

Business Plan Clothing Business “The X Aksha” in Bali

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Abstract— *The goal of this study is to assess all areas of "The X Aksha" clothing company's business continuity. With the rising level of competitiveness in Indonesia, particularly in the garment industry. Summer casual themed apparel designs with good quality and inexpensive rates are available at "The x Aksha." The goal of establishing "The x Aksha" is to give a variety of ecologically safe and comfortable clothing models with appealing styles and reasonable pricing for usage during the pandemic. Based on the results of calculations on the financial aspect for 5 years obtained NPV of Rp. 1,198,996,338 and an IRR of 68%, where the payback period is 1 year 2 months, so from these results it can be concluded that this clothing business project is feasible to run. With the current circumstances, research on this business plan demonstrates that The X Aksha's business can be run and will offer returns for investors. The existing assumptions can be used to run this clothes firm.*

Keywords : Business Plan; Production; Pandan Tectorius; Tote Bag ; Pull Up

Abstrak— Penelitian ini bertujuan untuk mengevaluasi seluruh aspek kelangsungan usaha bisnis pakaian “The X Aksha”. Dengan semakin maraknya persaingan di Indonesia khususnya dalam hal berbusana. Disini “The x Aksha” menawarkan desain pakaian bertema summer casual dengan kualitas yang bagus dan harga yang terjangkau. Tujuan didirikannya “The x Aksha” adalah untuk menyediakan beberapa model pakaian yang ramah lingkungan dan nyaman digunakan di masa pandemi ini dengan desain yang menarik dan harga yang terjangkau. Berdasarkan hasil perhitungan pada aspek keuangan selama 5 tahun diperoleh NPV sebesar Rp. 1.198.996.338 dan IRR sebesar 68%, dimana payback period adalah 1 tahun 2 bulan, maka dari hasil tersebut dapat disimpulkan bahwa proyek bisnis clothing ini layak untuk dijalankan. Penelitian mengenai rencana bisnis ini menunjukkan bahwa bisnis The X Aksha dapat dijalankan dan akan memberikan keuntungan bagi investor dengan skenario yang ada. Bisnis pakaian ini dapat dijalankan sesuai dengan asumsi yang ada.

Kata kunci: Perencanaan Bisnis ; Produksi ; Pandan Tectorius ; Bisnis ; Tote Bag ; Pull Up

INTRODUCTION

Seeing the condition of the economy in Indonesia which continues to grow (Masrul & Huda, 2021). Indonesia is a country with great potential to run a business (Hidayatno, Rahman, & Irminanda, 2019). The main reason is because Indonesia is a country with a dense population, and the majority of the population already has access to the internet. In Indonesia, MSMEs play a role as the backbone of the economy, which is seriously affected by the COVID-19 outbreak, not only from the aspect of production or trade value, but also by the number of workers who have lost their jobs (Widiastuti & Cakranegara, 2021) . The growth of SMEs tends to get a great attraction from the government or even the community and helps them to develop and cooperate with many parties in the economy (Mustafida, Fauziah, & Kurnia, 2021). According to data of the Ministry of Cooperatives and also SMEs, the quantity of MSMEs reaches 64.2 million that has contribution to GDP of 61.07% or related to 8,573.89 trillion rupiah. The contribution of MSMEs to the economy of Indonesian takes the ability to do absorption for about 97% of the entire workforce and also add up to 60.4% of the entire investment. Clothing, which is one of the fashion items, is a basic human requirement, thus demand for fashion products will not wane and will even increase in tandem with human development. According to the adage, "you are what you wear," persons are viewed and judged first by others in terms of visually, including how they appear. One way for people to reflect on their personalities is through fashion. Today's fashion models are becoming more diverse and fashionable in tandem with the rapid

development of fashion. Women are becoming more open-minded about not limiting their fashion inventiveness, but the diversity of fashion models available does not always correspond to their desires or inclinations. As a result, the fashion industry is currently highly promising, thanks to technical sophistication and social media, but it is still rare that there isn't even an online shop that allows customers to design their own garments. As a result, the author wishes to collect and analyze information regarding a fashion brand called "The X Aksha's" business plan. The goal of "The X Aksha" is to give people a space to express themselves through apparel from The X Aksha, which has a casual summer concept that is currently popular in Indonesia and is available at reasonable costs. Another goal is to promote employee welfare while while increasing earnings.

