

CHAPTER I

BACKGROUND

I choose silk-screening for my business plan with the brand name “Print & Screen” because people need clothes as their primary needs and nowadays people get more selective if they want to buy some clothes (e.g.: various models, colors and pictures) because they look at it as part of their lifestyle. I can see that in some fashion outlets in Bandung especially on the weekends, there are crowds of people who look for some new clothes for their styles.

These people are getting more selective in choosing the pictures on their t-shirts. That is why, silk-screening is important in this business field because it is a method to make some pictures on t-shirts. Based on this fact, I am sure to open this kind of business. Besides, this business does not need big amount of investment.

Silk-screening is made using some fabric paint that can stick to your t-shirt and stay on it as long as you do not scratch it and you wash the t-shirt by following the washing instructions. For example, you may not iron it.

Based on the interview with some silk screening companies, the average profit of this business is 30% and my unique selling propositions are: I will offer money-back guarantee if there are some mistakes in the work and I also offer some new paint material for-silk screening that is not owned yet by my competitors, also I will suggest consumers if some colors they want to be put on their fabrics are not suitable with the color of the fabrics and I will provide delivery service for consumers who are not able to take their fabrics back because of some reasons. Besides, work quality, cleanliness, neatness, and punctuality in finishing the job will be my main objectives. In my workplace, the consumers can wait for a one-day finishing if they need it, but small jobs can be finished in one day.

This business will be located in Holis, Bandung, because warehouses there are cheaper than those in the downtown area so I can save more in the budget. There is an available place there and there is no competitor around. Thus, this location will be suitable for my business.

To open this business, I need to rent a warehouse, and have seven workers, 6 silk-screening tables which are 7 meters long per table, and a press-machine.