT FITHING then recruits the employees through internal and external recruitment. As a rule-abiding company, AT FITHING also ensures the fulfilment of all of the employee rights based on the government's policy, such as the minimum salary and allowances. To maintain the employees' loyalty, minimize the turnover rate, and also increase the healthy competition and productivity between employees, the company also provides a bonus based on the KPI of each employee to guarantee fair appraisal.

To establish the business, AT FITHING requires a total investment of Rp 10,000,000,000 which will be used to rent a factory in Bandung, rent an office in Jakarta, buy production machines, and for the first 11 months operational cost. The forecast shows that the sales revenue in Year 1 is going to reach Rp 15,600,000,000. The company is also predicted to have a significant growth in sales where AT FITHING is going to achieve Rp 50,525,208,000 sales revenue in Year 5. The payback period of the investment takes 3.38 years. Furthermore, the company is going to have a profitability index of 1.80 and a Net Present Value of Rp 131.761.635.145.