The current pandemic has changed people's lifestyles so that business actors must be sensitive and adapt quickly by making various strategic changes. Seeing this situation "The X Aksha" is here to create a trend of casual clothing that can be used anytime and is comfortable when used. The target segment of The X Aksha is women who are in the productive age (15-64) years.

Industry and Competitor Analysis

The ongoing pandemic has forced people to stay at home - the lack of socialization and the rise of virtual gatherings have begun create a 'Work Form Home' uniform which is a comfortable yet professional-looking clothing option for the camera to wear for a week's work. The fashion industry is known as the fastest growing industries in the world, any brand can be found with so many variants. The X Aksha sees this as an opportunity to reach the market in Indonesia, particularly using social media. Indonesia is a tropical country. Because it has hot weather, lots of people wear clothes that can absorb sweat. As we know, currently Indonesia is still trying to fight against the covid 19 pandemic, therefore a lot of people are being sent home, both workers and students, therefore a lot of people mix and match their outfit of the day, because they only work individually. This is because most businesses that sell imported clothes and the fabrics used are not environmentally friendly and The X Aksha sell summer clothes at high prices which are quite expensive besides that competitor have their own brands with their own product concepts and brand concepts, so each brand sells designs. In order to achieve the goals of "The X Aksha" that have been set, it is necessary to determine the appropriate analysis. SWOT analysis is known as an analytical method that aims to determine the company's internal strengths and weaknesses as well as external factors such as opportunities and threats. Determining the company's strengths and weaknesses is very important to find out what the company's strengths are compared to its competitors and to find out the company's weaknesses in order to overcome the company's shortcomings, minimize risks and take advantage of opportunities.

TABLE 1. ANALISIS SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"> - High quality <p>The X Aksha products are made from high quality ingredients that have no side effects on skin and health. The X Aksha products are also durable. This is different from other brands that still use low-quality fabrics and are hot when used. The product that The X Aksha uses is a product that has high quality and is very comfortable to use, especially when it is supported by the current weather in Indonesia.</p> <ul style="list-style-type: none"> - Affordable price <p>In addition to providing customers with the best high-quality materials. The price of The Aksha products is also affordable. And also customers can express their fashion sense with high quality designs and fabrics without worrying about health hazards and prices.</p> <ul style="list-style-type: none"> - Online based 	<ul style="list-style-type: none"> - High shipping cost for longer distance <p>Buyers who live very far from the business location must pay additional shipping costs, sometimes more than 50% of the product price. One solution is to look for warehouse fulfillment services in other provinces in Indonesia. Fulfillment warehouse service is a type of service that allows The X Aksha to use its storage facilities to store products and its employees to package products. If there is an order, payment will be made every month. Or simply, The X Aksha can provide a discount on shipping costs.</p> <ul style="list-style-type: none"> - No Offline Store <p>Not everyone can shop online, many also don't believe in doing online transactions and prefer to go to offline stores to see and feel the products. Since The X Aksha is online focused, they are not able to take advantage of this</p>

<p>The X Aksha is an online based business, so The X Aksha does not have to pay additional fees for shop rentals and other costs associated with opening a regular brick and mortar shop. In addition, customers can easily choose, find out detailed product specifications, buy products, and can interact with customer service like in a normal store from anywhere.</p> <ul style="list-style-type: none"> - Diverse sales channel <p>Because this business is online based, transaction, promotion, and sales activities are carried out online. Therefore, the sales channel of this business uses online based services such as social media, e-commerce. As we know today, social and e-commerce are media as material for transactions and promotions in current sales considering this time of a pandemic.</p> <ul style="list-style-type: none"> - Customize design and size <p>One of the uniqueness of this business is that buyers can customize their clothes from material, design and size. Judging from several competitors, currently only very few clothing businesses open custom clothing services both in terms of design, material and size. And this can be the point plus of this business because it accepts custom designs.</p>	<p>customer base. In the future, The X Aksha plans to open an offline mini pop up shop.</p>
<p>Opportunity</p> <ul style="list-style-type: none"> - New Trends Rising <p>Some online shops already sell casual clothes. Because fashion trends are affordable and much in demand, especially the relatively new trend of summer clothing, there are very few competitors for casual clothing with a summer concept.</p> <ul style="list-style-type: none"> - Social Media Influenced Fashion Trends <p>Social Media currently has a tremendous influence in terms of sales, therefore The X Aksha can use this opportunity to carry out extensive marketing such as social media both Tik Tok and Instagram, fashion influencers by doing endorsements and building network effects among customers about the brand.</p> <ul style="list-style-type: none"> - Government supports local business <p>As we know that currently the government is very supportive of local business ventures, therefore this is an extraordinary opportunity for The X Aksha to open this business with existing regulations and comply with all government regulations.</p> <ul style="list-style-type: none"> - Lifestyle <p>Because this business is targeting female buyers, therefore looking at the lifestyle of women in Indonesia, there are some people who really like shopping for clothes online.</p>	<p>Threat</p> <ul style="list-style-type: none"> - Future Competitors <p>With the increasing trend of affordable fashion nowadays, few people will see this opportunity and will be a competitor for the future.</p> <ul style="list-style-type: none"> - Cheating Competitors <p>Due to the affordable price, competitors who want to defame the brand can easily buy The X Aksha products and give bad fake reviews, this will of course damage the brand image. Many of these cases occur in many online stores.</p> <p>Competitors are known to be the companies that also make and sell similar products of the company. In this situation, The X Aksha main point is to approach and reach target customers and how to turn off the pace of competition development. The following is an Analysis of The X Aksha competitors. There are top 3 competitor analyzes that The X Aksha met because they have the same concept and design of clothing models. The competitors have opened their businesses from 2018 and some are in 2019. Because their business has been running for a long time, the competitors already have 10-15 workers and like Baliethnik_official, Dailywearbali already has an offline store and an online store. While Boogieta.id so far only accepts online purchases.</p>

