

# ONLY FOR ENTREE CANDIDATE PERUSAL

## OVERVIEW OF BUSINESS PLAN

(Please fill this form as complete and details as you can)

Name : Wanda Alifya Tejomoyo

### General Information

|                               |                                                     |                                           |                                          |
|-------------------------------|-----------------------------------------------------|-------------------------------------------|------------------------------------------|
| Business Area                 | Fashion                                             |                                           |                                          |
| Product/Service               | Product                                             |                                           |                                          |
| Business Status               | Not yet running <input checked="" type="checkbox"/> | Just running now <input type="checkbox"/> | Already running <input type="checkbox"/> |
| Location (if already running) | -                                                   |                                           |                                          |

### Idea, Opportunity and Business Concept

1. What is your business idea? And why do you choose this?

My business idea is to build a fashion brand that highlights Indonesian traditional textiles, or *wastra*, such as batik, tenun, and songket. The goal is to merge cultural heritage with modern design, making *wastra* more relevant and accessible to global markets. I chose this idea because I have a deep personal connection to Indonesian culture, and I truly believe *wastra* holds not only aesthetic and historical value, but also strong commercial potential. Through this brand, I want to support local artisans, promote sustainable practices, and elevate Indonesia's cultural identity on the world stage.

2. What is unique with your business idea?

My brand is uniquely positioned by combining the elegance of modern and deluxe design with high-quality fabrics and distinctive craftsmanship. Each piece is carefully developed not only to reflect refined aesthetics, but also to carry a personal touch through signature details or specific techniques that set it apart. I believe that fashion should not only be beautiful, but also meaningful—telling a story through every texture, silhouette, and stitch.

3. Is there any technological innovation that you make use (or will make use) for the business? If yes, please describe

i havent found any technological innovation yet, because i have plan to use Maklon service to create my product

4. How do you see the market potential for your business?

Since we lives in The Largest Muslim Population Country in the World, and many islamics communities and many demand for people who wants to perform umrah, i see these are as a big potential for my business.

5. Are they any competitors or potential competitors for your business? How do you see the competition in the business you are running (or will be running)?

There are competitors, but according to my fabric that i want to use and the different design from them and the different purposes of what they made, i am optimist that i can compete and win the competition because my product has their own market.

### Resource Needs

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|                                                   |                                       |                                              |                                            |                                  |                |
|---------------------------------------------------|---------------------------------------|----------------------------------------------|--------------------------------------------|----------------------------------|----------------|
| Required Investment (Rp)                          | 1.000.000.000 (approximately)         |                                              |                                            |                                  |                |
| Source of Funds<br>(you may choose more than one) | Own money<br>✓                        | Family/Relatives<br><input type="checkbox"/> | Partner<br><input type="checkbox"/>        | Bank<br><input type="checkbox"/> | Don't know yet |
| Type of Fund                                      | Ownership/Share ✓                     |                                              | Lending <input type="checkbox"/>           |                                  |                |
| Technology Needs                                  | Easy to Find ✓                        |                                              | Difficult to Find <input type="checkbox"/> |                                  | Don't know yet |
| Human Resources Needs                             | Easy to Find <input type="checkbox"/> |                                              | Difficult to Find ✓                        |                                  | Don't know yet |
| Permit/regulation requirement                     | Easy to Get ✓                         |                                              | Difficult to Get <input type="checkbox"/>  |                                  | Don't know yet |
| Other Needs                                       | -                                     |                                              |                                            |                                  |                |

### Projection

How much your estimated revenue, profit and number of employees in your business?

| Estimation                       | Year 1        | Year 2        | Year 3        |
|----------------------------------|---------------|---------------|---------------|
| Revenue (in rupiah)              | 1.000.000.000 | 2.000.000.000 | 4.000.000.000 |
| Profit (in rupiah)               | 200.000.000   | 400.000.000   | 800.000.000   |
| Number of Employees (in persons) | 10 persons    | 20 persons    | 25 persons    |

**Remarks: You will present your business plan in interview test**