

EXECUTIVE SUMMARY

The baby and toddler clothing market in Indonesia, namely in DKI Jakarta, demonstrates substantial potential. The rising number of young families, coupled with the escalating expenses associated with children's necessities, generates an expanding need for cost-effective and high-quality options for baby apparel.

Young families, spanning from Social Economic Status E to Social Economic Status A2, encounter financial challenges when it comes to fulfilling their children's increasing wardrobe requirements. The escalating expense of infant garments, in conjunction with the overall escalating cost of life, necessitates the exploration of more economically viable alternatives.

TALELO is a baby and toddler clothing rental service that provides a unique solution to the challenge of obtaining economical and high-quality clothing for babies and toddlers. This service enables parents to save money, minimise textile waste, and stay up-to-date with current fashion trends by offering cheap access to high-quality apparel.

TALELO will employ a distinctive approach in order to secure victory in the competition. This will involve giving daily rentals of apparel from renowned companies that boast excellent quality, all at reasonable pricing.

TALELO primarily focusses on young families with Social Economic Status (SES) categories B and A2, whose monthly spending ranges from Rp. 6,000,000 to Rp. 15,000,000.

TALELO employs a marketing approach that centres around digital marketing using social media platforms and partnerships with influential figures in the parenting community. To attract customers, it will be crucial to highlight the advantageous financial, environmental, and convenience aspects of TALELO's services.

In order to guarantee client satisfaction, TALELO consistently endeavours to deliver high-quality services and products by using rigorous quality control measures, continuous improvement initiatives, and enhancing the company's capabilities.

TALELO aims to achieve a growth of 3,128 subscribers in the first year, with a subsequent increase to 12,401 users by the fifth year. The projected quantity of garments leased is anticipated to reach 25,024 in the first year and 124,010 in the fifth year. Based on these forecasts, TALELO is anticipated to earn IDR 15,139,300,000.00 in revenue in the first year, which is projected to increase to IDR 105,222,500,000.00 by the fifth year. TALELO is estimated to yield an internal rate of return (IRR) of 36% and a nett present value (NPV) of Rp. 30,763,251,394.00 with an initial investment of Rp. 67,500,000,000.00. The financial study indicates that the TALELO business possesses favourable prospects and is viable for operation.