Office women fit the concept of The X Aksha very well. Not only office women, students and housewives can also use The X Aksha product because the materials and designs sold by this business can be used anytime and will look fashionable.

COMPANY DESCRIPTION

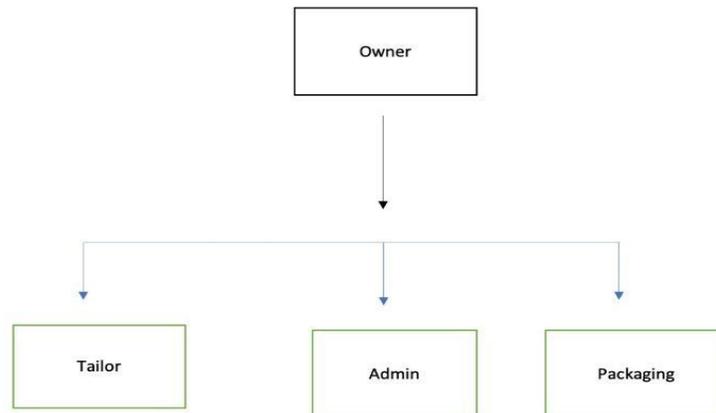


FIGURE 1. COMPANY STRUCTURE

The X Aksha will have Five workers, two tailors who are in charge of sewing and designing The X Aksha clothes, and one are Admins who will manage social media and other The X Aksha sales channels including posting, order management, and customer service with standard operating procedures. strictly to ensure quality content and customer service. And one more worker in the Packaging section who is responsible for managing product stock, packing orders and ensuring all stocks are in good condition. Workers will be given 13 months' salary and 1 month is an additional bonus that will be given at the end of the year. And every year there is a 5% salary increase.

PRODUCT DESCRIPTION

Summer wear is defined as a clothing that is currently a trend in Indonesia. The development of clothing and fashion design in the last decade cannot be separated from efforts to develop the current trend, because with the current trend that has many models and its own uniqueness can spur the creative economy sector in Indonesia. Knowledge of fashion or design, strongly supports the birth of new fashion works. So that it can be a source of innovation in making new designs, the fashion style itself. We can see the current development of fashion trends in Indonesia. Starting from the trend of simple clothes that don't wrinkle easily, to the trend of home wear, which is expected to continue to boom. Meanwhile, in modern times, almost every nation and country seems to be competing to create their own trends. Generally, each country has different characteristics, perceptions and views about fashion. So that the development of fashion design is also not limited. Because the times are growing, summer clothes are increasingly popular with various models and can be combined with other clothes, such as paired with jeans, which indeed a lot of teenagers or young people like this type of pants. The X Aksha is a brand engaged in affordable women's fashion based in Bali. This brand sells various kinds of clothes that are currently trending with a summer theme. The X Aksha aims to use very high quality and comfortable materials while maintaining affordable prices and designs that are currently trending. Opening The X Aksha business by sewing clothes that will be sold can be done at home. Sewing is not just a matter of joining two pieces of cloth together. In the process we have to draw patterns, cut materials, and sew. By understanding all the basics of sewing, including sewing techniques and basic pattern techniques. One of the important things that must be known by a tailor is the development of fashion.

