

RINGKASAN EKSEKUTIF

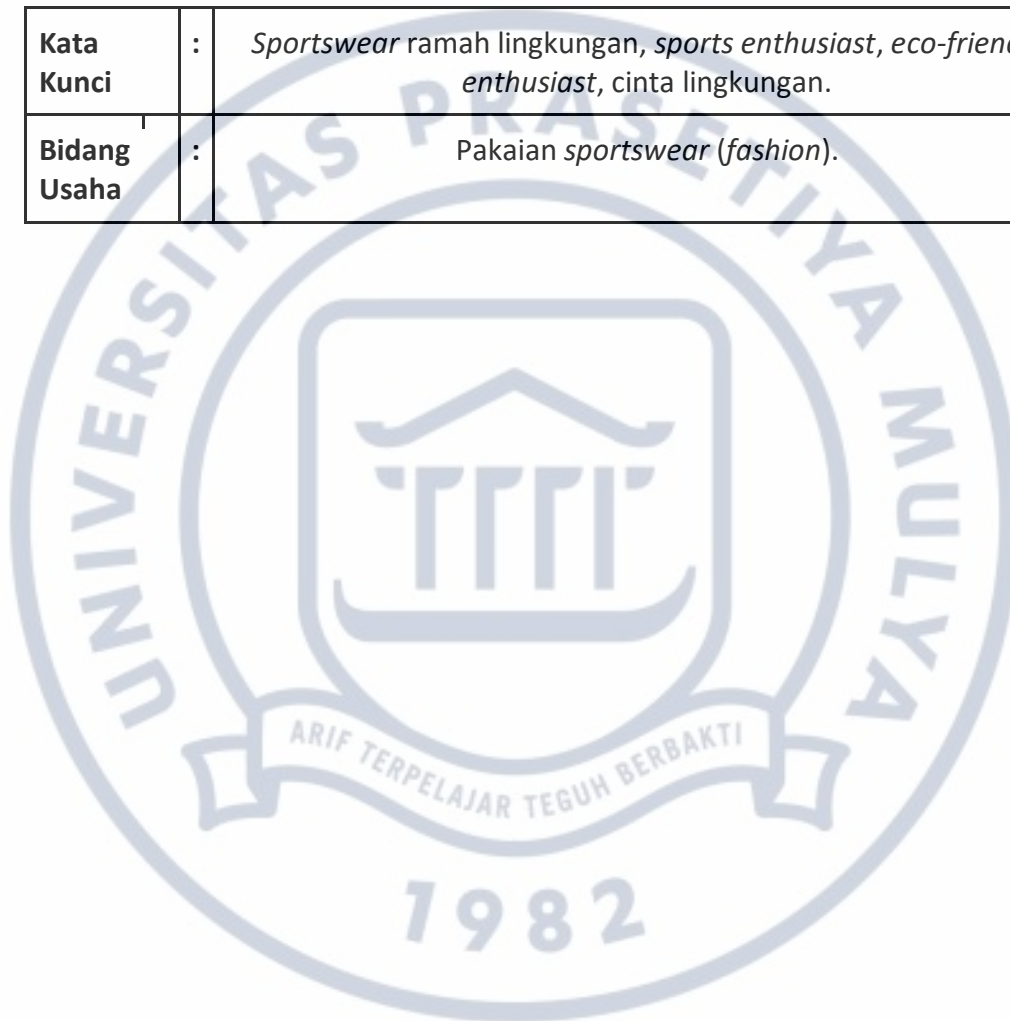
FLEXWEAR adalah pakaian *sportswear* yang terbuat dari bahan ramah lingkungan. Berdasarkan artikel pada *website* resmi Global *Business Guide* Indonesia yang berjudul “*Sportswear to be a winner in Indonesia*” (2014), We are social, Junaedi. munculnya peluang terhadap tren gaya hidup sehat bidang fesyen, dimana konsumsi *sportswear* masyarakat urban Indonesia meningkat akibat tingginya minat masyarakat terhadap kegiatan olahraga dan kebugaran inilah yang menjadi salah satu alasan berdirinya FLEXWEAR. Selain itu, meningkatnya konsumsi produk ramah lingkungan oleh masyarakat urban Indonesia akibat tren gaya hidup sehat tersebut juga menjadi asal mula terbentuknya *value* utama yang ingin di berikan FLEXWEAR kepada para konsumennya.

