

RINGKASAN EKSEKUTIF

Human to Human merupakan bisnis yang bergerak pada industri fesyen, Human to Human berfokus untuk menjual produk *outerwear* yang memiliki kualitas tinggi, *versatile*, memiliki fungsi tambahan, dan menjual cerita dari manusia untuk manusia dan hubungan antar manusia.

Human to Human menyediakan produk yang dapat menyelesaikan masalah konsumen, selain itu Human to Human memberikan produk yang memiliki nilai fungsional tambahan, yaitu *outerwear* yang dapat dijadikan tas.

Target market Human to Human merupakan orang yang berada di Jabodetabek dan Bandung, yang berprofesi sebagai profesional, wirausaha, mahasiswa dan siswa. Setelah melakukan perhitungan, perusahaan menemukan bahwa demand *outerwear* pada pasar tersebut sebesar 163.094.

Human to Human berfokus melakukan penjualan pada platform digital. Human to Human menggunakan sosial media Instagram sebagai media pemasaran. Pada bulan Mei 2024, Human to Human memiliki total followers sebanyak 864.

Selama menjalankan bisnis, Human to Human belum dapat mencapai target penjualan awal. Human to Human hanya dapat mencapai penjualan sebesar Rp26.714.940 dan total keuntungan bersih sebesar Rp6.454.745.

Secara keseluruhan, Human to Human belum dapat mencapai titik balik modal. Namun dengan eksekusi dan konsep produk dan manajemen bisnis yang baik, kelompok dapat mengembangkan perusahaan hingga mendapatkan profit yang tinggi.

Kata Kunci	:	Pakaian Luar, Bahan Berkualitas, Fungsional, Serba Guna, Cerita
Bidang Usaha	:	Fesyen

EXECUTIVE SUMMARY

Human to Human is a fashion business that specializes in high-quality, versatile outerwear with additional functions. The company's mission is to sell stories of human connection and to provide products that solve consumer problems.

Human to Human's outerwear is designed to be both stylish and functional. The products are made from high-quality materials and are designed to be durable and long-lasting. In addition to their stylish appearance, the outerwear also has additional functions, such as the ability to be converted into a bag.

Human to Human's target market is professionals, entrepreneurs, students, and high school students in the Jabodetabek and Bandung areas. The company has conducted market research and determined that the demand for outerwear in this market is 163,094.

Human to Human focuses on selling its products through digital platforms. The company uses social media, particularly Instagram, as its primary marketing channel. As of May 2024, Human to Human has 864 followers on Instagram.

Despite its strong concept and well-executed business plan, Human to Human has not yet been able to achieve its initial sales targets. The company has only been able to generate sales of Rp26,714,940 and a net profit of Rp6,454,745. As a result, Human to Human has not yet reached the break-even point.

Although Human to Human has not yet achieved its financial goals, the company has a strong foundation for success. With continued execution and a focus on its unique product concept and strong business management practices, the company has the potential to develop into a profitable enterprise.

Keywords	:	Outerwear, High Quality Materials, Functional, Versatile, Story
Field of Business	:	Fashion