The X Aksha products are affordable but served such a high quality results of products. Our products can also accept for requests for clothing models and sizes desired by buyers so that they can look fashionable. However, there are many

clothes sellers who sell current trend clothes at high prices and poor quality. It will undoubtedly be highly beneficial to marketers to create the proper brand image for a product, because the brand image will have an impact on consumer judgment of expected alternative brands (Amin & Claudia, 2016).

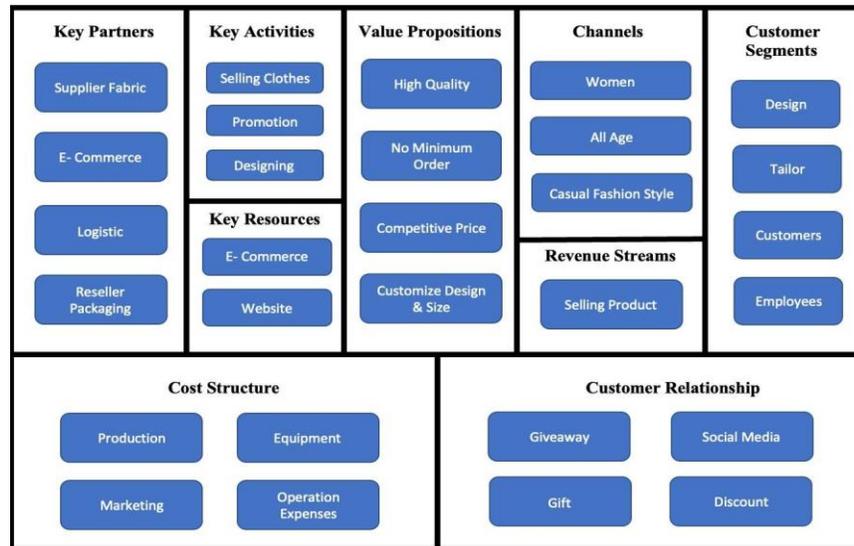


FIGURE 2. MODEL BUSINESS CANVAS

A. Customers Segment

Customer segmentation The X Aksha has the potential to allow marketers to address each customer in the most effective way. The segmentation of The X Aksha prospective buyers is all ages. Currently our focuses is on the age range of 15-64 years, especially women. X Aksha are a new business currently we focused on women, who like to wear summer style clothes or can category into the casual style.

B. Value Proposition

The X Aksha has several value propositions, high performance or quality, no minimum order, competitive prices, and also can request clothing models and sizes. Our clothes are very comfortable to wear in every daily activity, the material is also very durable and easy to absorb sweat and smooth. There is no minimum order, even if you tend to buy only one shirt, we can give it without unconditionally. Customers also can request the dress design and size they want. For requests for the clothes and size they want, an additional price will be charged depending on the dress model, the fabric used and sewing costs, but The X Aksha will try to provide the right price and affordable.

C. Customers Relationship

The relationship that The X Aksha has with customers is to provide loyalty to customers by providing purchase discounts for the next purchase and small gifts to buyers such as hair tie and others. After the author explores the current Tik Tok trend. it turns out that a lot of customers are happy to be given freebies or discounts on the goods they buy to their buyers. In addition, holding a giveaway on social media will get a lot of enthusiasm and can improve customer relationships.

D. Channels

The X Aksha has three main channels for selling products. The first is by the media social, it is known as the easiest but also fastest way to approach the customers. The second is via the web location. The target customers can go to our website, on the website they can see in detail about the products, the promos given, and make the specific designs on our website or approve the designs for them to buy in the future. And finally through e-commerce as we know today e-commerce has many fans because it is more simple and efficient.

E. Key Partners

To support this clothing business, The X Aksha has 3 key partners, namely the fabric supplier is to supply fabric, the fabric itself has various types of fabrics to meet the needs of our customers. The second is Logistics because The X Aksha is an online business so Logistics is really needed by The X Aksha is to send goods to buyers, both JNE & JNT and Grab. And the last key partners are packaging resellers, because this business is a self-manufacture so we need a packaging reseller to package goods to make them look neat and beautiful to be sent to buyers.

