

ABSTRACT

Mix & Co. adalah sektor usaha yang bergerak di bidang fashion dengan desain kaos yang eksklusif dan dibuat oleh orang Bandung. Biasanya orang Bandung menyebut industri ini dengan sebutan distro. Sektor usaha ini dipilih karena sekarang ini fashion sudah menjadi gaya hidup di kota Bandung. Khususnya anak-anak muda Bandung selalu kreatif dan ingin tampil beda. Inilah yang menjadi motivasi dan inspirasi mengapa bisnis distro ini terpilih.

Mix & Co memiliki berbagai desain kaos yang eksklusif dengan harga yang terjangkau. Saat ini di Bandung industri sejenis sudah banyak beredar dengan konsep yang berbeda-beda. Tetapi hal ini menyebabkan para konsumen jenuh dengan produk yang distro tawarkan. Untuk menghadapi hal ini Mix & Co sudah siap untuk menghadapi persaingan yang ada dengan menawarkan konsep berbeda dimana calon pembeli bisa mendesain sablon untuk kaos yang mereka inginkan. Hal ini bisa memberikan alternatif lain untuk konsumen jika mereka bosan dengan desain yang kita tawarkan. Lokasi Mix & Co. cukup strategis karena letaknya di Jl. L.L.R.E Martadinata di sebelah Summit outlet dimana di lokasi tersebut biasa di datangi oleh orang-orang dari dalam dan luar kota Bandung. Mereka berbelanja di outlet-outlet sekitar, sehingga hal ini sangat memungkinkan bagi Mix & Co untuk dikunjungi.

Melihat peluang yang dimiliki oleh Mix & Co, saya yakin bisnis ini dapat maju dan berkembang pesat di masa yang akan datang. Untuk menjalankan bisnis ini saya memerlukan dana sebesar Rp 51.840.000 sebagai investasi awal kebutuhan bisnis ini.

EXECUTIVE SUMMARY

Mix & Co. is a business that focuses on fashion distro with the exclusive design made by the Bandung people. This business is chosen because, nowadays fashion becomes a life style in Bandung. Especially the youth person always try to find the new t-shirts that do not exist in a store or a shopping centre. That is why this business is gives me motivation and inspiration to do this business.

Mix & Co. has the exclusive design with the affordable price. Nowadays, there are many distros open in Bandung with different concepts. Mix & Co. also has different concept that the consumers can design their own silk screening design to their clothes. Mix & Co only provide t-shirts as its products, because many people love to wear them which is simple. I plan to promote Mix & Co. by using the media such as in Suave magazine and 99'ers Radio.

Mix & Co. will be opened on L.L.R.E Martadinata street, as we know that this street is always crowded and full with domestic tourists from outside and inside Bandung. If we open the store there it will become the opportunity for Mix & Co. to introduce the products to the consumers and to be visited by the consumers. To open this store I just need two store staff both male and female to help me make this business well.

To start this business I need 51,840,000 IDR as the initial investment. I have been already calculated the cash flows which rises per year. Total cash inflow for the first year is 240,000,000 IDR, and total cash outflow is 221,750,000 IDR for the first year. By the calculation of cash inflow and cash outflow per year, the cash flow can be known. The payback period for this business to recover the initial investment can be reached in 1 year 10 month 20 days with the net present value is more than zero that is 196,890,412 IDR.

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