

EXECUTIVE SUMMARY

The digitalization era is increasing by the year 2020 because of the pandemic COVID- 19, and the main reason is many people are too afraid to do activities in the public space. Because of that, a lot of business industries in Indonesia are affected by this, one of them is the fashion industry. According to the Asosiasi Pengusaha Ritel Indonesia (Aprindo) in April 2020, sales in retail clothing stores fell to 80 percent since visits to retail stores also fell by 50 percent. Therefore many fashion industry players decided to do business online.

Immersive has the vision to be the biggest virtual store platform in Indonesia focusing on helping fashion brands as well as facilitating their growth. Apart from helping the local fashion brands to grow, Immersive also focuses on helping online fashion shoppers to shop more comfortably and get a similar shopping experience to offline shopping. Immersive offers many unique features, such as a virtual store and virtual fitting to ensure that the online users could shop with ease, and get high-quality products through the platform.

Immersive works by connecting fashion brands and fashion consumers all around the world by being the sole platform that provides the aforementioned facilities. Various marketing campaigns are already planned to achieve this target such as having brand ambassadors and utilizing various types of internet advertising. Immersive takes the shape of an interactive website that can be accessed through desktop and mobile phones. Immersive provides solutions for fashion brands to reach more customers with less cost and a more unique approach.

From the financial perspective, Immersive uses the NPV method to ensure business feasibility. The NPV projection of Immersive reaches Rp 435.954.239.286 with a total investment of Rp. 100.000.000.000. It can be concluded that the numbers show the potential as well as the benefits provided by the business to the investors.