F. Key Activities

The X Aksha's main point of activity is selling clothes, besides that The X Aksha has other point of activities for supporting clothing sales. Promotion is known very important for the development of business. With promotions we can give and share the business with the potential buyers, and get them to know more about the business. Next, design, by looking at some of the current trend models, The X Aksha can produce a trendy and fashionable clothing design model with the characteristics of The X Aksha itself.

G. Key Resources

The business resources used are the employees, design, and also the customers. Employees tend to have great role, their job is to provide good service to target customers and also at the production site. We also take the customer at our disposal because most of the sales are generated by the customer and one of them is based on the customer's design.

H. Cost Structure

The cost structure of The X Aksha is the cost of production, marketing, equipment and other costs. The X Aksha equipment need electricity to make it run so electricity is main point to support for production process. We continue to do promotions in each month to get business live for the market. The equipment used is sewing machine tools and accessories, and the last is operational costs for operating purposes such as buying cloth materials.

I. Revenue Streams

The X Aksha's income comes mostly from clothing sales. In the following years, the author hopes that The X Aksha brand will be more widely known and every day website visitors and sales will increase. Because the revenue streams from The X Aksha are only through selling clothes.

Business Plan Preparation Method/Approach

1. Grand Opening offers and giveaway

Still in Grand Opening The X Aksha will focus on building a brand image on social media both on Instagram and Tik Tok. By creating content and interacting with buyers, those who see it will feel interested in seeing The X Aksha brand. In addition to social media influencers, The X Aksha will also hold a special giveaway to attract new followers and customers, with the condition that people must follow The X Aksha account. Then, actively like and comment on posts from The X Aksha. After that share their favorite posts on their Instagram stories, then contact followers by tagging them during the giveaway period, The X Aksha will only choose 3 winners among all. The X Aksha will also provide a special discount of 50% for those who actively participate, and 20% for all who have just followed the brand's social media.

2. Collaborate with social media influencers

Online opinion leaders who have succeeded in developing their own distinct public image are known as social media influencers (Widyanto & Agusti, 2020). Because The X Aksha is a new brand that will enter the market. The X Aksha needs to use influencers and promotions through social media. Currently the influence of influencers greatly influences the purchase of goods. Influencers have become trendsetters for their followers. The greater the number of their followers, the greater the influencer's influence on their followers. There are several levels of influencers at this time but because The X Aksha is a new product that will enter The X Aksha market and must adjust to the existing budget, choose to use Nano and Micro Influencers. The Nano and Micro social media influencers that The X Aksha took were probably mostly in Bali and have an engagement rate of approximately 5.60% on Instagram social media.

In addition, to conduct this grand opening, The X Aksha will collaborate with social media influencers to promote The X Aksha clothing. The collaboration that The X Aksha does is by giving them a product from The X Aksha and then

they post photos and reviews from their own social media. Don't forget to also inform them if The X Aksha holds a discount of up to 50%.

3. Regular plan

After doing the grand opening, The X Aksha will give regular discounts for certain products, this regular discount will be done on certain dates when e-commerce holds discount events, for example sales of 9.9. Currently, many people are looking forward to this discount event because buyers can get big discounts and promo prices. The X Aksha will also collaborate with well-known e-commerce companies during this period. Regularly registering The X Aksha products in this discount event on e-commerce will allow them to get more exposure on their site.

4. Brand interaction plan

The X Aksha will always continue to strengthen their brand interaction with social media users, The X Aksha will hold giveaways & competitions regularly. The giveaway will be combined with a competition with certain terms and conditions that customers must follow to participate and have a chance to win free products from us. The X Aksha will also hold competitions such as "Guess the riddle". By comment. The X Aksha can find out who is following him from the start and know the product by choosing who is the first to answer correctly. We will give prizes in the form of free products to the winners. Seeing that there is a lot of interest in the design of these clothes, The X Aksha will also play simple games and the winners will have the opportunity to win prizes. The X Aksha will also conduct regular questions and answers to keep their followers interacting with us.

5. Digital advertising

The X Aksha will use a large number of social media ads, either to promote discounts or to promote The X Aksha brand and products. The X Aksha will use Instagram ads. The X Aksha will also use SEO techniques on their website and ecommerce to help people find their products more easily on search engines. The X Aksha will also take advantage of the extra exposure opportunities provided by e-commerce such as Shopee and Tokopedia by participating in their discounts and promotional events such as 9.9 sale and Flash Sale.

