

## EXECUTIVE SUMMARY

TRAVIZ is a start-up company that offers adaptive and affordable jackets for male and female to look stylish on their daily activities. The lack of market leader in fast fashion jacket opens a new business opportunity. TRAVIZ will target male and female customers, 24 to 38 years of age, working as professionals with low to medium range of income. Since TRAVIZ has little experience in the fast fashion industry, TRAVIZ believes that by launching it with adaptive design and affordable price, there will be less risk and greater chance for a successful and sustainable business.

TRAVIZ headquarter will be in Bumi Serpong Damai, Tangerang Selatan, Banten. With the use of massive and strong content strategy in digital media, TRAVIZ will try to capture some of the jacket market. Additionally, for the first year, TRAVIZ will also build 6 offline stores located at the most populated cities in Indonesia, i.e. Jakarta, Bandung, Semarang, Yogyakarta, Surabaya and Medan to create a better experience and build trust.

In order to grab attention of the millennial market, TRAVIZ will have 12 seasons a year and 2,5 months time to market for each season. TRAVIZ will offer a minimum of 3 new jacket designs every season. In the first year, TRAVIZ will target 300.000 sales, priced at Rp 175.000 each for retail customers.

Our goal is to democratize the fast fashion jacket for all Indonesians with the most adaptive design and affordable price.