

RINGKASAN EKSEKUTIF

HERRA adalah sebuah bisnis yang bergerak pada industri sepatu hak tinggi dan didirikan pada bulan Maret 2017. Visi yang diangkat adalah menjadi perusahaan sepatu yang paling diminati oleh wanita di Indonesia.

Di zaman modern ini, kebutuhan akan sepatu hak tinggi oleh wanita perkotaan semakin meningkat. Dari data yang diperoleh melalui analisa kuantitatif dan kualitatif, rata-rata setiap wanita memiliki minimum 2 pasang sepatu hak tinggi, untuk acara yang berbeda-beda. Para pengguna sepatu hak tinggi juga seringkali mengeluhkan rasa sakit dan tidak nyaman saat menggunakan sepatu hak tinggi. Oleh karena itu, HERRA menawarkan solusi sepatu hak tinggi dengan nilai kustomisasi unsur komplemen berupa fitur lepas-pasang pada aksesoris. Konsumen dapat menyesuaikan tampilan yang berbeda pada sepasang sepatu hak tinggi sesuai dengan kebutuhan yang berbeda-beda. HERRA juga memberikan kenyamanan melalui *cushion* (bantalan) setebal 4 mm di dalam alas kaki agar pengguna dapat merasa lebih nyaman dan empuk.

Target market HERRA adalah wanita yang berdomisili di Indonesia, dengan usia 21-40 tahun, berada pada kelas perekonomian B-A, memiliki karakteristik *experiencers* dan *strivers*, dan dengan tingkat penggunaan sepatu hak tinggi yang ringan dan sedang. Hingga bulan Juli 2017, HERRA telah menjual sebanyak 65 pasang sepatu hak tinggi dan 45 pasang aksesoris.

HERRA akan mencapai NPV (*Net Present Value*) bernilai positif dalam waktu 3 tahun, dengan nilai diskon (*discount rate*) sebesar 15%.

Kata Kunci / Keywords	:	Sepatu, sepatu hak tinggi, kustomisasi, aksesoris, dan lepas pasang
Bidang Usaha	:	Fashion

EXECUTIVE SUMMARY

HERRA is an independent start-up business, established in March 2017 that engaged especially in high heels industry. Our primary vision is to become most wanted shoe company by women in Indonesia.

Nowadays, the needs of high heels by modern women has increased. According to the data we obtained through quantitative and qualitative analysis we had done, on average, 1 Indonesian woman has a minimum of 2 pairs of heels, all for different event. Other problem is the fact that many high heels users often complain about the pain and discomfort when using high heels, especially when used for a long period of time. Therefore, HERRA offers a solution to these users, which is a unique high heel with customization value through its detachable features that allow its user to have several different looks with just one pair of high heels. How HERRA works is quite simple and easy. Users can adjust the style of the high heels as how they wanted it to be, or according to their mood and needs, simply by removing and attaching the accessories they want. User can also do mix and match with the model of the shoes and accessories they have. In addition, to provide a sense of comfort for our users, HERRA put a 4 mm thick cushion in the base of the shoes, so they will feel less pain, or even no pain at all when using HERRA heels.

Our target markets are Indonesian women, aged between 21-40 years old, with economy class of B-A, and have the characteristics of experiencers and strivers, also have a mild to moderate level of high heels usage.

Until June 2017, HERRA has managed to sell a total of 65 pairs of high heels, and 45 pairs of accessories, through our online and offline platform. HERRA will have a positive net present value (NPV) of IDR 3,257,356,74.00 within 3 years, and IDR 79,003,621.37 within 5 years, with discount rate of 15%..

Keywords	:	<i>Shoes, high heels, customization, accessories, and detachable</i>
Business Field	:	<i>Fashion</i>