Hasil penelitian hendaknya dituliskan secara jelas dan padat. Diskusi hendaknya menguraikan arti pentingnya hasil penelitian, bukan mengulangi. Hindari penggunaan sitasi dan diskusi yang berlebihan tentang literatur yang telah dipublikasikan.

BUSINESS PLAN RESULTS

Marketing

1. Product

The X Aksha provides a variety of Fashion products including dresses, casual clothes, formal dresses, skirts with high quality materials such as Linen, Twill, Tencel, Cotton which are environmentally friendly and comfortable to use with trendy designs so that customers don't have to worry anymore if the clothes they wear will uncomfortable to use or trigger allergic reactions, customers also don't have to worry anymore if the clothes they wear will fade or not.

The X Aksha clothing products are also self-made products and the owner already knows what materials will be safe if used on the body and able to absorb sweat. The X Aksha products are available only for women. The X Aksha will also provide the option to custom design their own clothes and sizes so that customers can personalize their fashion according to their wishes.

2. Price

The costs of products from The X Aksha vary depending on the material and model being offered, but The X Aksha prices will be affordable. To suit The X Aksha aim, prices range from Rp. 150,000 to Rp. 300,000. A market that seeks things that are both economical and trendy. The X Aksha will also offer additional reductions to make the price more appealing to buyers.

3. Place

The X Aksha is a business based in Bali, precisely in Denpasar, Indonesia. Because for now The X Aksha is an online business, with its reach throughout Indonesia. The X Aksha sales channels are online based, such as their official website, E-Commerce site and social media. The X Aksha makes the clothes at the owner's house and all transactions will be done at the owner's house.

4. Promotion

a. Social media

There will be a lot of social media The X Aksha will be used as a medium for promotion, Instagram will be the main brand promotion and sales channel, it is one of the biggest social media with high number of users all over the world. Instagram can build brand awareness with posts and promotions and also help The X Aksha to build their brand engagement. The X Aksha will also use Instagram ads to promote their products and Instagram Shopping to earn customers' trust and make it easier for them to checkout. The second is Tik Tok, Tik Tok has developed into the outstanding social media used, equipped with its unique algorithm that can make promotions such as short Tik Tok videos easily go viral which is expected to increase brand recognition and sales of The X Aksha.

b. E- commerce

Several Indonesian E-Commerce sites will also serve as sales and promotion channels for The X Aksha. This e-Commerce gives their sellers an opportunity to participate in their promotional campaigns like 9.9 sales & seasonal sales which can help The X Aksha store get extra exposure from them.

c. Social media influencers service

Influencers on social media are defined to be those of people that had already built a image or reputation for their knowledge, personality and expertise on a particular issue. These influencers usually provide paid promotional content. Therefore The X Aksha can use this kind of service by Influencers to help promote their products and get more exposure on social media. In addition to paid promotions, these influencers also provide Brand Ambassador services where they will continue to promote The X Aksha products regularly as brand ambassadors for a certain period of time.

Marketing Strategy

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Financial Planning

The source of funds used for X Aksha is total of IDR 380,621,000 with the projected costs divided into production, pre-operational, inventory and equipment costs. After calculating that The X Aksha cash flow and overall cash flow has increased from the third year to the fifth year. Not only that, but total annual sales of The X Aksha will increase by 20%. And his other requirements will rise by 10% each year. The Cost of Good Sold of The X Aksha in 1 year is Rp.197.775.600. These results are obtained from the calculation of electricity costs, electricity, internet, tailor salaries, packaging materials, inventory, depreciation, materials every month. Every month COGS The X Aksha is Rp. 16.481.300 With the following COGS The X Aksha get a gross profit of Rp. 324.424.400 in the first year. According to breakeven analysis calculations from The X Aksha is in the 1st year and 2 months. Return on Asset (ROA) compares net income to the capital or investment that a company made in its assets to determine how well the business is performing. The bigger the return, the more productive and efficient the company is with its resources (Wimartanti & Sonny, 2020).

CONCLUSION

The X Aksha is an online business venture engaged in fashion with a Summer theme. The X Aksha is here to help the needs of consumers who currently want to look fashionable with trendy summer casual clothes that are cheap and also comfortable to wear. Planning to strategy formulation has been carefully planned in the business plan listed in this journal. The X Aksha tries to make its business plan mature with the current conditions. Including financial plans, human resource planning, capital, and technology, each strategy has been adjusted to the SWOT that has been previously analyzed. According to the scenario simulation, this business plan shows that the X Aksha firm is realistic to manage and beneficial for investors.

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