

RINGKASAN EKSEKUTIF

Tara, yang berarti "istimewa" dalam bahasa Sanskerta, adalah sebuah *fashion brand* yang bertujuan melestarikan kain tradisional Indonesia. Target demografis kami terdiri dari pria dan wanita berusia 16 hingga 34 tahun, dengan tingkat pendapatan menengah ke atas. Tara menawarkan koleksi pakaian yang dibuat dengan sentuhan kain tradisional Indonesia. Hal yang membedakan kami dari pesaing adalah kemampuan kami untuk memadukan tekstil tradisional dengan desain kontemporer modern yang selaras dengan tren mode saat ini. Kami bangga dengan komitmen kami untuk produksi dalam jumlah terbatas, memastikan eksklusivitas dan keahlian yang berkualitas tinggi. Melalui koleksi kami, kami berusaha untuk menampilkan budaya Indonesia kepada dunia, memberikan paparan mengenai kekayaan warisan dan kesenian Indonesia.

Tara telah melakukan Grand Launching pada tanggal 4-6 Mei 2024 dan berhasil menarik perhatian *event organizer* dan media yang ingin mengajak kami bekerja sama. Berdasarkan proyeksi keuangan kami, Tara akan meraih *break even point* di penjualan unit ke 273, yaitu setelah satu tahun beroperasi. Meskipun kami telah berhasil menciptakan citra warisan modern melalui koleksi kami sebelumnya, kami menyadari kebutuhan untuk meningkatkan keberadaan pasar kami. Ke depannya, tujuan pertumbuhan kami mencakup memperluas basis pelanggan kami dan meningkatkan eksposur merek. Dengan mewujudkan esensi kemewahan dan tradisi, Tara siap untuk menjadi kekuatan terkemuka di industri fesyen, menyediakan produk dengan sentuhan kain tradisional kepada pelanggan yang membuat mereka merasa istimewa dan memberikan dampak positif terhadap ekonomi.

Kata Kunci	:	Kain tradisional Indonesia, modern, timeless, fesyen, apparel
Bidang Usaha	:	Fesyen

EXECUTIVE SUMMARY

Tara, meaning "special" in Sanskrit, is a fashion brand that aims to preserve Indonesia's traditional textiles for a better future. We cater to individuals who are passionate about traditional textile and share our mission. Our target demographic comprises men and women in the range of 16 to 34 years old, with a high income level. We offer a unique collection of clothing, crafted from exclusive materials and traditional Indonesian textiles. What sets us apart from our competitors is our ability to seamlessly blend traditional textiles with modern contemporary designs that align with current fashion trends. We pride ourselves on our commitment to limited quantity production, ensuring exclusivity and high-quality craftsmanship. Our brand's vision is to become a top-of-mind fashion label, establishing an economic life cycle that nurtures Indonesia's creative economy. Through our collections, we seek to showcase the underrated Indonesian culture to the world, giving exposure to the rich heritage and artistry of the country.

We held our Grand Launching at 4-6 May 2024 where we were approached by the media and an event organizer that asked us to join their events. According to our projection, Tara will reach our break-even point at 273 units sold, which is around a year of running the business. Although we have successfully created an image of modern heritage through our previous collections, we recognize the need to enhance our market presence. Going forward, our growth objectives include expanding our customer base, increasing brand exposure, and establishing ourselves as a leading fashion brand. By embodying the essence of luxury and tradition, Tara is poised to become a prominent force in the fashion industry, providing customers with unique pieces that make them feel special while making a positive impact on the economy.

Keywords	:	Traditional textile, modern, timeless, fashion, apparel
Field of Business	:	Fashion