

EXECUTIVE SUMMARY

The number of female prisoners from 2005 to 2009 is on an average of 2,892 each year. The causes of the convictions are drug trafficking and the rest are theft, fraud and shoplifting. The worsening economic condition is the main cause of these female prisoners to commit the crimes in order for them to fulfill their daily needs. Nowadays, with such vast number of prisoners, the correctional facilities are getting overpopulated. The correctional facilities have the purpose to prepare the ex convicts with adequate skills or capabilities that would enable them to continue their lives once they finished their sentence. However, due to limited funding, many correctional facilities cannot equip those female prisoners with basic training that lead to difficulties for them to return to their community.

Moreover, the social stigma of the ex convicts, is that they are aggressive, lazy and rude. Consequently, the female ex convicts are not accepted back to their community. The simplest solution for them is to do the same criminal activities in order to survive. A cycle of repetitive offences will occur and they will be sentenced once more.

Sew For Life (SFL) is established in order to give solution to those problems. SFL, a bag manufacturing company that will employ female ex convicts. Our main focus is to be a sustainable and profitable business, while also creating impacts to our surroundings. SFL will start its program by giving training sessions for the female prisoners inside the correctional facilities. This process is necessary to ensure the quality of the female prisoners that will be joining SFL. Within our facility, professional recruitment will also be done in order to create a more optimistic and dynamic work ambience. These will also result in a productive and sustainable workforce.

SFL is not only a manufacturer for high quality bags and accessories with affordable price, more than that SFL is also proposing social value to the consumers. By buying our products, the consumers will also contribute to the ex convicts and their families enhanced quality of life. Accordingly, our brand symbolizes a fashionable, dynamic, yet caring and socially conscious users. Therefore, our products offer distinctive value proposition compared to similar products available in the market.

Our consumers are people living in Indonesia's major cities such as Jakarta, Tangerang, Bekasi, Depok, Surabaya, Medan and Makassar. To ensure a vast area of distribution, we will carry out our transactions in our store, department stores and also through our website.

SFL will start its operations in the year 2012. Further expansions of the business will be done in year 2013 and also 2014. The investment required to build the business in Rp. 3,991,500,000 that will be funded by full equity. By the end of the 5th year, SFL will create a business with net income of Rp. 2,962,411,658 with a payback period of 5.24 year. The NPV for SFL is Rp. 6,215,757,785 with MIRR of 20%.