Selanjutnya, fakta bahwa industri fesyen menempati posisi kedua sebagai penyumbang terbesar produk domestik bruto (PDB) sektor ekonomi kreatif di Indonesia pada tahun 2017 memberikan *opportunity* bagi FLEXWEAR untuk masuk serta memenuhi kebutuhan pasar yang dituju. Menawarkan nilai kenyamanan beserta dengan nilai status “ramah lingkungan” yang dimilikinya, FLEXWEAR memilih pemuda dengan rentang usia 20 hingga 34 tahun yang merupakan *sports enthusiasts* dan *eco-friendly enthusiast*, berdomisili di Jabodetabek dengan *social class* A dan B sebagai karakteristik target pasar utama produk FLEXWEAR. Selain itu, FLEXWEAR menekankan bahwa nilai ramah lingkungan yang ditawarkan oleh produk FLEXWEAR tidak hanya diterapkan dalam proses pembuatan pakaian *sportswear* FLEXWEAR saja. Pembuatan kemasan dan seluruh proses bisnis FLEXWEAR selalu berlandaskan pada budaya cinta lingkungan yang ada di perusahaan FLEXWEAR.

Melalui seluruh kanal penjualan dan media promosi yang dimiliki FLEXWEAR, baik secara *online* maupun *offline*, dengan *personal assistance* (by Line@, Whatsapp, DM IG) sebagai bentuk *customer relationship* yang diberikan oleh FLEXWEAR,

FLEXWEAR berharap dapat memenuhi kebutuhan konsumen tertuju. Melalui nilai modal awal sebesar Rp20.000.000,00, FLEXWEAR mengharapkan *net income* pada tahun pertama sebesar Rp39.595.816,00 dengan target *payback period* pada bulan Desember tahun 2020. Dalam lima bulan pertama berjalannya bisnis FLEXWEAR, FLEXWEAR berhasil menjual 103 pakaian dengan total penjualan sebesar Rp38.625.000,00.

Kata Kunci	:	<i>Sportswear</i> ramah lingkungan, <i>sports enthusiast</i> , <i>eco-friendly enthusiast</i> , cinta lingkungan.
Bidang Usaha	:	Pakaian <i>sportswear</i> (<i>fashion</i>).



EXECUTIVE SUMMARY

FLEXWEAR is a sportswear brand made out of eco-friendly material. Based on an article from the official website of The Global Business Guide Indonesia entitled “Sportswear to be a winner in Indonesia” (2014), opportunities arise for healthy lifestyle trends in fashion, where the sportswear consumption of Indonesian urban communities increased due to high public interest in sports and fitness activities. This is one of the reasons for the establishment of FLEXWEAR. Besides that, the increased consumption of environmentally friendly products used by Indonesian urban societies due to the healthy lifestyle trend is also the origin of FLEXWEAR’s main value which we want to give out to the customers. Furthermore, the fact that the fashion industry occupies the second position as the largest contributor to the gross domestic product (GDP) of the creative economy sector in Indonesia in the year 2017, this provides an opportunity for FLEXWEAR to enter the market and meet the needs of the target market.

Offering comfort value along with its “environmentally friendly” status value, FLEXWEAR chooses youths aged 20 to 34 years who are sports enthusiasts, eco-friendly enthusiasts, who are domiciled in Jakarta, Bogor, Depok, Tangerang, and Bekasi with social class A and B as the main target market characteristics of FLEXWEAR products. In addition, FLEXWEAR emphasizes that the environmentally friendly value offered in FLEXWEAR products is not only applied in the process of making the sportswear clothing. The process of making the packaging and the entire business process is always based on the culture of loving the environment that exists in the FLEXWEAR company.

Through all sales channels and promotional media that FLEXWEAR uses, both online and offline, with personal assistance (by LINE@, WhatsApp, Instagram Direct Message) as a form of customer relationship provided, FLEXWEAR hopes to meet the needs of the targeted consumers. Through an initial capital value of

Rp20.000.000,00, FLEXWEAR expects net income in the first year of Rp39.595.816,00 with a target payback period in December 2020. After running the business for five months, FLEXWEAR has managed to sell 103 pieces of sportswear with a total sales of Rp38.625.000,00.

Keywords	:	Eco-friendly sportswear, sports enthusiast, eco-friendly enthusiast, loving the environment.
Business Field	:	Sportswear (fashion).

