

EXECUTIVE SUMMARY

Her Goods Store is a provider of fashion products for women aged 17-25 years of the middle to lower-middle segment in Indonesia. Considering the need for affordable but semi-exclusive products, Her Goods Store has tried to provide such products since 2016. In this case, semi-exclusive refers to each product design with a maximum quantity of 400 pieces. Products with these criteria can be provided through modification of the production process. The modification of the production process can be done by purchasing materials in large quantities to produce many different products. Besides, Her Goods Store also has cooperated with many large suppliers who can provide products in limited quantities specifically for Her Goods Store. Since 2016, such products have made customers satisfied due to their uniqueness.

For validation, the founder interviewed some customers. Based on the results of this interview, the products provided by Her Goods Store make customers satisfied, both in terms of quality and prices. Due to the limited quantity of products, customers will look forward to the new products that will be released. The affordable price makes the semi-exclusive value offered becomes more valuable. Until now, Her Goods Store has more than 900,000 customers with several online transactions of 3.000-5.000 per month. The transaction was done through several channels including the website, marketplace (Shopee), WhatsApp, and Line for Business. Her Goods Store' vision is to become a leading provider of women's fashion products in Indonesia. This vision can be achieved through some missions by providing quality, semi-exclusive, and affordable fashion products for customers; providing professional services for customers; realizing innovative steps to meet customer needs; and building an internal team that can effectively and efficiently work and coordinates.

During the covid-19 pandemic, Her Goods Store did not open a pop-up store or offline in-house bazaar for security reasons for all parties. During this pandemic, sales were maximized digitally by opening new marketing channels such as TikTok, Instagram stores, and maximum digital interactions with visitors or customers every day. The average growth of this business reached 45%. Indeed, there was a decline in sales at the beginning of the pandemic. But, over time, Her Goods Store has tried to get back to increase sales.

For the next 5 years, the projected revenue growth will increase by more than 50% in the first three years. The fourth-year will experience a significant increase in revenue caused by the business development plan through additional investment value. The investment in the third to fourth year will later be used for business development by opening an offline store or for digital business development. Her Goods Store is projected to have a net profit of Rp 6.010.559.263 in the fifth year. To achieve the expected goals, it is important to set the target of procurement of goods and sales.

In terms of financial performance, Her Goods Store is projected to have very good profitability in the future with an average ROA of 38% per year. In terms of ROI, Her Goods Store is projected to have an ROI of 15% in third until fifth year. This projection illustrates that Her Goods Store will have very good fundamentals in the next five years. The calculation of the value of Her Good Store used the Discounted Cash Flow (DCF) method. In the next five years, the business value of this company will be Rp12.702.031.588.

The founder of Her Goods Store is Elisha Lazaria. Elisha Lazaria has experience in fashion retail since 2016. Founder is an alumnus of Institut Teknologi Bandung who graduated in 2016. Founder managed to bring the team to be the best seller for some products of Her Goods Store in 2017-2019. Further, Elisha Lazaria has the experience to be a tutor for MSMEs at an event organized by the Financial Services Authority in 2018.