

# **CHAPTER 1**

## **BACKGROUND**

Nowadays clothes are used not only to cover our bodies but also as a lifestyle in fashion. As we can see here in Bandung, many people like to follow a certain trend or lifestyle which is up to date. In addition there are a lot of people from other cities who like to visit Bandung and buy some new clothes. They also want to find good quality clothes with an affordable price.

Based on my interview with the one of the owners of a distro in Bandung, the average number of visitors per day is 66 and 13 pieces of clothes are sold out in one day. From the fact that I have seen, I get an idea to focus on a place which can satisfy the consumer's needs. I plan to open a distro that is different from others.

I call this place MIX & Co because in my place there will be unique selling propositions, in which consumers can have the ideas to designs the clothes they want.

If the consumers meet the same things and objects over and over again, they will tend to be bored. The consumers will try to free themselves from the same objects. This condition is boring and needs to be changed. That is why in my distro the consumers can design their own clothes or they can choose special designs which are more attractive.

I only provide the t-shirts because the youth love wearing the simple ones. As we can see in two campuses in Bandung such as at Maranatha and Parahyangan Universities, there are lots of students wearing t-shirts, I observe there. Many people especially the young ones prefer to visit the distros which have new and different models from others. They mostly try finding the t-shirts that do not exist in the shopping malls or department stores. They want specific clothes that differ from the ordinary ones. In distros we can find a unique model of clothes that will make consumers attracted to buy. Besides the distro design has a function to offer an expression of art which can be appreciated by the users. Because of that many people, especially the young ones are interested in the characteristics of new designs. Naturally, young people will tend to find new and different models.

I will open MIX & Co on L.L R.E Martadinata street because most of the stores are crowded with the domestic tourists and young people who like shopping there. According to Sentra Komunikasi (17) it is proved in the last few years that Bandung citizens find the shopping centre which is almost visited by many people every weekend. I hope besides visiting the factory outlet, the guests will also visit the distro.

The payback period is assumed not more than three years. The payback period can be reached in one year and ten months, ten days. I am sure that the business is feasible to run based on the time to reach the payback period and the profit that I can get.