

RINGKASAN EKSEKUTIF

Stila the Label merupakan *brand* pakaian rajut wanita berbahan dasar katun bambu yang bersifat nyaman dan tidak panas, mudah untuk dipadupadankan, serta tersedia variasi ukuran. Ide bisnis ini dimulai dari peluang pasar rajut di Indonesia yang sedang mengalami peningkatan hingga tahun 2029. Meskipun begitu, hasil riset konsumen dan penelitian pasar mengatakan pengguna *knitwear* sering merasa tidak nyaman karena bahannya yang gatal, panas, mudah melar/menyusut, hingga sulit menemukan ukuran yang sesuai.

Melihat data tersebut, tim Stila melakukan penelitian untuk menemukan solusi terhadap permasalahan terkait. Dalam pengembangan produknya, tim Stila bekerja sama dengan vendor *knitwear* berpengalaman, ditargetkan untuk wanita berusia 17-29 tahun dengan SES A dan B, berdomisili di Jabodetabek, dan merupakan *fashion enthusiast*, dengan rentang harga Rp229.000-Rp239.000, serta dijual secara *online* untuk menjangkau audiens lebih luas.

Dalam hal *branding* dan pemasaran, Stila the Label mengembangkan identitas merek melalui sosial media yang menekankan pada nilai minimalis, *timeless*, dan *versatility*. Untuk manajemen operasi, Stila the Label mempelajari setiap tahap produksi *knitwear* untuk memastikan tercapainya standar kualitas produk. Dengan investasi awal sebesar Rp20 juta, Stila the Label diproyeksikan akan mendapatkan *payback* dalam waktu sekitar tiga bulan.

Stila the Label menerima *feedback* positif atas komitmennya menyediakan *knitwear* berkualitas. Per 30 Juni 2024, Stila berhasil menjual 100 *pieces* dengan pendapatan Rp23,5 juta. Menyadari pentingnya integrasi divisi untuk pertumbuhan berkelanjutan, tim Stila akan terus memenuhi permintaan, mengeksplorasi saluran pemasaran baru, dan menetapkan strategi sesuai kebutuhan pasar.

Kata kunci	:	Pakaian rajut, wanita, katun bambu, variasi ukuran, mudah dipadupadankan
Bidang usaha	:	Fesyen

EXECUTIVE SUMMARY

Stila the Label is a women's knitwear brand that specializes in bamboo cotton, offering products that are comfortable, breathable, easy to style, and available in various sizes. This idea emerged from the growing knitwear market in Indonesia, which is expected to grow until 2029. However, consumer research and market analysis revealed that there are market gaps related to the discomfort of traditional knit materials and the lack of size inclusivity.

Initiated in response to consumer feedback and market research, Stila the Label conducted extensive research and collaborated with experienced knitwear manufacturer to develop high-quality bamboo cotton knitwear. The brand targets women aged 17-29, within SES A and B, in Greater Jakarta, and fashion enthusiasts. Priced between IDR 229.000 and IDR 239.000, the products are sold online for wider reach of the market.

For branding and marketing, Stila the Label established its brand identity through social media, emphasizing minimalist, timeless, and versatile values. Moreover, the operation team meticulously analyzed each stage of knitwear production to ensure the highest quality standards. With an initial investment of IDR 20 million, Stila is projected to achieve payback within around 3 months.

Since its launch, Stila has received positive feedback and, as of June 30, 2024, has sold 100 pieces, generating IDR 23,5 million in sales. Recognizing the importance of integrated efforts across all divisions, Stila the Label plans to continue meeting increasing demand, exploring new marketing channels, and implementing strategies aligned with market needs and business development. The brand is poised for continued success in the growing knitwear market, driven by its dedication to customer satisfaction and market responsiveness.

<i>Keywords</i>	:	<i>Knitted clothing, knitwear, women, bamboo cotton, various sizes, easy to mix-and-match</i>
<i>Field of Business</i>	:	<i>Fashion</i>