

EXECUTIVE SUMMARY

Seutas Benang's vision is to become the number one brand in Indonesia that promotes a modern vintage concept with elements of tenun ikat Rote. Its mission includes creating clothing with this concept that tells the philosophy behind each product, allowing customers to appreciate and wear it with pride. Additionally, the company aims to preserve tenun tradition and empower the economy of artisans through the use of tenun ikat Rote, creating a healthy work environment to maximize employee potential, and increasing investment value through long-term growth and profitability. With the core values of HUMBLE (Humility, Urgency, Meritocracy, Bravery, Leadership, Energetic), Seutas Benang is committed to always learning, acting quickly and efficiently, providing opportunities based on merit, taking calculated risks, fostering a leadership mindset, and encouraging innovation and productivity to ensure customer needs are met promptly and adapting quickly to changes.

Seutas Benang's business is managed by five departments: marketing, operations, human resources, finance, and technology, with expertise that correlates across all departments. The total number of employees in these departments is 118, each bringing specialized skills and knowledge to ensure the smooth and efficient operation of the company. Our dedicated workforce is committed to upholding the company's values and achieving our business goals, fostering a collaborative environment where innovation and excellence are paramount. The human resources department plays a crucial role in recruiting, developing, and retaining top talent to support our mission and vision.

This business offers premium modern vintage clothing products with elements of tenun ikat Rote. These products are designed to meet the needs of consumers who want unique, high-quality clothing that reflects a modern lifestyle. The demand for tenun ikat is on the rise, as shown by the growing number of requests for it to be worn at both local and international events. According to a recent survey, even with the increasing interest in tenun ikat, customers still encounter challenges in obtaining it, including limited availability, high prices, and designs that are not suitable for everyday wear. Additionally, inconsistency in color was noted as a concern.

The main target market is upper-middle-class consumers in major cities in Indonesia, so Seutas Benang is opening boutiques in four major cities that align with this business's segmentation: Jakarta, Surabaya, Bandung, and Medan. This segment has high purchasing power and appreciates cultural heritage products with high quality, unique, and elegant designs.

To reach and expand our target market, Seutas Benang will use a combination of online and offline marketing activities. Online marketing activities will mainly be through social media and Key Opinion Leaders (KOLs), while offline activities will involve participating in events, holding workshops, and engaging in strategic collaborations. These activities aim to enhance the company's brand equity, which will positively impact sales.

Seutas Benang's competitive advantage is the combination of modern design, premium quality, and the unique cultural elements of tenun ikat Rote. This will add value for consumers and differentiate this product from competitors, making it a preferred choice for those seeking high-quality, culturally rich, and uniquely designed apparel.

Based on Seutas Benang's financial projections, in a 10-year projection, Seutas Benang is expected to become profitable from its third year. With an initial investment of Rp. 10,500,000,000, the expected payback period is within six years. The projected Net Present Value (NPV) is Rp. 25,097,322,598 with an Internal Rate of Return (IRR) of 48.90%, and the cost of capital is projected at 22%.

Seutas Benang is a potential business to develop in the Indonesian fashion market. By combining the unique elements of tenun ikat Rote with modern and premium design, we are confident we can meet the market demand for high-quality fashion products. Supported by industry analysis, comprehensive marketing strategies, and positive financial projections, we are optimistic that this business will provide significant returns for investors.