

## RINGKASAN EKSEKUTIF

Kesadaran konsumen akan hidup sehat mempengaruhi seluruh aspek kehidupan dan mendorong konsumen untuk melakukan kegiatan-kegiatan yang mendukung gaya hidup sehat. Busana olahraga, salah satu produk penunjang aktivitas olahraga, turut mengalami kenaikan permintaan yang konkret. Berangkat dari karakteristik wanita muda yang cenderung berpenampilan sesuai dengan tren mode, *sports-inspired sportswear* menjadi peluang usaha yang paling menarik di antara ketiga penggolongan kategori busana olahraga.

LANA merupakan sebuah perusahaan yang bergerak pada industri fesyen dengan produk busana untuk wanita yang menyokong aktivitas olahraga. Berlandaskan visi perusahaan yaitu *“to become top of mind brand that inspires modern active lifestyle for all”*, LANA menganut nilai akronim SPORT yang merupakan singkatan dari *Strong, Passionate, Original, dan Tolerant*. Untuk mencapai visinya, misi LANA adalah *“to encourage active lifestyle by providing fashionable and affordable sportswear that follows the newest fashion trend”*.

LANA menawarkan dua nilai tambah, yaitu ***high value for fashion*** dan ***high value for money***. Nilai produk LANA terhadap fesyen dilihat dari desain produk yang *stylish* dan *up-to-date*. Diukur dari harganya, LANA menawarkan nilai yang tinggi, karena menawarkan manfaat lebih melalui fleksibilitasnya untuk digunakan baik untuk berolahraga maupun aktivitas kasual lainnya, serta mudahnya padupadan produk dengan berbagai produk fesyen lain.

Menggunakan metode rasio rantai, total *market size* LANA; populasi wanita di Jabodetabek yang merupakan *connected spenders* dengan umur 15-24 tahun, adalah 1,390,502 jiwa. Adapun potensi permintaan pada tahun pertama yaitu sebesar 232,373,741.73 rupiah. Memanfaatkan strategi bersaing *blue ocean*, LANA akan bersaing dalam *uncontested market* dengan *value innovation*.

Kata Kunci: busana olahraga, *athleisure*, terjangkau, fleksibel, bergaya modern

Bidang Usaha: Fashion

## EXECUTIVE SUMMARY

The rise of health awareness among consumers, affects a lot of aspects in life, propelling them to do certain activities that promote healthy lifestyle. Sportswear, as a fact supports that particular lifestyle, also shows a solid increase in demand. Looking at young women's behavior, which tends to dress according to the newest fashion trends, sports-inspired sportswear becomes the most attractive business opportunities among the three classification categories of sportswear.

LANA is a company engaged in the fashion industry, which offers clothing for women that supports sport activities. Based on a company's vision is "to become top of mind brand that inspires modern active lifestyle for all", LANA embraces the value SPORT which stands for Strong, Passionate, Original, and Tolerant. The company's mission is "to encourage active lifestyle by providing fashionable and affordable sportswear that follows the newest fashion trend".

LANA offers two added values in its products, which are **high value for fashion** and **high value for money**. LANA's product value in fashion is assessed from its stylish and up-to-date design. Taking its price into account, LANA offers a high value, for it gives more benefits by easily being combined with a variety of fashion items, as well as the flexibility to be used both for sports and other casual activities.

Utilizing the chain ratio method analysis, LANA has a total market size amounted to 1,390,502 inhabitants which is the female population in Greater Jakarta which are connected spenders segment from age 15-24 with potential demand in the first year amounting to 232,373,741.73 rupiahs. By using the competitive blue ocean strategy, LANA will compete in the uncontested market by creating value innovation.

Keywords: sportswear, athleisure, affordable, flexible, fashionable

Business Field: Fashion